



RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 49, NO. 21

NEW YORK, TUESDAY, NOVEMBER 1, 1949

TEN CENTS

RECORD NAB ATTENDANCE AT BOSTON

Temporary Licenses Given Web Stations

Washington Bureau of RADIO DAILY
Washington—The FCC yesterday put 11 stations controlled by the three major nets on temporary licenses until March 1 of next year. Pending charges of network rule violations were explained by the Commission to be serious enough to merit such action, with specific reference to the wire of October 21, 1948, by NBC vice-president Sidney Strotz to KHQ, Spokane.

The Commission said the temporary licenses will be granted (Continued on Page 6)

New 'Voice' Director Takes Gov't AM Post

Foy D. Kohler, former minister-counselor at Moscow and also Charge D'Affairs from the departure of U. S. Ambassador W. Bedell Smith until the arrival of Ambassador Allan G. Kirk at the Russian capital, officially takes over the duties of Charles Thayer as director of the Voice of America today.

Thayer, whose new assignment has not yet been announced by the State Department, will sail today for Italy. He is scheduled to wed Miss Cynthia Dunn Cochrane, daughter (Continued on Page 2)

Radio Receiver Sales Increase In Canada

Montreal—Continuing the gains of previous months this year, number of radio receiving sets sold by Canadian producers showed a sharp rise in July. Sales in the month amounted to 42,800 units with a value of \$2,847,000 as compared with 20,300 units sold for \$1,290,600 in the same month last year, according to a report (Continued on Page 2)

The Bomb

The significance of Russia's A-bomb activity will be discussed by Major Fielding Eliot, military affairs writer, in a series of three CBS broadcasts on Nov. 14, 15 and 16, 6:15-6:30 p.m. The broadcasts are titled "Your Safety," "Your Peace of Mind," and "Your Future." Major Eliot will analyze the recent news from Russia as it touches the average American.

Finale

Dr. Walter W. Van Kirk, NBC commentator on religious news for the last 14 years, ended his radio career on Saturday with the broadcast of a final "Religion in the News" program. Hereafter he will devote full time to his duties as executive secretary of the Department of International Justice and Good Will of the Federal Council of Churches of Christ in America

Three Killed As Plane Rams WCHV Tower

Charlottesville, Va. — Three persons were killed here on Saturday when their private plane rammed the transmitter tower of WCHV, Charlottesville, and crashed in flames. The victims were Circuit Court Judge Thomas H. S. Curd, of Welch, W. Va., his son, and the latter's secretary.

The only eye-witness, Mrs. R. G. Sketchley, wife of the WCHV program director, R. G. Sketchley Jr., said the plane struck the 391-foot tower (Continued on Page 2)

Says 'Polls' Not Vital To 'Transit' Decision

Washington Bureau of RADIO DAILY
Washington — How many people like, and how many dislike, transit radio is beside the point, Chairman James Flanagan of the District of Columbia Public Utilities Commission said yesterday. He tossed out several elaborate public acceptance polls (Continued on Page 2)

Jolson 3-Year Pact On CBS; He Starts As AM, TV Guest

The Columbus Broadcasting System yesterday announced that it has entered into an agreement with Al Jolson, through the William Morris Agency of New York under which the veteran entertainer will perform exclusively for both CBS network radio and television for the next three years.

In the beginning, Jolson will limit his performances to guest appearances on outstanding programs of

Over 200 Broadcasters In Attendance At 1st District NAB Meeting At Hotel Somerset

FCC Answers Webs On Giveaway Charge

The FCC, in its answer to the network's complaints on the "give-away" edict of August filed in the U. S. District Court for the Southern District of New York, denied that the enforcement of the rules "will cause irreparable injury or any injury in law" to the webs and declared that the rules were "duly adopted as a reasonable exercise of the statutory authority of the FCC, (Continued on Page 6)

Michelson Cuts Prices On Blackstone Series

Blackstone washing machine dealers participating on a local basis in sponsorship of the "Blackstone, Magic Detective" transcribed series will be charged 1/3 of the costs instead of, as heretofore, it was announced (Continued on Page 2)

FM Store-Radio Report In New Survey By NAB

Washington Bureau of RADIO DAILY
Washington—The NAB has reported that a test of store-broadcasting by the Acme chain of supermarkets, in Philadelphia, resulted in a 94.3 per cent boost in sales on (Continued on Page 6)

Boston — Breaking attendance records for an NAB district meeting this year, over 200 New England broadcasters gathered at the Hotel Somerset yesterday for the 1st District NAB meeting which was called by Harold E. Fellows, general manager of WEEI, and 1st District (Continued on Page 5)

Special Holiday Show Sold By NBC And CBS

Longines-Wittnauer Watch Co. has signed with CBS for a special hour-long Thanksgiving Day simulcast, and Elgin-American compacts has packed a 90-minute all-star holiday variety show on NBC.

The Longines show which marks the bankroller's TV debut, will be carried by 185 AM stations and all (Continued on Page 7)

WFTW To Suspend At Fort Wayne In Nov.

WFTW, 1,000-watt daytime station at Fort Wayne, Ind., will suspend operations in November, Edward J. Thoms, president and general manager, advised RADIO DAILY yesterday. The station, owned and operated by Fort Wayne Broadcasting, Inc., went on the air in 1947 as an independent operation using the Associated and KBS transcription service.

Xmas Campaign

ABC commentator Nancy Craig, in cooperation with the Save The Children Federation, yesterday launched her second annual Christmas drive for dolls for underprivileged children. Her appeals for \$1 contributions and originally designed dolls last year netted 1,600 stocking dolls. Prizes to be awarded to contestants this year will total \$5,000.



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FRANK BURKE : : : : Editor
MARVIN KIRSCH : Business Manager

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

WASHINGTON BUREAU
 Andrew H. Older, Chief 6417 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 31)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
ABC	77 1/2	75 1/2	75 1/2	- 1/8
Admiral Corp.	27 3/4	26 3/4	27 1/8	+ 1/4
Am. Tel. & Tel.	144 3/4	144 1/2	144 1/2	- 1/4
CBS A	24	24	24	0
CBS B	24	24	24	0
Philco	28 1/2	27 1/2	27 1/2	- 1/8
RCA Common	12 3/8	12 1/8	12 1/8	- 1/8
Stewart-Warner	12 1/2	12 1/4	12 1/2	0
Westinghouse	29 1/4	28 1/2	28 5/8	- 3/4
Westinghouse pfd. 100	100	100	100	+ 1/2
Zenith Radio	28 3/8	28	28	- 1/2

NEW YORK CURB EXCHANGE

Hazeltine Corp.	14 5/8	14 3/8	14 3/8	0
Nat. Union Radio	2 3/4	2 3/4	2 3/4	0

OVER THE COUNTER

	Bid	Asked
DuMont Lab.	20	21
Stromberg-Carlson	14	15 1/4
U. S. Television	3/8	3/8
WCAO (Baltimore)	16	17 1/2
WJR (Detroit)	7 1/4	8 1/4

Three Killed As Plane Rams WCHV Tower

(Continued from Page 1)
 tower, lost a wing, and plummeted into a nearby wooded area. The flames were extinguished by Robert C. Walker, WCHV commercial manager, and Walter W. Gray, chief engineer.

Radio Receiver Sales Increase In Canada

(Continued from Page 1)
 port of the Bureau of Statistics. During the first seven months of this year, 347,000 units were sold for \$24,710,200 as against 225,700 for \$20,109,500 in the similar period of 1948.

Says 'Polls' Not Vital To 'Transit' Decision

(Continued from Page 1)

polls on musical trolleys and declared that "the decision of the Commission will not be based on the number of people who like it or the number who do not like it." The Commission today enters its fourth day of hearings to determine whether it should approve the installation of FM radio in street cars and busses. The contract here calls for programmings by WWDC-FM, with eventual installation of receiving equipment on some 1500 units of rolling stock. Over 200 are now equipped, and they have been bitterly attacked by a very vocal group maintaining that the imposition of the music and the commercials is a violation of personal liberty.

Called to the stand yesterday was Dr. Winfred Overholser, director of St. Elizabeth's Hospital. The eminent psychiatrist declared "there are certain persons who have violent dislikes. If they are constantly subjected to a particular influence it has a frustrating, annoying effect which may produce a nervous strain." He said he was not referring only to the radio.

Also heard were Norman Reed, WWDC program director; WWDC's general manager, Ben Strouse, and the consulting engineer, Frank H. McIntosh.

Reed told of the programming, with music from the Muzak library and up to 12 commercials per hour. In a typical 12-hour program day there were introduced 87 commercials and 31 public service announcements, with 199 musical numbers.

Strouse said there is great interest in the Defense Department in transit radio. Without going into the matter in detail on the stand, Strouse later told reporters the defense authorities had been interested in it as a means of getting word in emergency to drivers and passengers to abandon or re-route or to get to the nearest telephone for two-way communication. Use of radio-equipped busses as ambulances was also mentioned.

Strouse made no attempt to evade the fact that his primary interest in transit radio is commercial.

Michelson Cuts Prices On Blackstone Series

(Continued from Page 1)

nounced yesterday by Charles Michelson, Inc., which packages the show.

This move is expected to "bring into the fold the remaining Blackstone Washer dealers still not signed up," a Michelson spokesman said. The transcribed series is currently being carried on a total of 183 stations. The Michelson office also announced details of a sales promotion contest among its field representatives, in which prizes will be offered for the greatest number of new contracts in each sales territory.

New 'Voice' Director Takes Gov't AM Post

(Continued from Page 1)

of U. S. Ambassador and Mrs. James Clement Dunn, on Nov. 19 in Rome. After a honeymoon, the couple will return to Washington.

Kohler, a native of Oakwood, Ohio, and a graduate of the Ohio State University, was appointed to the U. S. Foreign Service of the State Department in 1931.

Kohler, whose status is similar to that of Thayer's in that both are career diplomats on rotating foreign service, has served for the State Department at Windsor, Canada; Bucharest, Rumania; Belgrade, Yugoslavia; Athens, Greece; Cairo, Egypt; London, England, and Moscow, U.S.S.R.

WNEW Renews Contract

Contracts were signed Friday by WNEW, New York indie, and the News whereby the station will continue its service of 24 five-minute daily newscasts for another 14 months, it was announced Friday by Bernice Judis, manager of the station, and F. M. Flynn, president of the News. News around the clock was first started on February 16, 1942. Since that date nearly 68,000 regular editions and approximately 60,000,000 words have been aired to WNEW listeners. William Fagan is director of news broadcasts for the paper.

COMING and GOING

EMILIO AZCARRAGA, president of XEW and director of Radio Programas de Mexico, returned by plane last night to Mexico City after having spent two weeks in New York.

MERLE JONES, general manager of KNX and the Columbia Pacific Network with offices in Los Angeles, has arrived in San Francisco on business.

CARL HAVERLIN, president of BMI, and **ROY HARLOW**, director of station relations for the organization, are in Boston for the NAB regional meeting.

JOSE RAMON QUINONES, president of WAPA, San Juan, P. R., yesterday left New York for Havana, from which point he will return to Puerto Rico next week. Senor Quinones has spent the past month in New York and Washington on business.

DR. PETER GOLDMARK, director of engineering and research development for CBS, yesterday arrived in London, England, where today he will address members of the radio section, Institution of Electrical Engineering, on the subject of the CBS color-television system.

ED REEVE, manager of research projects for CBS, today is in Boston to address the Advertising Club of that city at its meeting in the Hotel Statler on the subject, "Television Research."

JOE DI MAGGIO, Yankee outfielder who doubles in brass with a program on CBS, was left for a two-week vacation in Honolulu.

ARTHUR R. SELIGMAN, owner of the Tappan Hill Restaurant at Tarrytown, N. Y., who is now planning a radio program from that point, has returned from a business trip to Boston.

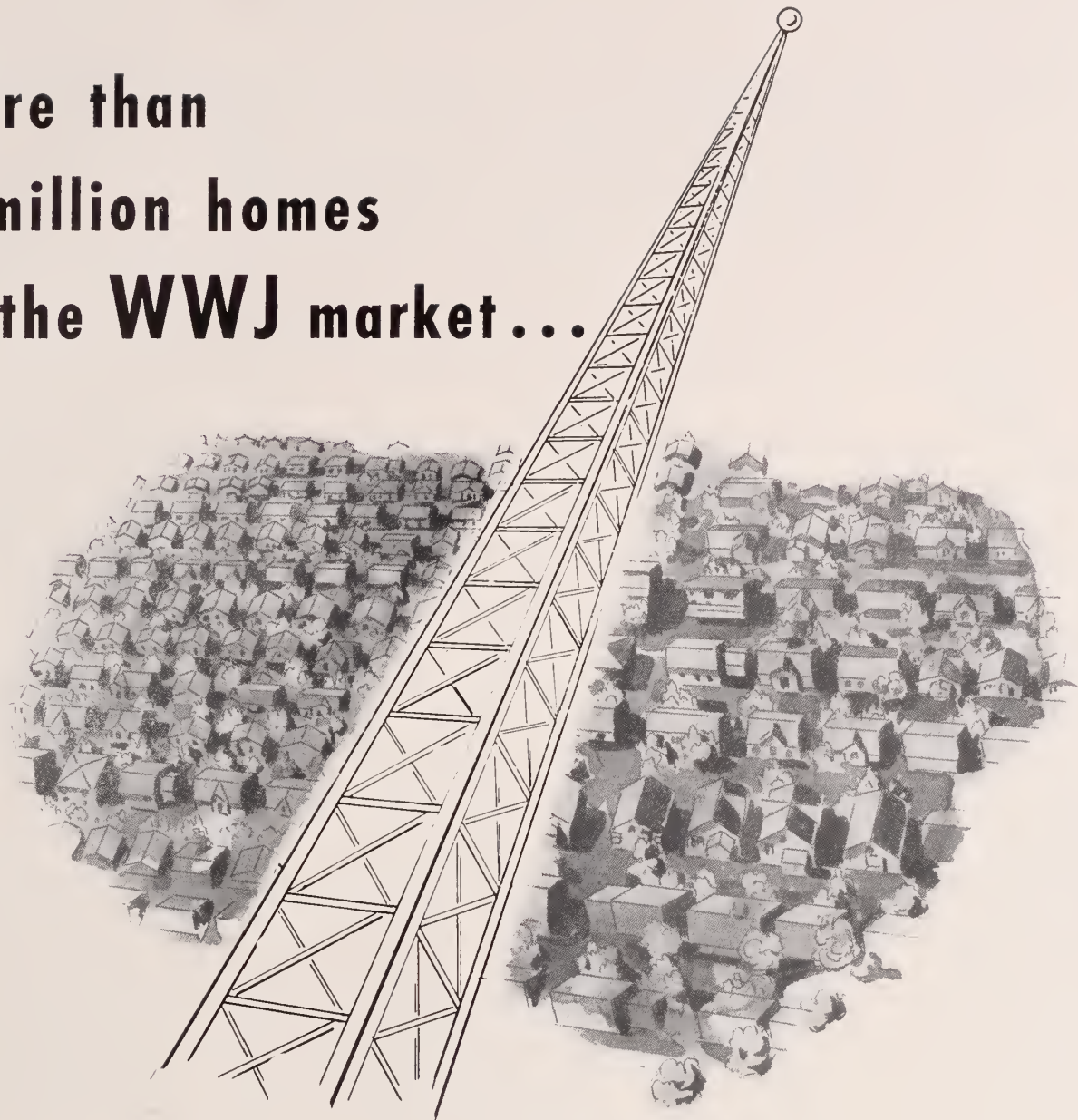
Home Menagerie

At first the cat was the only pet in this home. Then a stray dog was added. And finally a baby duck. They all became great friends. W-I-T-H has a way of making great friends, too—by producing the lowest-cost sales of any station in Baltimore. W-I-T-H, you see, delivers more home listeners-per-dollar than any other station in town. And in addition to this biggest home audience, a recent survey, made under the supervision of the Johns Hopkins University, showed that of all radios playing in drug stores, 34.6% were tuned to W-I-T-H.

That means that even small investments on W-I-T-H produce big results. If you'd like the whole, exciting story about W-I-T-H, call in your Headley-Reed man.

W I T H
 BALTIMORE, MARYLAND
 Tom Tinsley, President • Represented by Headley-Reed

more than
a million homes
in the **WWJ** market...



For over 8½ years, Detroit has had full employment, with over a million workers earning the highest factory wage rates of the five largest cities in the nation. It is this past, combined with present record-breaking automotive production figures, and a bright future, that makes Detroit a most fertile field for planting your advertising dollars. Top radio medium in this wealthy market has always been WWJ, NBC in Detroit, and most familiar letters of the alphabet to Detroit's vast radio audience. To give your product prestige plus selling impact of a ready-made audience, get your product story on WWJ-The Detroit News.

FIRST IN DETROIT . . . Owned and Operated by **THE DETROIT NEWS**
National Representatives: **THE GEORGE P. HOLLINGBERY COMPANY**
Associate Television Station **WWJ-TV**



Basic NBC Affiliate

AM—950 KILOCYCLES—5000 WATTS
FM—CHANNEL 246—97.1 MEGACYCLES

you can
do it better

with the
revolutionary

ALTEC
21 B
MINIATURE
MICROPHONE

ACTUAL
SIZE

It achieves uniformity of response... provides greater tonal fidelity... it is omnidirectional... it is blastproof, shockproof... there is no false bass build-up... more net acoustic gain before encountering feedback... tiny size contributes to remarkable versatility of positioning... extends the fidelity of sound transmission.

*Talent deserves
to be Seen
as well as Heard*



161 Sixth Avenue
New York 13, N.Y.
1161 North Vine St.
Hollywood 38, Cal.



California Commentary...!

● ● ● NBC's fabulous giveaway program, "Hollywood Calling," will lose its sponsor in December, according to reliable sources here. . . . When Justin Miller, president of NAB, winds up the coast tour of

Hollywood

mas holidays with his family here. . . . Harry Sherman, producer of the Hopalong Cassidy pictures for TV, is reported dickering with Emilio Aczarrage for the production of some of the pictures in Mexico City. . . . Ann Richardson, dynamic public relations executive who was long associated with the orchestra booking business in New York, is giving the Country Club hotel a hand in its publicity and promotion planning. . . . Paramount's coast TV station, KTLA, figures prominently in the movie company's plans to establish a nation-wide TV film network. . . . many programs produced on KTLA have been kinescoped for national distribution. . . . Jeanne Gray starts under her own banner as Jeanne Gray Prod.—to produce on film a series of TV programs for eastern TV outlets. . . . Steve Allen, disc jockey laugh master, and Frances Wayne, are earmarked for feature billing on ABC's "Let There Be Stars" program over KECA-TV. ☆ ☆ ☆ ☆

● ● ● Gloria Winters, actress who plays "Babs" on KNBH's "Life of Riley" has been signed to appear in Paramount pictures. Irving Brecher, producer on "Life of Riley" has given Miss Winters a two-week leave-of-absence so that she may go on location to northern California. "Life with Luigi," starring J. Carrol Nash, and featuring Alan Read on KNX-CBS, caused a tie-up on the switchboard at CBS. Program has terrific following among foreign language groups throughout the country. . . . Red Skelton will be the next comedian to "go straight" on the Auto-Lite "Suspense" airshow. He'll appear on Nov. 3rd, playing a tense, dramatic role in a chiller called, "The Search for Isabel." . . . Margaret Whiting and Jimmy Wakely will guest on "Grand Ole Opry" over NBC on Nov. 12th. Wakely recently signed a new five-year deal with Capitol and now is regularly recording with Miss Whiting. . . . Cy Howard, creator-producer-director of CBS' "My Friend Irma" is the subject of an interesting picture story in the Oct. 16 issue of Parade, the Sunday picture magazine. . . . Ben Gage is completing discussions to air a five-times-weekly half hour quiz show from his new restaurant-nitery, "The Trails," beginning in December over one of the local indie stations. ☆ ☆ ☆ ☆

● ● ● Jack Smith will transcribe his second U. S. Treasury "Guest Star" program this week and the ½ hour platter will be aired on 2750 radio stations beginning in December. . . . ABC's emcee of "Surprise Party," Jay Stewart, is expanding his air operations here to include a packaging set-up similar to that of John Guedel, producer of Groucho Marx and Art Linkletter shows. . . . Joe Graydon, ex-FBI agent whose recent Capitol records and photogenic features this week won him a five-a-week video show of his own on KLAC-TV and its Cinemascope "network" bears watching. . . . Mary and Harry Hickox, who do 12 TV and radio shows a week here, will have to budget their time the latter part of the month when they start a recording session on another album of their well-known "Jump Jump" children's stories. . . . Radio's "Fat Man" may move to Hollywood the first of the year for both broadcasts and telecasts. The radio cast will be used in the video version. . . . Multi-dialect comedienne Sara Berner takes on her third role on the CBS Beulah show. Sara takes on role of Aunt to Hattie McDaniel's "Beulah." Blanche Thebom, sensational Met Opera star who is in LA with the San Francisco Opera Company, was a guest star on "Queen for a Day" on Tuesday, Oct. 25th. . . . Smilin' Ed McConnell played a kindly ghost on his Saturday show over NBC. . . . Jovial Don Wilson, announcer, is celebrating his 25th anniversary in radio.

CHICAGO

By HAL TATE

ONE of Chicago's most famous disc jockeys, Ernie Simon, whose AM and TV shows are on WJJD and WBKB respectively, will marry Pat Lyons, non-pro, the last week in December. Ernie's "Curbstone Cut-Up" show on WBKB celebrates its 1st anniversary next month. It's reportedly the longest-running continuous five-a-week show in television. RCA-Victor is the sponsor.

The Muntz Television account has shifted from Robert Sawdon & Associates to the Irving Rocklin agency.

FM station WMOR has made a tie-up with the new near-north side Telenews Theater which opened up Friday, to originate nearly all the station's night-time shows from the Telenews lounge.

Lou ("Stop the Music") Cowan has sold another package show here in Chicago. It's called "The Pet Shop" and the sponsor is the Evangeler Kennel Food Company, producers of fresh frozen horse meat, of Wheeling, Illinois. Show will be telecast over WNBQ Tuesday evenings at 5:30 and stars "Proprietor" Gail Compton and his eight-year-old daughter, Gay.

WLS Notes: Donald E. Finlayson, sales promotion manager at the station for the past five years, is resigning to enter the resort business. His successor is John C. Drake, formerly Don's assistant. . . . Estel Freeman, former continuity editor at WIBC, Indianapolis, and also formerly in the publicity department of the State of Indiana, has joined the creative writing staff at WLS. . . . New to the copy department is LaVerne Jette.

Sports announcer Bob Elson is planning a disc jockey show to originate at Bill Burke's Cameo Restaurant.

CBS To Air Talk By Louis Johnson

Indianapolis, Ind.—Secretary of Defense Louis Johnson's address on "Men, Money and Munitions" at a meeting of the National Executive Committee of the American Legion will be broadcast over CBS from here Nov. 5, 11:15-11:30 p.m., EST.

The broadcast will be by transcription made earlier in the evening at the Legion meeting in the Indianapolis Athletic Club.

Lehman Luncheon

All branches of the entertainment industry, including radio and television, will be represented at a luncheon to be held at the Hotel Astor, New York, noon today in honor of Herbert H. Lehman, Democratic-Liberal candidate for U. S. Senator. Among those scheduled to attend are Eleanor Roosevelt, Geo. S. Kaufman, Tony Martin, Tallulah Bankhead, Moss Hart, and Robert E. Sherwood.

Record Attendance At NAB Regional

(Continued from Page 1)
 chairman. In calling the two-day session to order, Chairman Fellows complimented the broadcasters for their turnout and declared it was an excellent demonstration of the vitality of radio. He emphasized the importance of the session as a sales clinic and indicated that radio was a prosperous, growing business despite the expansion of TV.

Yesterday morning the broadcasters heard Kenneth Baker, NAB research director and acting president of Broadcast Measurement Bureau, report on the progress of the Second Study. Baker reiterated a previous announcement that the Second Study would be ready for distribution around December 1st.



Maurice B. Mitchell, director of Broadcast Advertising Bureau, was introduced by Herbert L. Kreuger, chairman of the First District Sales Managers, and then proceeded to present the BAB story. His subject was "Increasing Radio's Share of the Advertising Dollars." Mitchell's presentation took most of the afternoon with broadcasters interrupting from time to time to ask questions pertinent to their operations.

Later Carl Haverlin, president of BMI, reported on the industry's music organization. He indicated that it was a growing operation and urged the broadcaster subscribers to take an active interest in the popularizing of BMI tunes.

Lawrence to be Heard
 Craig Lawrence, general manager of WCOP, and Chairman of the employee-employer relations, will open this morning's session by introducing Charles H. Tower, assistant director of NAB Employee-Employer relations. The discussion will cover station operating labor costs, technical, programming and selling. Personnel costs will also come up for discussion.

Following the morning session the broadcasters will lunch with members of the Boston Ad Club at the Hotel Somerset and when the afternoon session is resumed Justin Miller, president of NAB, will speak on "Radio Broadcasting—NAB and You."

Dempsey To Guest On CBS

Former world's heavyweight boxing champion Jack Dempsey will be the guest of N. Y. Yankee star Joe DiMaggio on CBS' "Joe DiMaggio Show," Nov. 5, 10:00-10:30 a.m., EST. Big moments in Dempsey's long and brilliant ring career will be dramatized, and he will be interviewed by the Yankee Clipper.

Below is the advance registration for the two-day meeting of the First District, NAB, which opened yesterday at the Hotel Somerset in Boston. The list includes names of most of the NAB membership in the New England area as well as industry executives from New York and Washington. The names and affiliations follow:

- A**
 Amor, Addison. RCA Recording—N. Y. C.
 Alaire, Leon. WACE—Chicopee, Mass.
 Armstrong, A. N. Jr. WCOP—Boston, Mass.
 Atwood, Jack S. WRDD—Augusta, Me.
 Ayer, Demeritt. WMUR—Manchester, N. H.
- B**
 Baker, Dr. Kenneth B. NAB—Washington, D. C.
 Bannan, Bertha 855 Little Bldg.—Boston, Mass.
 Barton, Charles Wm. WARE—Ware, Mass.
 Bates, Harold S. WJOV—Burlington, Vt.
 Batchelder, Ernest F. WKNE—Keene, N. H.
 Beauvais, Jack A. WEEI—Boston, Mass.
 Bingham, George W. WGNV-WKIP—Poughkeepsie N. Y.
 Bird, Lorelei. WEEI—Boston, Mass.
 Bishop, Josephine E. WMAS—Springfield, Mass.
 Blackburn, J. W.
 Blackburn-Hamilton Co.—Washington, D. C.
 Booth, R. W. WTAG—Worcester, Mass.
 Boucher, Louis A. WTAG—Worcester, Mass.
 Bloomberg, Haskell. WLLH—Lowell, Mass.
 Borges, Arthur F. WERI—Western, R. I.
 Brackett, Quincy A. WSPR—Springfield, Mass.
 Braine, T. B. WCAX—Burlington, Vt.
 Brewster, Warren H. WLNH—Laconia, N. H.
 Brissette. WTAG—Worcester, Mass.
 Brown, Carlton D. WTVL—Waterville, Me.
 Brush, Arthur T. WHDH—Boston, Mass.
 Burleigh, W. WSPR—Springfield, Mass.
- C**
 Calhoun, Thomas. WEEI—Boston, Mass.
 Carter, Hervey. WMUR—Manchester, N. H.
 Caryl, Herbert. INS—Boston, Mass.
 Cervone, Larry
 Gates Radio Company—Washington, D. C.
 Chalmers, J. WEIM—Fitchburg, Mass.
 Chandler, V. WMUR—Manchester, N. H.
 Clement, Earle G. WBET—Brookton, Mass.
 Close, Joseph K. WKNE—Keene, N. H.
 Codel, E. The Katz Agency, Inc.—N. Y. C.
 Collins, Robert. WMUR—Manchester, N. H.
 Congdon, G. M. WRJM—Newport, R. I.
 Cunningham, Guy. WEEI—Boston, Mass.
 Curran, Charles E. WBKA-WBKA-FM—Brookton, Mass.
 Curto, K. M. WPRO—Providence, R. I.
- D**
 Davis, Jack. WJOY—Burlington, Vt.
 DeLaney, C. G. WTHH—Hartford, Conn.
 DeLude, Norman. WOTW—Nashua, N. H.
 Deme, John. WICH—Norwich, Conn.
 DeRose, C. N. WHYN—Holyoke, Mass.
 Donahue, R. WMAS—Springfield, Mass.
 Donato, N. V. C. P. MacGregor—N. Y. C.
 Donohue, F. M. WDRG—Hartford, Conn.
 Dorschug. WEEI—Boston, Mass.
 Duchaine, Joseph P. WBSM—New Bedford, Mass.
 Dunn, Tom. WCOP—Boston, Mass.
- E**
 Edwards, W. S. WEEI—Boston, Mass.
- F**
 Feldman, Paul. WMAS—Springfield, Mass.
 Feldman, R. W. WMAS—Springfield, Mass.
 Fellows, Harold E. WEEI—Boston, Mass.
 Finney, Deane. Fall River, Mass.
 Fitzgerald, Dana W. WLLH—Lowell, Mass.
 Flenuken, James M.
 Capitol Records, Inc.—Hollywood, Calif.
 Foster, Robert C.
 Paul H. Raymer Co., Inc.—Boston, Mass.
 Friedheim, R. World Library—N. Y. C.
 Fuller, A. C. WTAG—Worcester, Mass.
 Fuller, C. A. WBET—Brookton, Mass.
- G**
 Garrigus, Fred. WEEI—Boston, Mass.
 Gatchell, C. E. WGAN—Portland, Maine
 Gates, James. WIDE—Biddeford, Me.
 Gilbert, Janet
 Harold Cabot Company, Inc.—Boston, Mass.
 Girardin, Ray. WEEI—Boston, Mass.

- Gravel, R. L. WTAG—Worcester, Mass.
 Grauel, Hugh M.
 World Broadcasting System—N. Y. C.
 Greenwood, W. WHAV—Haverhill, Mass.
 Goodman, W. H. WPRO—Providence, R. I.
 Gridley, Ansel E. WARE—Ware, Mass.
 Guernsey, E. E. WLBZ—Bangor, Me.
- H**
 Haase, W. B. WDRG—Hartford, Conn.
 Hager, Kolin. NESAC—New York City
 Haigis, John W., Jr.
 WHAI—Greenfield, Mass.
 Harlow, Roy
 Broadcast Music, Inc.—New York City
 Harrison, G. WMAS—Springfield, Mass.
 Hasbrook, C. P. WCAX—Burlington, Vt.

Emphasis on Radio
Boston—Just how much emphasis NAB is putting on radio these days can be gained from the fact that Emerson Markham, director of NAB's video division, is present at the First District Meeting but is not scheduled to talk before the meeting. Markham is here in the role of a TV observer and whatever conversations he has on television are of an informal nature.

- Haverlin, Carl. BMI—New York City
 Hayes, David. WACE—Chicopee, Mass.
 Hill, J. E.
 RCA Broadcast Equip. Sales—N. Y. C.
 Hewitt, W. WFCI—Providence, R. I.
 Higgins, G. T. WLAM—Lewiston, Maine
 Hill, E. E. WTAG—Worcester, Mass.
 Holbrook, C. WMOU—Berlin, N. H.
 Hoy, F. S. WLAM—Lewiston, Maine
 Huber, Paul. WTVL—Waterville, Me.
 Hubley, B. A. WMNB—North Adams, Mass.
 Hyde, H. H. WPJB—Providence, R. I.
- I**
 Ignacio, Louise. WEEI—Boston, Mass.
- J**
 Jaspert, G. H. WCCM—Lawrence, Mass.
 Johnson, W. WTIC—Hartford, Conn.
 Jones, Arthur H.
 Gray Research & Development Co.—Hartford, Conn.
 Jones, Ted. WCRB—Waltham, Mass.
- K**
 Keyworth, J. Gordon WMNB—North Adams, Mass.
 Kenney, Peter B. WKNB—New Britain, Conn.
 Kimel, David M. WLAW—Lawrence, Mass.
 King, Gene. WCOP—Boston, Mass.
 Kingsley, Walter. WCOP—Boston, Mass.
 Kirby, Gerald. WEEI—Boston, Mass.
 Knight, Carter. WEIM—Fitchburg, Mass.
 Kopka, Anne. WOTW—Nashua, N. H.
 Koster, H. W. WPJB—Providence, R. I.
 Krueger, H. L. WTAG—Worcester, Mass.
 Kruttschnitt, G. A. WMMW—Meriden, Conn.
 Kuhner, Charles F. WMNB—North Adams, Mass.
- L**
 Laffey, F. P. WLAW—Lawrence, Mass.
 Lahr, Melvin. WSAR—Fall River, Mass.
 Lathrop, A. E. WPJB—Providence, R. I.
 Lawrence, Craig. WCOP—Boston, Mass.
 Lewis, Gordon J. WIDE—Biddeford, Me.
 Lloyd, Edward. WEEI—Boston, Mass.
 Lown, Bert
 Associated Program Service—N. Y. C.
 Lucey, W. F. WLAW—Lawrence, Mass.
- M**
 Mack, B. WMUR—Manchester, N. H.
 Malo, W. F. WDRG—Hartford, Conn.
 Malo, W. Jr. WNHC—New Haven, Conn.
 Madie, Al. WLNH—Laconia, N. H.
 Marcoux, Rudolph O.
 Maine Broadcasting System, Portland, Me.
 Markham, G. E. NAB—Washington, D. C.
 Marks, H. Roy. WEEI—Boston, Mass.
 Meyer, Harold H. WPRO—Portland, Me.
 Miller, Justin. NAB—Washington, D. C.
 Milne, J. T. WNHC—New Haven, Conn.
 Mitchell, Florence. WEEI—Boston, Mass.
 Mitchell, M. NAB—Washington, D. C.
 Molina, H. G. WEIM—Fitchburg, Mass.
 Molina, H. G., Jr. WEIM—Fitchburg, Mass.

- Monson, Paul. WSPR—Springfield, Mass.
 Montague, P. J. WHYN—Holyoke, Mass.
 Moore, Gordon. WMUR—Manchester, N. H.
 Morgan, Albert. WTVL—Waterville, Me.
 Morley, B. S. WTAG—Worcester, Mass.
 Morency, P. W. WTIC—Hartford, Conn.
 Morrison Robert Z., Jr.
 World Broadcasting System New York City
 Murray, J. J. WEEI—Boston, Mass.
 MacNeil, Marion. WERI—Westerly, R. I.
 McElwain, D. WACE—Chicopee, Mass.
 McGrath, William. WHDH—Boston, Mass.
 McKean, N. A. WTAG—Worcester, Mass.
 McKernan. WTWN—St. Johnsbury, Vt.

- N**
 Newell, Hal
 WBKA-WBKA-FM—Brookton, Mass.
 Newcomb, Arthur. WDTW—Nashua, N. H.
 Norwood, D. WLAW—Lawrence, Mass.

- O**
 O'Brien, Richard J. WMNB—North Adams, Mass.
 O'Donnell, C. WRJM—Newport, R. I.
 Oehring, Lewis E. WKNE—Keene, N. H.
 Ogdon, Clifford E.
 Capitol Records, Inc.—Hollywood, Calif.
 Olson, Harvey. WDRG—Hartford, Conn.
 O'Malley, C. WACE—Chicopee, Mass.
 Oury, W. P. WERI—Westerly, R. I.

- P**
 Parnet, G. R. WALE—Fall River, Mass.
 Parsons, J. T. WBRK—Pittsfield, Mass.
 Pattee, Lin. BMI—New York City
 Paul, S. Broadcasting Magazine—N. Y. C.
 Peebles, R. M. WKNE—Keene, N. H.
 Peters, G. J. WAVZ—New Haven, Conn.
 Pilla, Ed. WCOP—Boston, Mass.
 Pine, Helen. WEEI—Boston, Mass.
 Pinkham, Charles H.
 Erwin, Wassey & Co.—New York City
 Platt, Bernard. Sponsor—New York City

- R**
 Reid, Robert. INS—New York City
 Reinhart, Alan
 Harry Goodman Radio Prod. N. Y. C.
 Richman, D. M. WIOB—Gardner, Mass.
 Rines, W. H. WCSB—Portland, Me.
 Robinson, R. J. WACE—Chicopee, Mass.
 Rogers, I. E. WLAW—Lawrence, Mass.
 Rowles, Mary V.
 Broadcast Advg. Bureau—New York City
 Ryder, J. M. WBRV—Waterbury, Conn.
 Ryder, P. H. WBRV—Waterbury, Conn.

- S**
 Schultz, Carl W. WMMW-WMMW-FM—Meriden, Conn.
 Schoen, Arnold F., Jr. WPRO—Providence, R. I.
 Shepard, Richard L. WBKA-WBKA-FM—Brookton, Mass.
 Shute, E. H., Jr. WLAM—Lewiston, Maine
 Simms, R. Erwin, Wassey & Co.—N. Y. C.
 Sisson, G. L. WALE—Fall River, Mass.
 Sisson, J. R. WALE—Fall River, Mass.
 Spokes, A. E. WJOY—Burlington, Vt.
 Stanton, M. WDRG—Worcester, Mass.
 Steinhilber, Reinhold WBET-WBET-FM—Brookton, Mass.
 Stoughton, Milton W. WSPR—Springfield, Mass.
 Stovin, H. N. Radiotime, Inc.—Chicago, Ill.
 Stubbs, L. H. WGAN—Portland, Me.
 Sullivan, C. M. NAB—Washington, D. C.
 Swan, J. D. WCAX—Burlington, Vt.

- T**
 Tiemer, P. Paul H. Raymer Co.—N. Y. C.
 Tindal, Alan C. WSPR—Springfield, Mass.
- V**
 Vaill, Charles B. H. WEEI—Boston, Mass.
 Vigue, Harold. WTVL—Waterville, Mass.

- W**
 Walker, W. A. WFCI—Pawtucket, R. I.
 Warner, W. W. WHDH—Boston, Mass.
 Way, J. Buzz. WALE—Fall River, Mass.
 Weed, J. J. Weed & Co.—New York City
 Weis, Pierre
 Lang-Worth Feature Programs—N. Y. C.
 Whalen, Mary. WEEI—Boston, Mass.
 Wheeler, Harry. WTOP—Boston, Mass.
 Wildman, James. WEEI—Boston, Mass.
 Wilkoff, John. WTOP—Boston, Mass.
 Williams, David R.
 Standard Radio Trans. Serv.—N. Y. C.
 Woodward, Charles W., Jr. WPJB—Providence, R. I.

- Y**
 Young, William E.
 Lang-Worth Feature Prog. N. Y. C.
 Youse, Clifford. WLAW—Lawrence, Mass.

Temporary Licenses Given Web Stations

(Continued from Page 1)

any extensions were agreed upon pending determination of the merit of the complaint of the National Association of Radio Station Representatives against network activities in the spot field. All three nets admit having represented some of their affiliates in spot sales, by-passing the reps.

Charge by NARSR is that the network spot sales activities violate the chain broadcast rules, or are at any rate not in the public interest.

In separate letters the Commission yesterday notified the nets of its action. The NARSR charges were the only causes mentioned in the letter to CBS, while additional complaints from WING, Dayton, WJW, Cleveland, and KPRO, Riverside, Calif., were also mentioned in the letter to ABC.

In the letter to NBC, the Commission refers also to the Don Lee hearing, and the spot sales proceeding. In addition, the Commission wrote:

Text of Letter

"During the course of this hearing, at which NBC was represented by counsel, testimony was received from the president of radio station KHQ, Spokane, Washington, an NBC affiliate, concerning a proposal in August, 1948, to continue the broadcast, on a national spot basis, of a six-day per week program of the Richland Oil Company, broadcast during station (non-option) time, after such program had been transferred from the NBC to the ABC. While these negotiations were in progress the station received the following telegram introduced into evidence at the hearing, from Sydney A. Strotz, vice-president of the NBC:

Western Union telegram October 21, 1948

"I am very much surprised at the horse trading which is going on in connection with the Richfield deal. You evidently forgot that you as an affiliate have at least some loyalty to NBC. There is no question that we will sell this time to a very substantial account which will not only take the eight stations involved but all the other stations throughout our network. If you don't like our affiliation we would like to know about it now. I will be delighted to discuss the matter over the phone if you care to call. Regards. Sydney A. Strotz."

"This testimony would appear to present a substantial question as to whether the NBC has violated or attempted to induce or coerce its affiliates to violate certain of the Commission's chain broadcasting regulations."

Placed on temporary license until next March were WCBS, New York; WCCO, Minneapolis; WBBM, Chicago and KCBS, San Jose, all CBS stations; WENR, Chicago, WJZ, New York, and KGO, San Francisco, all ABC; and KOA, Denver, WMAQ, Chicago, WNBC, New York and KNBC, San Francisco, all NBC.

NETWORK SONG FAVORITES

The top 30 songs of the week (more in case of ties), based on the copyrighted Audience Coverage Index Survey of Popular Music Broadcast over Radio Networks. Published by the Office of Research, Inc., Dr. John Peatman, Director.
Survey Week of October 21-27, 1949

TITLE	PUBLISHER
A Dreamer's Holiday.....	Shapiro-Bernstein
Ain't She Sweet.....	Advanced
Bali Ha'i.....	Chappell
Bye Bye Baby.....	J. J. Robbins
Dime A Dozen.....	E. H. Morris
Don't Cry Joe.....	Harms
Fiddle Dee Dee.....	Harms
Hop Scotch Polka.....	Cromwell
Huckle Buck.....	United
Hush Little Darlin'.....	Michael
I Can Dream Can't I.....	Chappell
Just For Fun.....	Paramount
Just One To Say I Love You.....	Berlin
Last Mile Home.....	Leeds
Let's Take An Old Fashioned Walk.....	Berlin
Maybe It's Because.....	Bregman-Vocco-Conn
Meadows Of Heaven.....	Laurel
My Own My Only My All.....	Paramount
Now That I Need You. (Where Are You).....	Famous
Room Full Of Roses.....	Hill & Range
Rudolph The Red-Nosed Reindeer.....	St. Nicholas
Slipping Around.....	Peer
Someday You'll Want Me To Want You.....	Duchess
Story Of Annie Laurie.....	Santly-Joy
That Lucky Old Sun.....	Robbins
There's Yes Yes In Your Eyes.....	Witmark
Toot Toot Tootsie Goodbye.....	Feist
Twenty-Four Hours Of Sunshine.....	Advanced
Younger Than Springtime.....	Chappell
You're Breaking My Heart.....	Mellin
You're So Understanding.....	Barron-Pemora

Second Group

TITLE	PUBLISHER
A Wonderful Guy.....	Chappell
Blue For A Boy Pink For A Girl.....	Gallico
Georgia On My Mind.....	Peer
Give Me A Song With A Beautiful Melody.....	Witmark
Homework.....	Berlin
I Never See Maggie Alone.....	Bourne
I'm Throwing Rice At The Girl I Love.....	Hill & Range
In Santiago By The Sea.....	Life Music
It's A Great Feeling.....	Remick
Jealous Heart.....	Acuff & Rose
Let's Harmonize.....	Santly-Joy
My Bolero.....	Shapiro-Bernstein
My Street.....	Campbell
Oh You Beautiful Doll.....	Remick
Over The Hillside.....	Dreyer
So In Love.....	T. B. Harms
Some Enchanted Evening.....	Chappell
Song Of Surrender.....	Paramount
Through A Long And Sleepless Night.....	Miller
Where Are You Blue Eyes.....	Knickerbocker
Why Fall In Love With A Stranger.....	Campbell
Wishing Star.....	Broadcast Music
You Told A Lie.....	Bourne
You're My Thrill.....	Sam Fox

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FCC Answers Webs On Giveaway Charge

(Continued from Page 1)

conferred upon it by Congress as a valid exercise of its power to regulate interstate commerce."

In the answer delivered to the American Broadcasting Company yesterday, the U. S. Government and the FCC requested the court to dismiss the complaint and that the plaintiffs, (ABC, CBS and NBC) be ordered to pay the court costs.

The FCC cited the allegations to the effect that "none of such programs constitutes a lottery, gift enterprise or similar scheme" in violation of the Criminal Code as being a "conclusion of law requiring no answer." The Government's answer also described as "a conclusion of law" the allegation of the web that the Commission will automatically deny the new applications or renewals of broadcast licenses of the plaintiffs if the rules are upheld by the court.

The FCC also denied the networks' charge that it did not present any arguments or adduce any evidence at the hearings held on Oct. 19, 1948, or at any other time in support of its proposed rules.

FM Store-Radio Report In New Survey By NAB

(Continued from Page 1)

items plugged. Of the 50 stores studied in the company's test, 25 were FM equipped and 25 had no store radio.

The story of the test is one of several in the new NAB study prepared by the FM director, Arthur Stringer, for distribution to the FM members of the association. The itemized list of stock in which FM-equipped stores jumped their sales over non-equipped stores included some with increases as high as 260 per cent, he said.

NEED RECORDING TAPE IN A HURRY?

For emergency use, we will rush-ship (by Air if outside N. Y. area) up to 20 reels from our New York stock at prices listed for such quantities.

CALL OR WRITE

today for complete Recording Tape price list and a Free supply of Program Identification Labels.

AUDIO & VIDEO PRODUCTS CORP.
1650 BROADWAY, N. Y. 19, N. Y.

TELEVISION DAILY

Section of RADIO DAILY, Tuesday, November 1, 1949 — TELEVISION DAILY is fully protected by register and copyright

CANADA TV 'WIDE OPEN'—DUNTON

TELE TOPICS

BECAUSE THEY OFFER week-to-week continuity through established characterizations and variety through changing situations, domestic comedy shows seem destined to occupy an increasing portion of TV's programming makeup. With good scripting—the major need of most stanzas—they may well continue indefinitely with little or no wear. One that must be ranked near the top in the category is "The Truex Family," a recent arrival on WPIX. The members of the Truex clan—there are more than we can count—from Ernest and Sylvia on down to granddaughter Penelope, age three, set out to show that actors are people, even as you and me, but a more talented and entertaining tribe would indeed be hard to find. . . . Last week a gentleman billed as George Spelvin appeared on the show as a stage-struck v-p of Gimbels, program's sponsor, and played the hambone role to the hilt with hilarious results. Although Spelvin is not a newcomer to acting, he is better known in the trade as Warren Wade, former NBC production chief and now program manager of WPIX. . . . Program also contains some of the best examples of commercial integration ever seen, but we wish they'd drop the super-imposed price tag as an article is described. It's disturbing and unnecessary. . . . Scripts, by Jim Truex and Searle Kramer, are well above average, and direction, by Clay Yurdin, is excellent.

THE DuMONT Teletranscription department made its 1,000th recording Saturday nite when it canned "Cavalcade of Stars." Headed by Ed Carroll, the department records about 80 performances a week. . . . Charles Laughton, Eddie Albert and Allyn McClerie will guest on the debut of the new Paul Whiteman show on ABC Sunday. Scripted by George Faulkner, program is produced by Tony Stanford and directed by William H. Brown, with TV production by Ward Byron. . . . Frank Dahm has joined the staff of WOR-TV as editor of "Telefax News," daily three-hour newspaper scanned by the station from 2 to 5 p.m. . . . Vincent Price will narrate the Stokey and Ebert film production of "A Christmas Carol" which will be shot at the Jerry Fairbanks studios.

WAAM, Baltimore, marks its first anniversary tonite with a special "Birthday Party" show to be produced and directed by Anthony Farrar. Mayor Thomas D'Alesandro will guest. . . . Giveaway offer mentioned only once on a WCAU-TV show last week drew 5,480 requests in four days. . . . The wives of three WPIX announcers, John Tillman, Joe Bolton and Jack McCarthy, are expecting heirs within 15 days of each other next spring, and all three have made reservations at Doctors Hospital.

Special Holiday Show Sold By NBC And CBS

(Continued from Page 1)
TV outlets that can clear the time, both live and by recording. Program will combine the sponsor's two AM shows featuring the Symphonette, conducted by Mishel Piastro, and the Choraliers, conducted by Eugene Lowell. Program will be aired 5-6 p.m., EST, Nov. 24. Agency is Victor A. Bennett Co.

Elgin-American, which last year sponsored a two-hour variety show on ABC-TV, is buying the entire NBC interconnected web as well as an unspecified number of non-interconnected outlets. Headlining the show, which will be produced by Max Liebman, will be Milton Berle, George Jessel and the Ritz Brothers, the latter making their initial video appearance. Program will be aired Thanksgiving night, 8:30-10 p.m. and will originate at the International Theater. Agency is Weiss & Geller.

WNAC-TV Sells Film Seg

Boston—Allen Furniture Co. has signed with WNAC-TV for sponsorship, through Oct., 1950, of a weekly quarter-hour film series, "Curiosities In The News," produced by Walter Fudder. Silton Brothers is the agency.

WAAM Names Carter

Baltimore — Kenneth L. Carter, formerly with WMAR-TV, has been named local sales manager of WAAM, it was announced yesterday

Wilson Quits As ABC Veepee As Web Slashes All Budgets

J. Donald Wilson, has resigned as vice-president and national director of network programs of ABC, it was learned yesterday.

His resignation coincides with a curtailment of the web's TV sustaining program schedule and a substantial budget cut involving virtually every department.

Wilson has been a vice-president of the web since January of this year, when he was transferred to New York from Hollywood where he was program manager.

The across-the-board budget reduction, the second this year, means reductions in service and/or personal in varying amounts for all departments. Heaviest cuts are expected in

Tele Private Activity, Not Federal, Says Coy

Washington Bureau of RADIO DAILY
Washington — FCC Chairman Wayne Coy has notified several Virginia residents, through Congressman Burr P. Harrison, that it is up to private enterprise to provide them with television service. Although the FCC is sympathetic to their concern that it might not be made available in small towns, Coy rejected the idea that the Government could provide programming.

On the other hand, Coy pointed to the possibility that duplicate stations might be constructed to bring the program schedules of big city stations to small towns.

Want Wide Distribution

Harrison announced last night that Coy said in response to queries that the Commission is anxious that TV service be as widely available as possible, and that as many channels as can be will be made available.

Will Discuss Television

Hartford, Conn.—Television will be the topic of a talk to be given by chief announcer Russell Naughton of WDRC, November 16th at the Windsor Locks, Rotary Club. WDRC has a television application pending before the FCC.

by Armand Grant, recently promoted to director of sales. Grant is in charge of all station sales.

CBC Chief Scores B'dcasters For TV Outlook

Victoria, B. C.—Television in Canada is "wide open" for private broadcasters to step in, but so far, no one has shown much interest. A. D. Dunton, chairman of the board of governors of the CBC, said here. He added "there has been a marked lack of interest on the part of private operators in establishing television transmitting stations in Canada."

He attributed this in part, to lack of understanding of the extent to which CBC has developed its TV policy. Application for a \$4,500,000 loan to CBC is now before Parliament, he said. If the loan is approved, CBC will set up video production centers and transmitters in Toronto and Montreal, to supply programs directly to surrounding areas. In addition, programs will be recorded for use by any other existing stations in Canada.

Only on 'Private' Application

But, he said, so far only one private operator has applied for permission to build a TV transmitter. He is Bill Rea, of C.K.N.W., at New Westminster, B. C., who "will be on the air with television in a year to a year and a half," Dunton said. "Of course, television is a tremendously expensive proposition, but we're authorized to subsidize private stations by supplying them with shows."

Earlier, Dunton had said that TV in Canada cannot be placed exclusively in the hands of private commercial interests, since such a move would result in Canada being swamped with U. S. programs to the exclusion of home production.

"The tendency," he said, "would be for Canadian television to become a series of northward offshoots of U. S. TV instead of its forming east-west links across Canada."

"Cost" a Big Factor

This, he continued, was nothing more than the "result of commercial arithmetic." Canadian programs would cost more for production than those from the States. Therefore, an unregulated industry would tend to use only the cheaper U. S. productions.

Pointing out that TV in the U. S. is operating at heavy losses, he said two obstacles confront the establishment of video in Canada—the higher cost per capita because of this country's relatively small population, and the distance factor.

AGENCIES

WILLARD S. FRENCH, president of Brook, Smith, French & Dorance, Inc., New York and Detroit, announces the appointment of the agency as advertising counsel for York Corp., York, Pa., manufacturers of refrigeration and air conditioning equipment. The appointment becomes effective November 15th.

SIMONS - MICHELSON COMPANY, of Detroit, announces the addition of Helen Anderson, formerly of WJBK-TV, to its radio and television staff.

THE ACE ART COMPANY of Reading, Mass., makers of NuAce mounting corners, have named James Thomas Chirurg Company, Boston and New York, as advertising agency and merchandising counsel effective January 1, 1950. The Chirurg Boston office will be in charge.

ARTHUR PINE ASSOCIATES have been appointed to handle all publicity-public relations for Gift-Pax, New York, the hospital merchandising and sampling service of baby products to mothers.

MARLBORO SHIRT COMPANY of Baltimore, Maryland, manufacturers of dress shirts, sport shirts and outerwear, have appointed Kastor, Farrell, Chesley & Clifford, Inc., as their advertising agents.

EXCELSIOR QUICK FROZEN MEAT PRODUCTS, New York City, have appointed Tracy, Kent & Co., Inc., to handle an extensive advertising campaign in newspapers and television for their new product, Quick Frozen Buttered Beef Steaks.

AFFILIATED RETAILERS, INC., cooperatively owned by 59 department stores, including the R. H. Macy, May Company, and City Stores Groups, has appointed Raymond Spector Company, Inc., as its advertising and merchandising counsel in connection with the promotion of its store-owned "AR" brands.

CBM Getting Power Boost

Montreal—Work has been started at the CBM transmitter, in Marieville, Quebec, on the St. Lawrence South Bend Shore, about 30 miles southeast of Montreal, to boost the station's power from 5 to 50 kilowatts. It is expected that conversion will be completed by next July.

ATTENTION: AGENCIES

Top Flight Radio Producer-director with 12 years' experience seeks staff affiliation with agency radio department. All details on request to:

RADIO DAILY, Box # 282
1501 Broadway New York City

COAST-TO-COAST

News Series Sched.

Amsterdam, N. Y.—WCSS presents as a new series, "Bill Scott—Forest Ranger," produced by the U. S. Department of Agriculture Forest Service. This show is designed for the younger set and stresses forest conservation.

WCOP Man Turns Author

Boston, Mass.—Tom Lesure, of the WCOP news department, has an article he had written about his Caribbean honeymoon used in the October 15th issue of the "Saturday Review of Literature." The article, titled "Caribbean Notebook," appeared in William Rose Benet's column "The Phoenix Nest."

Kampe Resigns

St. Louis, Mo.—Mel Kampe, promotion manager of WIL, resigned from the station effective November 20, 1949. Kampe has been associated with WIL for the past 11 years in programming, writing, publicity and promotion. He will sail from San Francisco aboard the SS Lurline November 30, for an indefinite stay in the Hawaiian Islands.

Eaton Rejoins WCCO

Minneapolis, Minn.—Gordon Eaton will join the announcing staff of WCCO, effective November 1. He will come to the Twin Cities station from WGST, Atlanta, Ga. Eaton previously was associated with WCCO before he worked at his Atlanta post.

Latest Addition On WSB

Atlanta, Ga.—Newest program on the WSB schedule is "Moonlight Moods" aired each Monday, Wednesday and Friday at 11:15 p.m. The program includes poetry read by Lee Jordan, and an organ musical background furnished by Bob Van Camp, station musician.

WEVD
5000 WATTS 1330 K.C.
PROGRAMS OF
DISTINGUISHED FEATURES IN
• ENGLISH
• JEWISH
• ITALIAN
3 RESPONSIVE AUDIENCES
3 MARKETS WITHIN
THE NEW YORK
METROPOLITAN AREA
Send for WHO'S WHO
Among Advertisers on WEVD
WEVD
117-119 W. 46 St.
HENRY GREENFIELD, Mgr. Director N.Y. 19

WINS Sales Contest

Rochester, N. Y.—Abe Doris, of Katz sales force yesterday was declared winner of the WARC-Katz agency contest. Sam Townsend, owner and operator of the Rochester station, staged the sales test over the period of August and September. Abe's closest competitors were Mike Flynn and Martin Beck.

Givens Supervising Tour

Schenectady, N. Y.—Gill Givens, WGY's supervisor of farm programs, has been named director of the American Farmers tour of Europe under the sponsorship of the National Farmers Union and TWA Airlines. The tour is sanctioned by the U. S. Department of Agriculture, and is planned for Northeastern farmers who want to study French agricultural methods under the auspices of the French Department of Agriculture.

"Menjous" Bought By WSIX

New York—The Frederic W. Ziv Co. announces the purchase of their "Meet The Menjous" program by radio station WSIX, Nashville, Tenn. The show, starring actor Adolphe Menjou and his actress wife, Verree Teasdale, will be broadcast five times weekly over WSIX.

SOUTHWEST

GENE DENNIS, general manager of KWHN, Fort Smith, Arkansas, has announced a further expansion in his local programming by the addition of the MGM transcription package which includes Lionel Barrymore at Home, Paula Stone, Hollywood USA, MGM Theater, Good News from Hollywood, Judge Hardy's Family, Maisie, and Doctor Kildare. All MGM programs are scheduled in the night periods to contrast with heavy daytime schedule of hillbilly and western music. Over 40 performers are on the KWHN roster of talent, probably more live hillbilly and western talent than on any other station. Star units include Delmore Brothers and Lonnie Glosson, whose original "Why Don't You Haul Off and Love Me" and "Blues Stay Away From Me" recording has now passed the million mark in sales and placed 1st and 8th respectively on the Hillbilly Hit Parade. Also starred on KWHN are the Hartford Quartette, Ozark Rangers and Harmony Belles. Pat Breene, femme disc jockey of KTUL, Tulsa, Oklahoma, put more than 150 male members of the deejay fraternity in the shade when she spun off with the honors in the regional contest conducted by Capitol Records. Pat was proclaimed winner by Lloyd O. Cook, branch manager for Capitol in Oklahoma.

RADIO EXECUTIVES CLUB OF NEW YORK

Luncheon-Meeting, Thursday, Nov. 3
Hotel Roosevelt

GUEST SPEAKER—General William H. Harrison, I.T.&T. President, speaking on "International Communications."

SPECIAL FEATURE—Presentation of Red Cross Certificates of Appreciation to Red Barber, CBS Sports Director, and Yankees sportscaster Mel Allen.

ADMISSION—Members, \$3, Non-Members, \$3.75.

For last minute reservations call Claude Barrere,
Mu 6-0238