



# RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 49, NO. 18

NEW YORK, THURSDAY, OCTOBER 27, 1949

TEN CENTS

## OPTIMISM HIGHLIGHTS SKYTOP MEET

### Hennock Aid To Jones In TV Bout With Smith

Washington Bureau of RADIO DAILY

Washington — Philco's vice-president, David B. Smith, spent most of yesterday repulsing attacks from Robert F. Jones and Frieda Hennock, of the FCC, both seeking to shake his position that another color hearing will be needed and at least another year of lab work and testing before color standards can be adopted by the Commission. It won't be five years or ten years, he said confidently, but it will be at least another year.

Both Jones and Miss Hennock  
(Continued on Page 11)

### Searle & Parks Acquires Whodunit Sales Rights

Hollywood — Exclusive distribution and sales rights to a top mystery airer on the coast, "Let George Do It," depicting the adventures of George Valentine, has been announced by Searle and Parks, Inc.

Wayne Tiss, vice-president in charge of the Hollywood office of BBD & O, representing Standard Oil Company of California, said that Don Searle and James Parks will control the radio package in all  
(Continued on Page 4)

### 'Superman' Not For Tots In Its New ABC Format

"Superman," originally slanted at young listeners, will emerge as mystery-and-crime-detection show aimed at adults when it bows on ABC Oct. 29, 8:30-9 p.m., the network said yesterday.

"Superman" was last heard on  
(Continued on Page 9)

### Going, Going, Gone

Pekin, Ill.—WSIV, which airs a daily "Swap Shop" program, got a card the other day from a listener in Bloomington who is either an overstocked undertaker or has a macabre sense of humor. "We have an unusual swap for you," he wrote. "One used casket and one used monument. Will swap for anything of equal value."

### Civic Series

The U. S. Chamber of Commerce will inaugurate a new 15-minute weekly series, "This is Our Town," on ABC, Tuesday nights, 10:45 p.m. Highlighting a different city each week, the program will detail the functions of the town's business firms, and their contribution to America. The Chamber of Commerce will share the Tuesday night period with the National Assn. of Manufacturers, in alternate 13-week cycles.

### Transit Radio Adds 128 New Sponsors

One hundred and twenty-eight new sponsors have been added to Transit Radio since September 1, it was announced yesterday by Frank E. Pellegrin, vice-president in charge of sales.

The figure includes new sponsors added nationally and locally by the 14 Transit Radio stations reporting. Total sponsors on the music-as-you-ride medium in buses and street cars is now 393, Pellegrin said.

New national advertisers to the  
(Continued on Page 12)

### Bing Crosby Sponsored On 4 Alaska Stations

Liggett & Myers Tobacco Co. has extended its sponsorship of the "Bing Crosby Show" on CBS to include the facilities of the Alaska Broadcasting System: KFQD, An-

(Continued on Page 3)

### Members Of 3rd District, NAB, Hear Sales Even, Or Better, Than '48; Miller Cites 'Merchandising'

By FRANK BURKE  
Editor, RADIO DAILY

Skytop, Pa.—If the attitude of broadcasters attending the 3rd District NAB convention at Skytop Lodge is any indication of the commercial outlook for radio, the business of broadcasting is a growing institution. A survey of NAB members attending the meeting indicates that commercial  
(Continued on Page 2)

### Pioneers Launching Membership Drive

Potential membership of the Radio Pioneers Club was estimated at more than 1,500 yesterday by Carl Haverlin, president of BMI and chairman of the club's membership committee.

The usual \$10 initiation fee has been waived for the duration of the current membership drive, Haverlin disclosed. Instead a special "pack-

(Continued on Page 9)

### Coast Toy Maker Plans \$100,000 Radio Campaign

West Coast Bureau of RADIO DAILY  
Los Angeles—The local office of Buchanan & Co. has been appointed by Toy Productions of Hollywood, Inc., to handle a \$100,000 Christmas toy promotion to begin Nov. 7 and run until Dec. 13. Radio will be used exclusively.

The product, to be marketed na-  
(Continued on Page 2)

### Continental 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

(Continued on Page 3)

### Out-Of-Home Audience Vital, Beville Tells Research Men

The industry can no longer afford to ignore the out-of-home radio audience, because it is "substantially greater than generally surmised" and because overall radio listening, both in and out of home, "will come back into its own side by side with television viewing" as the novelty of the newest medium wears off, NBC director of research Hugh M. Beville, Jr., told the 8th annual luncheon meeting of the Pulse, Inc.,

at Biltmore Hotel, here, yesterday. Beville charged that heretofore radio researchers have concentrated too much on measuring only home listening with the result that advertisers have been unable to obtain a true picture of their audience. He also declared that "most radio research techniques have failed to keep up with the development of radio listening habits within the  
(Continued on Page 12)

### 4-A Postpones Vote On Tele Authority

Resolution to postpone action for not more than three weeks on the formal creation of Television Authority was unanimously passed by the International Board of the Associated Actors and Artistes of America at the Hotel Astor yesterday, it was announced last night by Paul Dullzell, president of the 4A's.

The matter will not come up again  
(Continued on Page 11)

### Women Broadcasters Set Annual Confab, Nov. 5-6

The Assn. of Women Broadcasters of the NAB, District 2, will hold its annual conference, Nov. 5 & 6, at the Hotel Astor, New York City, it has been announced by Doris Cor-  
(Continued on Page 9)

### Salesmanship

Schenectady, N. Y.—Earl Pudney, WGY disc-jockey, learned last week that listeners are apt to take things literally, no matter how playful the statement. Pudney remarked one morning that he'd be happy to stand on his head on a busy street corner if it would help the lagging Community Chest drive. Pudney did; it helped—he collected \$45.31.



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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 Dahltonega Rd.
Phone: Wisconsin 3271
CHICAGO BUREAU
Hal Tate, Manager.
360 No. Michigan Ave.
Phone: Randolph 6-6650
SOUTHWEST BUREAU
Paul Girard, Manager
Tower Petroleum Bldg.,
Dallas, Texas
Phone: Riverside 3518-9

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FINANCIAL

(October 26)

NEW YORK STOCK EXCHANGE

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

NEW YORK CURB EXCHANGE

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

OVER THE COUNTER

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

Howard P. Fraser

Montgomery, Ala. — Howard P. Fraser, 57, auditor, Montgomery Broadcasters, Inc., died of a heart attack at his desk. A native of New Hampshire, he had been a resident of Montgomery for 19 years.



RCA INSTITUTES, INC.

A Service of Radio Corporation of America

One of the leading and oldest schools of Radio Technology in America, offers its trained Radio and Television technicians to the Broadcasting Industry.

Our graduates have 1st Class Telephone License.

Address inquiries to Placement Director

RCA INSTITUTES, Inc. 350 W. 4th St., New York 14, N. Y.

Optimism Keynotes Opening Of 3rd District, NAB, Meet

(Continued from Page 1)

sales this year are holding up well, and in many instances, running higher than last year. The broadcasters, almost to a man, admit that they have had to get out and sell but their salesmanship has paid off in new local business, increased national spots, and program innovations that are paying off.

Justin Miller, president of NAB, who has been making a swing

conflict between radio and TV and is happy about the radio billings.

One thing certain in surveying the broadcasters' opinion is the fact that those operating FM stations, in addition to AM, are not finding FM profitable and are using it as a supplementary service. All seemed to think that high fidelity has a place in radio communications but that it is a tough sale commercially.

Pioneer Spirit

Skytop, Pa.—Carl Haverlin, BMI president, not only did a good job of presenting a progress report on the industry music organization, but landed some new members for the Radio Pioneers. Among those signed up at the session were Vic Diehm of Hazleton, Pennsylvania, who has been in radio for 23 years.

around the circuit of NAB district meetings, shares the business optimism of the meeting. Judge Miller recalls that AM broadcasters were pretty glum after the Chicago NAB convention but this pessimism disappeared as the summer progressed and today they are merchandising their radio and local business is on the upgrade.

Declaring that intensified sales and creation of new time users is the answer to radio's economic problems, Victor Diehm, general manager of WAZL, a potent 250-watter at Hazleton, Pennsylvania, shares Judge Miller's enthusiasm. Diehm said that business at his station had increased this year and that his sales force had been able to induce many new accounts to use radio for the first time. He spoke of automobile accessory firms, home appliance retailers, and florists as examples of new time users.

Another broadcaster who believes that radio is potent as a sales force and will remain so for many years is Thomas Tinsley, general manager of WITH, Baltimore, Md. Tinsley emphasizes the importance of getting out and selling as the cure-all for any ailing station. He said it was always the policy of his station to bring the advertising message of radio to the advertiser and through this personal contact many new accounts have been added to the station's time users.

George D. Coleman, NAB district director for the 3rd District, is also an optimist regarding the potentialities of radio. His enthusiasm is likewise shared by Clair McCullough, NAB director at large, who sees no

Coast Toy Maker Plans \$100,000 Radio Campaign

(Continued from Page 1)

tionally, is a singing and talking mechanical toy set of Bugs Bunny and Porky Pig, Warner Bros. cartoon characters.

COMING and GOING

HUGH A. MITCHELL, manager of the McCann-Erickson offices in London, Paris and Frankfurt-am-Main, is en route to his London headquarters following a five-week visit at the agency's main offices in New York.

NORMAN BLACKBURN, national television program director for NBC, is spending this week in Chicago on business. He'll be back Monday.

CARL MARK, vice-president and general manager of WTTM, Trenton, N. J., and FRED BERNSTEIN, sales manager of the station, are in town for conferences with station reps and officials of NBC.

PETE FINNEY, Kudner agency executive on the Admiral account, is in Chicago for a few days on business.

AL HUGHES, radio editor of the Christian Science Monitor, a visitor yesterday at the headquarters of NBC. He'll be here for the rest of the week.

JEAN MEREDITH, radio publicist in the Hollywood office of Benton & Bowles, is spending two weeks in New York to co-ordinate publicity for West Coast programs.

JIM LUCAS, director of programming for Associated Program Service, is back in New York following a trip to Philadelphia, Baltimore and Washington, where he visited Associated subscribers.

Wedding Bells

Joanne Himmel, researcher for Tex and Jinx McCrary, yesterday announced her engagement to Michael Dann, trade press editor of NBC. They plan to be married before the end of the year.

Not a worry in the world



A little milk. A sunny day. Pleasant company. That's all it takes to make these puppies happy.

And when it comes to the rich Baltimore market, it's just as easy to make—and keep—your clients happy. You just let them tell their story on W-I-T-H.

You can do so much with so little on W-I-T-H! W-I-T-H produces low-cost results by delivering more listeners-per-dollar than any station in town. Get the full story from your Headley-Reed man today.



W-I-T-H

BALTIMORE, MARYLAND

Tom Tinsley, President - Represented by Headley-Reed

**AGENCIES**

**JOHN E. PEARSON**, owner of the John E. Pearson Company, radio and television representatives, has announced the appointment of Russell Walker, Jr., as manager of the New York office of the organization. The appointment is effective immediately. Walker has been with The Pearson Company for one and a half years and prior to joining the company was on the sales staff of WMGM and WQXR.

**JOHN G. STILLI, JR.**, Philadelphia, has been named advertising and sales promotion manager for Westinghouse stations WBZ and WBZA, Boston, and the affiliated FM and television stations. Stilli assumes his new position immediately, replacing Lynn Morrow, who is leaving the company to take up permanent residence in Florida.

**YOLEN, ROSS AND SALZMAN, INC.**, announces the appointment of Helen Shapiro as public relations coordinator of the Ronson Art Metal Works, Inc., activities. Prior to joining YR&S Miss Shapiro was associated with David Malkiel Advertising Agency in Boston.

**LOWE RUNKLE COMPANY**, Oklahoma City, Okla., has been elected to membership in the American Assn. of Advertising Agencies.

**DONALD L. LUFTIG**, formerly with the Mutual Broadcasting System, and more recently with the Art Franklin Associates and Paul Benson publicity offices, has joined the public relations firm of Walter Kaner Associates, New York.

**HOMASOTE COMPANY**, Trenton, N. J., makers of insulating and building boards, have appointed R. T. O'Connell Company as their advertising agents.

**ALFRED PAUL BERGER COMPANY, INC.**, has been appointed advertising agency for Paveau, Inc., New York, distributors of fountain pens and mechanical pencils.

**GEORGE R. BROWDER** has been named assistant director of advertising and merchandising for the Hudson Motor Car Co., Detroit.

**New Gov't Lab.**

Washington—The House has passed and sent to the White House a bill to authorize construction of a new \$4,475,000 radio laboratory by the National Bureau of Standards. The lab will be used for radio wave-propagation studies, both for commercial and military purposes. The bill does not appropriate the funds for the project, which will have to be provided by a separate bill.

**Bing Crosby Sponsored On 4 Alaska Stations**

(Continued from Page 1)  
chorage; KFRB, Fairbanks; KINY, Juneau, and KTKN, Ketchikan, it has been announced by Pan American Broadcasting Co., international station reps.

This is the second national advertiser to announce the extension of its CBS network program to include the four Alaska stations. Coca-Cola Co. extended its "Charlie McCarthy" program to Alaska two weeks ago.

The agency representing Liggett & Myers is Newell-Emmett.

**New CBS Drama**

"Pursuit," a new half-hour weekly adventure series on CBS, will bow on Thursday night at 10:30. On Dec. 1 "Pursuit" will make way for "Skippy Hollywood Theater," and move into a new time slot to be announced later by CBS.

**Continental Renews 'Grand Slam' On CBS**

(Continued from Page 1)  
program, effective Nov. 21, it has been announced by William C. Gittinger, CBS vice-president in charge of sales. Agency is Ted Bates & Co. of New York.

**Two Join WHOK**

Lancaster, Ohio—Don Christian, former manager of WOUN, Athens, Ohio, has joined the announcing staff of WHOK, along with Jim Allread who has joined the engineering staff. Allread was formerly with WMRN, Marion, Ohio.

**Commercial Contract Set**

Amsterdam, N. Y. — WCSS announces that the Dobler Brewing Company, through its agency Woodward & Fris, Inc., has purchased a daily spot schedule to air the new Dobler transcriptions.

**SOUTHWEST**

Blaine Cornwell, former manager of St. Louis stations KMOX, KXOK and KXLW, has been appointed program manager of KWFT, Wichita Falls, Texas, according to Charles Clough, general manager of the CBS North Texas outlet. Cornwell will continue his daily transcribed deejay show on KXLW in addition to a similar show on KWFT and associated stations.

"Bill Ring Time," strip program featuring the well known radio personality of that name, has been signed on WBAP, Fort Worth, by Young & Rubicam Agency for Purity Baking at 11:45 a.m., across-the-board. Program originates at KXYZ, Houston, and has Ring in his usual style backed by a 3-piece combo. Newspaper and billboard promotion are being used to spark the program.

**POUGHKEEPSIE'S**

*only a few blocks away*

A TRUE TALE THAT—TO US ANYWAY—PERSONIFIES THE POWER OF WOR AND WOR-TV

Let's call her Mrs. G.—though that's not really her name. Like any woman, she wouldn't dare admit her age, but we guessed it at about seventy or seventy-five. She wore a little blue hat and a dress to match and her hair was white and so were her gloves.

She asked a WOR receptionist, "Miss, could I see the man who makes the programs?"

Being an alert girl, the receptionist said, "Of course; won't you sit down?"

One of WOR's 30 or more men who "make the programs" came out to see Mrs. G.

"You know," said Mrs. G., "I come down to Macy's from Poughkeepsie\* just about twice a year and today it occurred to me that I might drop into WOR and tell you

people just how much Daniel, he's my husband, and I enjoy what you send us."

"Well, isn't that nice," said one of the men who "makes our programs."

She continued, "For more than twenty-five years the both of us



have listened to you carefully. And now with your big television station, you seem closer than ever. In fact, we both feel our place in Poughkeepsie's only a few blocks away from WOR." And she added, "it looks to us like WOR-tv is going to be family-like, just like WOR. It isn't the same as the other television stations; it's different, it's warm and nice."

NOTE—the unique power of WOR—and now its sister station WOR-tv—to move the hearts and minds of hundreds of thousands of people on the Eastern Seaboard is, we feel, powerfully pictured in this little tale. For long more than a quarter century WOR's ability to create miracles for thousands of advertisers has been based on its technical strength to reach 35,890,000 people in 18-states and the Dominion of Canada with programs that are as natural and homelike as a family 'round the fireside. It's little wonder that we can honestly and truthfully say

*WOR reaches the most people where the most people are*

\*which is 86 miles up the Hudson from a city called New York

## LOS ANGELES

By ALLEN KUSHNER

**L**eonard Shane, ABC news and special events dept. has resigned to operate Leonard Shane Agency, specializing in radio and TV bookings and packaging. The agency also will handle all media and publicity exploitation and promotion. Before joining ABC, Shane was sales manager for an eastern manufacturing company, and prior to that was Indiana-Kentucky manager of United Press.

Clair Weidenaar, ABC producer of "Breakfast in Hollywood" has been added to the contingent of the show flying to Honolulu, October 28th to originate the popular Jack McElroy airer from the Hawaiian metropolis during Aloha Week, October 24 through 31.

William D. Shaw, KNX-CPN assistant sales manager, addressed the monthly meeting of the Southern California Association of Advertising Agencies at the Rodger Young Auditorium on Monday, October 24. He spoke on "How Radio Pays Off."

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.

Robert Howard, NBC head of National Spot Sales, announced the following sale: Five one quarter hours weekly on KOA, Denver, to the Los Angeles Soap Co. through Raymond R. Morgan Co.

### Searle & Parks Acquires Whodunit Sales Rights

(Continued from Page 1)

territory except the 11 western states and British Columbia.

The show, now aired on the Don Lee Mutual network, has been sponsored by Standard Oil Company of California since September, 1946 and now is beginning its fourth year under that banner.

Searle and Parks are making the show available to network accounts east of the Rockies.

### Bennett In HPL Post

Minneapolis, Minn. — Wendell Campbell, general manager of WCCO, CBS outlet, has announced that Roger Bennett will be director of the Housewives' Protective League at the Twin Cities station. Bennett replaced John Trent who assumes the Housewives' Protective League directorial post at WCAU, Philadelphia.

AC-DC Transcription Players  
Tape, Wire, Disc Recorders  
Sales—Rentals—Service

**MILLS RECORDING CO.**  
161 N. Michigan Ave.  
Chicago, Ill. De 2-4117



### Windy City Wordage. . . !

● ● ● Bill Eddy is in Washington attending the FCC's color hearings. Reports that he is going to Brownsville, Texas to do some TV work for the oil millionaires are untrue even though Bill has purchased property down there. He's still continuing his

### Chicago

Television Associates from Michigan City, Indiana and still has the same secretary, Marge Durnel, who joined him at WBKB five years ago. . . . Congrats to Carroll H. Marts on his appointment as sales manager of Mutual's central division. Carroll succeeds Ade Hult who moved to New York Monday as the network's sales head. The new Mutual sales head in Chicago joined the network seven years ago. . . . Melvin Miles, six-year-old child prodigy, goes to New York this week-end to assist Joe Kelly on the "Quiz Kids" show.

☆ ☆ ☆ ☆

● ● ● The Radio Playshop of Northwestern University will celebrate its tenth anniversary this Sunday with a special show titled "A Murderous Marriage" and broadcast over WIND. Walter Kerr, author of "Touch and Go," wrote the script. Don Fedderson, chairman of Northwestern's School of Speech radio department, is faculty supervisor. . . . Art Holland, head of the Malcolm-Howard ad agency, planning to open a Los Angeles branch of the agency in the near future. Discussing television, he predicted that Chicago will reach the 300,000 mark before the end of the year. Latest figures released by the Electric Association show there are now 223,610 sets in the area. . . . Philco cancelling their "Multiscope" show over WBKB. . . . Insiders feel that Sealtest is making a mistake in cancelling the "Kukla, Fran and Ollie" for a two month hiatus in the middle of winter to concentrate on summer ice-cream sales. Who's going to watch a show in summer at six in the evening, they say, no matter how good it is? Bill Tillstrom reported not too happy about going off in middle of winter after establishing six o'clock time here on NBC.

☆ ☆ ☆ ☆

● ● ● W. H. Stellner, Motorola veepee, says TV set sales for his firm in September were highest in the company's history. They quadrupled last year's September set sales. . . . Admiral president Ross D. Siragusa toying with the idea of coming out with a plastic cabinet to house his TV set. . . . Stan Levey, WBBM's new assistant commercial manager, back from Florida where he escorted his ailing mother. . . . Les Weinrott has been appointed producer of the new College Inn show which will present a salute to itself instead of to Irving Berlin. The Sherman Hotel just couldn't get a legal okay from Berlin. . . . Producer Weinrott will use top radio and TV talent for his show including ace comic Cliff Norton.

☆ ☆ ☆ ☆

● ● ● All Chicago Class "B" stations have banned together in an unofficial boycott outlawing guest stars from local entertainment spots on their stations. Their theory is that if the theaters, night-clubs, etc. want publicity let 'em pay for it. The Class "A" stations realize the value of interviewing celebrities and are continuing to do so—and are happy to throw in a "plug" for the spot at which the star is currently appearing. . . . Louis Marget, son of the KVOX station manager, Manny Marget, is taking up radio and speech studies at Northwestern University. The elder Margets will come here from Moorhead, Minnesota on Nov. 5, to attend N. U.'s big homecoming game.

## NEW BUSINESS

WNBT, New York: The P. J. Ritter Company, to advertise their Chili Sauce, has signed a 37-week contract for the 11:30 a.m. station break on Sundays. The order was placed through the Clements Company.

The American Tobacco Company, for Lucky Strike, has signed a 13-week contract renewing the 8:30 p.m. station break on Thursdays and contracting for the 10:30 p.m. break on Sundays. N. W. Ayer is the agency.

The Quaker Oats Company has signed a 13-week contract for 1-minute announcements at sign-on Sundays. The order was placed through the Ewing Agency in Chicago.

The Henry Heide Company, to advertise their candy, has contracted for one-minute announcements at station sign-on at 5:15 p.m. Wednesdays. The 13-week order was placed through Kelly, Nason Inc.

The local Chevrolet Dealers has signed a 13-week renewal for station breaks. The order, calling for the 8:00 p.m. break on Tuesdays and Wednesdays and the 9:30 p.m. break on Fridays, was placed through Campbell Ewald.

The Bowery Savings Bank has signed a 13-week contract for sponsorship of the 7:45 p.m. station break on Mondays. The order was placed through the E. B. Wilson advertising agency.

Lamont Corliss, for Ever-Ready Cocoa, has signed a 13-week contract for station breaks. The order, placed through Cecil & Presby, calls for the 5:30 break on Tuesdays, the 7:00 p.m. break on Fridays, and the 6:00 p.m. break on Thursdays.

The Forstner Chain Corporation has signed a 13-week renewal of the 8:30 p.m. station break on Saturdays. The order was placed through A. W. Levin Co.

WNBC, New York: The Premier Food Products Company signed a 13-week contract to sponsor the 9:00-9:15 a.m. portion of WNBC's Tex and Jinx McCrary program, Tuesdays and Thursdays, to advertise Sauce Arturo, and placed through the Peck Advertising Agency with William Rich representing the station.

## LIBEL and SLANDER

Invasion of Privacy  
Plagiarism-Piracy-Copyright

**INSURANCE**  
FOR THE WISE BROADCASTER  
OUR UNIQUE EXCESS POLICY

provides adequate protection.  
Surprisingly inexpensive.  
Carried Nationwide.

For details & quotations write  
**EMPLOYERS REINSURANCE CORPORATION**

Insurance Exchange Bldg., Kansas City, Mo.

A NEW ERA IN  
*Thesaurus*



**FRAN WARREN and CLAUDE THORNHILL** are welcomed into RCA's fast-growing "Thesaurus Family" by Thesaurus star **TEX BENEKE**...and more big names will soon arrive!



recorded  
program  
services

# RCA celebrates the addition of m

## "FRAN WARREN SINGS"



Thesaurus unites the dramatic voice and personality of Fran Warren with the distinctive musical direction of Allen Roth . . . couples a warm, intimate vocal style with a matchless orchestral accompaniment . . . and comes up with a fifteen-minute program your advertiser will be proud to sponsor.



Allen Roth, noted maestro of radio & television.

FRAN WARREN SINGS is a local radio show, designed to appeal directly to your audience. Fran sings—songs old and new—for everyone, in a manner that assures every listener she is singing especially for him. Complete with original theme music and four opening and closing announcements in Fran's personalized style, FRAN WARREN SINGS is the vocal vehicle for your sponsor's advertising message.

Here are two exciting *New Thesaurus* features, drawn from Victor recording talent . . . wrapped in radio showmanship for sale. The *New Thesaurus* brings you "the stars who are the most-promoted, best-known to your listeners, easiest to

# re and more big-name performers to the "THESAURUS FAMILY"

"CLAUDE THORNHILL  
*presents*  
WIN A HOLIDAY"



## CLAUDE THORNHILL

his Piano and his Orchestra  
*featuring*

Russ McIntyre, Nancy Clayton, and The Snowflakes

A *new* Thesaurus star and a *new* program idea!

Here's a nationally-popular band, adding new laurels to an established success record. Built into an easy-to-sell program, Claude Thornhill's music—sweet and danceable—will capture and hold an audience for your advertiser. A fresh, youthful mood and polished musicianship are blended with an innovation in transcribed programming that assures you of additional profits.

## HERE'S THE BIG IDEA...

"CLAUDE THORNHILL presents Win A Holiday" is a musical show with a local-national contest angle. Your listeners are invited to name an original, untitled piano melody played by Claude Thornhill, cued in each weekly script to Thesaurus subscribers.

Local contest winners, judged by you, receive a Claude Thornhill record album—in addition to any locally-offered prizes—and an opportunity to become the big monthly national winner selected by Claude Thornhill and his judges.

Winners receive:

- ★ round trip to New York City
  - ★ accommodations at the Statler Hotel
  - ★ show and supper at Billy Rose's Diamond Horseshoe
  - ★ tickets to a top Broadway show
- all with the compliments of Thesaurus.



... The SNOWFLAKES

from the vast fund of RCA  
ship, designed for local  
"make the hits"... names  
to sell in your market!



recorded  
program  
services

# You enjoy these programming advantages

## ONLY WITH

# Thesaurus

1. **Programming on a continuing basis.** Every Thesaurus artist and group record enough selections, during the year, to provide an abundant supply of programming material for you.

2. **Steady flow of weekly continuity and special shows.** Your scripting problems are taken over by our staff of network-experienced writers.

3. **Greater number of broadcast hours.** Thesaurus features fill your needs for every time segment, day and night, with sure sales appeal for local sponsors.

4. **Promotion that ensures commercial sales.** You receive a sponsor-selling brochure, and an audience-building promotion kit, containing up-to-date, locally-slanted advertising and publicity material, with Thesaurus artists and groups.

These features make Thesaurus a unique programming service . . . a means whereby you can offer your *own* powerful, individualized program packages to local sponsors . . . spelling new talent profits for you.



RCA's great "new era in Thesaurus" can help you to *more* sponsored programming—more economically, more effectively, more profitably... Inquire now for full details!



recorded  
program  
services

Radio Corporation of America  
RCA Victor Division  
120 East 23rd Street, New York 10, N. Y.  
Chicago • Hollywood



## Pioneers Launching Membership Drive

(Continued from Page 1)  
age" deal has been set at \$15, covering 1950 dues and the silver microphone lapel insignia. Prospective members must have been in the radio field for 20 years, "more or less consecutively."

Present membership of the club is well over 300, Haverlin said. New members include three CBS vice-presidents—the first to represent that network within the club: Lawrence W. Lowman, Herbert V. Akerberg, and Hubbell Robinson Jr. Other new members: J. Harold Ryan, Fort Industry Co.; John Elmer, president and commercial manager, WCBM, Baltimore; Clair McCullough, president, WGAL, Lancaster, Pa.; Sydney M. Kaye, vice chairman of the board, BMI; M. E. Tompkins, president, Associated Music Publishers; L. B. Wilson, president, WCKY, Cincinnati, and John V. L. Hogan, president, WQXR, New York.

Also Jules Seebach, program director, WOR, New York; Wayne Latham, program director, WSPR, Springfield, Mass.; F. E. Spencer, George P. Hollingbery Co.; R. Sanford Guyer, president and general manager, WBTM, Danville, Va.; Charles A. Wall, vice-president in charge of finance, BMI; George Nixon, Jarrett Hathaway and Russ Johnston, NBC; Les Biederman, president and general manager, WTGM, Traverse City, Michigan; Max Bastel, RCA Victor; C. K. Beaver, general manager, KTBS, Shreveport, La.; Sam Hayes, NBC Hollywood; Howard Hildreth, Mohawk Carpet Mills, Amsterdam, N. Y.; Eldon Park, vice-president and manager, WINS, New York; Al Nicoll, BMI, and Walter Benoit, Westinghouse Radio Stations.

Also Emilio Azcarraga, director, Radio Programmas de Mexico; Sol Taishoff, editor and publisher, "Broadcasting"; Jerry Franken, radio editor, "The Billboard"; T. R. Kennedy, "The New York Times"; Martin Codell, publisher, "TV Digest"; Frank Burke, editor RADIO DAILY.

## 'Superman' Not For Tots In Its New ABC Format

(Continued from Page 1)  
Mutual, going off the air in June. Bud Collyer, who has enacted the title role for nine and a half years without missing a broadcast, will resume his chores in the ABC version.

## Groucho Marx On CBS As De Soto Simulcast

West Coast Bureau of RADIO DAILY  
Hollywood — The Groucho Marx show has definitely been sold to De Soto starting January 1st. The show will remain at CBS at same time and when it returns to air in fall of 1950, it will be simultaneously televised and broadcast.

## NETWORK SONG FAVORITES

The top 30 songs of the week (more in case of ties), based on the copyrighted Audience Coverage Index Survey of Popular Music Broadcast over Radio Networks. Published by the Office of Research, Inc., Dr. John Peatman, Director. Survey Week of October 14-20, 1949

TITLE	PUBLISHER
A Dreamer's Holiday.....	Shapiro-Bernstein
A Thousand Violins.....	Paramount
Ain't She Sweet.....	Advanced
Dime A Dozen.....	E. H. Morris
Don't Cry Joe.....	Harms
Downhearted.....	Orten Music
Fiddle Dee Dee.....	Harms
Four Winds And The Seven Seas.....	Lombardo
Georgia On My Mind.....	Peer
I Can Dream Can't I.....	Chappell
I Never See Maggie Alone.....	Bourne
It's A Great Feeling.....	Remick
Jealous Heart.....	Acuff & Rose
Just One Way To Say I Love You.....	Berlin
Last Mile Home.....	Leeds
Let's Take An Old Fashioned Walk.....	Berlin
Love Is A Beautiful Thing.....	Porgie
Make Believe (You Are Glad When You're Sorry).....	Bregman-Vocco-Conn
Maybe It's Because.....	Bregman-Vocco-Conn
My Bolero.....	Shapiro-Bernstein
Nothing Less Than Beautiful.....	Henry Spitzer
Now That I Need You, (Where Are You).....	Famous
Room Full Of Roses.....	Hill & Range
She Wore A Yellow Ribbon.....	Regent
Some Enchanted Evening.....	Chappell
Someday You'll Want Me To Want You.....	Duchess
That Lucky Old Sun.....	Robbins
There's Yes Yes In Your Eyes.....	Witmark
Through A Long And Sleepless Night.....	Miller
Toot Tootsie Goodbye.....	Feist
Twenty-Four Hours Of Sunshine.....	Advanced
Younger Than Springtime.....	Chappell
You're Breaking My Heart.....	Mellin

## Second Group

TITLE	PUBLISHER
Bali Ha'i.....	Chappell
Five Foot Two, Eyes Of Blue.....	Feist
Give Me A Song With A Beautiful Melody.....	Witmark
Hop Scotch Polka.....	Cromwell
Huckle Buck.....	United
I Can't Believe It.....	Claremont
I'm Throwing Rice At The Girl I Love.....	Hill & Range
In Santiago By The Sea.....	Life Music
Just For Fun.....	Paramount
Let's Harmonize.....	Santly-Joy
Meadows Of Heaven.....	Laurel
My Own My Only My All.....	Paramount
Over The Hillside.....	Dreyer
River Seine.....	Remick
Rudolph The Red-Nosed Reindeer.....	St. Nicholas
Slipping Around.....	Peer
So In Love.....	T. B. Harms
Souvenir.....	Beacon
Story Of Annie Laurie.....	Santly-Joy
Why Fall In Love With A Stranger.....	Campbell
Wishing Star.....	Broadcast Music
You Told A Lie.....	Bourne
You're My Thrill.....	Sam Fox

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## AWB Annual Meet Scheduled Nov. 5-6

(Continued from Page 1)  
with, conference chairman of AWB. The central theme for the 1949 conclave is "The Woman Broadcaster Looks Ahead." Highlighting the two-day meeting will be the panel discussions scheduled for Saturday morning and afternoon with leading women broadcasters and executives participating.

"This Week's Paycheck—Who Earns It, And How! Who Pays, And Why!" is the subject for the Nov. 5th morning meeting. The panel includes Gertrude Grover, of WHCU, Ithaca, N. Y.; Barbara Wells, Nancy Craig, Linnea Nelson, Mary Eileen Ranney, and Maurice Mitchell, director, Broadcast Advertisers Bureau.

The subject for the Saturday afternoon discussion will be: "Tomorrow's Pot Of Gold—TV." The speakers will include Mrs. Geraldine Zorbaugh, ABC, who will act as moderator, Ruth Crane, Frances Buss, Dorothy Doan, Elizabeth Neebe, and Jack Poppele, chief engineer, WOR.

A business breakfast for AWB members will be held Sunday morning. Representatives from NAB member stations in New York and New Jersey, comprising District 2, are expected to attend. Sally Work is chairman of District 2.

Committee members are: Doris Corwith, NBC, chairman; Dorothy A. Kemble, Mutual, vice-chairman and director of publicity; Ruth Trexler, ABC; Alma Dettinger, WQXR; Linnea Nelson, J. Walter Thompson, and Agnes Law, CBS.

## Carol Adams In Drama

Canton, Ohio—Carol Adams, women's editor at WHBC, will appear in the forthcoming production of the Canton Players' Guild on November 17. She has been cast as Winifred Talbot in "Portrait in Black," a murder mystery thriller.

**WEVD**  
5000 WATTS 1330 K.C.  
PROGRAMS OF  
DISTINGUISHED FEATURES in  
• ENGLISH  
• JEWISH  
• ITALIAN  
3 RESPONSIVE AUDIENCES  
3 MARKETS WITHIN  
THE NEW YORK  
METROPOLITAN AREA  
Send for WHO'S WHO  
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HENRY GREENFIELD, Mg. Director N.Y. 19

## PLUG TUNES

On Records and Transcriptions  
**TELL ME WHY**  
 RYTVOC, Inc.  
 1585 Broadway New York 19, N. Y.

**WHERE ARE  
 YOU BLUE EYES?**

Recorded on RCA-Victor #25-1134  
**KNICKERBOCKER MUSIC PUB. INC.**  
 1619 Broadway New York, N. Y.

You'll LUV this novelty!  
**IT MUST BE L U V**

**MANOR MUSIC COMPANY**  
 1619 Broadway New York City

Nothing Can Stop This!

**"FOREVER WITH YOU"**

by the writer of "My Happiness"  
**FORSTER MUSIC PUB., INC.**  
 1619 Broadway, New York 19, N. Y.  
 216 S. Wabash Avenue, Chicago 4, Ill.

A HIT Is Barn!

**"BLUE FOR A BOY—  
 PINK FOR A GIRL"**

Vaughn Monroe an RCA-Victor  
**Al Gallico Music Co. Inc.**  
 501 Madison Ave., New York, N. Y.

Ride with Gene Autry & Eddy Howard!

**Rudolph the Red-Nosed  
 Reindeer**

St. Nicholas Music Co. 1619 B'way, NYC.

**TOOT, TOOT,  
 TOOTSIE!**  
 (GOOD-BYE)

Featured By  
**AL JOLSON**  
 In The Columbia Picture  
 "Jolson Sings Again"  
 on  
**Decca Records**

LEO FEIST, INC

**WORDS AND MUSIC**

By PINKY HERMAN

● ● ● William Esty & Co., has banned the country's number one song, "That Lucky Old Sun," from its Camel programs. . . . two years ago, the firm asked Vaughn Monroe NOT to play a song titled, "Lucky," which Vaughn had already arranged and which he had aired with much success via remotes from the Palladium. . . . Paramount Music has started work on two songs from Bob Hope's Paramount picture "The Great Lover," and one of the songs, "Lucky Us," will not be heard on any Camel program. . . . whenever Vaughn sang the standard, "Pocketfull of Dreams," he was obliged to substitute the phrase 'happy happy me I could live in luxury,' for the original 'lucky lucky me etc. etc.' . . . the producer of the Camel shows? Thomas LUCKinbill.

☆ ☆ ☆ ☆

● ● ● TIN PAN ALLEY OOPS:—Peer International, very wise in having the lyrics of "Slipping Around" revised, thus removing the cause of its being banned by the networks. . . . the number, written by Floyd Tillman, who wrote, "I Love You So Much It Hurts," is now a cinch for top honors soon. . . . ● Lovely Marsha Roen, women's program director of WORZ and wife of deejay Sam Roen, is now editor of the Orlando Post Women's Page. . . . ● Last week we wrote about a new song by Dick Liebert and George Blake and inadvertently titled it 'Come With Me' instead of its true handle, "COME DANCE WITH ME." . . . well, at least we credited the number to the correct firm, Ben Bloom Music.

☆ ☆ ☆ ☆

● ● ● Of the four Fred Fisher songs, featured in the forthcoming 20th Century-Fox musical, "Oh You Beautiful Doll," look for the resurgence to popularity of "There's A Broken Heart For Every Light On Broadway," originally penned back in 1915 by Fisher and Howard Johnson. . . . number is now published by Fred Fisher Music Co. . . . ● Bandleader Johnny Long has been named an aide-de-camp on the staff of Earl K. Long, Governor of Louisiana. . . . ● Elliot Music will publish "Got You Right Where You Want Me" and "Your Life Is My Life," penned by Clay Boland and Bix Richner for the Mask & Wig Society (U. of Penn.) musical, 'Adamant Eve.' . . . ● Deejay Rex Dale currently winning lots of listeners and influencing sales via his "Make Believe Ballroom" series over WCKY, Cincinnati, is Bern Enteline, former program director of WSOY, Decatur, Ill. . . . ● Johnny Green is the professional manager at Stasny Music. . . . firm's current plug tune is the oldie "In A Shady Nook" (Beside A Babbling Brook.) . . . ● Jerry Cooper gets the coveted singing lead in the musical version of "Gentlemen Prefer Blondes," which opens at the Ziegfeld Theater Dec. 8. . . . back stages at rehearsals inform us the Leo Robin-Julie Styne score is a honey. . . . ● Milt Stein is in charge of the Hollywood office for Kramer-Whitney Music. . . . firm is pushing "I Never Heard You Say," clefted by Alex K. and Joan W. . . . ● John Redmond has written the words and music to an Irish number titled, "On The Other Side of the Water" which should prove a musical gem for Jewel Music. . . . ● Lou Comito, little dynamo of Gala Music doing a fine exploitation job on Bill Gale's waltz, "Honey, Why Can't You Be Sweet To Me?" . . . already has platters on London, Capitol, Columbia and Mercury.

☆ ☆ ☆ ☆

● ● ● ON AND OFF THE RECORD:—Ted Steele's Columbia disk of "Let's Harmonize" flipped with "I Know I Know I Know," will make the market Bullish where Steele is concerned. . . . Ted's warbling with an assist by a vocal group is easy on the ears and we advise deejays to latch on. . . . ● Tony Martin follows up his click platter of "Circus" with another Victor honey. . . . this waxing has "There's No Tomorrow," the English version of "O Sole Mio" backed with "A Thousand Violins." . . . ● Frankie Laine sneaks thru with another important disk for Mercury via a great rendition of a western ballad, "Mule Train." . . . reverse is the folk tune "Carry Me Back To Old Virginny."

## PLUG TUNES

**Give Me Your  
 Hand**

LAUREL MUSIC CO.  
 1619 Broadway New York City

Bing Crosby, Gracie Fields,  
 Sammy Kaye, Johnny Des-  
 mond, Jo Stafford, Doris Day  
 Are All On

**THE LAST MILE HOME**

LEEDS MUSIC CORPORATION

**Making Our Debut With A Hit!  
 "A NEW SHADE OF BLUES"**

MAYPOLE MUSIC CO.  
 22 F. 67th St. New York City  
 Phone: REgent 7-4477

**I WISH I KNEW**

Should step right out in front—  
 Just recorded for RCA-VICTOR  
 by DOLPH HEWITT  
**ADAMS, VEE & ABBOTT, Inc.**  
 216 S. Wabash Ave. Chicago 4, Ill.

**My Heart Goes With You**

by Thomas G. Meehan

—◆◆—

**JAMES MUSIC, Inc.**  
 1650 Broadway Room 709 N. Y. C.

Brand New Novelty!

**"If I Had A  
 Million Dollars"**  
 (I Would Give It All to You)

TONY PASTOR'S  
 Sensational COLUMBIA Record  
 #38577

**RYTVOC, Inc.**  
 1585 Broadway New York 19, N. Y.

# TELEVISION DAILY

Section of RADIO DAILY, Thursday, October 27, 1949 — TELEVISION DAILY is fully protected by register and copyright

## COURT VOIDS STATE CENSORSHIP

### TELE TOPICS

TV PROGRAMMING took another great stride forward Tuesday night when WNBT aired "City At Midnight," a bold, exciting experiment in documentary drama. Aired live, beginning at 11 p.m., from Rivington Street on Manhattan's teeming lower east side, the program brought the stark reality of life in a human jungle into the homes of its viewers. The atmosphere of the neighborhood became alive and so pervaded the hour-long program that its many faults were all but overlooked. A story about Col. David Marcus, West Point graduate who was killed in the war in Israel, the show opened in a synagogue during a memorial service for the Jewish hero. Through a flashback, it then unfolded an account of Marcus' last visit to the neighborhood, where he was born and raised. Unable to make up his mind about a Haganah request that he return to Palestine, Marcus roams the street. He meets old friends, thrashes a racketeer who has been terrorizing the merchants, awakens the residents to their collective ability to defeat the gangster and his henchmen and decides to go back to the war.

THE SPRAWLING, disjointed script would have been far more effective if it had been shortened considerably. Considering the enormous obstacles inherent in the nature of the show, the four-camera production was commendable, indeed, but there were many bugs that will have to be ironed out in future stanzas. Action occurred mainly at three points—the synagogue, a saloon and the depressing, rain-dampened streets. . . . Outstanding in the rather large cast was Wolfe Barzell, who was superb as an aged shopkeeper. Others, all fine, were David Kerman, as Marcus; Greg Robbins, as his rabbi friend; Lewis Charles, as the racketeer, and Lee Rhodes, as a wayward youth. Program is a Sheck, Dahlman and Black package, with Lou Dahlman, executive director, and Doug Rogers, director for WNBT. Alfred Jackson was technical supervisor. Sponsors are Bedford Stores and Stromberg-Carlson.

BECAUSE RCA Victor and Sealtest want to make a pitch for summer sales, "Kukla, Fran & Ollie" will take an eight-week hiatus Dec. 30 and will continue on the air through the summer. . . . The proposed AFM scale for TV films will be discussed tonight at the monthly meeting of National Television Film Council at the Fifth Ave. Brass Rail. . . . Milton Berle will present a check for \$10,000 from the Damon Runyon Memorial Cancer Fund to the Jewish Hospital, Brooklyn, today. . . . Jack Carter, emcee of DuMont's "Cavalcade of Stars," has been signed for a December stint at the Paramount Theater, and is huddling with Ray Golden about a lead in "Alive and Kicking," upcoming Broadway musical.

### DuMont "Spinning Wheel" And 5 H. P. Motor Not Funny, Says Chairman Coy, And Leaves

Washington—The FCC angrily walked out on a DuMont color demonstration yesterday, with Chairman Wayne Coy showing more color in his face than DuMont put on its screen.

DuMont unveiled a four-foot spinning wheel for a 20-inch deluxe TV set, intending to ridicule the CBS color system. The converter, which carried a five horsepower motor driving the wheel at a speed up to 210 miles per hour, promptly blew a fuse. A new line was rigged and DuMont's research director Dr. T. T. Goldsmith, suggested the Commissioners move back in case anything went wrong.

Angrily Coy snapped "We are not in the side-show business. We call this demonstration off."

### Flicker-less Color TV Now Near; Goldsmith

Washington Bureau of RADIO DAILY  
Washington—A new technic to reduce flicker in color TV systems now before the FCC is nearing perfection in the DuMont Laboratories, Dr. T. T. Goldsmith, research director, told the FCC yesterday. Principles used in the continuous motion picture projector offer "high promise" he said.

The DuMont presentation, which included the unveiling of a king-size converter, was greeted by many as a further effort at delay.

The FCC will meet in executive session today to decide what to do on the pending RCA motion for a two-month delay in the comparative demonstrations of the CBS and RCA color systems and DuMont black and white. The demonstration currently is slated for November 14.

Dr. Goldsmith said the equipment to be used in his suggested system includes storage tubes to store energy and release it as needed. To eliminate flicker, line interlocking probably would be used, he said.

### 4-A Postpones Vote On Tele Authority

(Continued from Page 1)  
before the Board until its meeting of Nov. 16.

Representatives of Screen Actors Guild and Screen Extras Guild voted for the resolution along with representatives of Actors Equity, Chorus Equity, AFRA, AGVA and AGMA.

According to the resolution, this action was taken "to preserve continued unity among 4A unions in the interests of the public and of our entertainment profession."

Board also decided that during the three weeks' postponement of action on TVA, membership meetings of all 4A unions will be called in 12 key cities to afford a forum for full discussion by all sides of the current issues, and to educate all 4A members on the problems and methods of organization in video.

Meetings will be held in New York, Los Angeles, Chicago, San Francisco, Detroit, Philadelphia, Boston, Washington, Cincinnati, St. Louis, Pittsburgh and Seattle.

### Miss Hennock Aid For Jones In Color TV Bout With Smith

(Continued from Page 1)  
minced no words in saying they think Philco and other manufacturers prefer to see color delayed. Jones said he wants "to hasten the day when the pocketbook will lie where the conversation lies"—meaning the day when the manufacturers will put all their resources behind a real drive to bring color into TV.

Miss Hennock said she had come to the hearings with an impression that the manufacturers do not want color soon, and that has not been dispelled. Of the three systems ad-

vanced, she said the CBS and CTI systems are not offered by radio manufacturers.

RMA attorney, Edward Wheeler, asked Smith if he thought it proper to encourage the public to buy converters for CBS color while a trichromatic tube which would eliminate the need for converters is being developed. Immediately FCC Chairman Wayne Coy asked if it were proper for manufacturers to seek to sell 16-inch TV sets with the prospect of 22-inch sets next year.

### Pa. Rule Violates Federal Policy, Court States

Philadelphia—United States District Court yesterday ruled that television programs are interstate commerce and therefore not subject to state censorship. In deciding a suit brought by five Pennsylvania stations, the Court held that the State Board of Censors does not have the power to regulate TV films.

State regulation that all films aired by stations in the state must be submitted to the censorship board is an infringement of "a field of interstate commerce which Congress has preempted and is inconsistent with the statutes and the national policy adopted by Congress for the regulation and control of radio and television," Judge William H. Kirkpatrick ruled.

Adopted Jan. 24 of this year, the state regulation held that all TV films originating within the state must be submitted to censorship three days before airing, and that films distributed outside the state must be shown to the board five days before air time.

### NBC And French Radio To Exchange Newsreels

A new agreement for the exchange of television newsreel films between NBC and Radiodiffusion Francaise, the French broadcasting system, was announced by the network in New York yesterday.

The entire newsreel supply of French Television, which produces a 15-minute daily program, has been made available to NBC, which in turn will make its staff newsreel coverage available to the French system. The deal was concluded in Paris on Tuesday by William F. Brooks, NBC vice-president in charge of news and international relations, and Wladimir Porche, director general of Radiodiffusion Francaise.

During his stay abroad, Brooks has also had talks with officials of the BBC, with whom NBC has had a long-standing TV newsreel reciprocal agreement and with representatives of Dutch, Swiss, and Spanish companies which supply film for the "Camel News Caravan."

### Con Ed Buys WNBT Seg

Consolidated Edison Co. of New York has signed a 52-week contract for sponsorship of the "WNBT Weatherman" series across-the-board, beginning Nov. 8.

# Beville Cites Non-Home Listening, Also AM Audience In TV Dwellings

(Continued from Page 1)

home itself," i.e., that "radio listening has become essentially a personal rather than a family habit."

He backed his contentions of a continued growth of radio listening, both within and without the home, with quotations from a half-dozen surveys, including one by NBC in Washington which showed that 12 per cent of the population listened to a car radio on a typical weekday on an average of 50 minutes per day. He also cited a Pulse survey made for WOR last May showing that, between 7 & 9 a.m. and 5 & 7 p.m., from 35 per cent to 41 per cent of cars had radio sets in use. This New York automobile audience, he pointed out, represented a 14 per cent bonus over the home audience in each of the two periods.

#### Compares With Newspapers

After discussing the various surveys on out-of-home listening Beville asked the luncheon gathering: "What medium, aside from economical radio, could dismiss audiences of this magnitude as 'bonus' circulation? Consider what would happen to the circulation of the New York newspapers if the reading which takes place on subways and commuter trains were not included. I don't think radio can afford to throw away the audience represented by people who listen while driving to work anymore than I would expect the newspapers to throw away the subway reader. And do you think that the 'juicy' figures produced by the Magazine Audience Group for the Nation's weeklies could possibly be obtained if reading in barber shops, beauty parlors, on trains and in other people's homes were eliminated? More and more America becomes a nation on wheels. We who live in New York are prone to forget that one-third of America's cars, more than 11 million automobiles, are used daily by workers going to and from work. As the figure grows, the radio listening potential grows. . . ."

#### Outlines Reasons

"Here are the reasons why this portion of radio's audience can no longer be overlooked by any collector or user of radio statistics:

"1. Radio listening has become essentially a personal rather than a family habit.

"2. With increasing mobility of

sets and inexpensive receivers, ability to listen prevails virtually everywhere today.

"3. Broadcasters can no longer afford to give away, as bonus, such substantial listening—by seeing that it is counted we will get credit for it (and may be able to charge for it.)

"4. In the period of intensive media competition which I am certain lies just ahead, the aural medium must put its best foot forward.

"5. A substantial portion of outside-the-home listening will be unaffected by the advent of television. Automobile radio listening and much of the listening in public places and business places will be completely immune from television competition.

"6. Outside listening has increased by leaps and bounds since the war and will continue to do so. As time goes on such listening will become a greater share of all listening. . . ."

#### Criticizes Research Technique

"Certainly this (out-of-home listening) is the most serious omission in the measurement of radio audiences today. On the other hand, it's not the only omission. Most radio research techniques have failed to keep up with the development of radio listening habits within the home itself. In my estimation there is still considerable improvement to be made in the manner all of our present research techniques are employed to obtain home listening. Those who pay for audience measurement, those who are measured, and the measurers themselves are all slow to change their ways of thinking about the radio audience. As radio has moved out of the parlor into the bedroom, the den, the kitchen and other rooms throughout the house, techniques which were primarily developed to measure family listening based on a single home receiver in the living room have proved to be inadequate to meet the changing situation.

"Here is just one example. A special study by Hooper revealed that a rating for a certain juvenile program more than doubled when additional questions were asked to find out from the telephone respondent whether or not listening was taking place on other sets within the home."

#### Attacks "Tele Fanatics" Glibness

In discussing multiple-set homes, Beville attacked what he described as "the glibness with which television fanatics write off radio." All rating services report a "healthy amount" of radio listening in TV homes, he continued, adding "I believe there is need for a full measurement of listening away from the room where the TV set is located in order to truly evaluate today's aural audience."

He expressed the belief that tele-

vision and radio audience measurement must operate side by side in the future when radio and TV sets are spread throughout the house.

"Television has started off with a tremendous impact on the family circle. The TV set brings the family once more back into the living room and picks up approximately where the radio receiver with the horn-type loudspeaker left off. Nevertheless, I think it is obviously unrealistic to believe that the entire family will gather as a unit hour after hour, night after night before the home television set. As certain members of the family tire of watching someone else's choice of program they will abandon the family circle in favor of an activity which they can control to their own liking. As this development occurs, radio listening will come back into its own, side by side with television viewing."

#### WNJR Revises Programs

Newark, N. J. — WNJR has announced a revision of its program structure to provide more variety in its musical programs and to establish better continuity in its program setup. Major changes have been made in the nine to noon and 1:00 p.m. to 5:00 p.m. programs.

## Transit Radio Adds 128 New Sponsors

(Continued from Page 1)

bus and street car radio medium include Swift & Co. Vigoro, Fanny Farmer Candy Shops and Ford Dealers Association, through J. Walter Thompson Company; Musterole, through Erwin, Wasey; Bond Stores, through Neff-Rogow; Bristol-Myers' Ipana, through Doherty, Clifford & Shenfield; Fehr Baking Co. through Ruthrauff & Ryan; Miles Laboratories, through the Wade Agency; Mrs. Filbert's Mayonnaise through Sullivan, Stauffer, Colwell & Bayles, and Feltman & Curme Shoes, direct.

In addition, J. Walter Thompson has renewed its Swift & Co. campaign for Jewel Shortening; McCann-Erickson has ordered a 26-week renewal for Hyde Park Beer; and Arthur Cohn & Associates has renewed for Baker Brush Co. Household Finance Corp. through LeValley, Inc., and Miles Laboratories through the Wade Agency, have added additional Transit Radio markets.

"Success stories and definite increases in consumer sales as measured and verified by store-audit services rendered by Transit Radio stations without extra cost to sponsors have been principally responsible for these renewals, expanded schedules and new advertisers," Pellegrin said.

Thanks to the 13th Annual School Broadcast Conference for Selecting WEW as the Prize Winning Commercial Station in the United States for the Programs "Our Missouri Constitution" and "Science For You."

# WEW AND WEW-FM

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Nicholas Pagliara, General Manager

**WBAL**  
means business  
in Baltimore