



RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



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TEN CENTS

TV FREEZE TO CONTINUE UNTIL SPRING

'Spot' Market Data In NARSR Release

"The Spot Radio Estimator," the first comprehensive analysis of comparative time costs on 1,874 stations in 1,160 places throughout the United States, involving the quotation of 13,980 rates, was issued last week without charge to agencies and sponsors by the National Association of Radio Station Representatives.

The 68-page contribution to the industry contains 50 pages of tables giving comparative rate charges on network and unaffiliated stations of different frequencies and in various geographical regions and population areas. The tables also give (Continued on Page 6)

ABC Obtains Loan For TV Financing

ABC has completed arrangements with the Mutual Life Insurance Company of New York for a \$600,000, 20-year loan at 4½ per cent interest, it was announced Saturday.

Proceeds of the long-term loan, due in 1969, will be used by the network in the further development of the ABC Television Center in Hollywood, Cal., a 20-acre former motion (Continued on Page 2)

James Leaves Radio Field For Merchandising Post

E. P. H. James, formerly vice-president in charge of advertising, promotion and research with Mutual, has been named advertising and promotion director of the Steuben division of the Corning glass company with headquarters in New York. James is widely known in radio.

Cooper Union Award

Brig. General David Sarnoff, chairman of the board of RCA will be honored on Wednesday evening, Nov. 2, when he will be awarded the Peter Cooper medal for the Advancement of Sciences and Art, at the Convocation ceremonies honoring Cooper Union's 90th anniversary. Dr. Edwin S. Burdell, director, will officiate at the presentation.

Web Buys Time

NBC and its parent company, RCA-Victor, have bought time on the wired music system of Grand Central terminal to plug the network's stars and programs and the RCA Exhibition Hall at Radio City. Deal calls for RCA announcements between 7 a.m. and 4 p.m., with NBC taking the spots between 4 and 8 p.m. RCA resumes its spots between the 8 p.m. to midnight period. Deal was made with the Terminal Broadcasting company which has 100 speakers placed in the Grand Central terminal.

Ford To Sponsor UN Sessions On CBS

Ford Motor Co., has signed with CBS to sponsor two daily pickups of the United Nations General Assembly sessions at Lake Success and Flushing Meadows beginning Nov. 7 and running through the end of the year, it was announced yesterday by Gen. Carlos P. Romulo, president of the Assembly. The deal was personally engineered by CBS (Continued on Page 7)

Commission Won't Act On Charges By Atheist

Washington Bureau of RADIO DAILY Washington—The FCC announced Friday that it has notified Robert H. Scott, San Francisco atheist, that it will not revoke the licenses of several stations in that city for refusing to grant him air time. The Commission (Continued on Page 6)

Gov't Witness Bolsters BMB As Income-Tax Suit Opens

The Internal Revenue Bureau's suit against the Broadcast Measurement Bureau for some \$73,000 in income taxes came to trial on Friday in a day-long session in U. S. Tax Court, New York.

The array of defense witnesses introduced by BMB included J. Harold Ryan, vice-president of the Fort Industry Co. and BMB board chairman; Frederick Gamble, AAAA president; Joseph Allen, Bristol-

Action Of FCC In Postponing Hearings On Color TV Until February Will Retard Industry

Video-Set Production Broke Record In Sept.

Washington Bureau of RADIO DAILY Washington—Production of TV receivers broke all records last month, RMA said at the weekend, with RMA member companies reporting a weekly average turnout of 56,133 sets. Sales figures were not given, with no clear indication of what the publicity given the current FCC hearing has meant, if anything, to (Continued on Page 6)

Sales, Program Execs. In Realignment At WOR

Realignment of duties and responsibilities for several executives in WOR's sales and program departments was announced Friday by Theodore C. Streibert, president of the station.

Robert Mayo, formerly sales man- (Continued on Page 2)

Ripley Succeeds Asch At WPTR In Albany

Albany—Leonard L. Asch has resigned as vice-president and general manager of WPTR, and Fred R. Ripley has been appointed his successor. Asch, who helped to organize the Patroon Broadcasting Corporation (Continued on Page 8)

Washington Bureau of RADIO DAILY Washington—The FCC on Friday virtually killed all hope for an early lifting of the freeze on new TV stations when it announced that it will hold additional color comparison tests in February and will continue hearings on color at that time. Final decision on color is thus put off at (Continued on Page 7)

Kenway ABC Veepee In Charge Of New Biz

Ivor Kenway has been named vice-president in charge of new business for the American Broadcasting Company and in his new post will report to Fred Thrower, vice-president in charge of sales for the network, Robert E. Kintner, executive vice-president, announced Friday. Kenway formerly served as vice-president in charge of advertising (Continued on Page 8)

'Transit' Case On Today; High Court Test Expected

Washington Bureau of RADIO DAILY Washington—Washington's crucial hearing on transit radio will go into a third—and probably final—day today as spokesmen for WWDC-FM go before the District of Columbia Public Utilities Commission. Mean- (Continued on Page 2)

'Monty' On Mutual

Sir Bernard Montgomery, wartime commander of the British army and currently commander of the Allied forces in Western Europe, will be heard on the Mutual network Nov. 29, 9:30-10 p.m., when the web picks up the speech which he will deliver at a dinner of the English Speaking Union in the grand ballroom of the Waldorf-Astoria Hotel.

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FINANCIAL

(October 28)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
ABC	8	7 3/4	7 3/4	- 1/2
Admiral Corp.	28 1/4	27 1/8	27 1/8	- 1
Am. Tel. & Tel.	144 7/8	144 5/8	144 5/8	...
CBS A	24 3/8	24	24 1/8	- 1/4
CBS B	24 3/8	24 1/4	24 3/8	...
Philco	30 3/8	29 7/8	29 7/8	- 5/8
Philco pfd.	80 1/2	80 1/2	80 1/2	- 1/2
RCA Common	12 7/8	12 3/8	12 1/2	- 1/4
RCA 1st pfd.	71 1/8	71 1/8	71 1/8	+ 5/8
Stewart-Warner	12 7/8	12 1/2	12 1/2	- 1/2
Westinghouse	29 1/2	29 1/8	29 1/4	...
Westinghouse pfd.	99 3/4	99 1/2	99 1/2	- 1/2
Zenith Radio	29	28 5/8	28 5/8	- 1/2

NEW YORK CURB EXCHANGE

Hazeltine Corp.	14 1/8	14	14	- 1/2
Nat. Union Radio	2 3/4	2 3/4	2 3/4	- 1/8

OVER THE COUNTER

DuMont Lab.	14 3/8	15 3/8	15 3/8	...
Stromberg-Carlson	13 3/4	15	15	...

ABC Obtains Loan For TV Financing

(Continued from Page 1)

picture lot, which ABC acquired late in 1948 and has remodeled extensively and converted for television use.

Joins WQAM Staff

Kirby Brooks, disc jockey, has joined the staff of station WQAM, Miami, and will be heard Monday through Saturday from 6:00 a.m. to 9:00 a.m. on his program "Babbling Brooks." Brooks got his start in the entertainment business as featured vocalist and clarinet player with the bands of Dick Jurgens, Lawrence Welk, Hal Kemp, and others. He started in radio in Dayton, over WHIO.

★ COMING AND GOING ★

HARRY MAIZLISH, general manager of KFVB, Hollywood, left Saturday for New York. While in the East, he will attend the luncheon to be given President Truman Nov. 11 by the National Conference of Christians and Jews at the Mayflower Hotel in Washington. Chairman will be John L. Sullivan, former Secretary of the Navy.

WILLIAM F. BROOKS, vice-president of NBS in charge of news and international relations, is expected back today from a three-week trip to England and France.

ED GREIF, of Banner & Greif, publicists, left Saturday for Hot Springs, Ark., where he will address the 13th Annual Post Graduate VD Clinic. He plans to stay over at the resort for about a week.

ALVIN Q. EHRLICH, vice-president in charge of radio and television for the Kal, Ehrlich & Merrick advertising agency of Washington, D. C., is in New York on a short business trip.

JOHN K. HILLIARD, chief engineer of Altec Lansing Corp., is in town for the meeting of the Audio Engineering Society's board of directors.

ROGER SHAFFER, general manager of WSPA, Spartanburg, S. C., was welcomed Friday at the headquarters of CBS, with which the station is affiliated.

F. C. SOWELL, general manager of WLAC, Nashville, Tenn., in New York late last week on station and network business.

RICHARD H. ROFFMAN, publicist and commentator on WEVD, has returned from Philadelphia and Wilmington, where he discussed his plan for a students vs. experts program on local stations.

JOSEPH MOSS, president of Moss Associates, advertising agency, is back from Washington following completion of conferences at several Government departments.

LYMAN BRYSON, Columbia network's counselor on public affairs, on Friday was in Sweetwater, Va., where he delivered the Founders Day address at Sweetwater College. Today's he's in Hanover, N. H., to discuss "Freedom of Information" at Dartmouth.

ERNEST de la OSSA, director of personnel for NBC, is expected back today from Dearborn, Mich., where he attended a meeting of the NBC personnel group.

ERIC SEVAREID, Columbia network analyst, will broadcast his newscasts of today and tomorrow from WCCO, owned-and-operated station of CBS in Minneapolis.

TOM HARKER, national sales manager of the Fort Industry Co., with offices in New York, spent several days last week in Detroit, where he conferred with Dick Jones, managing director of WJBK and WJBK-TV.

JACK PERLIS, radio and video publicist, is back from Washington, D. C., where he went for yesterday's premiere of Ted Granik's NBC simulcast of "The American Forum of the Air."

ERNE HARWELL, sportscaster for CBS, on Saturday was in Chapel Hill, N. C., for the game between Tennessee and the Tarheels.

DON COOPER, engineer in charge of NBC-in-Washington, arrived in New York late last week on business.

MAURICE C. DREICER, commentator on WEVD, on Saturday conferred with station executives in Kansas City, Mo., and on Sunday met with representatives of Premier Radio Enterprises in St. Louis.

HERMAN JAFFE, featured on several video programs showing reproductions of paintings and postage stamps, has returned from Miami, where he attended the convention of the Jewish War Veterans and handled public relations for the organization.

'Transit' Case On Today; Expect High Court Test

(Continued from Page 1)

time, the threat of a test case against transit radio loomed larger as a Justice Department attorney claimed that street-car radios are unconstitutional. The lawyer, Franklin S. Pollak, was speaking on his own, and had taken annual leave from his Justice Department assignment in order to help in the battle against transit radio. He said both the Fifth and Fourteenth Amendments of the Constitution are violated, but admitted that previous Supreme Court rulings are difficult to fit to the present situation. Because there is no precedent, it was freely predicted that a test case will be made. As yet, however, no one has indicated willingness to step forward and bring suit if the PUC decides to okay transit radios here.

Payment Scale Outlined

Meantime the Capital Transit Company said it plans to install equipment in 1500 cars and buses if permitted. There are presently 212 installations, with the transit company receiving a minimum payment of \$6 per month for each. The contract with the station calls for that minimum per bus. On the basis of gross advertising revenues, the company would receive ten per cent of the take up to \$100,000, plus 20 per cent of everything between \$100,000 and \$200,000, plus 33 per cent of everything between \$200,000 and \$400,000, plus 35 per cent of everything between \$400,000 and \$500,000,

Sales, Program Execs. In Realignment At WOR

(Continued from Page 1)

ager, has been appointed director of sales for WOR and WOR-TV, working under R. C. Maddux, vice-president in charge of sales.

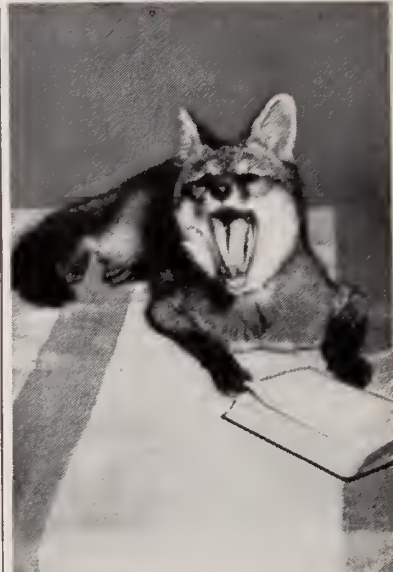
Succeeding Mayo as WOR sales manager is John P. Nell, who has been with the station since 1938, first in promotion and more recently as an account executive. Nell will supervise all WOR time sales.

Donald Hamilton, who has been WOR's assistant program director, has been appointed manager of program operations for WOR and WOR-TV. In this position he will assist Julius F. Seebach, Jr., WOR vice-president in charge of program operations.

Robert Brewster, formerly executive producer for WOR and WOR-TV, has been appointed radio programs manager for WOR. In his new capacity Brewster will concentrate on the WOR schedule, supervising existing programs and developing new ones. The new radio programs manager has been at WOR since 1948, when he joined the station after 12 years at J. Walter Thompson as radio producer and account executive.

Eugene Fitts of the program department has been appointed executive producer, while Robert A. Simon will continue as program development manager.

plus 45 per cent of the take between \$500,000 and \$600,000 and 50 per cent of everything over \$600,000.



Bored to tears

Whatever that book is, it doesn't seem to be making much of a hit with the silver fox. From the looks of that big yawn, he seems bored to tears with the whole thing.

We'll try not to bore you in this ad for W-I-T-H. We'll just give you a few fast facts:

W-I-T-H is the BIG BARGAIN BUY in the rich Baltimore market. Why? Because W-I-T-H delivers more regular listeners-per-dollar than any other station in town.

This means that a LITTLE bit of money goes a LONG way on W-I-T-H. You can get big results from small appropriations on this station.

So don't put off this important move another day—call in your Headley-Reed man and get him to tell you the whole W-I-T-H story.



WITH
Baltimore 3, Maryland

TOM TINSLEY, President
Represented by Headley-Reed

Mr. Jamison stands out in the crowd...

In a crowded reception room, in a crowded office, even in a crowded elevator...our man Jamison is a standout.

He looks like a young fellow on the way up...with something on his mind. When he talks, people listen.

The reason is obvious. *Mr. Jamison always knows what he's talking about...always delivers.* For example:

Last summer he promised a big advertiser a certain set of availabilities at a certain time. They were hard to get, but Mr. Jamison guaranteed the timing of an important test campaign by producing them on schedule.

Last spring he told a station manager there was no reason why that station's billing could not be increased 15% before the end of the year. Here it is only October; and the figure has already been passed.

The reputation of Weed and Company is no accident. It's reliable, constructive, creative service, like this, that built it. And it's men like Mr. Jamison who are helping us do more business for all of our clients than ever before.



Weed
and company

*radio and television
station representatives*

new york • boston • chicago • detroit
san francisco • atlanta • hollywood

CHICAGO

By HAL TATE

JOHN BALABAN, head of WBKB, was awarded the third annual Laurel Award by the Actor's Club of Chicago—local counterpart of the New York "Lamb's Club"—at the 8th Street Theater Monday night. The plaque was given Balaban "in recognition of his outstanding work as a pioneer in television in Chicago and his furthering of the ideal presentation of entertainment."

Ed Voynow, Petry head in Chicago, breakfasting in the London House, reports that the new sales manager of WHAS, Louisville, is Neil Cline, who is leaving his post as commercial manager of KTBS, Shreveport, La., to accept the Louisville position. Cline at one time was on the sales staff of WHAS.

NBC Notes: Eddie Cantor, star of NBC's "Take It Or Leave It" show for Eversharp, was in town to address the National Safety Council at the Stevens Hotel Wednesday night. . . . Visiting here is Ernest de la Ossa, director of the web's personnel. . . . Everett Mitchell will address the annual farmer-businessmen's banquet of Sioux City, S. D., Chamber of Commerce on November 22.

Johnny Desmond's weekly 5-minute Ronson show on Mutual has been renewed again. Johnny finally found an apartment on North State Parkway near the Ambassador East Hotel.

One way to succeed at WGN is to be a publicity man. Manager Frank Schreiber held that post. And now Bruce Dennis, publicity director before he became a Naval officer during the war, has been appointed program director in addition to his present duties as Frank's assistant. Present publicity director is Jim Hanlan. What's his next post at WGN? Dennis succeeds Walter J. Preston, who has resigned to enter the management end of the business. Anyone know of a good station for Walter? He's interested in buying one.

Paul Brines, Schreiber's assistant, is still on leave of absence downstate. His father is still on the ailing list.

Claude Kirschner's co-op TV show on WNBQ called "Hi, Ladies," which originates at the Home Arts Guild, going over so well that it may expand to a five-time weekly deal. It's now televised from 3:45 to 4:15 p.m. Mondays and Thursdays.

Local TV executives anxiously awaiting the next BMB Report which is reported to contain television surveys in addition to the radio research statistics.

Out of town guests at the Chicago Radio Management Club luncheon held at the Tavern Club Wednesday included: Don Davis, WHB prexy; Bill Pirie, Jr., director of national sales for WFBR, Baltimore; and Ralph Weil, manager of WOV, New York.



Mainly About Manhattan. . . !

● ● ● WEEK-END CUFF NOTES: Station reps are reported annoyed at the references Maurice Mitchell, director of Broadcast Advertising Bureau, makes about them in his radio sales pitch at the NAB district meetings. Mitchell, who makes a forceful presentation of radio's shortcomings in getting their share of the advertising dollar, gives the station reps a light brush-off. The future of Broadcast Measurement Bureau will be one of the problems the NAB board will have to cope with at its Nov. 15th meeting. Staff of BMB in New York is reported to be on notice with the suggestion they find new jobs by Jan. 1st. . . . Rumors that ABC is interested in acquiring the Mutual web are treated lightly by execs of both networks. . . . "The Fat Man" may head for the coast and wind up on video as well . . . Alan Young to get the kinescope treatment. Colgate's interested. . . . Lanny Ross returns to the air on Mutual today at 12:15-12:30 p.m. His first airing will be from Detroit where he's making personal appearances. . . . Paul Denis has an article in the Nov. Pageant tagged "Does TV Make You Gag?" Incidentally, his B'way column goes into 24 semi-weeklies of the Chicago North Side Newspapers Chain on Nov. 15th. . . . Emilio Azcarraga of Mexico City and John Royal of NBC seen watching the fights at Madison Square Garden Friday night.

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● ● ● Martin Gosch, the "Tonight on B'way" TV producer, has good reason for his broad smile these days. The just-released Bernays report on the theater tagged Gosch's telestanzza, which brings actual scenes from the B'way shows into your parlor, as one of the best remedies for the box-office slump around Shubert Alley. Result is that many legit producers who originally hesitated at permitting him to telecast highlights from their plays are now co-operating fully.

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● ● ● Just about a year ago Kathi Norris brought her "Television Shopper" stanza to WABD-DuMont as a half-hour sustainer. Practically everybody (with the exception of her producer-husband, Wilbur Stark, natch) were skeptical as to how a daytime video show would latch on to the busy house-wives at that hour. But the series did click and big, as a look at the record books will show you. The program was increased to a daily hour recently and now, on her first ann'y, Kathi Norris' "Television Shopper" is the only daytime participating TV series completely sold out—not to mention a waiting list of five or so sponsors.

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● ● ● OUR HAT'S OFF DEP'T: Milton Douglas' talented production job for Stanton B. Fisher, Inc., on the Jack Carter Sat. nite TV series, "Cavalcade of Stars." . . . Bob Poole's lively Mutual series, "Poole's Paradise," produced by Larry Dorn. . . . Maria Neglia's sensational violin at the Persian Room. . . . The show-stopping of crooner Ralph Young in the Strand's "Make Mine Manhattan" revue. . . . Ted Steele's Columbia platter of "Down the Old Green River." . . . Peter Donald's first kiddie record album, "Chummy," out this week.

☆ ☆ ☆ ☆

● ● ● SMALL TALK: After 12 years of radio writing, Irv Tunick has been invited to appear on CBS' "You and Hobbies" to talk about his pet hobby—stamp collecting. . . . Elliott Lewis, top radio actor, will produce and direct "Broadway's My Beat" starting on CBS Nov. 5th. . . . Ted Green at the Beth El hosp. in Bklyn for minor surgery. . . . The success of ventriloquists on radio and TV simply proves that a wood to the wise is sufficient, points out songstress Valaida Snow. . . . Morey Amsterdam had a sandwich named after him at Arnold Reuben's. A ham sandwich, natch.

AGENCIES

GEORGE L. MILLER, (Aesop Glim), vice-president, R. T. O'Connell Company, will speak before the Advertising and Selling Course, conducted by the Advertising Club of New York today, October 31st. His subject will be "Fundamental Appeals and Principles in Copy Writing." The meeting will be held at the Engineering Societies Building, 29 West 39th Street at 6:15 p.m.

THE ANAHIST COMPANY has engaged Foote, Cone & Belding as its advertising agency. National magazines, newspapers and radio will be used for the nationwide promotion of the first anti-histamine for treatment of colds and hay fever to be made available to the public without a prescription. The new product will be called Anahist.

MILLER ADVERTISING AGENCY, INC. has been appointed by the Renault selling branch to handle all promotion and public relations for the Renault automobile in North America.

ALLEN DUCOVNY has joined the radio production staff of Kenyon & Eckhardt, Inc. He was formerly with Robert Maxwell Associates and Superman, Inc.

ROBERT W. BUCKLEY has resigned as business manager of Benton & Bowles' radio and television department, effective Nov. 15, to join the Ludlow Typograph Co., Chicago.

THE NAT M. KOLKER ADVERTISING AGENCY, Philadelphia, has been appointed by Pride, Inc., makers of dog and cat food.

DONALD SCANDLIN has joined Ted Bates & Co. as media buyer. He was formerly with Owen & Chappell, & BBD&O.

FRANK KIERNAN & CO. has moved to 92 Liberty St., New York.

TRACY, KENT & CO., INC. has been named by Excelsior Quick Frozen Meat Products for its quick-frozen steaks. Television will be used.

CARL REIMERS CO., INC. has resigned the Firth Carpet account.

HICKEY-MURPHY-ST. GEORGE, INC., New York, has moved to larger quarters at 216 E. 45th St.

KASTOR, FARRELL, CHESLEY & CLIFFORD, INC. has been named by the Marlboro Shirt Co., Baltimore.

LENHART ADVERTISING, York, Pa., has been named by Herb's Keystone Brewery for New York Pilsener Beer.

EILEEN NOLAN, formerly with Grey Advertising, has joined Robert W. Orr & Associates.

THE WEEK IN RADIO

UN Day Saluted

By AL JAEGGIN

THE corner stone laying ceremonies of the new United Nations quarters in New York City in which President Truman and high ranking U. S. and world dignitaries participated was given wide coverage by both radio and television. It was estimated that an audience of 50,000,000 people throughout the world heard the broadcast. The program was aired by 2,000 stations in the United States and staff members of the U. N. radio division described the ceremonies in 26 languages for broadcast via shortwave around the world. . . . Skytop Lodge at Skytop, Pa. was the scene last week of a two-day session for over 100 broadcasters from the Pennsylvania, Delaware and Maryland areas to attend the Third District NAB meet, called by George D. Coleman, general manager of WGBI, Scranton, district chairman. The sessions differed somewhat from previous NAB district meetings in that they did not adhere strictly to the "off the record" procedure advised by NAB executives in Washington. A survey of members attending the meetings indicated that commercial sales this year were holding up well and in many instances running higher than last year. . . . The final session of the NAB Third District meeting at Skytop brought forth criticism from many of the NAB members with regard to an increasing demand for free air time for non-political broadcasts by Senators and Representatives in Washington. The consensus of opinion seemed to be that the requests for such free time comes under the classification of commercial time and should be paid for at prevailing station commercial rates. According to reports, the trend does not only apply to political parties, but to servicemen's organizations, labor organizations and others, who seek free time under the guise of public service programming. . . . President Harry S. Truman and Charles E. Wilson, president of the General Electric Company broadcast addresses over the major networks yesterday, launching the "Religion in American Life" Campaign. The program originated with CBS studios in New York, with the exception of the President's speech, which was heard direct from Washington. . . . The Dolcin Corporation completed one of the largest contracts ever signed in New England for radio with the Yankee Network for twelve quarter-hours a week, the program being aired for the first time yesterday. The 52-week program on WNAC and the complete Yankee net included six different programs for morning, afternoon and evening listening. . . . Joseph H. McConnell, new president of NBC, met the press during the week at a luncheon held in the Flamingo Room of the Waldorf-Astoria. Invites to

Gov't Witness Bolsters BMB As Income-Tax Suit Opens

(Continued from Page 1)

under subpoena. His testimony, which ended the long courtroom session, was more damaging to the government's case than otherwise. After oral testimony for both sides concluded on Friday, each was given 45 days to submit briefs.

One of the main points of the government's case, as stated by the special attorney of the Internal Revenue Bureau, Sheldon V. Ekman, is an allegation that BMB was formed to carry out functions now performed by private groups operating for profit, and that the Bureau is performing functions ordinarily done for profit.

Crux of BMB's defense, as stated by its attorney, Lawrence F. Casey, is that the Bureau was organized not for profit "but to improve business conditions in broadcasting and advertising." Thus, according to Casey, BMB has had "neither net income nor gross income."

All BMB Testimony Similar

The testimony of Ryan, Gamble, Allen, Miller, and Feltis, as brought forth in direct examination and cross-examination, followed this general line. Ryan, testifying first, said that the original subscriber contracts drawn up by the Bureau for Study No. 1 provided for an "adjustment" if the study cost more or less than anticipated. Enlarging on this, he said it was understood that a refund would be made to subscribers if a cash surplus remained after completion of the study, and that an additional charge of up to 25 per cent would be levied if it cost more than anticipated.

The government attorney's objection to that interpretation of "adjustment," which he raised at intervals during the hearing, was overruled by the presiding judge, Samuel B. Hill. Ryan denied the government's suggestion that BMB was doing business in competition with private groups such as the Hooper and Nielsen firms—a denial that was echoed by the other BMB witnesses in turn, and finally by Hooper himself.

In tracing the origins of BMB, Ryan described the "chaotic" conditions in radio before the Bureau's formation, which conditions he attributed to the wide conflict in station coverage claims and measurement methods. This point was simi-

larly stressed by the other defense witnesses. Joseph Allen, the Bristol-Myers executive who is the ANA representative in BMB, declared that the Bureau was set up with the purpose of providing industry-wide benefits, and not for the interests of any special group or segment of the three industry associations which created BMB—the NAB, ANA, and AAAA. Asked to explain his interest as an advertiser in broadcasting, he said: "Advertisers are interested in all forms of media. . . . No other medium covers an audience as well as radio . . . a peculiarly powerful medium."

Judge Miller Heard

Fred Gamble, the 4-A president, testifying next, made substantially the same points, from the standpoint of the agency rather than the advertiser. Judge Miller, following Gamble to the stand, presented the broadcasters' viewpoint as to BMB's functions and worth, and denied a series of questions by the government attorney seeking to show that BMB was operated from profit motives and to serve certain segments rather than the industry as a whole.

Hugh Feltis, who was BMB's first president, traced for the court the steps leading up to the Bureau's birth, from the time in 1944 when he, as chairman of an NAB research committee, presided over a meeting which explored the problem of finding a uniform yardstick for station coverage membership.

"Customer," Says Hooper

Final witness of the day was C. E. Hooper, called by the government attorney. Asked by the latter, "Do you consider BMB a competitor?", Hooper replied: "Actually, if you looked in our books, you'd find they are a customer." Conversely, he said, "BMB measurements have been used as a source by us." The general effect of his testimony was to refute suggestions by the government attorney that Hooper and BMB measure the same things, or that their measurements are roughly comparable. Asked in conclusion by the Internal Revenue Bureau's attorney if he had any idea that BMB might constitute competition for him in the future, Hooper replied: "It's nothing I'm lying awake at night worrying about."

meet McConnell brought out the key men of the wire services, trade and daily papers. . . . Despite the FCC's refusal to permit WNYC, New York, to remain on the air beyond its present sign-off time of 10 p.m., on election eve, November 8, the station's director, Seymour Siegel announced plans whereby the station will make its most extensive coverage in its 25-year history for the gathering of election night returns. Siegel said that the station would make its unique coverage facilities at City Hall available to other local stations as a public service. . . . NBC's director of research, Hugh M. Beville, Jr., told the 8th annual luncheon meeting of the Pulse, Inc., held at the Hotel Biltmore in New York that 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. . . .

NEW BUSINESS

WGN-TV, Chicago: Ford Dealers of Chicago will sponsor "Big Ten" football for a half-hour on Fridays, 7:30 to 8 p.m., with Wilfred Smith predicting the next week's gridiron scores. The contract began Sept. 23, and continues for 10 weeks. J. Walter Thompson Co. is the agency. Burke Motor Sales Company, Chicago, sponsoring the musical show, "Sunday Night Date," on Sundays from 6:45 to 7 p.m., on WGN-TV for 13 weeks. It began Sept. 25. Continental Clothing Company is sponsoring "Continental's Date Night," on WGN-TV, for 52 weeks, from Sept. 28. Jones-Frankel, Chicago, is the agency.

WGN, Chicago: William Wise Company, New York, will sponsor "Get More Out of Life" Monday thru Friday 10:15 to 10:30 a. m. and Sunday 10:45 to 11:00 p. m. for 13 weeks, beginning this week. Thwing and Altman, Inc., New York, is the agency.

The Chicago Tribune has renewed "Interesting Facts," on Sundays from 10:15 to 10:30 a. m. beginning immediately for 52 weeks. George H. Hartman Company, Chicago, handles the account.

WQXR, New York: Vim Electric Co., operating 21 appliance stores in the metropolitan area, will sponsor Pru Devon's "Nights in Latin America," Monday and Friday, 10:05-10:30 p.m., starting Oct. 24. The 52-week contract was placed through Sternfield-Godley, Inc. Gambarelli and Davitto has renewed for the 12th consecutive year of its contract for "Music to Remember," a program of recorded light concert melodies. The one-year contract, effective Oct. 26, covers the 6:05-6:28 p.m. period, Monday, Wednesday, and Friday. Platt-Forbes, Inc. is the agency.

Electric Co. Sponsoring New ET Series In Canada

Montreal—A new radio program, sponsored by Northern Electric Company, Ltd., Montreal, and produced with a view to "reaching" the Canadian housewife, will be given its official premiere in Vancouver, B. C., early next month, it was announced here by E. H. Woodley, advertising manager of the company. The program, named "The North-ernaires" will be broadcast via transcription, three times weekly and will be of 15 minutes duration. It is planned to stage the shows during the morning.

Will Represent WSKB

The Friedenburt Agency has just been appointed national representative for radio station WSKB, McComb, Miss., a 5,000-watt station with studios in New Orleans and Jackson, Miss. It is one of the oldest stations in the state, a station that started with 100 watts and is now up to 5,000 watts.

'Spot' Market Data In NARSR Release

(Continued from Page 1)

a breakdown of rates in four time units: 30 minutes, 15 minutes, one minute and station break. Special formulas are provided for estimating "with reasonable accuracy" other classifications, such as night-time rates, early morning rates, late evening rates; time units of one hour, 10 minutes and five minutes; and frequency discounts from 13 times to 260 times.

In announcing the release of the publication, NARSR managing director T. F. Flanagan told RADIO DAILY that "this is the first time that a complete and authoritative set of tables has been made available to advertising agencies and advertisers by which they can tell at a glance what it will cost them to buy time on stations in various classifications throughout the country. 'This is a service,' he explained, 'that agencies and advertisers have wanted for a long time. It will be of inestimable value, particularly to time buyers.'"

Markets Are Listed

The Estimator has three principal tables: a division by geographical groups, a division by metropolitan markets, and tables giving Spot rates in 1160 places in the United States in which there are one or more radio stations. Each table shows the rate for the highest cost station, the average rate for affiliated stations, and the average rate for non-network stations.

From this book, you can tell how much it will cost to buy any time unit in any day-time or night-time classification, in the 35 metropolitan markets of 500,000 population and more, or in the 70 markets in the 250,000 to 500,000 list, or the 150 markets of over 100,000 in population, or in a total number of 1005 markets, two-thirds of them being in places with less than 25,000 population.

Examples Cited

The figures show, for example that you can buy 15-minutes, day-time, at the one-time rate in 150 markets of 100,000 and over for \$7,979, subject to frequency discounts. That is the price of the highest cost station in each of those markets, but the average rate for the network affiliated stations would be \$5,931, and the average cost for non-network stations, \$3,010.

Each of the 178 metropolitan markets is listed, together with the number of network affiliates, and non-network stations in each, the population, and the cost for various time units and various types of stations.

There are 35 markets in the United States of 500,000 population and over. A 30-minute program on the highest cost station in each of those 35 markets, subject to frequency discounts, will cost \$5,200; a one-minute announcement—\$1,363; a station break—\$1,150.

Texas has the largest number of

PICTURE OF THE WEEK



T. F. Flanagan, managing director of the National Assn. of Radio Station Representatives; Richard C. Grahl, radio time buyer of William Esty Co.; and Lewis H. Avery, president of Avery-Knodel, Inc. are showing their satisfaction with the new NARSR publication, "Spot Radio Estimator," a 68-page contribution to agencies and sponsors giving comparative time rates for 1,874 stations in 1,160 places throughout the country.

network affiliated stations, 77, with Pennsylvania taking second place in the list, New York third and California fourth.

Texas also has the largest number of non-network stations, 81, with California second with 74, and New York third with 46.

The formulas indicate that night-time rates are 72 per cent higher than day-time rates.

The total number of rates quoted is 13,980.

Punch-Cards Used

The tabulation of rates was done by machine from punch cards prepared by Statistical Tabulating Company, using rates published by Standard Rate & Data Service, Inc. The rates for 1,874 stations were tabulated on 7,208 cards, with an estimated number of holes punched or data recorded of 423,320. The total number of computations made is roughly 75,000.

The book also includes two pages of high-spot "advantages" of spot radio as an advertising medium, with examples of its use and success in several industries.

Headley To Address Ohio Broadcasters

Frank M. Headley, president of Headley-Reed Co., station reps., and president of NARSR, will address the luncheon session of the Ohio Association of Broadcasters at Cleveland, Nov. 10, on the general subject of the spot radio sales problem.

Producer Returns

Marilyn Gusten has resumed her duties as producer of "Betty Clark Sings," Sunday at 3:15 p.m., on ABC, after an absence of several months, during which Bob Smith filled in. P. J. Ritter Co., sponsors the show, through the Clements Co.

Hanna Quits CBS For NAM

Newsman Ted Hanna will leave the CBS news staff, Oct. 31, to join the National Association of Manufacturers, where he will write and broadcast a weekly 15-minute program.

Video-Set Production Broke Record In Sept.

(Continued from Page 1)

set sales. RMA said production continues to be below demand.

Total production for the month was 224,532 sets, bringing the 1949 total to 1,402,840 sets. It is estimated that total production for the industry—including manufacturers not in RMA—totalled about 265,000 sets. RMA members turned out only 185,706 during the five-week period surveyed in August.

A total post-war output of 2,750,000 TV receivers is estimated as of one month ago, with the figure probably close to 3,000,000 today.

FM and FM-AM receiver production went from 64,179 in August to 70,936 last month, for a 1949 total of 583,339. In addition, 43,436 TV receivers had continuous tuning to bring in the FM band.

Production of AM-only sets fell to 461,532, from 559,532 a month earlier.

Commission Won't Act On Charges By Atheist

(Continued from Page 1)

sion said in a letter to Scott that there was no indication "any program broadcast by the named stations was directed against you personally or against the petition which you espoused."

No situation was presented, the Commission said, "in which the station has denied an opportunity to afford equal time for the presentation of a controversial issue of public importance. There is no obligation on the part of a station licensee to grant the request of any and all persons for time to state their views on matter in which they may be interested."

It was Scott's earlier protest which led to the controversial 1945 decision regarding attacks on atheism.

WQXR Music Series

WQXR, New York, will again broadcast the "Twilight Concerts" series from Carnegie Hall this season on Sunday afternoons, 5:30-6.

WANT TO BOOST YOUR HOOPER?

Reach by mail a new
complete list of

TELEVISION OWNERS

in all important TV markets.

\$18.75 per M names, addressed on
your envelopes

DUNHILL

INTERNATIONAL LIST CO.

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

TELEVISION DAILY

Section of RADIO DAILY, Monday, October 31, 1949 — TELEVISION DAILY is fully protected by register and copyright

FREEZE TO REMAIN UNTIL SPRING

TELE TOPICS

"THE CLOCK," NBC series recently sold to Lever Brothers, is an ultra-smooth production that too often is superior to the dramatic quality of the stories it presents. Last week, for example, was about a basically good but not overly bright boxer with an overpowering yen for the female of the species. He is led astray by a beautiful, greedy and libidinous Park Ave. matron who kills her husband and frames the fighter's manager for the foul deed. The fighter, conscience-ridden and out of condition, is knocked for a loop in his bid for the title. He returns to the girl's apartment in time to make a clean breast of the murder to a waiting detective and save his manager from the chair. . . . Bill Thunhurst and Bob Morgan turned in effective performances as the pug and his manager, while Brook Byron was properly attractive as the femme fatale. Films of training scenes and a fight, made by Ted Estabrook, were truly exciting and neatly integrated in the script. Direction by Laurence Schwab, Jr., pointed up the action neatly and used the Zoomar lens to great dramatic effect. Ernest Walling produces the series and Larry Semon is the voice of the clock. Adaptation for "The Fighter" was by Bob Wald.

ONE OF THE LARGEST WEBS ever assembled has been signed by Ford Dealers of America for the Kay Kyser show which bows on NBC Dec. 1 in the Thursday, 9-10 spot vacated last week by Buick's Olsen & Johnson show. Total of 48 stations will carry Kyser's musical quiz which will be produced and directed by Earl Eby. J. Walter Thompson is the agency. . . . CBS will drop "Sports Special" after the Nov. 4 airer and replace it with the Kirby Stone quintet, Tuesday, Wednesday and Friday, 7-7:15 p.m., beginning Nov. 8. . . . Screen Actors Guild board of directors will report on the TV Authority negotiations at the SAG's annual membership meeting in H'wood Nov. 13. Announcement of the meeting said TVA "would conflict with and challenge SAG in the field of motion pictures."

WORLD VIDEO'S "Actors Studio," hit last week by the ABC economy axe, moves to CBS beginning tomorrow nite in the spot vacated by "We The People," Tuesday, 9-9:30 p.m. . . . Two residents of Manhattan's Stuyvesant Town housing development are helping to pay off their church's debts by collecting a dollar from each couple visiting their apartment to watch Saturday afternoon football games. . . . WNYC's TV film unit, headed by Cliff Evans, has completed its documentary film on housing. The 40-minute reel, titled "For The Living," is narrated by Fredric March.

Ford To Sponsor UN Sessions On CBS

(Continued from Page 1)

prexy Frank Stanton and the contract was signed through Kenyon & Eckhardt.

The daily pickups are planned— from 11 a.m. to 1 p.m. and from 3 to 4 p.m. TV recordings of the programs are to be made available to other member states of the UN throughout the world.

Statement By Gen. Romulo

In announcing the series, Gen. Romulo said, "The Ford Motor Co., has undertaken to assume the entire cost of presenting these programs. This sponsorship includes a stipulation by the company itself that these programs are to be presented as a matter of public service and not as a method of product advertising. We are appreciative of the spirit that has made these arrangements possible. These daily programs are quite frankly to be considered experimental."

Stanton said, "The sponsored television broadcasts present a great and exciting challenge and constitute a landmark in television's growth in the field of public affairs."

New Film Series

Ted Mack is planning to produce a series of 30-minute film versions of his "Original Amateur Hour" to augment the show's radio, TV, and stage unit lineup, it was announced yesterday. The films will be made by Reemack Enterprises, Inc., for TV presentation.

TV's 'Silver Lining' In Sight—Swezey

New Orleans—Television, "is beginning to see the silver lining," Bob Swezey, general manager of WDSU-TV, said last week in an address before the New Orleans Business Men's Association.

National and local advertisers are speedily providing the answer to the question of who will pay for TV, Swezey said. These sponsors will pay even though the costs are far in excess of those in radio because they are finding out that they get their money's worth."

Wants Justice To Monochrome

Although the continued growth of the medium is assured, Swezey said, there may be deterrents. "If for example the FCC should adopt standards now for any color system, compatible or otherwise, it would seriously retard the normal healthy development of the industry. We must have a reasonable opportunity first to do justice to the black and white system."

Ruggles On ABC Web Starting Thursday, Nov. 3

"The Ruggles," weekly half-hour domestic comedy series scripted by Fred Howard and starring Charlie Ruggles bows on ABC web Thursday, Nov. 3, 9:30 p.m. Featured in the cast will be Irene Tedrow, Tommy Bernard, Judy Nugent, Jimmy Hawkins and Margaret Kerry. Network airing will be via recording.

FCC Sets Further Color Tests For February

(Continued from Page 1)

least until spring. The Commission also denied the RCA application for postponement of comparative demonstrations scheduled for Nov. 14 and called off its scheduled San Francisco trip to study the Color Television, Inc. system.

The freeze is certain to be retained for many additional months, with all testimony in the hearing to be held off until February 13, when the color phase will be reopened. A week earlier CTI will demonstrate in Washington, with comparative demonstrations of the CBS, RCA and systems to be held beginning February 8. Direct testimony on the color issue will be resumed tomorrow, running three days and again on Tuesday, Wednesday and Thursday of next week. DuMont is still to complete its direct presentation, with Dr. Lee DeForest slated to follow. In addition A. T. & T. and Western Union have been invited to appear, and it is likely that some of the witnesses who have already appeared will be recalled for further questioning.

The Commission's notice of Friday stated that there might be further direct testimony in February, before the cross-examination gets under way.

The new schedule means that it will very likely be April at least before testimony on the UHF channels, separation and other issues than color will be heard.

Friday's action, Commission sources said, would have been taken even if there had been no RCA petition for delay. Testimony thus far has demonstrated that no final decision can be made now, it was explained. Next week the Commission will issue a notice outlining further information it wants from participants in the color hearing.

RCA, Friday issued the following statement on the FCC order:

"In setting the date of February 8, 1950 for a demonstration of the three color television systems being proposed, the Commission has resisted Columbia Broadcasting System's invitation to haste. As RCA stated on October 26th, 'the public interest can be served only by a sound decision and not necessarily by a quick decision.'

"The revised schedule gives RCA the time it requested for the demonstration of the three systems of color television proposed to the FCC."

The Week In Television

Receiver Sales, Production Reach Record High

Receiver sales and production are at an all-time high with demand—undiminished by the color hearings before the FCC—still exceeding supply. Industry total for the year is expected to exceed the 2,000,000-set goal and may go as high as 2,300,000. . . . AFM established a wage scale for TV films of \$27 per man for each "film program of 15 minutes or less duration, with or without commercial continuity or announcements, the rehearsing, recording and photographing of which does not exceed one hour." . . . Fireworks between Commissioner Robert F. Jones and Philco v-p David B. Smith enlivened the color hearings in Washington as Smith accused Jones of "pitching" for the CBS system. . . . U. S. District Court in Philadelphia ruled out a Pennsylvania regulation that would force censorship of TV films and held in effect that TV programs are interstate commerce and not subject to state regulation. . . . Substantial changes in major baseball league broadcasting rules were made with the result that the Justice Dept. suspended a probe of alleged anti-trust violations. . . . Action by the 4-A on formation of Television Authority was postponed for not more than three weeks "to preserve continued unity among 4-A unions in the interests of the public and of our entertainment profession."

Charges Mfrs. With Ignoring FM Radios

Washington Bureau of RADIO DAILY

Washington — FMA said Friday that radio manufacturers are "courting economic suicide by stubbornly ignoring public demand for thousands of FM receivers."

Edward L. Sellers, FMA executive director, declared the "lack of foresight by some of the manufacturers is working a hardship on many FM broadcasters and the public as well as overlooking a tremendous source of added income and profits for the set makers themselves."

He said FMA has "black and white figures to show that in many sections of the country public demand for a particular type of FM set has created a continuing shortage among dealers."

Reporting that one distributor of a popular FM receiver has said it will be after January before present orders can be filled, Sellers charged the manufacturers with "shortsightedness and/or downright refusal to heed the demand of the public."

Ludens Buys 15 Minutes Of CBS Quiz Program

Ludens, Inc., will assume sponsorship of the 10:45-11:00 p.m., segment of the CBS network's hour-long musical quiz series, "Sing It Again," starting Nov. 26, it was announced Friday by William G. Gittinger, web vice-president in charge of sales. Agency for Ludens is J. M. Mathes, Inc., New York.

Named To WHAS Post

Neil Cline has been appointed sales director of station WHAS, Louisville, Kentucky, it was announced by Victor A. Sholis, director of the station. Cline replaces J. Mac Wynn who resigned from the position to become advertising manager for the Atlanta Journal, Atlanta, Georgia.

Sholis also announced the appointment of J. Rodney Will of the sales department as the head of regional sales for the station.

Send Birthday Greetings To—

October 31
Murry Carpenter Mary McCoy
Douglas Hope
November 1
Stan Shaw Ray Sinatra
Barry McKinley
November 2
June Lyon Benton Ferguson
Clyde Scott Mary Steele
November 3
Dona'd Dickson Ed. Smalle
Milton Herth M. B. Hudson
Morgan L. Eastman

COAST-TO-COAST

N. O. Visit For Two

Birmingham, Ala.—A new five-day a week WSGN program, titled "At Your Request," is giving a two-day visit in New Orleans with all the trimmings, offered by emcees Bill Wright and Schaff Gregory, as a prize to the winner. The winner can take along a companion at the station's expense. Both will ride a luxury train, stop at hotels and dine at Crescent City's French restaurants.

Talent For The Week

Hartford, Conn.—Jeanne Miller, 19, was talent "find" discovered by WDRC for the week of October 24. Several of Jeanne's songs were played over the station on all locally-produced programs during the week. She sings "pops" and semi-classical numbers.

Cooper Appointed To WTTM Post

Trenton, N. J.—WTTM-NBC announces the appointment of Vivian J. Cooper as the station's director of promotion, publicity and women's activities, replacing Mary Wilson, who will continue airing her early-morning "Meet Mary" program only. The program "It's A Woman's World," broadcast daily at 1:45 p.m., will now be taken over by Cooper.

"Get More Out Of Life"

Milwaukee, Wis.—A new and different series, "Get More Out of Life" has made its debut on WISN. This program is heard Saturdays at 8:30 a.m. and Sundays at 10:15 a.m. The broadcast features discussions of various general subjects such as home repairs, first aid and legal difficulties. The program is sponsored by William Wise Company, publishers.

Football On WWBZ

Vineland, N. J.—Nine Bridgeton, Vineland and Millville high school football games broadcast play-by-play on WWBZ, have been bought by Harry Spiegel Enterprises, contractors and builders, and Morie-Viola Co., cement specialty manufacturers. Play-by-play is handled by Dick Shindler with commercials miked by Fred Wood.

WOSU Man Returns

Columbus, O.—William F. Heimlich, program director of WOSU, the Ohio State University campus radio station before the war, is returning to the United States after serving several years as chief of the Berlin radio station.

New Contract For WBS

Moorhead, Minn. — The World Broadcasting System announces that KVOX has signed a contract for the use of World's extensive transcribed library service. This is the first time this station has subscribed to the World service.

WCOP Adds Weather Report

Boston, Mass.—In response to listeners' requests, WCOP has changed its late evening lineup to include an 11:05 p.m. weather report, to be conducted by Ralph Barker, WCOP's "Old Salt." This forecast, to be heard seven nights a week, is in addition to the Old Salt's 7:40 a.m. and 6:10 p.m. weather reports.

New Program News On WOAI

San Antonio, Tex. — "Americans, Speak Up," has been added to the schedule of WOAI sponsored by the Associated Employers, Inc., and is being heard for a quarter-hour each Friday evening. Bill Slater is emcee and prominent American figures appear as speakers. Each week \$200 in Government Savings Bonds and other prizes are awarded on the airing.

"Bums" Are Good Mikemen

Greensboro, N. C.—The all-Negro baseball club now barnstorming through the South includes a quartet of men who are as good at the microphone as they are at the plate. When the team recently played a game in Greensboro, N. C. Wally Williams, who conducts the daily Sports Parade on WCOG, arranged a round-table interview with Jackie Robinson, Roy Campanella, Don Newcombe and Larry Doby. The resulting broadcast was of such high calibre and general interest that a recorded portion of it will be incorporated into Joe Hasel's regular ABC Sports Review at 11:15 p.m. October 31st.

Whiffenpoofs To Be Aired

Hartford, Conn.—The Yale Whiffenpoofs, college singing group, will do a special 15-minute program over WDRC, November 23, at 6:30 p.m. The Whiffenpoofs will be in town for an engagement, and will do the WDRC show prior to their night-time performance.

Trinity Radio Forum Set

San Antonio, Tex.—The Trinity University will again this season present "The Trinity University Radio Forum" for a full-hour each Monday night over KMAC. The broadcasts originate from the auditorium on the campus of the school.

Kenway To New Post As ABC Sales V.-P.

(Continued from Page 1)

ing, promotion and research for the web.

Ted Oberfelder will continue in the post of director of advertising, promotion and research and in addition will assume the duties in these departments handled by Kenway, Kintner said.

In his new capacity, Kenway will coordinate and direct the network's sales activity toward prospective advertisers in the radio and TV fields and will also head the company's sales efforts directed at sponsors whose business and advertising is seasonal.

Kenway joined ABC in January, 1944, and has served in the network's sales and station relations departments as well as advertising, promotion and research departments. Oberfelder, who has been ABC's director of advertising, promotion and research since June, 1948, joined the web following several years with Philadelphia radio stations.

Ripley Succeeds Asch At WPTR In Albany

(Continued from Page 1)

and to get WPTR into operation as a 10,000-watt station in 1948, will again head WBCA-FM in Schenectady. He continues as a director and stockholder of the Patroon company.

J. Myer Schine, president of Patroon, selected Ripley, a native of Cleveland, to replace Asch. Mr. Schine is also president of the Schine Theaters Chain of Gloversville.

The new manager has been active in radio for more than 20 years, during this time he has been an announcer, chief announcer, sports commentator, and station manager—the latter in Cleveland and Providence. Ripley worked for Harry C. Wilder of WSYR, Syracuse, for more than a decade. In this capacity he supervised the early operation of WTRY in Troy. Later he managed WPRO in Providence, R. I. and more recently had managed WERE in Cleveland.

WPTR went to 50,000 watts last summer. An independent station, it has studios in the Ten Eyck Hotel.

ATTENTION! Mr. Agency Executive NEED "C. I. P."?

Want to increase your Radio/TV billing? Successful 20 year veteran producer-director-writer-salesman, Radio/Films/TV. Is tired of free lancing. Energetic salesman—extremely creative—spark plug top current shows wants agency berth where he can give birth to mutually profitable properties and further develop current ideas. Available at once. Write or wire, Box 281, RADIO DAILY, 1501 B'way, N. Y. C.

* "C. I. P."—Creative Idea Power.