



# RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 49, NO. 23

NEW YORK, THURSDAY, NOVEMBER 3, 1949

TEN CENTS

## PLANS COMPLETE FOR ELECTION COVER

### FCC Fire Damage Appraised By Coy

Washington Bureau of RADIO DAILY

Washington—Fire damage to FCC files appears to be less severe than was at first believed, Chairman Wayne Coy said yesterday. Commission schedules are certain to be thrown out of whack somewhat, he allowed, but the overall realignment of work schedules will probably not be great.

Water damage to files is believed to be severe, but probably not as destructive as had been believed.

One top staff official said yesterday that while the law department will have to find temporary quarters for a period of several months, the worst result of the fire and blast Tuesday is that "we've got to put in a rush order for a lot of new red tape."

### BMB's Subscriber-Data May Go To Non-Members

Future demand for BMB data by agencies and advertisers may convince broadcasters that the reports should be made available to non-subscribers, it was predicted by BMB's acting president, Dr. Kenneth H. Baker, in his progress report presented to an AMA luncheon yesterday.

"We have sharpened the measure-

(Continued on Page 2)

### Radio License Fee To Continue In Canada

Montreal—Revenue Minister McCann, whose responsibilities include the CBC, indicated yesterday there is no foundation for reports that the

(Continued on Page 8)

### While It's Hot

Cleveland — WNBK yesterday televised a spectacular downtown blaze while firemen were still struggling to bring it under control. A WNBK crew mounted a camera with a 28-inch telephoto lens atop the NBC building and picked up the action several blocks away, as flames gutted a manufacturing plant turning out lampshades.

### Explanation

Washington—While there was no agreement on an official explanation for the blast which leveled FCC offices and led to the firehose drenching of office equipment and files Tuesday, wags came up yesterday with one possible answer. It was suggested that Chairman Wayne Coy had called Senate Interstate Commerce Committee Chairman Edwin C. Johnson and told him the Commission had reached a decision on the clear channel issue.

When Johnson reached the Commission, according to the dreamed-up explanation, Coy told him the Commission was sending out notices to all clear channel stations that they could at once raise their power to 750 kilowatts. And Johnson raised the roof.

### CBS Gross Income Up; Net Decreases

The gross income of CBS for the first nine months of this year increased to \$74,607,071 from the \$70,904,806 of last year while net income decreased to \$2,003,812 from last year's \$3,010,446, it was announced yesterday at the close of the meeting of the web's board of directors.

A cash dividend of 35 cents per share was declared on the company's class A and class B stock, payable Dec. 2, 1949, to stockholders of record at the close of business, Nov. 18, 1949. Earnings per share in 1949 was \$1.17 compared to \$1.75 per share in 1948.

## 2nd District Broadcasters Meeting In New Jersey

By FRANK BURKE  
Editor, RADIO DAILY

Asbury Park, N. J.—The highly competitive business of commercial broadcasting in many cities and towns of the New York and New Jersey areas has brought a turnout of 150 broadcasters to annual Second District NAB meeting which gets under way today at the Berkeley-Carteret Hotel.

Highlighting the two-day meeting

### Networks And Outlets In Eastern Area Giving Full Coverage To Returns; Video To Offer See-And-Hear

### Scientific Freedom Urged By Sarnoff

A plea to let the world's scientists pursue their quests into nature's mysteries "unshackled" by "false concepts of state or ideology" was voiced last night by Brig. Gen. David Sarnoff, RCA board chairman, as he accepted the Peter Cooper Medal for the Advancement of Science.

Speaking in New York at ceremonies marking the 90th anniversary

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### NARBA Resolution Adopted In Boston

Boston—A resolution opposing any change in the station power limitations contained in the last NARBA agreement as being "inimicable to the interest of the U. S. broadcasters" was adopted at the 1st District

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### Industry Is Applauded For Helping Chest Drive

William M. Ramsey, chairman of the national radio committee for the Community Chests of America, yesterday announced completion of the October campaign, and voiced

(Continued on Page 6)

Radio and television coverage plans for next Tuesday's elections are being made by the networks on a local level, since the outcome will be of state and regional importance primarily, rather than of national interest. In the case of the major networks, election arrangements will be han-

(Continued on Page 8)

### Two Yankee Stations Leased To Baybutt

WAAB, 5,000 watt station in Worcester, Mass., and WMTW, 250 watt outlet in Portland, Maine, owned by the Yankee Network in those cities, have been leased to John A. Baybutt, of Boston, it has been announced by Linus Travers, executive vice-president and general manager of the Yankee Network. Purpose is to

(Continued on Page 2)

### Richards To Address Coming NARND Meeting

The chairman of the committee sponsoring the third Annual Voice of Democracy contest, Robert K. Richards of NAB, will discuss the contest in a speech before the National Association of Radio News Directors in New York next week.

Mr. Richards will be one of sev-

(Continued on Page 2)

### Quiz Kids Contest

"The Quiz Kids" will launch their fifth annual "Best Teacher" letter-writing contest on their NBC show Sunday, 3:30 p.m. Prizes include \$2,000 in cash and a trip to Chicago for the "Best Teacher of 1950," and \$2,000 for the "Most Promising Teacher." Students who write the prize-winning letters will be awarded United States security bonds.

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# RADIO DAILY



Vol. 49, No. 23 Thur., Nov. 3, 1949 10 Cts.

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Published daily except Saturdays, Sundays and Holidays at 1501 Broadway, New York, (18), N. Y., by Radio Daily Corp., J. W. Alicoate, President and Publisher; Donald M. Mersereau, Treasurer and General Manager; Marvin Kirsch, Vice-President; Chester B. Bahn, Vice-President; Charles A. Alicoate, Secretary. Terms (Postage free) United States (other than California) \$10.00 one year; California, \$15.00. Foreign, \$15.00. Address all communications to Radio Daily, 1501 Broadway, New York (18), N. Y. Phone Wisconsin 7-6336, 7-6337, 7-6338. Cable address: Radaily, New York.

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Entered as second class matter, April 5, 1937, at the postoffice at New York, N. Y., under the act of March 3, 1879.

## FINANCIAL

(November 2)

### NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
ABC	73 <sup>3</sup> / <sub>4</sub>	71 <sup>1</sup> / <sub>2</sub>	75 <sup>5</sup> / <sub>8</sub>	- 1/4
Admiral Corp.	273 <sup>3</sup> / <sub>4</sub>	271 <sup>1</sup> / <sub>2</sub>	273 <sup>3</sup> / <sub>4</sub>	+ 1/2
Am. Tel. & Tel.	145 <sup>1</sup> / <sub>8</sub>	144 <sup>7</sup> / <sub>8</sub>	145 <sup>1</sup> / <sub>8</sub>	+ 3/8
CBS A	24 <sup>1</sup> / <sub>8</sub>	24 <sup>1</sup> / <sub>8</sub>	24 <sup>1</sup> / <sub>8</sub>	+ 1/8
Philco	293 <sup>3</sup> / <sub>4</sub>	283 <sup>3</sup> / <sub>4</sub>	293 <sup>3</sup> / <sub>4</sub>	+ 1
RCA Common	123 <sup>3</sup> / <sub>4</sub>	121 <sup>1</sup> / <sub>2</sub>	121 <sup>1</sup> / <sub>2</sub>	- 1/2
RCA 1st pfd.	72 <sup>5</sup> / <sub>8</sub>	72	72 <sup>5</sup> / <sub>8</sub>	+ 7/8
Stewart-Warner	121 <sup>1</sup> / <sub>2</sub>	121 <sup>1</sup> / <sub>2</sub>	121 <sup>1</sup> / <sub>2</sub>	- 1/8
Westinghouse	29	28 <sup>3</sup> / <sub>4</sub>	28 <sup>3</sup> / <sub>4</sub>	- 1/8
Westinghouse pfd.	102 <sup>1</sup> / <sub>8</sub>	101 <sup>7</sup> / <sub>8</sub>	101 <sup>7</sup> / <sub>8</sub>	+ 1/8
Zenith Radio	28 <sup>3</sup> / <sub>4</sub>	28 <sup>1</sup> / <sub>4</sub>	28 <sup>3</sup> / <sub>4</sub>	+ 5/8

### NEW YORK CURB EXCHANGE

Hazeltine Corp.	14 <sup>1</sup> / <sub>4</sub>	14 <sup>1</sup> / <sub>4</sub>	14 <sup>1</sup> / <sub>4</sub>	- 1/8
Nat. Union Radio	23 <sup>3</sup> / <sub>4</sub>	23 <sup>3</sup> / <sub>4</sub>	23 <sup>3</sup> / <sub>4</sub>	.....

### OVER THE COUNTER

	Bid	Asked
DuMont Lab.	14	15
Stromberg-Carlson	13 <sup>1</sup> / <sub>2</sub>	14 <sup>3</sup> / <sub>4</sub>
U. S. Television	3 <sup>3</sup> / <sub>8</sub>	5 <sup>3</sup> / <sub>8</sub>
WCAO (Baltimore)	16	.....
WJR (Detroit)	7 <sup>1</sup> / <sub>4</sub>	8 <sup>1</sup> / <sub>4</sub>

## Stork News

Ralph Austrian, television consultant, became a grand-father the past week-end when a son was born to his daughter, Gail and her husband, Harry Ingram, at Lenox Hills Hospital on Saturday, Oct. 29.



## RCA INSTITUTES, INC.

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## Richards To Address Coming NARND Meeting

(Continued from Page 1)

eral outstanding speakers on the opening day of NARND's third annual convention November 11th. The convention at the Hotel Commodore continues through Sunday, Nov. 13.

The Voice of Democracy Contest is for high school students. It is sponsored by the NAB, National Junior Chamber of Commerce and Radio Manufacturers Association in cooperation with the United States Office of Education. The contest is now under way and continues through Saturday.

### Exhibitors Invited

Leading tape and wire recording manufacturers have been invited to display their newest devices to the NARND convention. And a number have signified that representatives will be on hand.

The chairman of the NARND convention committee, Jack Shelly, news manager of radio station WHO, Des Moines, Iowa, points out that the convention is not restricted to NARND members. Anyone interested may attend.

## BMB's Subscriber-Data May Go To Non-Members

(Continued from Page 1)

ment this year and will make available non-subscriber data to BMB members," Baker declared in describing the improvements incorporated in Study No. 2 over the original study of 1946. The stations' report is expected to be ready next month with the networks' data to follow later, date as yet unknown.

Baker pointed out that in the 1949 measurement, "we have only about 600 subscribers out of a potential of 1,800," while in the 1946 study, there were about 700 subscribers out of a potential of 900 subscribers. The present year's non-subscriber data will be available only to subscribers upon request. "Until the broadcasters are convinced that BMB data are in demand," Baker said, "the reports will not be available to non-subscribers." The cost of the non-subscriber data will be determined by the area affected.

## WKBW Stages Party

Buffalo—Halloween was ushered into Buffalo in great style by WKBW with a radio Halloween celebration. The weekly broadcast of Junior Jamboree was transformed into a Halloween Party with 1,000 youngsters appearing in costume at the Colvin Theater in Buffalo. The regular line of prizes were given away during the broadcast after which movies were shown and a parade was featured with prizes going to the best costumes of the guests.

Highlight of the party was the giving of a cocker spaniel puppy by a drawing which was a complete surprise. Prizes ranged from bicycles to candy. Max Robinson was master of ceremonies at the party.

## Two Yankee Stations Leased To Baybutt

(Continued from Page 1)

provide more individualized and thus improved operation for the stations.

As first steps in the expansion program, Ray Brown, formerly manager of WEAM, Washington, D. C., was recently placed in charge of WAAB, while Abbott Smith takes over management of WMTW. RAYTEL representatives, Inc. will be the national spot representatives for both stations.

WAAB and WMTW continue as Yankee and Mutual affiliates and, in addition to their newly inaugurated local programs, will participate in the recent Yankee Network purchase of six hours weekly of M-G-M transcribed programs.

## Scientific Freedom Vital, Says Sarnoff

(Continued from Page 1)

sary of Cooper Union, Sarnoff foresaw the day "when every part of the world will become a television vista. We shall look across the hemispheres from nation to nation and see as clearly as we are now accustomed to hear by radio." And he added: "Perhaps this added sense of neighborliness will help us better to understand each other."

## COMING and GOING

JOHN H. NORTON, JR., vice-president of the American network in charge of the central division, in New York on a short business trip.

GERTRUDE GROVER, women's editor of WHCU, Columbia network outlet in Ithaca, N. Y., is expected in town today to attend the meeting of District 2, Association of Women Broadcasters. She will remain here over the week-end.

FORD BILLINGS, commercial manager of WWCO, Waterbury, Conn., and BOB CRAGER, program manager, are back at the station following business trips, the former to the NAB regional in Boston, the latter to the BMI meeting in New York.

WALTER WINCHELL left Tuesday for Florida. His American network broadcasts, starting this Sunday, will emanate from Miami.

KEN SPARNON, field representative of BMI, is off again for an NAB regional, this time to Asbury Park for the meeting now being held by District 1.

JOHNNY DEEGAN, disc-spinning emcee of the "Mid-day Revue" heard on KYW, Philadelphia, is in Pottstown, Pa., where tonight he will be the principal speaker at the Rotary Club's Ladies Night.

KEITH BYERLY, general sales manager for WBT and WBTV, Charlotte, N. C., will be in New York all next week for conferences with agency officials and with executives of CBS Radio Sales.

DON DUNPHY, American network broadcaster, tomorrow will be in Chicago to broadcast the Jones-Campbell boxing bout.

## Jocko the Jockey



There's just one best way to ride a race horse, and professional jockeys call it the "monkey crouch." Jocko shows the correct style in the picture.

There's just one best buy in Baltimore radio, too. It's W-I-T-H, the big independent with the big audience.

Just a little bit of money goes a long way on W-I-T-H! That's because W-I-T-H 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 grocery stores, 42.3% were tuned to W-I-T-H!

So, if you want low-cost results from radio in Baltimore, call in your Headley-Reed man today and get the whole W-I-T-H story.

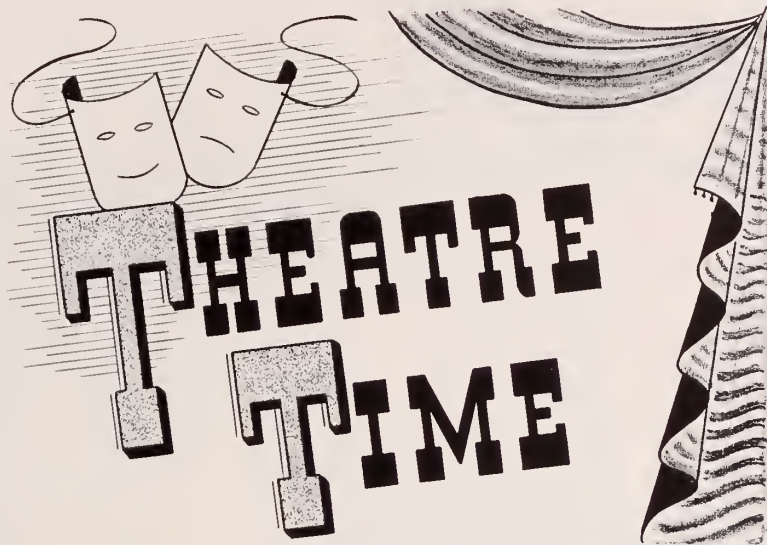


# W-I-T-H

BALTIMORE, MARYLAND

Tom Tinsley, President • Represented by Headley-Reed





**The FIRST Open-End "NAME" STAR DRAMATIC  
TV 1/2-HOUR SHOW—BUILT ESPECIALLY FOR TV!**

Regional and national advertisers will find "THEATRE TIME" the perfect vehicle for use in selected markets. Now, for the first time, local advertisers may sponsor a big-time TV dramatic show at a cost within their budgets!

Available on 16mm Kinescope film (new improved Paramount process) at sensation-ally low cost through syndication—starting at \$135.00 including 15% agency discount!

Time allowed for opening identification, two commercials, closing signature.

"THEATRE TIME" includes such stars as LUISE RAINER (twice Academy Award Winner) in "THE LOST CHILD," original story by Alfred Bester; CHESTER MORRIS (Boston Blackie on the screen) in "GARCYS GIRL," original story by Carl Bixby; and other names.

Nationally known writers, direction by Carl Eastman. Series will include mystery, comedy, melodrama, suspense, etcetera.

**ARRANGE FOR YOUR SCREENING NOW!—RESERVE THE MARKETS YOU WISH!**

"THEATRE TIME" is a Melco Production, produced by Chick Vincent and Gerry Law

*Distributed Exclusively By*

**KASPER-GORDON, Inc.**  
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**Devonshire 8-7357**





**ARE YOU DELIVERING  
WHERE IT COUNTS  
ON THE PACIFIC COAST?**

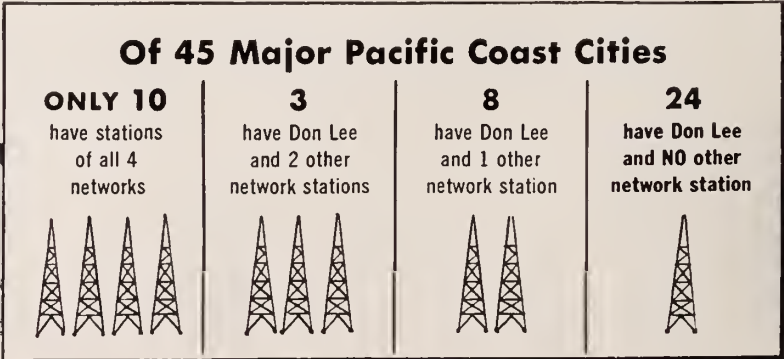
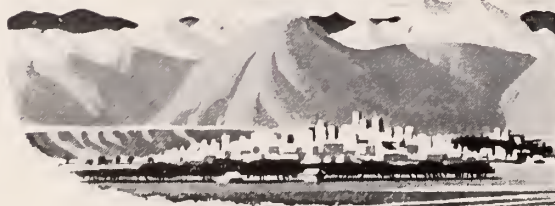
WHEREVER YOUR IMPORTANT MARKETS ARE on the Pacific Coast, Don Lee can be depended upon to deliver the goods . . . because Don Lee, and only Don Lee, has a local network station in all of 45 important markets. Only Don Lee can sell your product to these 14 million people where they live and spend their 15½ billion dollars a year.

Pacific Coast radio is different because of the Coast's rugged terrain. Mountains (many over 14,000 feet high) surround nearly every important market and make long-range broadcasting difficult and unreliable. A great many local network stations are necessary to reach the people where they live and where they spend their money. This is Don Lee coverage!

Only Don Lee has enough stations (45) to broadcast your message *from within* the Coast's 45 important sales markets. No other Pacific Coast network has even half as many stations as Don Lee.

Advertisers who know the Pacific Coast know that long-range broadcasting is not reliable in many

LEWIS ALLEN WEISS, *Chairman of the Board* · WILLET H. BROWN, *President* · WARD D. INGRIM, *Vice-President in Charge of Sales*  
1313 NORTH VINE STREET, HOLLYWOOD 28, CALIFORNIA · Represented Nationally by JOHN BLAIR & COMPANY







of the important markets. That's why Don Lee regularly broadcasts as many (often more) regionally-sponsored programs as the other three networks *combined*.

When you want to sell all of the important markets on the Pacific Coast, use the only network especially *designed* for the Pacific Coast: DON LEE.

**Don Lee Stations on Parade: KXOA—SACRAMENTO, CALIFORNIA**

*Sacramento County alone has a population of 256,400. Its natural trading area (45 mile radius) has an estimated population of 500,000. Comprehensive surveys show that throughout this area, radio listening is confined almost entirely to Sacramento's local stations. KXOA's clear signal on 1,000 watts gives you positive assurance of merchandising coverage "from within" this important market, whose metropolitan county area ranks 9th highest in retail sales on the Pacific Coast—67th in the nation. When you buy Don Lee, you dominate the whole Pacific Coast through local coverage from within 45 important markets—where the people live, where they spend their money.*

*The Nation's Greatest Regional Network*

 A landscape illustration of a valley with mountains, a winding road, and a car, serving as a background for the Don Lee Broadcasting System logo. The logo is a black rectangle with the text 'Mutual DON LEE BROADCASTING SYSTEM' in white.
 

Mutual  
**DON LEE**  
BROADCASTING SYSTEM



## NARBA Resolution Adopted In Boston

(Continued from Page 1)

NAB meeting which concluded here on Tuesday.

The conferees also adopted resolutions of commendation for the following: NAB President Justin Miller, for his continued efforts to secure the rights of free speech for all broadcasters; Maurice Mitchell, for his work with BAB; Carl Haverlin, president of BMI; Kenneth Baker, acting president of BMB, and Harold Fellows, general manager of WEEI, Boston, for his contributions toward making the district meeting just concluded "one of the most outstanding and successful ever held."

### Text Of Resolution

The text of the resolution on NARBA follows:

"Whereas the NARBA conference is now meeting in Montreal for the purpose of perpetuating a new treaty to replace the one recently expired, and whereas several proposals have been made formally and informally, the effect of which would be to change the power limitations now applicable to the several classes of stations as defined by the former treaty, and whereas the adoption of the proposed changes would be inimicable to the interest of the United States broadcasters, now therefore, be it resolved that the Government of the United States, through its official delegation to the conference, reject any proposals which result in changing the power limitations of the several classes of broadcasting stations, and be it further resolved that copies of this resolution be transmitted to the President of the United States, the Secretary of State, the Chairman of the FCC, and to the members of the Senate and House Foreign Relations Committee, and be it further resolved that the NAB take positive action to insure the continued operations of those regulations respecting existing facilities as well as to insure the future requirements of the broadcasters of the United States."

Members of the resolutions committee were Carlton D. Brown, WTVL, Waterville, Maine, chairman, C. Glover Delaney, WHTT, Hartford, Conn., and Gerald Harrison, WMAS, Springfield, Mass.

### Joins WHLI Staff

Walter S. Bates has joined the sales department of WHLI and WHLI-FM, Hempstead, Long Island, as an account executive. He was formerly sales manager for the R. H. Donnelley Corp. of Brooklyn.

AC - DC Transcription Players  
Tape, Wire, Disc Recorders  
Sole-Rentals-Service  
**MILLS RECORDING CO.**  
161 N. Michigan Ave.  
Chicago, Ill. De 2-4117



### Windy City Wordage. . . !

● ● ● Al Morgan is moving to New York and will fly back here weekly to originate his DuMont TV show from Helsing's Vodvil Lounge. Al turned down a St. Louis hotel booking at \$750 a week because he said it's "peanuts." . . . He's already received \$10,000

### Chicago

in record royalties for his "Jealous Heart." . . . Larry Kurtze's TV Service firm has moved from the Mather Tower to the 20th floor at 630 N. Michigan Ave. His early morning TV show on WBKB starring Linn Burton may soon expand to an across-the-board deal. . . . Jules Herbeveaux, Bill Ray and Jack Ryan, NBC threesome, recently let their hair down when discussing "Inside Television" before the Chicago Chapter of Sigma Delta Chi. They castigated those agencies and advertisers who are bewitched by the so-called glamor of Broadway and Hollywood and move their shows to the coast when it could be done better—and cheaper—right here. Bravo!

★ ★ ★ ★

● ● ● Merritt R. Schoenfield of Schoenfield, Huber & Green is back from his New York jaunt where he discussed promotion plans with Prentice-Hall regarding Frank Leahy's book on football titled "Notre Dame Football." The "Leahy of Notre Dame" show is having its biggest year to date—and if Michigan State doesn't upset Notre Dame Saturday it looks like "The Fighting Irish" can say the same. . . . Gene Dyer, owner of W-A-I-T, has hired Babe Didrickson Zaharias as golf pro at his Sky Crest Country Club. First time a woman golfer has been given that post at a major golf club. The Babe will fly all over the country representing the WAIT owner's club at major golf tournaments. . . . Donald McGibeny, one of Chicago's ace newscasters, has resigned from W-A-I-T to finish work on his novel and to free-lance. Several TV stations are dickering for Don's services.

★ ★ ★ ★

● ● ● Si Stern, free-lance publicity man, has nabbed the Harmonicats as his latest account. The Murad-men have just finished their first Mercury cutting. It's "Gallop of the Comedians" and "At Dawn." All their old Universal masters will be released by London. All their new stuff will come out on Mercury. . . . You can now buy a used car on television—that is, you can bid for it. That's the "gimmick" cooked up by the local W. B. Doner agency for their Ruby Chevrolet account. Their show is televised on WGN-TV. Ruby's transcribed spots so successful they're continuing them indefinitely. . . . Chicagoland FM stations will probably elect a new president when they meet here next week. Ralph Wood, present prexy, who was also formerly president of WMOR, may resign. . . . Lowell Jackson and "Stu" Dawson aren't talking but Michigan Boulevard gossip says they have a hot network show which is on the verge of being signed by a major sponsor. Meanwhile, the "son" duo are making their temporary offices on the 9th floor of the London Life & Guaranty Building.

★ ★ ★ ★

● ● ● If WJJD's Ernie Simon does a TV network show it will go on CBS. That's what his WBKB contract stipulates. Ernie is one of the hardest working comics in town—and definitely the highest paid. . . . Erv Victor, WGN's new all-night disc jockey is doing a bang-up job on the Tribune station. He's received mail from every state of the union—and from Panama! Erv is also transcribing "spots" for Harold Kaye's "Mail Order Network" for use on some 30-odd stations throughout the country.

## Industry Applauded For Aiding Campaign

(Continued from Page 1)

his thanks to all branches of the industry for their "outstanding support."

The 1949 Radio Committee includes the following members: Joseph Allen, Bristol Myers; Robert Ballin, Foote, Cone & Belding (Hollywood); Robert W. Buckley, Benton & Bowles; Walter Bunker, Young & Rubicam (Hollywood); Ted Cott, Radio Station WNEW; Ben R. Donaldson, Ford Motor Co.; Sterling W. Fisher, National Broadcasting Company; A. E. Foster, Lever Brothers; Anthony V. B. Geoghegan, Young & Rubicam; Cornwell Jackson, J. Walter Thompson (Hollywood); John J. Louis, Needham, Louis & Brorby (Hollywood); Gerald Maulsby, CBS.

Also Harold McClinton, N. W. Ayer & Son; Arthur Pryor, Jr., Batten, Barton, Durstine & Osborn; Tom Revere, Biow Company; Wilfred Roberts, Pedlar & Ryan, M. J. Roche, Lever Brothers; Adrian Samish, Dancer-Fitzgerald-Sample; Robert Saudek, ABC; A. S. Schechter, MBS; Edward G. Smith, General Mills; Donovan Stetler, Standard Brands; Wayne Tiss, Batten, Barton, Durstine & Osborn (Hollywood); Lewis Titterton, Compton; J. J. Van Nostrand, Sullivan, Stauffer, Colwell & Bayles (Hollywood); Lewis Allen Weiss, Don Lee Network; Marvin Young, Ruthrauff & Ryan (Hollywood).

### WRC Covers Crash

Washington—WRC, the NBC outlet here, broadcast what the web claims to have been a "first" on the bulletin news establishing the identity of the EAL airliner and the Bolivian P-38 that collided at National Airport, Nov. 1, 11:58 a.m., six minutes after the crash, "several minutes before the wire services had full information on the story."

**WEVD**  
5000 WATTS 1330 K.C.  
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DISTINGUISHED FEATURES in  
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• JEWISH  
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# TELEVISION DAILY

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## COLOR-TEST DIFFICULTIES CITED

### TELE TOPICS

**C**OMPETITION, we are told almost daily, is the magical substance that turns the wheels of industry. In TV, everyone has espoused the principle of a nationwide, competitive allocation plan. Competition between agencies, networks, stations, performers is as keen in te'le as it is in any other business in the country. With these thoughts in mind, we turned the dial at random Tuesday nite to see what was being offered in way of competition to Milton Berle, who presides over the highest rated show on the air. What we found may explain, in part, why Berle's Hooper remains in the stratosphere (73.7 on the last report) while the next rated show (Arthur Godfrey, 39.8) is so far below. It seems that there is absolutely nothing on the air in New York between 8 and 9 on Tuesdays that stands a chance of attracting a sizeable segment of the audience. Our random tuning uncovered an old cowboy film on WPIX; a film on European DP's on WATV; boxing from Westchester on WOR-TV; film of a week-old football game on WJZ-TV; pickup from the six-day bike race on WCBS-TV, and "Court of Current Issues" on WABD. Latter is perhaps the finest discussion show on the air, but its appeal is limited. It's been said many times that Berle's antics are beginning to wear. This may or may not be true, but the best way to find out is to put on a good show at the same time. Only hitch is that no one seems willing to stand up and swap punches.

**"CITY AT MIDNIGHT,"** dramatic show aired as a remote from the streets of Manhattan, which drew raves following its debut last week, went into a nosedive in its second installment. Except for a few lighting bugs, production this week was much smoother than the preem, but the script, about a bop musician working in a 52nd street club, was banal and boring, while the acting, especially by the lead players, was amateurish. We still think the idea behind the show is sound, but the producers will need more than pictures of wet streets to turn it into entertainment. . . . Bond Stores have taken a new tack in men's clothing advertising. Their new spots plug the advantages of the chain, rather than show individual models, with great effect. Cayton is the agency.

**ELGIN-AMERICAN** is shelling out a cool \$150,000 for time, talent and merchandising on its special hour and a half Thanksgiving Day show. . . . Jack LaRue will be regular narrator on "Lights Out," which returns to NBC Monday, 9 p.m., with Admiral picking up the tab. . . . Recommended reading: the report on commercials in the new issue of Ross Reports. It's the most complete job yet done on the subject.

### RCA Points To Different Studio Requirements Of Various Systems; RMA Asks 3 Extra Days; DuM. Wants Comparison By All In February

Washington Bureau of RADIO DAILY

Washington—Possibility of a delay in the comparative demonstrations of rival TV systems slated for Nov. 14 was seen here yesterday as two of the three participants pointed to serious problems. The third, CBS, was expected to insist upon going through with the showings.

While DuMont asked outright for cancellation, RCA threw a block in the path of the demonstrations as it notified the Commission that because of technical difficulties, "we could not be ready by the week of Nov. 14 if other parties also work in the same studio room. We propose that each party operate separately."

Planning for the comparative testing has been with the idea that the same scenes would be aired by CBS, RCA and DuMont, presumably from the same studio. Dr. George H. Brown, for RCA, maintained however that different lighting methods are required for the different systems and said other technical considerations would also make it impossible to put on the entire three-way demonstration from the NBC studios at Wardman Park Hotel.

Dr. Brown said "we do not believe that this imposes handicaps on the comparative tests . . . much of the suggested program material, such as test patterns, slides, film, maps, pictures, fabrics and commercial products may be duplicated. Thus identical objects may be used before the cameras and also made available at the receiver location for comparison with the pictures produced on the various receivers.

"Other of the suggested program material, such as wrestling and groups of people, can be transmitted in sequence by the parties partici-

pating in the demonstration, or the content of these programs can be specified and each party can broadcast simultaneously its own version of the program item."

At no time in its letter did RCA ask for delay in the comparative demonstrations. DuMont, however, asked for the abandonment of the Nov. 14 demonstrations, with the full-scale comparison of the three color systems and DuMont black and white slated for Feb. 6 to stand as the only scheduled comparative showing.

DuMont referred also to the fact that CTI cannot participate in demonstrations this month, and concluded that intelligent comparison of the various systems will not be possible on the basis of demonstrations this month.

RMA yesterday asked for a delay of at least three days, because of its own committee meetings at the mid-year conference of RMA in New York Nov. 14-16.

DuMont said that "what is left would be a scattered and inadequate demonstration of the optimum merits of the Columbia and DuMont systems, and an expensive and unconvincing repetition of the comparative demonstrations upon which the Commission acted more than two years ago."

Best bet, said DuMont, would be to hold off until all parties can participate in February, when it will be possible "to program adequate tests, fair to each of the proponents, and fully related to existing black and white television without limitation of equipment or reasonable cause for complaint by any of the parties as to the fullness of the opportunity for hearings."

## Profit Motive Not Paramount Among TV Mfrs.—Goldsmith

Washington Bureau of RADIO DAILY

Washington — Commissioner Robert F. Jones of the FCC hurled the charge yesterday that the interest of radio manufacturers in the development of color video "is in inverse ratio to their profits from black and white."

DuMont's research director, Dr. T. T. Goldsmith, promptly took issue with him, declaring that industry research in color has been expanding during the same period when black and white has been beginning to pay. As Dr. Allan B. DuMont

awaited his turn to appear, Goldsmith was kept busy all day turning aside barbed questions from the Commissioners. He stuck to his pitch for immediate lifting of the freeze on TV, with a later decision on standards for color, although he said that were he on the FCC he would like to lift the freeze and set color standards at the same time, if it could be done.

But color "is not ready at this time" he said "and the public is clamoring for more television service."

### ABC To Syndicate 'Crusade In Europe'

"Crusade In Europe," 26-week film series based on the book by Gen. Dwight Eisenhower, will be syndicated by ABC to affiliates for local sponsorship beginning the second week in January. Series recently completed a cycle on the web under sponsorship of Time, Inc.

#### Programs Re-Edited

Programs have been re-edited to provide for insertion of local commercials, Murray Grabhorn, ABC veepee said. Main reason for the local release, he added, is the increased audience since the series began on the web on May 5. Many new stations have gone on the air since then and rate of receiver sales has increased sharply, he added.

Series was produced by the March of Time through arrangements with 20th Century-Fox, from which ABC obtained exclusive video rights.

### Commissioners Attend WAAM Anniversary Show

Baltimore — FCC Commissioners George Sterling, Edward Webster and Frieda Hennock and general counsel Benedict Cottone were guests of WAAM Tuesday as the station celebrated its first anniversary. Mayor Thomas D'Alesandro, of Baltimore, also was present.

History of the station and excerpts of several locally produced shows were included in a special program. "WAAM Birthday Party," produced and directed by Anthony Farrar.

### CBS Names Wood, Fates To New Program Posts

CBS producer Barry Wood has been named production supervisor of the web's musical shows, effective immediately, it was announced yesterday. He will coordinate musical programming and will be responsible for budget and production administration of all music shows.

At the same time, the web announced the promotion of producer Gil Fates to the new post of supervising producer of daytime programs.

### WNBK Sells Wrestling

Cleveland—Duquesne Brewing Co. has signed with WNBK for sponsorship of weekly wrestling pickups from Cleveland Arena for 22 weeks. Monday night matches will be described by Bob Shelley.



# Election-Cover Plans Include AM And Tele

(Continued from Page 1)

dled by the respective New York flagship stations, with top web news commentators and analysts augmenting the work of the local news staffs in covering and interpreting the balloting.

### Analysts Listed

WCBS has assigned Don Hollenbeck, Ned Calmer, Douglas Edwards, Bill Leonard, Larry Leseur, and Jack Walters to Election Night chores, with Margaret Arlen covering the event from the women's viewpoint. WCBS-TV plans pickups from the CBS newsroom in New York, and also from the headquarters of the major candidates. Movies will also be made at those locations to be shown later in the evening. WCBS will air its first election broadcast at 6:15 p.m., and will remain on the air broadcasting returns until the contests for Mayor of New York and U. S. Senator from New York State have been decided.

NBC has assigned Kenneth Banghart to handle a running election commentary on WNBC, and John Cameron Swayze to do the same on WNBT. In addition, reporters will be stationed at strategic points in the New York metropolitan area for direct cut-ins on "Metropolitan News Roundup," which will serve as a clearinghouse for election news and returns.

### Special TV Newsroom

NBC's Studio 3-H in Radio City will be converted into a special television newsroom. Starting at 8:30 p.m., all WNBT station breaks will originate there, together with 30-second reports on late balloting. A special half-hour program of last-minute returns and filmed interviews with the winning candidates is scheduled for midnight. WNBT will also send a crew and two cameras to WNYC, to make use of the city-owned station's special election coverage facilities.

ABC, as previously announced, will center both radio and television coverage of the election in its big new TV-1 studio in its Television Center. ABC commentators and pundits who will be seen and heard on WJZ and WJZ-TV Tuesday night include Walter Kiernan, Ted Malone, George Sokolsky, Pauline Frederick, Taylor Grant, Gordon Fraser, Don Gardiner, John Edwards, and Julian Anthony. The usual remote pickups from the various campaign headquarters are also planned.

### WOR Assigns Reporters

WOR will plant reporters at the seven campaign headquarters and also in the Times Square area for color fill-ins and interviews with candidates. Lyle Van, Fred Vandeventer, Henry Gladstone, and Prescott Robinson will broadcast the returns from the WOR newsroom starting at 8 p.m. and continuing until final returns are in. Harvey

# NAB Registration

The advance registration for the Second District NAB meeting which opens at the Hotel Berkely-Carteret, Asbury Park, N. J., today follows:

- Alden, Jerry . . . . . WSNJ—Bridgeton, N. J.
- Alford, W. R. Jr. . . . . WSYR—Syracuse, N. Y.
- Alger, Paul . . . . . WSNJ—Bridgeton, N. J.
- Arens, J. E. . . . . WFAS—White Plains, N. Y.
- Ball, Don . . . . . WCBS—New York, N. Y.
- Bell, Robert . . . . . WCTC—New Brunswick, N. J.
- Bengtson, C. A. . . . . W1NR—Binghamton, N. Y.
- Brinkley, F. H. . . . . WENE—Endicott, N. Y.
- Brown, T. L. . . . . WGY—Geneva, N. Y.
- Burns, L. P. . . . . W1DN—New Brunswick, N. J.
- Cassill, Harold W. . . . . W1OK—Poughkeepsie, N. Y.
- Churchill, Dr. C. H. . . . . WKBW—Buffalo, N. Y.
- Clother, Howard . . . . . WEBR—Buffalo, N. Y.
- Cottrell, I. E. . . . . W1NA—Peekskill, N. Y.
- Doerr, W. Jr. . . . . WEBR—Buffalo, N. Y.
- Gaines, James M. . . . . NBC—New York, N. Y.
- Gervan, R. B. . . . . RRN—Ithaca, New York
- Goldman, Harry L. . . . . WR0W—Albany, N. Y.
- Goldman, Simon . . . . . W1TN—Jamestown, N. Y.
- Goodman, Harry B. . . . . W1NR—Newark, N. J.
- Hanna, M. R. . . . . W1CU—Ithaca, N. Y.
- Hanna, R. B. . . . . WGY—Schenectady, N. Y.
- Hoffman, K. B. . . . . WGR—Buffalo, N. Y.
- Keese, F. L. . . . . W1MO—Auburn, N. Y.
- Kennedy, J. W., Jr. . . . . W1AM—Rochester, N. Y.
- Kelly, E. R. . . . . W1NY—Watertown, N. Y.
- King, Cy . . . . . WEBR—Buffalo, N. Y.
- Martin, Paul . . . . . WKBW—Buffalo, N. Y.
- McFadden, T. B. . . . . WNBC—New York, N. Y.
- McHugh, Thomas . . . . . WMSA—Massena, N. Y.
- Miller, Don . . . . . WCBS—New York, N. Y.
- Moore, W. L. . . . . WBNX—New York, N. Y.
- Rintoul, S. R. . . . . W1KW—Albany, N. Y.
- Riple, W. A. . . . . W1RY—Troy, N. Y.
- Rosenhaus, I. R. . . . . WAAT—Newark, N. J.
- Rowan, B. J. . . . . WGY—Schenectady, N. Y.
- Ryder, S. W. . . . . WENE—Endicott, N. Y.
- Seitz, F. A. . . . . WFAS—White Plains, N. Y.
- Silver, R. S., Jr. . . . . W1NA—Peekskill, N. Y.
- Snyder, C. R., Jr. . . . . W1EM—Elmira, N. Y.
- Stewart, E. . . . . W1BX—Utica, N. Y.
- Swift, G. R. . . . . WCBS—New York, N. Y.
- Wiig, G. O. . . . . W1EC—Rochester, N. Y.
- Wilde, R. B. . . . . W1BY—Albany, N. Y.
- Woodland, C. . . . . W1SS—Amsterdam, N. Y.
- Valerius, W. A. . . . . W1EM—Elmira, N. Y.
- Amor, Addison . . . . . RCA—New York, N. Y.
- Batson, Charles . . . . . BAB—New York, N. Y.
- Ceryone, L. . . . . Gates Radio—Quincy, Illinois
- Hardy, R. W. . . . . NAB—Washington, D. C.
- Harrison, A. F. . . . . U.P.—New York, N. Y.
- Hart, Lee (Miss) . . . . . BAB—New York, N. Y.
- Heberer, Miles . . . . . N. Y. State Radio Bureau—Albany, N. Y.
- Kaye, S. M. . . . . BMI—New York, N. Y.
- Markham, G. E. . . . . NAB—Washington, D. C.
- McGredy, R. . . . . BAB—New York, N. Y.
- Mitchell, M. B. . . . . BAB—New York, N. Y.
- Miller, Judge J. . . . . NAB—Washington, D. C.
- Morrison, R. . . . . WBS—New York, N. Y.
- Sparnon, K. . . . . BMI—New York, N. Y.
- Tower, C. H. . . . . NAB—Washington, D. C.
- Williams, D. R. . . . . SRTS—New York, N. Y.

Call, New York Sun political reporter, will analyze voting trends for the station's listeners.

### WNYC to Feed Indies

Election coverage by New York's independent stations will be strengthened by use of the special facilities of WNYC, New York's city-owned station. Unable to get FCC permission to remain on the air beyond its usual 10 p.m. signoff time Tuesday night, WNYC has offered the other local stations use of its lines to Police Headquarters and other key locations. WNEW has accepted the WNYC offer, and other New York stations may follow suit. WNEW's own coverage will be bolstered further by the city staff of the New York Daily News, which compiles the station's regular half-hourly newscasts. To speed the airing of election bulletins, WNEW will put lines and microphones into the News Building to replace the teletype circuit normally linking the newspaper and the station. In the WNEW studios Quentin Reynolds and J. Murray Davis, political reporter for the New York World-Telegram, will wrap up the returns with a running commentary. Another Daily News political expert, Lowell Limpus, will contribute to the election coverage of the paper's video station, WPIX.

### Times City Room On Air

The New York Times' station, WQXR, will broadcast election news and returns directly from the Times' city room. William R. Conklin, of the Times staff, will handle the commentary. WQXR's hourly newscasts from the Times probably will be lengthened to insure fullest election coverage. WABD, key DuMont video station, plans pickups from campaign headquarters at intervals during the evening of Nov. 3, but beyond that has made no extensive coverage plans.

# Radio License Fee To Continue In Canada

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\$2.50 radio license fee would be abolished next year.

Mr. McCann was replying in the Canadian House of Commons to a question asked by John Dienfabaker (PC—Lake Centre). He wanted to know if there was any basis for the statement made by a private Liberal member that the fee would be eliminated.

"I have no knowledge of it," Mr. McCann said. "People who make statements of that kind do so on their own responsibility."

# Scholarships Awarded By WHOM's '5 Kw. Club'

Three Columbia students from the New York area will receive financial aid from a scholarship fund endowed by members of the 5 KW Club, made up of members of the staff of WHOM, New York, the university disclosed yesterday.

The club was organized as a social group during the summer of 1948, when WHOM's power was upped to 5 KW. The scholarship fund of \$1,000 represents the proceeds of a benefit performance staged earlier in the year by WHOM talent at the Brooklyn Academy of Music. Members of the 5 KW Club hope to make the scholarship awards an annual event.

# Coast Show Expands

San Francisco—"Palace Personalities," half-hour weekly variety show aired from the Palace Hotel here over KFRC since May, will also be carried by KHJ, Los Angeles, starting Saturday, Nov. 5. The show is sponsored by I. Magnin's, is packaged and produced by Pavia Agency.

# BMB High On Agenda At NAB 2nd Dist. Meet

(Continued from Page 1)

BMB audience measurement will aid them in radio sales and how they may improve their radio sales techniques through the medium of B.A.B.

### Hanna to Report

Michael Hanna, general manager of WHCU, Ithaca, and director of the 1st District will open today's meeting with a report on district activities. He will then turn the meeting over to the BMB discussion and sales session. Charles Phillips, WFBL, 2nd District Sales manager chairman, will preside at the sales session which will feature the presentation by Mitchell of BAB.

Later today Carl Haverlin, president of Broadcast Music, Inc., will give a report on the industry music organization's status.

### Hosts at Cocktail Party

At 5:30 p.m., the New Jersey Broadcasters Association will be hosts at a cocktail party at the Berkeley-Carteret. A special meeting on "Small Markets" has been called for 8 p.m., at which time broadcasters in the smaller communities will discuss their problems of operation.

Employee-employer relations will be the topic of the session tomorrow morning beginning at 10 a.m. Gunnar Wiig, WHEC, Rochester, 2nd District Employee-Employer Relations chairman, will preside at the meeting which will feature Charles H. Tower of NAB as discussion leader. Station operating labor costs, technical programming and selling are among the topics which will come up for discussion.

In the afternoon beginning at 1:30 p.m., the broadcasters will hear from Justin Miller, president of NAB. Judge Miller will speak on "NAB and You" and will discuss frankly some of the problems faced by the radio industry. Judge Miller's address will be followed by a forum discussion.

# RWG Negotiators Given Power To Call Strike

The negotiating committee of the Radio Writers Guild, which has been attempting to reach agreement with ABC, NBC, and CBS on a contract covering staff news and continuity writers, has been authorized to take strike action if and when it deems such a step necessary.

### Meeting Held Tuesday

The authorization was voted unanimously at a meeting in New York on Tuesday of the network writers involved. At the same time, the Guild's negotiating committee reaffirmed its intention of withholding any strike order while Commissioner J. R. Mandelbaum of the Federal Mediation Service continues his efforts to bring about a peaceful settlement of the issues being disputed. Foremost of these, according to a Guild spokesman, is job security.