



RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 49, NO. 19

NEW YORK, FRIDAY, OCTOBER 28, 1949

TEN CENTS

FREE-TIME-TO-POLITICIANS CRITICIZED

New BB-Airing Rules End Anti-Trust Action

Washington Bureau of RADIO DAILY
Washington — Suspension of the Justice Department probe of alleged anti-trust law violations by organized baseball club owners in assigning radio and TV rights was announced yesterday by Attorney General J. Howard McGrath. Substantial changes in the major league broadcasting and telecasting rules were adopted by representatives of the two major leagues to eliminate the causes of complaints, McGrath said. The department was interested both in freeing radio and TV sta-

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N. Y. Stations Schedule Home Studies Series

The New York State Education Department's "radio-assisted" home study course in contemporary living will be carried by five NBC affiliates in New York State starting Sunday, Oct. 30, with two other New York stations to pick it up later.

Enrollment is free to New York state residents; out-of-state residents must pay a \$5 fee. The Education Dept. will furnish home study material to be used in conjunction with the broadcasts. The 26-week series will be carried at the outset

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WBKB Names Weed & Co. As National Sales Rep.

Chicago—John H. Mitchell, general manager of WBKB, yesterday announced the appointment of Weed & Co. as exclusive national sales representative, effective Nov. 1.

At present, New York sales for WBKB are handled by Paramount.

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Wrong Pew

Boston—Roger Harrison, WBZ farm director, arrived late the other night at the Hotel Bradford, where he was to speak at the Deiryemen's Banquet. Ushered in by a waiter, he dined at the speaker's table with other guests, and was ready for oratory when he discovered that he was in the right hotel but at the banquet of the Housewares Club.

On The Button

Washington—Joseph Katz, president of WWDC, Washington, yesterday climaxed his one-man "anti-depression talk" campaign by pinning on President Truman's lapel a button labeled, "Business is Good." Katz started his drive on Sept. 22 by pinning one of his buttons on Maryland's governor, and since then has distributed more than 10,000 to business.

BMB May Reorganize To Offer Stock Shares

Chicago—Mel Brorby, vice-president of Needham, Louis & Brorby, speaking at the Chicago Radio Management Club luncheon meeting at the Tavern Club, in discussing the future of the Broadcast Measurement Bureau, announced that BMB may be organized soon as a stockholding organization similar to the present set-up of BMI.

At least, he said, that is one of the

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150-Kw. VOA Transmitter In Operation At Munich

The State Dept. has put a new, 150-kw. transmitter into operation at Munich, Germany, to strengthen the "Voice of America" signal in Eastern Europe and Russia, it was disclosed yesterday by the RCA International Division, which developed and installed the equipment.

The new transmitter will augment existing "Voice" facilities in the Munich area, which consist of four

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RCA, Westinghouse, Motorola Sales Up For First 9 Months

Two major set manufacturers—Westinghouse and Motorola—yesterday reported record-breaking profits for the first nine months of 1949, while a third, RCA, reported an increase in gross income but a drop in net profit.

RCA's gross income for the first nine months of 1949, as reported by its president, Frank Folsom, amounted to \$275,673,666, as against \$256,968,537 during the same period in

Broadcasters Urged To Combat Trend Spreading To Non-Political Fields; Motives Called Questionable

NRDGA Announces Radio Contest Rules

Rules and other particulars of the fourth annual radio program contest for retailers were announced in New York yesterday by the National Retail Dry Goods Assn.

Deadline for entries in the contest, which is co-sponsored by the NRDGA and the NAB, is Dec. 1, 1949. Its purpose is "to reward good, resultful radio advertising by retailers." Any regularly scheduled, typical show sponsored by a NRDGA

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WAGA Gets All Rights To Crackers' Games

Atlanta — WAGA has signed a five-year contract with the Atlanta Crackers baseball team for exclusive radio and television rights to all games.

Jim Bailey, WAGA's managing director, said the station plans full-

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Penn Broadcasters Assn. Elects Officers, Directors

Skytop, Pa.—The Pennsylvania Broadcasters Assn., meeting here yesterday, elected the following officers: president, Frank R. Smith,

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Skytop, Pa. — Increasing demand for free time for non-political broadcasts by Senators and Representatives in Washington is one of the problems of broadcasters in the 3rd District, NAB, it was revealed at its Skytop Lodge meeting yesterday. While the requests bear the label of

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Transit Radio Hearing Opens In Washington

Washington Bureau of RADIO DAILY
Washington—The District of Columbia Public Utilities Commission yesterday opened hearings on the desirability of a transit radio system in Washington. Several hundred local street cars and buses have been equipped for several months to carry a 12-hour daily commercial and music schedule from WWDC-FM.

In a bitter hearing yesterday, it is

(Continued on Page 2)

CBS Programs Take Nielsen's 'Top Eight'

A. C. Nielsen Co.'s "eight top-ranking" radio programs for the week of Sept. 18-24 were all CBS shows, half of which were aired Mondays and the remainder on Thursdays.

Lux Radio Theater headed the list with a rating of 23.9, followed by

(Continued on Page 2)

Longevity

Bill Henry, MBS newscaster, will mark his 1500th five-minute news broadcast tonight, 8:55-9 p.m., EST, for the same sponsor, Johns Manville Company, manufacturers of asbestos products. He started under the sponsorship of Manville in 1943 when the program was heard on the Columbia Broadcasting System. He shifted to MBS in 1947.

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WEST COAST OFFICES

Allen Kushner, Manager 6425 Hollywood Blvd. Phone: Gladstone 8436

WASHINGTON BUREAU

Andrew H. Older, Chief 6417 Dahlonga Rd. Phone: Wisconsin 3271

CHICAGO BUREAU

Hal Tate, Manager, 360 No. Michigan Ave. Phone: Randolph 6-6650

SOUTHWEST BUREAU

Paul Girard, Manager Tower Petroleum Bldg., Dallas, Texas Phone: Riverside 3518-9

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FINANCIAL

(October 27)

NEW YORK STOCK EXCHANGE

Table with columns: High, Low, Close, Net Chg. Rows include ABC, Admiral Corp., Am. Tel. & Tel., CBS A, CBS B, Philco, RCA Common, RCA 1st pf., Stewart-Warner, Westinghouse, Westinghouse pf., Zenith Radio, and NEW YORK CURB EXCHANGE.

OVER THE COUNTER

Table with columns: Bid, Asked. Rows include DuMont Lab. and Stromberg-Carlson.

N. Y. Stations Schedule Home Studies Series

(Continued from Page 1)

by the following stations: WNBC, New York; WBEN, Buffalo; WHAM, Rochester; WINR, Binghamton, and WENY, Elmira. WGY, Schenectady, will start the series Nov. 1, and WSYR, Syracuse, will pick it up at a later date.

WBKB Names Weed & Co. As National Sales Rep.

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but Weed & Co. will take over representation for this territory in addition to the rest of the U. S. WBKB affiliated with CBS-TV earlier this month.

Transit Radio Hearing Opens In Washington

(Continued from Page 1)

established that there is a sharp division among citizens' groups and among individuals, with feeling extremely high on both sides. Spokesmen for the two viewpoints were alternately booed and hissed in what was easily the best attended hearing of the PUC in many years.

Several opponents of transit radio seriously threatened a court test if the PUC finally okays the installations.

BMB May Reorganize To Offer Stock Shares

(Continued from Page 1)

plans being discussed now. He reported that BMB spent \$1,300,000 on the first BMB Study and admitted that the organization is in financial difficulties.

Penn Broadcasters Assn. Elects Officers, Directors

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WBVP, Beaver Falls; vice-president, C. G. Moss, WLTR, Bloomsburg; secretary, David E. Bennett, WKBO, Harrisburg; treasurer, George E. Joy, WRAK, Williamsport; directors: Leonard Kapner, WCAE, Pittsburgh; Gordon Gray, WIP, Philadelphia;

Three Mrs. Report Sharp Sales Increase

(Continued from Page 1)

that Westinghouse is considering raising the regular quarterly dividend from 25 cents per share to 40 cents. For the quarter ended Sept. 30, 1949, Westinghouse reported a net income of \$20,554,447. Net income for the like period a year ago was \$9,855,245.

Motorola, Inc., registered record-breaking sales totaling \$51,795,564 for the first nine months of 1949, as against a sales volume of \$39,848,775 for the like period in 1948, according to Paul V. Galvin, president.

CBS Programs Take Nielsen's 'Top Eight'

(Continued from Page 1)

Arthur Godfrey's "Talent Scouts" with 19.7; "Mr. Keen" with 18.0; "My Friend Irma" with 16.7, "Suspense" with 16.1; "F.B.I. In Peace & War" with 15.9; "Inner Sanctum" with 15.9; and "Crime Photographer" with 15.2. Ninth and 10th places were taken by Jack Benny with 14.8, and "Mystery Theater" with 14.6.

Clair R. McCullough, WGAL, Lancaster; John S. Booth, WCHA, Chambersburg; Vic Diehm, WAZL, Hazelton; W. K. Ulerich, WCPA, Clearfield; David M. Baltimore, WBRE, Wilkes-Barre.



"Say! Whose nest is this?"

It looks as if this hen has to find another nest. The cat just moved in and is rapidly taking over.

The cat is behaving exactly like a lot of smart advertisers these days. They are moving into tough, competitive markets and taking over, too.

And to do this in Baltimore, they are using W-I-T-H. You see, you can do MORE on W-I-T-H for LESS money than on any other station in town.

W-I-T-H regularly delivers the LARGEST number of listeners-per-dollar. That makes it the big bargain buy in this rich market.

So if you're looking for low-cost results from radio, call in your Headley-Reed man today and get the whole W-I-T-H story

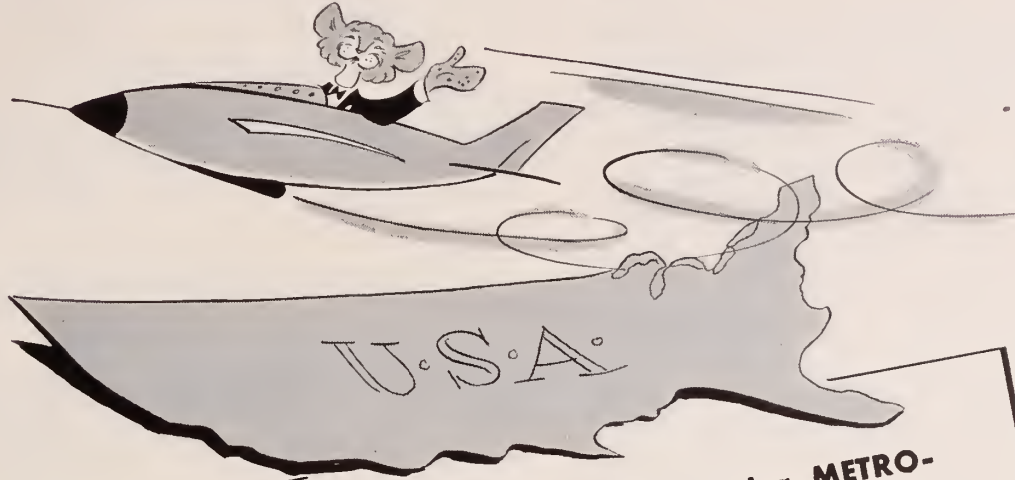


WITH Baltimore 3, Maryland

TOM TINSLEY, President Represented by Headley-Reed

Advertisement for Allen Brown's Corner on WINS radio. Includes a photo of Allen Brown, the text 'ALLEN BROWN'S CORNER', and 'WINS 50KW NEW YORK' logo. Vertical text on the sides reads 'faces • facts • figures • wins'.

JET PROPELLED...AND HEADING YOUR WAY!



FROM COAST TO COAST and Border to Border, METRO-GOLDWYN-MAYER RADIO ATTRACTIONS are setting a terrific pace . . . making TRANSCRIPTION HISTORY with Radio's most sensational series of star-studded programs. PRICED FOR PROFIT FOR YOU!

BIG STATIONS AND LITTLE STATIONS—stations like WGN, Chicago and KVMV, Twin Falls, Idaho; WFIL, Philadelphia and WSPC, Anniston, Ala., loved these great shows—and bought 'em! Scores and scores of alert,

bright broadcasters are starring them on the air NOW. AND THEY'LL DO A JOB FOR YOU TOO—if you're smart and move fast! PUT THEM TO WORK FOR YOU!



HERE'S WHAT YOU GET!

M-G-M THEATRE OF THE AIR

A full hour of top dramatic entertainment once a week, presenting Hollywood's most glamorous stars in thrilling radio adaptations of all-time M-G-M picture hits.

AT HOME WITH LIONEL BARRYMORE

One of the world's most famous and beloved stars chats, reminisces about the stage, the screen and their people. Three 15-minute programs per week.

HOLLYWOOD, U. S. A.

Glamorous Paulo Stone, of the noted "Stepping Stones," in intimate interviews with film-dom's great stars and personalities. Five 15-minute programs per week.

THE STORY OF DR. KILDARE

One of the most famous motion picture series, adapted to radio for the first time, and starring both Lew Ayres and Lionel Barrymore, who created the leading roles on the screen. One half-hour per week.

MAISIE

Starring Ann Sothern . . . half-hour, once weekly, presenting brand new radio adaptations of the popular M-G-M pictures, other adaptations of which proved equally popular as a network radio series.

GOOD NEWS FROM HOLLYWOOD

Handsome George Murphy, himself a great star, gives you the latest Hollywood gossip and presents a famous guest. Three 15-minute programs per week.

CRIME DOES NOT PAY

A tense and exciting dramatic presentation based on M-G-M's Academy Award two-reelers. Featuring name players. A half-hour program, once a week.

THE HARDY FAMILY

The famous movie series, never before released for radio adaptation, starring Mickey Rooney and Lewis Stone . . . A half-hour, once weekly.

Metro-Goldwyn-Mayer Radio Attractions

Exclusive Representatives MUSIC CORPORATION OF AMERICA

598 MADISON AVENUE
NEW YORK
PHONE PLAZA 9-7500

430 N. MICHIGAN AVENUE
CHICAGO
PHONE DELAWARE 7-1100

9370 SANTA MONICA BLVD.
BEVERLY HILLS
PHONE CRESTVIEW 6-2001

105 MONTGOMERY ST.
SAN FRANCISCO
PHONE EXBROOK 2-8922

UNION COMMERCE BLDG.
CLEVELAND
PHONE CHERRY 6010

2102 N. AKARD ST.
DALLAS
PHONE CENTRAL 1448

1612 BOOK TOWER
DETROIT
PHONE WOODWARD 2-2604

1044 LITTLE BLDG.
BOSTON
PHONE LIBERTY 2-4823

NORTHWESTERN BANK BLDG.
MINNEAPOLIS
PHONE LINCOLN 7863

Today there is even
listening to Network
than a year ago-
more people are
to CBS than ever

*On CBS, radio's greatest
sponsored by America's biggest
consistently get the largest
at the lowest*

more
Network Radio
because
listening
before..

programs—
advertisers—
audiences
cost in all radio.



Free Political Time Criticized At Skytop

(Continued from Page 1)

being non-political and are offered as public service programs, broadcasters are questioning the motives behind the programs. The consensus of opinion seems to be that the programs come under the classification of commercial time and should be paid for at prevailing station commercial rates.

One broadcaster in the Pennsylvania area reported that the Republican Committee was agreeable to pay the time charges for the presentation of a program which featured a Senatorial report. The Democrats, however, plead they had no funds available for local sponsorship and asked that the station give them comparable time as a public service gesture.

The trend, according to reports, does not apply only to political parties. Efforts are being made by servicemen's organizations, labor organizations and others to get air-time breaks under the public-service category. However, the broadcasters in many instances have been able to convert these requests into commercial business and local sponsors have been procured.

Mitchell Talks For BAB

Yesterday Maurice Mitchell, head of the Broadcast Advertising Bureau, presented his appeal to the broadcasters to support the Bureau and make a more determined effort to get a share of the advertising dollar. His talk followed an introduction by J. Robert Gulick, WGAL, Lancaster, who presided as 3rd District chairman of sales managers. Gulick said that today's radio sales called for "aggressiveness, ideas and ambition" and that the stations who adhere to this formula are producing increased time sales.

An interesting angle on the merchandising of music was developed by Carl Haverlin, president of BMI, who said that today's popular song hits are being made by the radio stations, juke boxes and record sales in the "grass roots areas" rather than by the song pluggers of New York, Chicago and Hollywood. He admonished the broadcasters to watch song trends and take advantage of the current popular hits included in the BMI catalogue.

Associated Press members of the 3rd District met with Tom O'Neil and other AP executives Wednesday afternoon and discussed plans for a newsmen's clinic which will be held at a later date. George D. Coleman, who has served as president of the AP group, is appointing a committee to formulate clinic plans.

WAGA Gets All Rights To Crackers' Games

(Continued from Page 1)

est coverage of the Cracker games over AM, FM, and TV. WAGA-TV will cover 23 local high school football games this fall, and the Golden Glove boxing tournament.



Mainly About Manhattan. . . !

● ● ● **AROUND TOWN:** When Harvey Stone was being complimented on the way his new schnoz came over on "Toast of the Town" telecast, he quipped: "Look, I don't wanna be beautiful. All I want to do is breath." . . . Bert Lytell signed by Carlton E. Morse to portray Father Barbour in the video series of "One Man's Family," which bows in via NBC-TV Nov. 4th. Anthony Smythe, who has handled the role for the past 18 years on radio had to go back to the coast on his medico's orders. . . . Prexy Frank Stanton had to be called in to settle the split opinion of CBS execs over Robert Q. Lewis' TV format. . . . The pros and cons regarding the future of RMP will be settled definitely within 6 weeks by an official announcement from RCA-Victor. . . . That big grin on Bill Gargan's pan these days is due to the news he just got about his "Martin Kane, Private Eye" series being the 4th highest rated show on NBC with a neat tag of 27.6. . . . Gruen Watch bowing out of "H'wood Calling" after Christmas? . . . Buick, which dropped Olsen & Johnson, eyeing video talent on the coast. . . . Larry Schwab, Bill Berns and Ted Estabrook branching out by investing in the American rights to the Danish film, "Ditte, Child of Man," said to be one of the greatest foreign imports in years. . . . Henny Youngman, unseen star of the Milton Berle show, guest-stars on "Celebrity Times" Sunday p.m. Isn't it about time Henny got his own show. . . . Recommended: Hank Sylvern's wonderful background music on Ralph Bellamy's "Man Against Crime," really pulls the show together.

★ ★ ★ ★

● ● ● **THE MORNING MAIL:** "Dear Sid," writes Mal Boyd, "Somebody gave you a wrong steer when they told you that Mary Pickford had rejected an offer to star with Buddy Rogers in a new type of Mr. & Missus ainer. Actually, a program involving both is now in the making. As you know, Buddy is starring in 'Pick a Date with Buddy Rogers' on ABC and his TV show starts Jan. 4th. However, I have a package for night-time radio which stars both Buddy and Mary. In addition, Miss Pickford may also do a five-a-week five-minute daytime radio commentary."

★ ★ ★ ★

● ● ● **SMALL TALK:** It's a girl (their 2nd) at the Jack Wyatts, who have named her Claudia. . . . WWRL expects to be operating with its new 5,000 watt transmitter by the year's end. . . . Noro Morales, who waxes for MGM, formed his own disc firm, Rivoli Records.

150-Kw. VOA Transmitter In Operation At Munich

(Continued from Page 1)

100-kw. shortwave transmitters. An Armed Forces Network station and a German station of the same power also operate in the Munich area at the present time.

The State Dept. transmitters operate 12 and a half-hours daily, relaying "Voice" broadcasts from the U. S. after sunset and programs of the Armed Forces Network during the day. The new 150-kw. transmitter, operating on 1195 kc, uses a speech-clipper amplifier to maintain a high average percentage of modulation.

Correction

A story in RADIO DAILY for Oct. 19 referred erroneously to KFMV. That station is in Hollywood. It should have read "KFMB, San Diego."

NRDGA Announces Radio Contest Rules

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store and aired during 1949 prior to Dec. 1 may be entered, with the exception of syndicated programs or special programs, such as Christmas shows.

Each program entry should be represented by one transcription and three scripts, which will not be returned. Awards will be made in categories based on the annual volume of the store's business, and in the following classifications: Children's; General Family; Teen Age; Farm; Women's; Men's.

Winning entries will be selected by "a prominent jury of authorities" to be announced later by the NRDGA. Certificates will be awarded to the winners on Jan. 10, during the NRDGA convention to be held at the Hotel Statler, New York. All entries should be sent to Howard P. Abrahams, NRDGA, 100 W. 31st St., New York, together with a statement in triplicate giving the following information:

1. Name of program
2. Station
3. Time, Day of week
4. Type of program
5. Approximate date of first broadcast
6. Store volume classification
7. Objectives of program (what the store set out to do) Please elaborate. It may include (a) to build results for one department or group of departments; (b) to establish certain features; (c) to promote certain services; (d) to establish certain ideas in the minds of listeners.
8. Results (please elaborate) This may include (a) goods sold in dollars or units or increases in percentages; (b) traffic for store or department; (c) long range effect in attracting customers or business responses; (d) indication of audience response.
9. Store name, address and town
10. Submitted by (give name and title).

50,000 watts at 800kc.

Now covering a 17,000,000 population area
at the lowest rate of any major station
in the Detroit Area!

"WIN
With CKLW"
MUTUAL

CKLW

Detroit and Windsor
J. E. Campeau, President

Adam J. Young, Jr., Nat'l Rep. • Canadian Rep., H. N. Stovin & Co.

TELEVISION DAILY

Section of RADIO DAILY, Friday, October 28, 1949 — TELEVISION DAILY is fully protected by register and copyright

B. B. ANTI-TRUST ACTION ENDED

TELE TOPICS

"FAMOUS JURY TRIALS," on DuMont, is showing signs of successful adaptation to the visual medium. When it first went on the air a few weeks ago it was almost devoid of action, with the cameras picking up almost nothing but the various witnesses testifying from the stand. As a result, it was all talk, with very little to hold the eye. This week, however, several flashbacks were used as well as a bit of action that occurred out of court during a recess. The result was a vastly improved production. Script this week concerned a boxing handler falsely accused of killing a fighter during a bout. The material was there, but the characters didn't quite develop and the court action was loaded with legal inaccuracies. Sam Raskin was entirely believable as the handler, and King Calder and John Griggs were equally efficient as the opposing lawyers. Others in the cast were Winfield Hoeny, Sally Gracie and Joseph Downing. . . . Sponsored by the Local Chevrolet Dealers Association, show does not employ film commercials because the producers feel it would disrupt the courtroom atmosphere. Instead, announcer Ron Rawson, on camera, delivers a pitch for Chevy service. Scripted this week by Al Ostrow, program is a Transamerican package. Charles Harrell directs for the producer and Frank Bunetta for DuM.

ALLEN FUNT, producer of "Candid Camera," is negotiating with Official Films for non-theatrical, non-TV distribution of his ad lib footage. Funt has made several additions to his staff, including Chan Buck, formerly with "Preview," as field supervisor; Ray Hall, formerly with CBS, as chief editor; Susan Lampman, treasurer; Russell Harknett and William de Dufour, sound engineers. Arthur Florman is chief cameraman. . . . WFIL-TV has received the TV award of the Art Directors Club, of Philadelphia, for camera work and overall production on the Paul White-man TV Teen Club and the WFIL-TV Newsreel. The reel, incidentally, scooped the press this week when it broke a story about the coming boost in coffee prices. William Driscoll is director of the newsreel.

A NEW WRINKLE in automotive sales has been cooked up by a Chicago Chevy dealer. Firm has signed for a weekly half-hour show on WGN-TV during which two cars will be auctioned off to viewers. Cars will be shown on the air with list prices covered until the auction is completed and the car is sold. If the car goes for more than list, the buyer will pay only the top price and not the full amount that he bid. There will be a ten-minute time limit on each sale so that it will be possible for cars to be knocked down for less than list. Jack Gordon is auctioneer, and Don Cook will direct.

Don Lee Veepee Sees Color Many Years Off

Hollywood—Don Lee's KTSL is ready for a quick changeover to color when color is ready for the public, but that goal is many years away, Charles L. Glett, vice-president in charge of tele, said here on his return from the FCC hearings in Washington.

"Don Lee wants color, invites color and looks forward to color but is now satisfied that it will not be practicable for some time to come," Glett said. "We are now devoting our full efforts to the black-and-white plans which were held in abeyance pending developments in color telecasting. Full steam ahead on them is our immediate course of action."

Responsible for this same general attitude among those present at the hearings, he said, are many factors among which is the time element, even assuming that the FCC approves color after the current hearings. The various administrative, mechanical, legal and political entanglements involved are complicated and would consume considerable time before color would be fully emerged from the laboratory to consumers.

Nonetheless, he added, television will not be completely at its peak until color is added. Some demonstrations in Washington were eye-opening in their beauty, he said.

WBKB Signs 53 New Accounts, Sees Black Ink This Year

Chicago — John Mitchell, general manager of WBKB, who has stated publicly that he plans to put the station in the black by the end of this year, reiterated that stand yesterday in announcing that 53 new clients have been added to the station's fall roster of new business.

The new biz, he said, is an indication in Chicago of a "developing client market (which) is the best news we have had in the past three years of operation."

He added: "Hundreds of new, local clients seem to have discovered the medium overnight. This influx of new business, in addition to the ever-increasing activity on the part of national advertisers, is the surest sign we have had yet that television can meet its high operating costs and become a profitable operation."

Last year WBKB had 51 clients for

Hooper's Top Ten (Network-Sept.)

Texaco Theater, NBC.....	73.7
Godfrey Friends, CBS.....	39.8
Philco Playhouse, NBC.....	37.7
Stop The Music, ABC.....	37.7
Colgate Theatre, NBC.....	34.9
Suspense, CBS.....	34.3
Chev. Theater, NBC.....	32.7
Fireside Theater, NBC.....	30.9
Morey Amsterdam, DuM....	29.5
Crusade Europe, ABC.....	29.1

Stowman Cites Gains For TV Advertisers

Philadelphia—Kenneth W. Stowman, sales manager of WFIL-TV, told the Television Association of Philadelphia this week that the cost of video advertising has decreased during the last two years, despite higher rates adopted by TV stations. He based his statement on figures which show that the cost to the advertiser per thousand sets is considerably smaller now than it was in October, 1947, and October, 1948, because of the rapidly growing number of television set owners in the Philadelphia area.

Stowman compared present and projected rates of Philadelphia's three stations with those of a year ago. He also compared with rates of October, 1947, when only two of the stations were on the air.

Clears Way For Full Telecasting Of Ball Games

(Continued from Page 1)

tions of unreasonable restraints in the conduct of this business, and in enabling the public to see and hear games of their choice without unreasonable restrictions, McGrath said, and stated that he hopes the new rules "will eliminate past restrictive practices and will greatly broaden the opportunity for radio and television stations to carry games of major league clubs in territories outside their respective home territories."

Anti-trust chief, Herbert Bergson, emphasized, however, that the anti-trust division "will continue to follow closely the radio and television practices of baseball and may take appropriate action if it should appear in the future that the broadcasting and telecasting of baseball games is being unreasonably restrained."

Complaints had been directed principally against a major league rule requiring each major league club to refuse to permit the broadcast or telecast of its games at any time from a station located within 50 miles of the ball park of another major or minor league club without the consent of the other club. This veto power was frequently used to prevent the broadcast in their home territories of ball games played by other clubs.

The Justice Department said yesterday that "under the revised rules each major league club is free to determine whether or not rights to broadcast or telecast its games shall be granted or sold at any time and in any area, without reference to any other club, major or minor, except during the time the other club is actually playing a game in its home park or is actually telecasting one of its road games."

Expect Decision Today On Color-TV Tests

Washington Bureau of RADIO DAILY
Washington—The FCC pondered the knotty TV problem yesterday but failed to come up with an answer. There was no official statement, and it appeared that there was no unofficial determination as to what to do with RCA's request for a two-month postponement in the comparative demonstrations slated for November 14. RADIO DAILY was told that Commission members were to sleep on the question and try to agree on some course to follow today.

AM TV EQUIPMENT FM FAX

Section of RADIO DAILY, Friday, October 28, 1949

GE To Make 16-Inch Short Neck TV Tube

General Electric announced yesterday that it is joining the parade of TV tube manufacturers who have already entered the field with development of the short neck tube, with a new wide-angle 16-inch metal TV picture tube five inches shorter than conventional tubes of this size.

Development of this new tube by G. E. will allow for the manufacture of a more compact home receiver for the larger picture. Production in limited quantities is scheduled to begin in December at the company's Electronics Park plant in Syracuse.

The new tube (Type 16GP4) will also feature a "filter-glass" face plate, said to improve picture contrast and clarity by reducing halation and cutting down reflections from surrounding light sources.

The new tube's overall length measures roughly 17½ inches compared to 22½ inches for previous tubes of this diameter.

Goldberg Appointed V.P. Decca Distributing Corp.

Sydney N. Goldberg has been appointed a vice-president of Decca Distributing Corp., wholly owned subsidiary of Decca Records, Inc., it has been announced by Milton R. Rackmil, president of Decca Records, Inc. Goldberg has been general sales manager of the Distributing Corporation.

ENGINEERS—CONSULTANTS

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PRODUCTION PARADE

TV Studio Lighting System

Packaged studio lighting systems, designed for use with modern studio cameras are now available through the Broadcast and Television Studio Equipment Section of the RCA Engineering Products Dept. The new studio lighting fixtures include many specialized items of equipment needed in commercial TV operation. The company also revealed that RCA Broadcast engineers are available for consultation in planning correct studio lighting.

DuMont Names Oberndorfer

Frank A. Oberndorfer has been appointed to the post of assistant advertising and sales promotion manager of the receiver sales division, Allen B. DuMont Laboratories, Inc., it has been announced. Oberndorfer will assist Henry R. Geyelin, DuMont's advertising manager, in national and cooperative advertising campaigns, as well as the handling of sales promotional activities with the company's dealers and distributors.

Extensive Promotion By TV Distr.

The opening of a new TV station in Huntington, W. Va. next month, will be marked by a vigorous promotion and advertising campaign by the Tele-tone distributor there, Mountain Electronics Co., Inc., with headquarters in Charleston, W. Va. Charles A. Meyer, president of the distributing company, announced plans to run full page ads in the Huntington papers and will direct a publicity campaign in that area in the new low price Tele-tone video line. He indicated that the potential market in this territory would be greatly expanded by the opening of the new TV outlet.

Garod Allocates TV Sets

According to an announcement by Garod Electronics Corp., demand for their TV sets by distributors and dealers has made it necessary for the company to establish a factory allocation system which will probably be in effect for the next six months. According to Louis Silver, vice-president and general manager of the company, they "are now producing receivers at an accelerated rate, which is nearly 100 per cent higher than the turnout in October 1948."

Emerson Radio & Record Player

Emerson Radio & Phonograph Corp. has announced a new three-way portable radio with three short-wave bands, in addition to the standard broadcast band. Known as the Emerson Universal Portable, Model 643, the set will retail for \$59.95. In addition, the company announced a new automatic record changer (Model 625) which is a three-speed automatic record player, listing at \$54.95.

TV Ballast Replacements

Five new TV ballast replacement numbers are announced by Clarostat Mfg. Co., Inc., Dover, N. H., namely: Emerson 397022 and 397023, Motorola 17A485459, Teletone TPR 102D, and Belmont B9M 16067. These numbers are in addition to Motorola 17A47033 and Emerson 571-606 already listed in Clarostat literature. All numbers carry a list price of \$3.00.

Tricraft Antennas

A new "3000" Hi-Lo Conical Type X Antenna series has been announced by Tricraft Products Co., Chicago. These newly designed antennas are pre-assembled at the factory, ready to install. They match 72, 150 and 300 ohm impedance; are all-wave, high gain on all channels and are durably constructed of aluminum.

History Of Television Booklet

Frank A. D. Andrea, president of the Andrea Radio Corp., a pioneer in the radio and TV field, has just completed a four-color illustrated booklet, on "History and Manufacture of Television Receivers," which is now available to the public at all Andrea dealers. The booklet covers the background and development of TV and gives advice by Andrea on what the average video buyer should look for when purchasing a set.

Television "Rota-Tower"

A new television tower, the Model 300 "Rota-Tower," which elevates the video antenna approximately 30 feet above roof-tops and weighs only 40 pounds, has been introduced by the Easy-Up Company, Racine, Wis. Its use is primarily for residential markets where added height for the TV antenna is desired to secure the best possible signal. Incorporated in it is a new rotating feature, permitting the antenna to be oriented after the tower is completely installed. List price of the new model is \$64.50.

Stewart-Warner Electric Appointee

Erling G. Fossum, an employe of Stewart-Warner Corp., Chicago since 1926, has been appointed general manager of Stewart-Warner Electric, the company's radio and television division. This was announced yesterday by James S. Knowlson, president and board chairman of Stewart-Warner. Fossum's appointment as division head, effective Nov. 1, fills the vacancy created by the recent resignation of Samuel Insull, Jr. In his new position Fossum will be responsible for all phases of engineering, production and marketing of radio, TV and other electronic products of Stewart-Warner Electric.

Replacement Plan Established By Meck

A unique replacement policy for all purchasers of radios manufactured by John Meck Industries, Plymouth, Ind., ranging from their least expensive model, retailing at \$11.95 to their FM-AM combinations listed for up to \$44.95, has been announced by John Meck, president of the firm.

The plan allows any customer to bring his Meck radio to his dealer for repair, and, instead of having his set undergo repairs and perhaps wait weeks for the necessary adjustments, he'll be pleasantly surprised to find that he's presented with a brand new set at once, an exact replacement of the set he brings for repair.

Three Main Features Outlined

"The dealer, in turn, avoids costly service costs and time waste by simply returning the receiver to our plant, where it is completely reconditioned for resale," Meck said.

Features of the new plan, designed to enhance customer-dealer relations, are: (1) The retail patron gets a new set on presentation of the defective receiver, except in instances where willful damage has been done. (2) There is no service charge to dealers for adjustments made at the plant. (3) The set is thoroughly checked and reconditioned by Meck engineers, and is put in proper order for resale purposes.

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