



RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 49, NO. 17

NEW YORK, WEDNESDAY, OCTOBER 26, 1949

TEN CENTS

BROADCASTERS GATHER FOR DIST. MEET

Religious Campaign Opens On Sunday

President Harry S. Truman and Charles E. Wilson, president of the General Electric Company, will broadcast addresses over the major networks, launching the "Religion in American Life" Campaign, Sunday, Oct. 30, 11:15-11:30 p.m., EST.

The choir of the Chapel of the Incarnation, New York City, also will be heard on the program, which will originate in the CBS New York studios, except for the President's speech, which will come from Washington.

Mr. Wilson, who is national chairman of the campaign, will make the introductory talk and present President Truman.

ABC Reports Sharp Rise In Wismer Co-op Sales

ABC reports a 114 per cent increase in the last 20 months among sponsors of Harry Wismer's cooperatively-sold Saturday night sports commentaries.

Wismer now has a total of 92 advertisers sponsoring his weekly quarter-hour show, as against 43 a year ago, ABC said. By categories,

(Continued on Page 2)

Mutual Names Marts Chicago Office Head

Chicago—Carroll H. Marts, sales manager of MBS' Central Division, has been promoted to the post of director of the web's office here, it has been announced by Frank K. White, MBS president.

The appointment follows the move of Adolf N. Hult, former Central

(Continued on Page 2)

Backs CBC Programs

Montreal — The charge that Canadian radio programs cannot compete with programs produced in the United States was indicated unfair by Lamont Tilden, of CBC, addressing the Mount Royal Women's Community Club. The charge was incompatible with the fact that every year in open competition in the United States against all comers on the North American continent, and, judged by Americans, Canadian programs had taken top honors, he said.

NBC Head Meets Press At Trade Luncheon

Joseph McConnell, new president of NBC, met the press yesterday at a luncheon in the Flamingo Room of the Waldorf-Astoria and the invitation brought out the key men of the wire services, trade and daily press.

Mr. McConnell was introduced by Sydney Eiges, vice-president in charge of press relations who welcomed the radio-TV writers and

(Continued on Page 3)

Transit Radio Popular, St. Louis Survey Shows

Cincinnati, O.—A survey by the St. Louis Public Service Co. among its bus and street car drivers one year after the vehicles were equipped with FM radio receivers shows them overwhelmingly in favor of

(Continued on Page 8)

Over 100 At Skytop For 3rd District, NAB Session; Sales Problems Will Highlight Two-Day Session

By FRANK BURKE
Editor, RADIO DAILY

Skytop, Pa. — Over 100 broadcasters from the Pennsylvania, Delaware and Maryland areas are gathered at the Skytop Lodge for "on the record" and "off the record" sessions of the Third District NAB. The two-day session called by George D. Coleman, general manager of WGBI,

(Continued on Page 3)

Yankee Web Signs Heavy Sponsor Sked

Boston—One of the largest contracts to be signed in New England radio for some time was completed this week by the Dolcin Corporation with the Yankee Network for twelve quarter-hours a week effective Sunday, October 30, it was announced yesterday by Linus Travers, executive vice-president and general manager. The 52-week order on WNAC

(Continued on Page 3)

MacArthur's Radio Chief Named By Protestants

Albert Crews, former NBC executive who served until last April as chief of radio programming for Gen. MacArthur in Japan, has been appointed director of production for the Protestant Radio Commission, it was announced yesterday.

Crews went to Japan in 1947 and

(Continued on Page 2)

Fran Warren, Thornhill On New Thesaurus List

RCA Recorded Program Services have announced the addition to their Thesaurus list of two new shows, marking the first expansion since

(Continued on Page 2)

WNYC To Cover Polls Despite FCC Setback

WNYC, New York, despite the refusal of the FCC this week to permit extension of its sign-off time on Nov. 8, is going ahead with plans for the most extensive election coverage in its 25-year history, Seymour Siegel, director of the city's non-commercial station, said yesterday.

This year as last, when the Commission was equally adamant in its

(Continued on Page 2)

Long Delay Seen Likely In NBC And KMPC Deal

Washington Bureau of RADIO DAILY
Washington — It is likely to be many months before NBC is permitted to consummate its deal to take over control of KMPC, Los Angeles, observers here believe. Whether the

(Continued on Page 2)

Smith-Jones Spat Enlivens Color-Television Hearings

Washington Bureau of RADIO DAILY
Washington — FCC Commissioner Robert F. Jones was accused of "pitching" for the CBS color-TV system yesterday by Philco's vice-president, David B. Smith. In a brief but bitter flare-up, Smith took exception to Jones' insistent questioning concerning the need for complete compatibility in TV.

The spat occurred after Jones had remarked that Smith was much

more detailed in his criticisms of the CBS system than in his comments on the RCA system.

Smith offered a set of five criteria which he said any color system must meet, and insisted, as Jones questioned him, that it would be better for the Commission to wait for a system meeting these criteria than to adopt any present system which does not meet the standards he ad-

(Continued on Page 7)

Luncheon Meeting

Philadelphia — Representatives of the FCC, NAB, and RMA are expected to attend a luncheon at the Sheraton Hotel on Thursday sponsored by the Junior Chamber of Commerce as a special feature of National Radio and Television Week, Oct. 30-Nov. 5. Norman Corwin, of the United Nations radio staff, is the guest speaker.

Plans European Tour

Los Angeles — Chet Huntley, KNX-Columbia Pacific Network reporter and news analyst, will leave October 31 for a six-week tour of Europe where he will interview world leaders, record news spots and gather material for future broadcasts. His last broadcast will be on Oct. 29, and he will return to the air December 18.



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Dallas, Texas
Phone: Riverside 3518-9

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FINANCIAL (October 25)

Table with columns: High, Low, Close, Net Chg. Lists various stocks like ABC, Admiral Corp., Am. Tel. & Tel., etc. Includes a section for 'NEW YORK CURB EXCHANGE OVER THE COUNTER' with columns for Bid and Asked prices.

Sponsors News Program

Rolls Razor, Inc., has signed an eight-week contract to sponsor WNBC's 6:30 a.m. "News With Peter Roberts" program. The order, calling for sponsorship on a Monday-thru-Friday basis, was placed through Anderson, Davis & Platt, Inc.

Advertisement for KGW-FM, Portland, Oregon, affiliated with NBC. Includes text: 'THIS IS KGW'S BANNER YEAR', 'KGW-FM', 'PORTLAND, OREGON', 'AFFILIATED WITH NBC', 'REPRESENTED NATIONALLY BY EDWARD PERRY, CO., INC.'

★ COMING AND GOING ★

DR. PETER C. GOLDBLUM, director of research and engineering development at CBS, will leave by plane tomorrow for England, where he will lecture on CBS color television and Columbia Records' LP discs.

LEE NEAL, of the sales department at WIP, Philadelphia, is expected in New York today on station business.

JOHNNY O'CONNELL, account executive of Associated Program Service, leaving for Skytop, Pa., to attend the meeting of District 3 of the NAB.

VAN KONYENBURG, general manager of WTCN-TV, Minneapolis, Minn., is in New York for conferences at the headquarters of the Columbia network.

ZERO MOSTEL, comedian, has arrived in New York for conferences with executives of the Stanton B. Fisher, Inc., agency regarding his guest spot this Saturday on Jack Carter's "Cavalcade of Stars."

FRED FREED, reporter on "This Is New York" over WCBS, is spending this week at Princeton University gathering material concerning undergraduate life.

DONNA FARGO, Teleparencies executive, is in New York to confer with Mitzi Mayfair, partner, and Paul Mowrey, ABC sales chief, regarding the use of Teleparencies process backgrounds on the local video stations of ABC.

ANNE DAVIS, announcer on WJHO, Opelika, Ala., is in London, England, to appear on the "Charter Night" program of the London Pilot Club.

HARRY BURKE, general manager of KFAB, affiliate of CBS in Omaha, Nebr., is here on station and network business.

DAVID MILSTEN, Western counsel for SESAC, is in town and will be here for the next few days on business.

MacArthur's Radio Chief Named By Protestants

(Continued from Page 1) was given the task of converting the Japanese broadcasting setup from a state monopoly to a system of private enterprise. From 1943 to 1947, Crews was production director for NBC, Chicago. Since 1943 he has served as radio editor for Houghton-Mifflin Co., and is the author of several standard radio texts. From 1935 to 1943 he was chairman of the radio department at Northwestern University.

WNYC To Cover Election Despite FCC Setback

(Continued from Page 1) no-extension edict, WNYC will make its unique coverage facilities at City Hall available to other local stations as a public service. There is also a possibility that one or more of New York's independent television stations may bring their cameras down to cover the election night spectacle, Siegel said.

ABC Reports Sharp Rise In Wismer Co-op Sales

(Continued from Page 1) automobile dealers and accessory stores lead the parade, followed by brewers, department stores, and clothing stores.

Bishop Promoted At NBC

Don Bishop, staff writer and assistant magazine editor in the NBC press department for two years, has been named magazine editor, it was announced by Josef C. Dine, director of the press department. Bishop will succeed Jack Slocum.

Auriel Macfie has joined the department as assistant magazine editor. She was formerly publicity director for United Artists' chain of first run theaters in Los Angeles, in the publicity department at Capitol Records, and director of publicity for Robert Holley Advertising Company in New York.

Fran Warren, Thornhill On New Thesaurus List

(Continued from Page 1) RCA took over several weeks ago—Claude Thornhill's orchestra, and vocalist Fran Warren. Tied in with the Thornhill show is a song-titling contest for listeners of Thesaurus subscriber stations, with all-expenses-paid weekends in New York for monthly winners. Both the Thornhill program and "Fran Warren Sings" will be offered to Thesaurus subscribers on a weekly basis.

Mutual Names Marts Chicago Office Head

(Continued from Page 1) Division vice-president, to New York as v-p in charge of all network sales. Marts joined Mutual in 1942 as a sales service supervisor. After that, he was consecutively, administrative assistant to Hult, account executive and sales manager. Marts graduated from Northwestern University in 1928, and joined the Atlantic and Pacific Tea Company as chief accountant.

Long Delay Seen Likely In NBC And KMPC Deal

(Continued from Page 1) FCC will ever approve the transaction is not at all certain—but what is practically certain is that there will be no okay until after there has been a hearing on the license renewals for KMPC and the other two stations under control of G. A. Richards—WJR, Detroit, and WGAR, Cleveland.

Buys Series On ABC

Chicago—The Ronson Art Metal Works, Inc., has purchased a new five-minute weekly variety series, "The Johnny Desmond Show," over the full 271-station network of ABC, starting Jan. 11, 1950, 8:55-9 p.m., EST. The 49-week contract was handled through Grey Advertising Agency, Inc., of New York.

Are you buying lots of WATTS or listeners?

Sure, there are stations in Baltimore with more wattage than W-I-T-H. And to hear some of them talk, you'd think nobody in this rich market ever listened to any station but theirs.

But those claims won't stand up in the face of facts. We make no such claims for W-I-T-H. But we do claim this:

W-I-T-H delivers more listeners-per-dollar than any station in Baltimore. It covers 92.3% of the radio homes in the Baltimore trading area.

So if you want to make every penny count, buy W-I-T-H, the BIG independent with the BIG audience. If you want low-cost-sales in Baltimore, call in the Headley-Reed man today, and put W-I-T-H on your schedule.

Advertisement for W-I-T-H Baltimore 3, Maryland. Includes a stylized face logo with 'AM' and 'FM' labels. Text: 'W-I-T-H Baltimore 3, Maryland', 'TOM TINSLEY, President', 'Represented by Headley-Reed'.

Yankee Web Signs Heavy Sponsor Sked

(Continued from Page 1)

and the complete Yankee web includes six different programs for morning, afternoon and evening listening. They are Marvin Miller, human interest stories each Monday, Wednesday and Friday, from 10:30-10:45 p.m.; Cedric Foster, news, each Tuesday and Thursday, 1:45-2:00 p.m.; "Bill's Scrapbook," poems and organ music, Monday and Friday, 8:15 a.m., and Saturday, 10:15-10:30 a.m.; World News, 7:15-7:30 a.m. on Wednesday; Hymn Singer, Sundays, from 9-9:15 a.m., and "Deems Taylor Concert" on Sunday's, from 1:30-2:00 p.m.

Additional full Yankee network advertisers including Habitant Pea Soups, Waleeco Candy Bars, Pertussin, Christmas Club and Hudson Paper making the closing quarter of the year one of the most successful in its 26 years of operation.

Continental Co. Renews "Grand Slam" On CBS

Continental Baking Co., New York, for Wonder Bread and Hostess Cakes, has renewed its sponsorship of "Grand Slam," CBS musical quiz program, effective Nov. 21, it was announced yesterday by William C. Gittinger, CBS vice-president in charge of sales. "Grand Slam," aired Monday through Friday, 11:30-11:45 a.m., EST, with Irene Beasley as mistress-of-ceremonies, has been on the CBS network under Continental sponsorship since September, 1946. Agency is Ted Bates & Company, New York.

Joins Goodman

Irving "Hank" Kempner has joined Harry S. Goodman Productions, assigned to handling sales in the Wisconsin and Minnesota territories. He was formerly program director of WKAM, Warsaw, Ind.

The Mailbag

WCTC Is Commercial

Our pleasure in winning the School Broadcast Conference award for our program series "Children Have Their Problems" was exceeded only by our chagrin when we read in the October 19 issue of RADIO DAILY that WCTC is a non-commercial station!!! We're selling our air time pretty consistently out here in New Brunswick—and don't even anticipate that we'll ever consider doing otherwise. Nevertheless, we still have some time left for outstanding public service programs.

Sincerely,

Edith Brandt
Program Director
WCTC,
New Brunswick, N. J.

Sales Programs To Fore At NAB Regional Meeting

(Continued from Page 1)

Scranton, district chairman, is expected to differ somewhat from previous NAB district meetings as all sessions will not adhere strictly to the "off the record" procedure advised by NAB executives in Washington.

The pattern for the two day session is similar to other district meetings conducted by NAB officials during recent weeks. Kenneth Baker, NAB director of research and acting president of BMB, will conduct the opening business session at 10 a.m., today. Baker is expected to report that the Second Study of BMB will be ready for release around December 1, and will also report on the financial status of the audience measurement organization.

Sales Session Important

Most important of all the sessions will be the Sales Clinic scheduled for 11 a.m., today. At this session J. Robert Gulick of WGAL, Lancaster, will act as chairman and broadcasters of the Third District will be given an opportunity to air their views on the sales problems of radio. Following the panel discussion, Maurice B. Mitchell, director of Broadcast Advertising Bureau, will take over. Mitchell will do the BAB pitch that has been featured at all previous NAB district meetings and will outline the advantages of this service to the broadcasters. He will hold forth until 4:15 p.m., when Sydney Kaye, as spokesman for Broadcast Music, Inc., will give a progress report on the BMI operations. Kaye's re-

Radio Hams To See Film On Video Interference

West Hartford, Conn. — George Grammer, technical director of the American Radio Relay League, national organization of radio amateurs, has announced the release of a motion picture on television interference, for showing to groups of video servicemen and radio amateurs.

The film illustrates corrective measures which may be taken by the "ham" whose private shortwave transmitter interferes with the television reception of his neighbors. The film also covers picture interference from other sources, and suggests remedies. Distribution through more than 600 local amateur radio clubs is planned.

Sterling Celebrates

Jack Sterling, WCBS early morning man, will celebrate his first anniversary with the New York flagship of CBS on Tuesday, Nov. 1. CBS brought Sterling from the Midwest to take over the 6-7:45 a.m. across-the-board stint from Arthur Godfrey, who decided he would rather sleep late.

port, incidentally, will show that BMI is stronger than ever and is taking an active part on the development of the nation's television industry.

A cocktail party is scheduled for 6:30 p.m., Wednesday to be followed by a dinner and entertainment.

Employe-employer relations will be the subject of the Thursday morning session called for 10 a.m. Frank Smith, general manager of WBZT, Beaver Falls, will preside at this session and will introduce Charles H. Tower, assistant to Richard P. Doherty of NAB, who will present the industry organization's point of view.

Miller to be Heard

Clair R. McCullough, district director at large of NAB, and president of WGAL, Lancaster, will preside at the afternoon session and will introduce Justin Miller, president of NAB, who will be the principal speaker of the district meeting. The talk by Judge Miller will be followed by a forum session.

Following the close of the Third District meeting tomorrow afternoon, the Pennsylvania Broadcasters Association will hold a session at 5 p.m.

NBC Head Meets Press At Trade Luncheon

(Continued from Page 1)

then turned the luncheon over to his new boss.

The new NBC prexy got off to a flying start with the trade boys. In the first place he complimented them on their knowledge of radio and television and then proceeded to thank them for their courtesies. He stressed that he felt they knew more about operations than he and asked their indulgence as he entered into the new job.

No Questions Asked

Then came the question period. The newsmen who had been invited to ask questions failed to come up with anything in the way of an inquiry. They had accepted Mr. McConnell on his say and returned his courtesy by declining to question him.

N. Y. Advertising Women Host Tomorrow At Astor

The Advertising Women of New York will hold a Hallowe'en cocktail party in the Beveledere Room of the Hotel Astor, 5:30-7:30 p.m. on Friday, Oct. 28. Admission is \$3.50 per person, with proceeds going into the club's service activities fund.

for profitable selling **INVESTIGATE**

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DELAWARE

WGAL

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PENNSYLVANIA

WKBO

HARRISBURG
PENNSYLVANIA

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READING
PENNSYLVANIA

WORK

YORK
PENNSYLVANIA

WEST

EASTON
PENNSYLVANIA

and

WDEL-TV

WILMINGTON
DELAWARE

WGAL-TV

LANCASTER
PENNSYLVANIA

STEINMAN STATIONS

Clair R. McCullough, Managing Director

Represented by **ROBERT MEEKER ASSOCIATES**

Chicago San Francisco New York Los Angeles



BMI

THANKS TO BROADCASTERS, ARTISTS, PUBLISHERS,

KEEPS HITTING...

4 out of 7
on the
LUCKY STRIKE
HIT PARADE

(October 15, 1949)

1. YOU'RE BREAKING MY HEART
2. SOMEDAY
5. ROOM FULL OF ROSES
7. JEALOUS HEART

and the same Broadcasters, Artists, Publishers, Composers, Disc Jockeys, Record and Transcription Companies, and Juke Box Operators now aim to

Hit With These Up-Coming BMI Leaders

THE BILLBOARD PICKS: CROCODILE TEARS

THE DISC JOCKEYS PICK: VIENI SU
ENVY
CANADIAN CAPERS

THE OPERATORS PICK: BLUEBIRD ON YOUR WINDOW SILL

BMI PICKS:
SLIPPING AROUND
HUSH LITTLE DARLING
SHE WORE A YELLOW RIBBON
EVERYTHING THEY SAID CAME TRUE
WHY DON'T YOU HAUL OFF AND LOVE ME
WHO'LL BE THE NEXT ONE TO CRY OVER YOU
SEND TEN PRETTY FLOWERS TO MY GIRL IN TENNESSEE
CARELESS KISSES

BROADCAST MUSIC, Inc.

580 FIFTH AVENUE, NEW YORK 19, N. Y.

CHICAGO • HOLLYWOOD • TORONTO • MONTREAL

HIT AFTER HIT...WEEK AFTER WEEK

57.2% OF SALES AND RECORD POPULARITY RATINGS

A Summary of Popularity Charts from The Billboard, Oct. 22, 1949

	TOTAL LISTINGS	BMI	ALL OTHERS	% BMI
HONOR ROLL OF HITS	10	5	5	50.0
SHEET MUSIC—BEST SELLING	15	5	10	33.3
POP RECORDS				
MOST PLAYED BY DISC JOCKEYS	30	16	14	53.3
BEST SELLING, RETAIL	31	13	18	43.3
MOST PLAYED ON JUKE BOXES	31	13	18	43.3
RHYTHM & BLUES RECORDS				
BEST SELLING	16	12	4	75.0
MOST PLAYED ON JUKE BOXES	16	13	3	81.2
FOLK RECORDS				
BEST SELLING	16	14	2	87.5
MOST PLAYED ON JUKE BOXES	15	12	3	80.0
TOTAL	<u>180</u>	<u>103</u>	<u>77</u>	<u>57.2</u>
SCORE PREVIOUS WEEK	181	101	80	55.8
<hr/>				
SONGS WITH GREATEST RADIO AUDIENCES (PEATMAN ACI)	51	13	38	25.5
R-H SYSTEM	30	5	25	16.7
TOTAL	<u>261</u>	<u>121</u>	<u>140</u>	<u>46.4</u>
SCORE PREVIOUS WEEK	243	109	134	44.9



CHICAGO

By HAL TATE

HARRY HOLCOMBE at the Grant Agency tells us that they are keeping their prize package "Dr. I. Q." on NBC even though Mars Candy relinquished the program last week. He hopes to announce the name of a new sponsor soon. Mars is retaining its "Curtain Time" program over NBC.

WCFL announcer **Mal Bellairs** is a father for the third time. His two boys now have a baby sister, Patti Lynne.

WCFL's **Bill Harmon** back at the station after four weeks of fishing up Michigan way.

Mr. and Mrs. **Ed Scott** are the parents of a son, **Christopher Alan**, born October 7th at St. Francis Hospital. Ed's a member of the WBBM announcing staff.

That "sleeper" **Frankie Laine** recorded here very quietly the other week-end was "Satan is a Lady." It'll be out on the Mercury label soon.

Sil Aston, WAIT manager, back from a New York business trip with a sheaf of contracts including a "spot" schedule for Cavalier cigarettes in his pocket.

WAAF manager **Brad Eidmann** says his station won't go full-time till May or June of next year. The FCC gave the station the okay for 5,000 watts full-time but it will be that long before equipment and facilities can be completed.

Bernie Howard, package producer, who is the owner of the "Name the Movie" idea, is planning to develop the show into a gigantic movie giveaway program.

Dick Wells, popular free-lance announcer, back from a business trip to Louisville where he reports all Louisville was shocked by the sudden death last week of **Pete Disney**, WHAS program director. Latter died of an intestinal ailment contracted while in service in Italy.

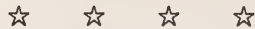
Ed McElroy emceed a full show at Vaughn General Hospital last week. Talent line-up included the Art Van Damme unit.

Revere Camera will start sponsorship of "A Date With Judy" over ABC on November 10. **Roche**, **Williams** and **Cleary**, Chicago, handles the account.



Mainly About Manhattan. . . !

● ● ● **AROUND TOWN:** WOR's top brass in a huddle regarding their TV sitcheayshun and trying to figure out ways of pumping some blood into the anemic schedule. . . . Looks like ABC-TV on the coast will go seven days a week, instead of the five-day sked they're now on. . . . **Ted Granik's** NBC simulcast of "American Forum of the Air" tees off Sunday at 4:30 p.m. out of Washington. . . . **Herb Sheldon's** first short for Universal-International (out of a series of 4) opens at the Criterion Theater today. Tagged "You Don't Say," it's Sheldon at his funniest. . . . The **Eve Wygod** beauty salon signed for a 13-week spot on the **Bea Kalmus** WMGM midnight stanza. . . . **Roger Kay**, his TV-stable already heated up with **Mady Christians**, **Lionel Stander**, **Paul Lukas** and others, has inked **Gene Rayburn**, the WNEW disk jock. He's got an hour TVariety series in mind for him. . . . **Lester Lewis** has set a new **Eloise McElhone** show for DuMont slated to start Nov. 8th. . . . **Eagar Kobak** denies reports he might enter station rep. field. . . . **Carlos Franco**, former Y & R exec. joining **Kudner** on the 31st. . . . **Elaine Williams**, one of television's loveliest, joins "Captain Video" this week in a running part as **Moysing**, a Chinese lass. . . . CBS-TV building a new half hour domestic comedy series around **Al Bernie** to fill the Wed. 9:30 p.m. slot.



● ● ● **FOR THE RIPLEY DEP'T:** WDTV, only television station in Pittsburgh, hasn't single television camera on the premises! They just use films and what's fed them from other webs. What's more, rumor has it that they're one of the few TV stations in the country operating in the black. (Maybe that's the way to do it, huh?).



● ● ● The **Waldorf's** famous luncheon fashion shows will become a weekly WABD feature starting this Friday. Feature of the new series, besides showing the latest in fashions and vogues, will include a theme varying from week to week and a "celebrity table" around which will be women identified with the theme of the week. Opening show, arranged by **B. Altman**, will be "Beauty After 40," which is the title of a new tome by **Edyth Thornton McLeod**, a guest of honor. Others at the celebrity table will be **Emily Kimbrough**, **Stella Unger**, **Cornelia Otis Skinner**, **Gloria Swanson**, **Irene Rich** and **Ann Harding**. The program, staged in the Sert Room, will be seen every Friday from 1:30 to 2:00 p.m.



● ● ● **MANHATTAN SEEN-ery:** **Louis B. Mayer** digesting the electric news bulletins flashed on the Times Sq. Bldg. . . . **Irving Berlin**, **Dean of Tune-Pan-Alley**, circled by autografans outside of **Sardi's**. . . . **Mary Kay** and **Johnny Stearns**, television's first family, dining at the **Fireside Inn**. . . . **Jack Gilford**, who sez he's tired of eating his wife's biscuits. "If you had to lift them," he claims, "you'd be tired too." . . . **Jack Pearl**, at **Bill Bertolotti's**, relating that he's concentrating entirely on TV and just thumbed down B'way musicomedie plans.



● ● ● **SMALL TALK:** **Eunice Howard** drops the col'm a line to tell us she's wed to **Ray Maxwell**. . . . **Mariners Quartet** getting heavy mail response from their airing of "Leprechaun's Lullaby." . . . **Lew Herbert**, usually cast as a guardian of the law, switched sides on **Bill Gargan's** TV series and turned in a bang-up job as the kidnaper-counterfeiter menace. . . . Chalk up another great show for **Irving Mansfield's** "This is Show Biz" last Sunday. One of the high spots was **Sam Levinson**, the reformed school teacher who is now earning 2000 bux a week for the same spiel he used to hand out to the kids for free.

SAN FRANCISCO

By NOEL CORBETT

GENE ENGLE is planning a remote from his **Gene's Restaurant** comparable to the interview type show he had during the war. Gene's is favorite hangout for newspapermen, radio, stage and screen stars.

Milt Samuel, **Young** and **Rubicam** press head on the coast in town during a swing of Western cities.

Lloyd Yoder, one-time NBC manager here, now top man at **KOA**, **Denver**, due in town the end of the month. With him will be his wife, the former **Betty Marino**, who, with her violin starred on many programs emanating from here when **KPO-KGO** was Coast headquarters for NBC.

Bill Cullenward, new press information manager at **KCBS**, was formerly an airline publicity rep and beat the drums for the late **Tom Breneman**.

Here 'N' There . . . **Madolin Bingham** has joined the **Abbott Kimball Company** as account exec. . . . **Louis Marchi** is now in charge of **Beaumont** and **Hohman's** Portland office.

. . . **Kirk Torney** is now the Northern California rep for **Hoffman Radio**. . . . **David Meblin**, **KSFO-KPIX** talked on "Television—Entertainer, Educator, Merchandiser" at the **Palace Hotel** for the **University Club** group. . . . **Beaumont** and **Hohman** are the agency handling spots for 200 Western stations plugging **Pacific Greyhound Bus Lines**. The budget carries a fifty per cent increase over last year. . . . **Hale Brothers** (department store) and **Motorola, Inc.**, are sponsoring twelve of the local **Shamrock Ice Hockey** team games.

The first serious study
of a new literary form

Radio AND Poetry

by MILTON ALLEN KAPLAN

Everyone interested in radio as a primary medium of communication and culture will profit from this analysis of the development of a new literature—poetry in radio. Dr. Kaplan follows the record of the use of poetry in radio from its role as "fill-ins" to the emergence of the radio verse play, and points out unexplored literary and cultural possibilities of radio and television. \$4.50

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TELEVISION DAILY

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SMITH VS. JONES AT TV HEARING

TELE TOPICS

A SHOW that should excite widespread interest and inspire a flock of imitations because it makes possible high quality entertainment at exceptionally low cost is "What Happens Now?", seen locally on WOR-TV. The idea of a group of actors improvising brief skits from a given situation or line of dialogue is not new to show business, but in video it is especially valuable since it eliminates all need for costly rehearsal. But it is doubtful if anyone can bring it off as well as The Improvisers, six young thespians who work so well together that they seem, at times, to anticipate each other's lines and actions. The skits they built were, at times, weak in development and in the punchline department, but the dialogue was very good—witty and sophisticated and, occasionally superior to that heard on many script shows. Show this week was not well paced, needing more variety in the type of material given the actors. . . . The Improvisers are Larry Blyden, Cecily Burke, Joyce Gordon, Ross Martin, Charles Mendick and Jean Pugsley. Nelson Olmsted is emcee.

CBS HAS DECIDED that Abe Burrow's talents are best suited to TV and is dropping his "Breakfast With Burrows" AM stanza in favor of a weekly half-hour video stint. Burrows will write and produce the new show, which will start early in December. AM'er folds after the Oct. 28 ainer. . . . George Givot has checked out as permanent emcee of Versatile Varieties on NBC and guest hosts will appear each week, beginning Friday. Harold Barry will be the first. . . . "Red Feather USA," half-hour film made for the Community Chest campaign by the four webs, will be aired by ABC and DuMont tonite, by NBC on Thursday and by CBS Saturday. Featured in the film are The Goldbergs, Stop The Music, Milton Berle and June Havoc, Janet Blair and the Blackburn twins. David Rich, of CBS, coordinated the program and Ira Marion, of ABC, scripted. Robert Saudek, ABC; John Hundley, CBS; Edward Carroll, DuM, and Sterling Fisher, NBC, supervised the project for the nets.

KATHI NORRIS' DuMont daytimer, "Your Television Shopper," marks its first anniversary next Tuesday. On Monday it will receive a birthday present in the form of a contract from Saks-34th bankrolling the first half-hour of the show across the board. Program is completely sold out, other participants including Aborn coffee, Goodman, Gravy Master, A&P, Habitant soup, Plasta starch, McKesson & Robbins and Revere Copper & Brass. . . . Stokey & Ebert has scheduled a half-hour film version of Dickens' "A Christmas Carol" for immediate shooting at Jerry Fairbanks Studios, using Fairbanks' recently developed three-camera filming technique.

Commissioner Infers Philco Veepee Favors RCA, But Is Accused, In Turn, Of 'Pitching' For CBS; McIntosh Describes Color-Video System Of C.T.I.

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vanced. The five principles offered are as follows:

- (1) The standards must be such as to permit the public individually, and at their personal option, to be able to have either black and white or color reception with no loss of program service either way.
- (2) Both color and black and white must be transmitted on a single set of standards so that each type of signal can be received interchangeably on either a black-and-white or color receiver.
- (3) The standards must provide a quality of service at least as good as that now provided by the present commercial standards.
- (4) The continuity of existing service to receivers in the hands of the public must be maintained. Any proposal of non-compatible standards must include a detailed program to accomplish this purpose.
- (5) In arriving at these standards there shall be no experimenting at the expense of the public, and the Commission will require assurance for the public that the system has been thoroughly proven before authorization of commercial service.

Although insisting he was not seeking to rule out the CBS system, Smith said he felt it incumbent upon anyone offering a system less than completely compatible with present standards for black and white to advance "a transition plan." Such a plan, he said, must accomplish the following objectives:

- (A) It must maintain, and even expand, current black and white service on present standards to avoid hardship to the public and serious setback and unemployment in the industry.
- (B) It must provide a real incentive to the public to purchase new receivers incorporating both the present standards and the new non-compatible standards by offering them sufficient value to make that extra expense justifiable and worthwhile to the individual purchaser.
- (C) After a substantial audience has been built up with receivers incorporating both standards it must provide a procedure for gradually reducing service on the old

standards again at no inconvenience or harm to the public.

Smith's testimony followed an appearance by Frank H. McIntosh, consulting engineer representing Color Television, Inc. McIntosh gave a detailed analysis of the CBS and RCA systems. The CBS system, he said, would degrade TV pictures and at the same time force conversion expense up to \$150,000,000 on the owners of the 3,000,000 sets which will be out by the end of the year.

In addition, he said the CBS system uses far more bandwidth than the CTI system. Were the CTI system adopted, he said, it might be possible to provide five additional channels without loss of quality—but he stressed that neither he nor CTI recommends reduction in channel width.

McIntosh also attacked the CBS proposal for a double standard for black and white and color TV on the ground that it would mean two sets of scanning circuits in receivers to be made. He said further that it would complicate the sending process because network operation would either have to be rigid or studio equipment would have to be in duplicate, and he added:

"If, on the other hand . . . all stations were to be required from now on to employ the CBS proposed standards, whether they were broadcasting in monochrome or in color, the Commission would find itself in the position for forcing monochrome as well as color stations to go to the expense of converting their stations for an inherently degraded picture."

Monochrome TV Going Ahead Despite Color Talk - Raibourn

Expansion of TV "is not being slowed up by talk of color," Paul Raibourn, vice-president of Paramount Pictures, said last night at the first American Television Society meeting held during the new season.

"For a time," Raibourn said, "the whole country was fooled by words. But now we know. Black and White television very definitely is not frozen. Existing licenses cover 82 per cent of the effective buying income of the country, and how can anything be frozen in its tracks if it covers 82 per cent of the economic potential of the United States and

has only covered seven per cent of this potential?"

Pointing out a \$15 billion decline in gross national product, Raibourn said "more advertising is needed to stimulate consumer demand if the high level of prosperity in the immediate past is to be maintained." TV, he added, is "the only instrument in a long time" with the power to expand distribution as necessary.

"The one thing we almost certainly can count on if the industry is left alone to develop naturally," he concluded, "is a circulation of 40,000,000 television receivers in this country by 1956."

RCA Accused By CBS But Denies TV 'Delay'

Washington Bureau, RADIO DAILY

Washington—CBS threw the book at RCA yesterday as it asked the FCC to deny the RCA request for a two-month delay in the comparative color TV demonstration slated for next month. The delay petition was based solely upon considerations of personal advantage for RCA, said CBS, as it asked that, unless the Commission plans to turn down the RCA request, it hold oral argument on the matter.

The FCC will hold an executive session tomorrow morning to decide what to do.

RCA did not present its true reasons for desiring delay, said CBS. Inspiring the request, CBS said, may be any one of several reasons:

(A) The hope that in two months RCA technicians can devise some improvements in the present RCA system, or a new system, "which will rescue RCA from its present embarrassed position;

(B) Realization that a comparative demonstration will make the RCA system look even worse than demonstrations thus far, with the desire to postpone the day as long as possible;

(C) That "RCA, as the parent of NBC, has an interest in extending the freeze in view of the fact that NBC may enjoy certain competitive advantages as long as the freeze exists, in single station markets"; or

(D) That RCA wants to delay the day its patent supremacy in TV is whittled away.

RCA, replying to the CBS opposition to the RCA request for a postponement of the comparative demonstrations of color television planned by the FCC, last night filed with FCC the following statement:

"The RCA petition sets forth the engineering reasons why the postponement of the comparative demonstrations is necessary to a fair and complete comparative demonstration as between the color television systems proposed in these (FCC) proceedings. The CBS opposition does not challenge these reasons.

"The argument set forth in the CBS opposition consists of no more than efforts on the part of CBS to obtain a premature decision based upon inadequate facts in favor of its system. It completely ignores the fact that the public interest can be served only by a sound decision and not necessarily by a quick decision.

"CBS' fabrication (in paragraph 1 of its opposition) of the bases for RCA's petition for a 60-day postponement is as presumptuous as it is false.

"The public interest definitely requires that the short extension requested by RCA be granted in order to enable the Commission to make a determination based upon adequate facts as to what color television standards should be adopted."

AGENCIES

FRED B. MANCHEE, vice-president in charge of research and marketing, Batten, Barton, Durstine & Osborn, Inc., will speak before the Advertising and Selling Course, conducted by the Advertising Club of New York, tomorrow, October 27th. His subject will be "Methods in Market Research." The meeting will be held at the Engineering Societies Building, 29 West 39th Street at 6:15 p.m.

KOTV, Tulsa, Okla., has engaged Adam Young Television Inc. as national representatives for the station. KOTV will be in commercial operation on Oct. 30th and will carry all networks including the Paramount Television Network of Los Angeles.

FOOTE, CONE & BELDING INTERNATIONAL has been appointed by the Joint Biscuit Manufacturers of Great Britain for a campaign in the New York area during the holiday season. The six biscuit firms represented have 350 retail store outlets in the metropolitan area.

HARRY A. BERK has resigned as president of the Foote, Cone & Belding International Corp. He is succeeded by Emerson Foote, president of Foote, Cone & Belding, the parent firm.

EMIL MOGUL CO. has been appointed by the Gem Packing Co. for American advertising of Gem Oil.

WILLIAM A. BARTEL, formerly vice-president and director of John H. Cairns & Co., has joined the executive staff of Ellington & Co., Inc.

FELIX BRENTANO has been named radio and television director of the Lester "L" Wolff Advertising Corp.

CARLOS A. FRANCO will join the Kudner Agency in an executive capacity, effective Oct. 31.

Transit Radio Popular, St. Louis Survey Shows

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the innovation, according to Transit Radio, Inc.

The survey covered 737 out of 2,600 Public Service drivers; 1,000 of the vehicles are radio-equipped. Seventy-five per cent voted in favor of radio, 15 per cent had no opinion, and 10 per cent were against radio. Of the latter group, 5 per cent said they would withdraw their objections if corrections in programming or presentation were made.

According to Public Service, 64 of the drivers polled said that transit radio had helped their relations with passengers, and 19 per cent reported refusals by passengers to ride in buses which were not radio-equipped. The programs were supplied to Public Service by KXOK-FM, St. Louis.

COAST-TO-COAST

Student Talent Program Skeduled

Boston, Mass.—Local junior and senior high school students have a chance to try out their musical or dramatic talents over the air on WCOP's "Student Radio Club" show, which is heard Saturday mornings. Pepsi-Cola sponsors the amateur talent shows weekly, over WCOP and WCOP-FM, every Saturday from 11:30-12 noon. Cash prizes will be awarded weekly to the three top winners.

Panther Vs. Mountaineers

Pittsburgh, Pa.—The University of Pittsburgh's Golden Panthers met the West Virginia Mountaineers at Morgantown Saturday, Oct. 8 at 1:45 p.m., marking the third consecutive Saturday they have met New Year's Day Bowl winners. KDKA broadcast the game from Morgantown with Woody Wolfe and Bill Sutherland at the mikes.

News Program Changes Time

Corvallis, Ore. — The "Veterans News Review," which is heard weekly on KOAC, changed day and time on Thursday, October 20. Dewey Standish of the Veterans Administration office, who regularly presents the program, will be heard on Thursday nights at 8 o'clock instead of Wednesday nights at 8:30 as in the past. The series of news programs brings information of special interest to World War II veterans.

Stokey Celebrates Anniversary

St. Louis, Mo.—Charley Stokey, KXOK farm editor, celebrated his 17th anniversary in early morning radio. Stokey originated the Farm Folks Hour at KMOX in 1932.

Melton Serenaded

Scranton, Pa.—When Metropolitan Opera tenor James Melton arrived here, he was greeted by the 50-piece Pittston High School Band, hundreds of fans and 15 antique automobiles. Melton was presented with a key to the city and landed on the front pages of the local newspapers.

Red River Dave Returns

San Antonio, Tex.—Red River Dave, WOAI's western singing star, is back on the air with a new five day a week early morning broadcast for a quarter-hour. The L & M Co., of St. Louis, plastic manufacturer is sponsor on Mon. Wed. and Fri., while Grove's Bromo Quinine is sponsor on Tues. and Thurs.

Perfect Score For WNJR

Newark, N. J.—Harry Goodwin, general manager of WNJR, has announced that the station employees had rung up a 100 per cent record for Community Chest contributions. Drive was handled by Harry A. Wapshare, chairman, and the 65 employees participated.

Bob Moore Show Extended

Lawrence, Mass.—The Bob Moore Show, featuring the former Hollywood announcer and emcee as maestro, will be heard a half-hour longer beginning immediately. The closing time (2 a.m.) remains the same, but he will begin at 11:30 p.m. instead of midnight.

Repeat Performance

Canada—A possible audience of from three to four million Americans may hear the repeat performance of Benjamin Britten's Opera "Peter Grimes" by the CBC Opera Company scheduled for the Trans-Canada network. The broadcast will also be carried by station WNYC in New York City.

Hadley Is Resourceful

Providence, R. I.—When Bill Hadley, special events producer for WPJB, the FM station of the Providence Journal Company, went to the Mall, in downtown Providence to tape a UN Week program for the later broadcast, he had no nearby electric outlet into which a recorder could be plugged. Search revealed an outlet in a nearby sewer. Hadley found the line dripping wet from the underground moisture but still live, so he plugged in and got his program on schedule.

SOUTHWEST

DOROTHY CANTRELL,, former account executive and radio director of Albert Evans Advertising Agency of Fort Worth, has resigned to become assistant to J. W. (Jake) Rike, general manager of J. B. Taylor, Inc. of Dallas. Miss Cantrell, long prominent in Texas advertising and radio, has been added to the Dallas agency as part of an expansion program that will heavily accent radio.

Red Arrow Laboratories of Waco, has signed for "Ida Red and Her Kentuckians," three times a week on KWFT, Wichita Falls, and KLYN, Amarillo. Programs will originate in the studios of KWFT each Tuesday, Thursday and Saturday at 7:45 a.m., and will feature the five piece hill-billy combo for Red Arrow Penetrating Liniment and Red Arrow Cold Preparations. Contract for 52 weeks was placed by Ira DeJernett Advertising Agency of Dallas, through Paul Girard Company, regional representative of KWFT and KLYN.

WBAP, Fort Worth, has just signed another 52-week contract with Ben E. Keith, local wholesaler and distributor for the 7:45 a.m., Monday, Wednesday, Friday, "Fruit Express." New contract marks the 11th consecutive year for program, sponsor and station. Frank Mills, WBAP chief announcer continues as producer and emcee.

Paydirt

If you're prospecting for sales in a great Midwest market, consider the paydirt struck by Kroehler Furniture Company with its program on WOWO. Here are quotes from dealers scattered through WOWO's 59-county BMB area:

"50% increase"—Argos, Indiana
(60 miles from Fort Wayne)

"20% increase"—Wabash, Indiana
(42 miles from Fort Wayne)

"50% increase"—Farmland, Indiana
(60 miles from Fort Wayne)

"63% increase"—Kendallville, Indiana
(27 miles from Fort Wayne)

And from the Kroehler outlet in Fort Wayne itself comes a report of a 35% upturn in sales! To get this kind of reaction to your promotion, check WOWO or Free & Peters for availabilities!

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