



RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 49, NO. 24

NEW YORK, FRIDAY, NOVEMBER 4, 1949

TEN CENTS

SMALL-MARKET SPOT BIZ SEEN GAINING

FCC Again Functions; Relay Hearing Nov. 28

Washington Bureau of RADIO DAILY
Washington—The FCC is "back in business," with hearing schedules again activated, but it still looks as if it will be many months before law department offices are reopened. It was announced yesterday that oral argument in the controversial Commission proposal to permit interconnection of TV relay systems, private and common carrier, will be held Nov. 28. The whole question of eventual relay by private wire will be explored in this proceeding, with TV leaders to be heard along with A.T.&T. and Western Union.

IBS Cites Campus Stations As Valuable Pro Training

The 1949 programming report of the Intercollegiate Broadcasting System, released this week, disclosed that the 73 campus stations which are members carry some 3,000 persons on their student staffs, "several hundred" of whom enter commercial radio each year.

The report, prepared by Prof. Howard C. Hansen, IBS program director and MacMurray College, (Continued on Page 6)

WLIP Remains On Air As 12 Staffers Strike

Chicago — Twelve employees of WLIP, Kenosha, Wis., represented by two AFL unions, AFRA and the IBEW, went out on strike Wednesday afternoon after what the unions described as the unjustified firing of an announcer and an engineer.

WLIP, a 250-watt daytime—only (Continued on Page 2)

International Santa

Writer-producer-director Carlton E. Morse, in cooperation with the Foster Parents' Plan for War Children, has launched a campaign for nation-wide support of an International Santa Claus project to provide clothes, toys and other Christmas cheer for children throughout the world on his weekday "I Love A Mystery" program over Mutual.

Electronic Stork

The following telegram was received by MBS, New York, from Al Godwin, general manager of KFPW, Fort Smith, Ark.: "New Ft. Smith outlet requests Mutual affiliation operate 24 hours a day on plenty of lung power. Soiled Conductivity, constant wet bottom assures good reception. Made debut Wednesday morning. Call letters KSEG, 'Kute' Susan Elizabeth Godwin. Had fullback and halfback. Now have cheer leader."

Eleven Stations Join 'Pennies' Campaign

Eleven stations across the country have joined the "Parade of Pennies" campaign, in cooperation with CARE and the American Foundation for Overseas Blind, for the collection of contributions to purchase food and supplies as Christmas packages for the ill-clothed, ill-fed and sightless children of other lands. The ten stations which have joined

(Continued on Page 6)

KWHK's Minor Elected By Kansas AP Members

Lawrence, Kans. — Vern Minor, manager of KWHK, Hutchinson, was elected chairman of the Kansas Assn. of Associated Press Broadcasters at a meeting here marking the group's first anniversary.

R. M. Seaton, manager of KGGF, Coffeyville, was named vice-chair- (Continued on Page 6)

Web Program Switches Show Slight Change In Ratings

Of the four programs which switched from NBC to CBS during the past year and made both the "First Fifteen" evening Hooperatings of Oct. 31, 1949 and of Oct. 30, 1948, three improved in their positions but two dropped slightly in their ratings.

Jack Benny moved from fourth to second place, but dropped from 21.9 to 21.0 in program rating. Similarly, in the 1948 Hooper report, the

Expect Orders In 1949 To Exceed '48, Says Goldman At NAB Regional; Hanna Heard; Miller Today

By FRANK BURKE
Editor, RADIO DAILY

Asbury Park, N. J. — National spot business for the small market station is on the upgrade and the orders for this year will probably exceed the total business placed during the past year, broadcasters attending the small market meeting of the 2nd District, NAB, revealed

(Continued on Page 3)

IT&T Chief Outlines Inf'l TV Development

Those who have contributed to "the postwar industrial miracle" of television were hailed for their coverage and adventurous spirit by Gen. William H. Harrison, president of IT&T, guest speaker at yesterday's luncheon meeting of the Radio Executives Club of New York, held at the Hotel Roosevelt.

Harrison, whose topic was "International Communications," touched (Continued on Page 7)

Top Programs Unchanged In Latest Nielsen List

National Nielsen-Ratings for the week ending Oct. 1, just reported, were at "generally higher" levels for leading evening programs than in the previous report. The "Top Six" maintained their positions un-

(Continued on Page 2)

Ad Council To Conduct Census Bureau Campaign

The Advertising Council will conduct an advertising campaign for the Bureau of the Census, U. S. Department of Commerce, prior to April, 1950, to pave the way for the Decen-

(Continued on Page 2)

WKAQ, San Juan, Sold By IT&T To Publisher

Sale of WKAQ, San Juan, Puerto Rico, to Angel Ramos for \$325,000 was announced yesterday by IT&T. The station has been operated since 1922 by the Radio Corp. of Puerto Rico, an IT&T subsidiary.

Ramos is a prominent Puerto Rican businessman, and publisher of "El Mundo," the island's largest

(Continued on Page 2)

Facsimile Transmissions Resume Today At WFIL

Philadelphia—WFIL will resume facsimile operations today with the transmission of a special fax edition of the Temple University News from 2:30 to 3 p.m. Similar transmissions will be made each Wednesday (Continued on Page 2)

Thanks From Abroad

Washington—The German Society for Education has cabled its thanks, on behalf of Germany's school children and teachers, to the American public for contributions which went to buy radio sets for schoolrooms in Western Germany. The funds were raised through spot announcements on U. S. stations, arranged by the NAB.

(Continued on Page 6)



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FINANCIAL

(November 3)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
ABC	7 7/8	7 3/8	7 5/8
Admiral Corp.	28	27 5/8	27 3/4
Am. Tel. & Tel.	145 1/2	145	145	+ 1/8
CBS A	24 1/4	23 5/8	24	+ 1/8
CBS B	24 1/4	24	24
Philco	29 3/4	24 3/8	29 5/8	+ 1/8
Philco pfd.	80 1/2	80 1/2	80 1/2	- 1
RCA Common	12 3/8	12 1/8	12 1/4
RCA 1st pfd.	73	72	73	+ 3/8
Westinghouse	28 7/8	28	28 1/2	- 1/4
Westinghouse pfd.	100 3/8	100	100 3/8	+ 1/8
Zenith Radio	28 1/2	28 1/2	28 1/2	+ 1/8

NEW YORK CURB EXCHANGE

Hazeltine Corp.	14 1/2	14 1/2	14 1/2	+ 1/4
Nat. Union Radio	2 3/4	2 5/8	2 3/4

OVER THE COUNTER

DuMont Lab.		Bid 20 1/2	Asked 21 1/4
Stromberg-Carlson		Bid 13 3/4	Asked 15

Top Programs Unchanged In Latest Nielsen List

(Continued from Page 1)

changed—Lux, Godfrey, Mr. Keen, Irma, FBI, and Suspense.

The following programs shifted position markedly: Fibber McGee & Molly, from 12th place to 7th place; Bob Hope, from 19th to 12th; Mr. D. A., from 24th to 13th; Mr. Chameleon, from 25th to 14th; Mr. and Mrs. North, from 11th to 15th; The Fat Man, from 13th to 18th.

Stork News

Norman Ober, promotion writer for WCBS, is the father of a girl born Wednesday to Mrs. Ober at the New York Women's Infirmary. Newcomer, weighing six pounds, eight ounces, will be named Doris Wendy.

For Posterity

Hempstead, N. Y.—Copies of two newscasts on WHLI describing the dedication of a new seven-million-dollar public building have been sealed for posterity in the building's cornerstone. The newscasts were written by Jerome J. Karpf, Jr., WHLI news director. The building is a sewage disposal plant.

WKAQ, San Juan, Sold By IT&T To Publisher

(Continued from Page 1)

newspaper. The deal covers WKAQ's three-story studio building in San Juan, a 5-kw transmitter and an antenna tower. The transmitter and tower are located at Sabana Llana, seven miles east of San Juan. The property occupied by the latter equipment will be leased to the new owner as part of the contract.

The studio building houses two main studios, four smaller studios, and a theater seating 150. According to IT&T, WKAQ is "the fifth oldest station in the world and the second oldest in Latin America." Although out of the broadcasting field, the Radio Corp. of Puerto Rico will continue to operate its worldwide radio-telephone network and direct radio-telephone service between Puerto Rico and her Caribbean neighbors, IT&T said.

WLIP Remains On Air As 12 Staffers Strike

(Continued from Page 1)

independent, has continued to operate with a skeleton staff of seven. According to WLIP's owner and general manager, William L. Lipman, an NLRB hearing was to have been held in Kenosha on Nov. 10, at which time the certification of AFRA and IBEW as bargaining agents for WLIP employees was to have been discussed. The contingent on strike is composed of three engineers and nine free-lance "performers" and staff men.

WFDR Planning Analysis Of Pre-Election Status

WFDR, New York, FM station owned by the ILGWU, will air a statewide analysis of the New York political outlook on Sunday, 6:30-7 p.m.

The program was produced by WFDR's special events department in cooperation with the news editors of seven New York stations in localities regarded as "crucial" politically. Each cooperating station contributed a taped or recorded segment. These were consolidated by WFDR, and each of the seven stations was sent a copy of the completed program for broadcast. The stations are WJTN, Jamestown; WGR, Buffalo; WIBX, Utica; WHCU, Ithaca; WSYR, Syracuse; WPTR, Albany; WHLI, Hempstead, L. I.

Ad Council To Conduct Census Bureau Campaign

(Continued from Page 1)

nial Census, described as the "most comprehensive and important population, housing and agricultural survey ever conducted in the United States."

Robert R. Mathews, vice-president of the American Express Company, has been named volunteer coordinator for the campaign. Benton & Bowles, Inc. will serve as the volunteer advertising agency.

"The purpose of this public service campaign, as I see it now," Mr. Mathews stated, "will be to explain to the public the significance and objectives of the census and to encourage every citizen to answer the required questions willingly and accurately."

Henry C. Wehde, Jr., is the Council's campaign executive on this public service project. Representatives of the Bureau of the Census working with the Council on the campaign are: Frank R. Wilson, information assistant to the director; and Earl A. Nash, information specialist.

Facsimile Transmissions Resume Today At WFIL

(Continued from Page 1)

day and Friday of the current school year.

The Phila. Inquirer stations, of which WFIL is the parent, transferred their facsimile equipment to Temple University last May 4. However, WFIL supervises the fax operations and lends personnel to the University for training and advisory purposes.

WLIB Sets Negro Show 3 Hrs., Across The Board

WLIB has completed its first step in plans calling for block programming aimed at New York's 1,000,000 Negro listeners with the signing of Hal Jackson, a Negro disc jockey from Washington and Baltimore for three hours of music, sports and human interest stories, Mondays through Sundays, 7-10 a.m.

The show, titled "The House That Jack Built," previously was aired by four stations: WNIX and WOOK, both in Washington, and WEAM, Arlington, Virginia, and WSID, Baltimore. WLIB will start broadcasting the program on Nov. 6.

Gilbert Named Director

Richard Gilbert, recording director of Columbia Records' Masterworks Department, has been named director of the department, effective Nov. 1. Gilbert was recording director of RCA-Victor Red Seal Records before joining Columbia in October, 1948.

Wedding Bells

George Bell, announcer for WHLI, Hempstead, Long Island, was married to Edith Podel last Sunday.



"Hey, is this all?"

Mommy, the leopard, is complaining, and woe be unto anyone who gets near enough to listen to her! She isn't fussy about her food as long as she gets more!

The radio advertiser also wants more. He wants more results at lower cost. And in Baltimore, that's where W-I-T-H comes in. W-I-T-H delivers more home listeners - per - dollar than any other station in town. But that's not all! A recent survey made under the supervision of the Johns Hopkins University showed that of all radios playing in taverns, 67.3% were tuned to W-I-T-H!

So if you want low-cost results in Baltimore, just call in your Headley-Reed man and get the whole W-I-T-H story. And do it today!

AM  FM

W-I-T-H

Baltimore 3, Maryland

TOM TINSLEY, President
Represented by Headley-Reed

AGENCIES

LAVERNE WALTMAN, news director of WLPO, LaSalle, Ill., is the new chairman of the Illinois Association of Associated Press Broadcasters. He was elected at the Association's second annual meeting held in Allerton Park, and succeeds Harold Safford of WLS, Chicago, who has been acting chairman. The two new vice-chairmen of the AP group are Charles Harrison of WHBF, Rock Island, Ill., and Robert La Mere, WLBH, Mattoon, Ill.

ARTHUR S. CADY has rejoined Geyer, Newell & Ganger, Inc., as an associate art director. H. W. Newell, executive vice-president, has announced. Cady, who was associated with GN&G 10 years ago, formerly was art director with Hewitt, Ogilvy, Benson & Mather, Inc.

ROBERT PASCH has joined the copy department of Kenyon & Eckhardt, Inc. An engineering graduate of the University of Michigan, he formerly was with Buchanan.

WILLIAM DIX has joined Allied Syndicates, Inc., New York, public relations organization. Formerly TV account executive with ABC, he has been appointed assistant to the president at Allied.

FLINT ADVERTISING ASSOCIATES has been named by the Steel Sash Service & Sales Co., Inc.

ARISTA ADVERTISING CO., New York, has been appointed by Morris Hessel, Inc., furrier.

EDWARD J. ROHN has joined the New York AM sales staff of the Edward Petry Company. He had been in radio with Warwick & Legler for seven years and prior to that was with the Maxon agency in Detroit.

Missouri Broadcasters Elect Wayne W. Cribb

Kansas City — Wayne W. Cribb, general manager of KHMO, Hannibal, Mo., was elected president of the Missouri Broadcasting Assn. at the group's annual business meeting here Oct. 31.

Other officers elected were: Mahlon R. Aldridge, Jr., KFRU, Columbia, vice-president; Harry Renfro, KXOK St. Louis, secretary-treasurer, Newly-elected directors are: E. K. Hartenbower, KCMO, Kansas City; Mahlon R. Aldridge, Jr., KFRU, Wayne W. Cribb, KHMO; G. Pearson Ward, KTTS, Springfield; Harry Renfro, KXOK, St. Louis, and Glenn G. Griswold, KFEQ, St. Joseph.

The association includes the following member stations: KDMO, KFRU, KHMO, KSWM, KCMO, WHB, KIRX, KWOC, KTTR, KSD, KXLW, KXOK, KWK, WIL, KSTL, WEW, KDRO, KWPM, NFEQ, KMBC, KICK, KTTS, KXEO, and KWRE.

National 'Spot' On Upgrade, Goldman Tells NAB Regional

(Continued from Page 1)

here last night. Sponsors and time buyers have found that stations in the smaller communities are an effective medium in penetrating the local market and many new users of spots have channeled business to the suburban and rural areas, Simon Goldman, general manager of WJTN, Jamestown, N. Y., and chairman of the Small Markets Division of the 2nd District, NAB, declared at the Berkeley-Carteret Hotel session. He added that stations in his area reported an increase in spot business this year and that the year's return in this field will probably surpass 1948's business.

New York Area Busy

Many new accounts are using spot radio time this year in the New York area it was revealed. Among them are Pfeiffer Beer of Detroit; Fort Pitt Beer of Pittsburgh; Virginia Dare Wines and Ex-Lax. In addition, the automobile industry has been buying spots through dealer co-op managements. The automobile manufacturers include Hudson, Dodge, Kaiser-Frazer, Chevrolet and Ford.

Michael Hanna, general manager of WHCU, Ithaca, chairman of the 2nd District, confirmed the reports of increased national spots and spoke enthusiastically about sales clinic aspects of the NAB meeting. He said that every one of the 100 broadcasters present are here for business and hope through interchange of ideas to better their sales picture back home.

Hanna Likes Regionals

Speaking of the functions of NAB, Hanna told the 2nd District broadcasters that he feels NAB's first duty is to help the broadcaster association members improve their sales and, secondly, to give them good representation in Washington. He said that he feels the regional meetings are far more effective in aiding the broadcasters than the national NAB conventions.

The Small Market session last night was conducted by a panel

Japan Book Will Honor Tour Of 'Town Meeting'

Word has been received from Tokyo of the intention of the Japanese press association, Radiopress, Inc., to publish in book form the entire series of broadcasts originating from the 12 world capitals visited by "America's Town Meeting of the Air" on its recent global junket.

The book, according to Masao Ekimoto, Radiopress's director, will be in Japanese and will consist of approximately 250 pages. Photographs will also be used to illustrate the various Town Meetings which were held in London, Paris, Berlin, Vienna, Rome, Ankara, Tel Aviv, Cairo, Karachi, New Delhi, Manila and Tokyo.

composed of Dutch Cassill of WEOK, Poughkeepsie, N. Y.; Bob Bell, WCTC, New Brunswick, N. J., and Bud Alger of WSNJ, Bridgeton, N. J. This session, presided over by chairman Goldman, discussed requirements for good salesmanship, programming, production and the creation of program packages which are saleable.

Most broadcasters indicated that news programs still top the list of commercial sales and that while local giveaways were proven audience getters, they are on the decline in local popularity.

Yesterday's session was devoted to Maurice Mitchell's presentation in the interest of Broadcast Advertising Bureau and Kenneth Baker's report on the progress of BMB's second audience measurement study.

Judge Miller To Speak Today

Today the broadcasters will hear an address by Justin Miller, president of NAB, and will participate in a discussion of employee-employer relations which will be conducted by Gunnar Wiig of WHEC, Rochester, chairman, and Charles H. Tower, assistant director of NAB Employee-Employer Relations.

COMING and GOING

PAUL SCHEFFELS, assistant to Thomas Velotta, vice-president of the American network in charge of news and special events, has left for Florida, where he will remain during the period when Walter Winchell broadcasts from the Sunshine State.

MARIAM SPOTT, assistant to the public relations and promotion director of WHCU, Columbia network outlet in Ithaca, N. Y., is visiting this week at the New York headquarters of the web.

HORACE HEIDT and the members of his program company are in New Orleans. He will broadcast this Sunday's show from the Municipal Auditorium.

JOHNNY LONG and the members of his band were in New York momentarily yesterday before leaving for Hartford, where today they open at the State Theater.

BILL POLGLASE and **CHIP CIPOLLA** fill their Number One assignment of the year tomorrow when they go up to West Point to broadcast the titanic battle between the Army and Fordham, which will be played at Michie Stadium.


MILES HERBERER, of the New York State Radio Bureau, is attending the meeting of the 2nd District, NAB, at the Berkeley-Carteret Hotel in Asbury Park, N. J.

ROLAND TRENCHARD, public relations director for WAAT and WATV, Newark, next Thursday and Friday will be in Washington to attend the meetings of the National Conference of Christians and Jews.

ARTHUR SMITH and his Crackerjacks, vocal group heard on WBT, Charlotte, N. C., are in Raleigh, capital city of the state, for an engagement of the Pall Mall Room of the Hotel Raleigh.

• faces • facts • figures • wins •

wins • faces • facts • figures • wins • facts • faces • wins • figures • facts • wins •



ALLEN BROWN'S CORNER

Allen Brown is new to New York listeners. A folksy, natural personality he has an enviable record in selling advertisers' products. For complete details on ALLEN BROWN'S CORNER call the nearest WINS-CROSLLEY sales office.

ALLEN BROWN'S CORNER
8:30-9:00 a.m. daily.

WINS
50KW NEW YORK

CROSLLEY BROADCASTING CORPORATION

SAN FRANCISCO

By NOEL CORBETT

"JOLLY BILL" STEINKE was host to seventy-five blind children from the Bay Area at KNBC's Halloween party. The event is part of the year-round program of Recreation for the Blind. Kids were taken on studio tours and entertained in the "fun house," created by the engineering and sound effects staffs of the station.

Alan Cormack, KCBS chief engineer and Roy Jensen of his department are working out their own designs for some of the equipment to be installed between now and the first of the year in KCBS's all-over replacement program. Present consoles and bulky audio racks are being replaced with Standard RCA Consolettes, latest 76 series, and BCS 1-A switching systems.

Here 'N' There . . . Foote, Cone and Belding's new copy chief is Innis Bromfield . . . William Martin has been named director of the art department of KRON-TV (which opens November 15). He was formerly faculty instructor of set design with the Art League of California . . . Jack Washburn and Joan Transgrud of the KNBC guest relations staff are now a singing duet on "Light and Mellow."

The Pacific Telephone and Telegraph Company is installing two antennae atop its New Montgomery Street skyscraper in the center of the city. These antennae will be the San Francisco terminus of the microwave relay system now under construction to carry television programs between here and Hollywood. Other relay terminals will be constructed at vantage points between here and Los Angeles. The system will be in operation by next Summer.

Myron Elges, vice-president of Louis H. Caine Ad Company, tore a ligament in his leg which has kept him off his Palomino. Despite rain or highwater he'll ride the prize-winning beastie at the big rodeo roundup at the Cow Palace the end of this month.

When Bing Crosby was in town he cut a guest spot with Bill Weaver for "Waitin' for Weaver" and another with Jim Grady for "This is San Francisco." Cutting was done in the afternoon for next day's release. When El Bingo heard the release would be at 6:15 and 8:00 ayem, he said he guessed he'd miss hearing himself.

WBAL
means business
in Baltimore



Mainly About Manhattan. . . !

● ● ● AROUND TOWN: Dom DiMaggio has been offered a radio show in Boston similar to Joe's here. . . . Oxydol interested in getting Dinah Shore for a video series. Dinah's none too keen on the new medium yet, but the reception to her stint on Ed Wynn's show may change her mind. . . . Harry Babbitt won't be with Kay Kyser on his TV series here. He'll be replaced by Mike Douglas. . . . Jane Pickens set for "We the People" tonight on their first show on NBC-WNBT. She'll sing two numbers from her current show, "Regina." . . . Fran Warren joins Henry Morgan tonight as a regular. . . . CBS may drop its televising of the Bklyn games, with WOR-TV stepping in. . . . Mark Goodson and Bill Todman have come out with their new "Winner Take All" home quiz book published by Crown and retailing for a buck. . . . Have the NBC talks with Slapsie Maxie regarding a nightly show from a 52nd St. bistro gone bye-bye? . . . Harvey Stone sez he turned down a radio program under joint sponsorship. He said the joint wasn't reliable. . . . Al Capp has selected Bill Gernant's "County Fair" airer as the official radio send-off of Sadie Hawkins' Day Nov. 19th. . . . Upton Sinclair's "Lanny Budd" novels to wind up as an air series. . . . Morey Amsterdam sez he enjoyed the Indian summer—has no squaw coming.

★ ★ ★ ★

● ● ● THEY SAY: If radio couldn't kill radio, television can't either.—Bill Vaughan of the Kansas City Star. . . . When a chorine marries a millionaire, you can tell exactly how long it'll last. As long as the million.—Jack Gilford. . . . A psychologist is a man, who, when a beautiful girl enters the room, watches everybody else.—Bruce Patterson. . . . TV merely stands for Tired Vaudeville.—Fred Allen.

★ ★ ★ ★

● ● ● TELLING ON TELEVISION (or views on video): Somehow wrestling matches from Chicago have more comedy than those emanating from N'Yawk. . . . Rex Marshall's nifty commercials on "Suspense" are adult sales fodder, well digested and tastefully served. . . . That card reading on "We the People" slows down an otherwise excellent human screen newspaper. . . . You must go along with the attempt made by "City at Midnight." It shows TV is getting OK. . . . "The Clock" on your screen shapes up as 'tick top' drama. . . . We don't suggest casting usually, but somebody should tell wonderful Gertrude Berg that "Rosie" and "Sammy" on "The Goldbergs" aren't quite as believable as past performers who have played the roles. . . . Ed Wynn is the best reason kinescope should be tolerated. . . . "Yesterday's Newsreels" give the viewer the nostalgia brought on by a shaving mug, slicker raincoats, Irene Castle and dance marathons. . . . Funny how often those Friday night "Greatest Fights" following the live Madison Sq. Garden bouts are better scraps than the ones you've just witnessed.

★ ★ ★ ★

● ● ● OUR HAT'S OFF DEP'T: The genial platter-tudes of WVNJ's disc jock, Hal Tunis. . . . Jeff Clark's vocalizing on the Hit Parade. . . . Ralph Young's show-stopping in the Strand's "Make Mine Manhattan." . . . Jack (a la) Carter's clowning on "Cavalcade of Stars."

★ ★ ★ ★

● ● ● SMALL TALK: Astrologer Carroll Righter guests on "Leave It To The Girls" Sunday with his lovely client, Mrs. Tyrone Power (Linda Christian). . . . Thyra Samter Winslow readying a video show tagged "Ugly Duckling," which will try and prove how clothes and makeup make the gal. . . . Miklos Gafni did his recent Carnegie Hall concert with a 104 fever and his medico backstage. . . . If you're interested in firearms, see and hear newsman Edward R. Murrow, an expert, guest on Sherriff Bob Dixon's "Chuck Wagon" Wednesday.

SOUTHWEST

"EASY DOES IT," KTUL, Tulsa team, is so much in demand for civic club appearances that they spend almost as much time in this activity as they do on the air with their regular program across-the-board at 3:05 p.m. Marjean Fox is the sultry songstress who acts as lyrical hostess in each session and she is backed with a four piece unit with electric guitar, standard guitar, violin and piano. Rotarian John Esau, veepee and general manager, of KTUL recently took the group to Sapulpa Oklahoma Rotary luncheon, and the next appearance will be at the Tulsa Optimists Club.

A 7-day-per-week television news program, "News Final," on WBAP-TV, Fort Worth, has been signed by David Kittrell, account executive with Crook Advertising Agency for Linz Jewelers, leading Dallas jewelry retailer. "News Final" will close the day of televising on the Fort Worth television station and will feature Lillard Hill, ace WBAP newscaster with a last minute roundup of the day's news using, where practical, film strips from earlier news programs, and showing Hill in the studio reading news and showing films and stills.

Green Spot Signs
2 Contracts With ABC

West Coast Bureau of RADIO DAILY

Hollywood—Green Spot, Inc., on behalf of its "Green Spot Orangeade," has purchased the five-minute Wednesday (8:25-8:30 p.m., PST.) "Detective of the Week" and a twice-weekly 15-minute segment of "Surprise Package," Tuesdays and Thursdays, 2-2:15 p.m., PST., over a West Coast network of 14 ABC stations.

The deal for "Detective of the Week" runs for nine weeks. The contract for "Surprise Package" is for a 13-week period. Phillip J. Meany Co. is the agency.

Montgomery Will Move
To Earlier Time Spot

"Robert Montgomery Speaking," the weekly quarter-hour commentary series on ABC currently aired Thursdays, 10:10 p.m., EST, will move to a new time period on the same night, 9:45 p.m., EST, beginning Nov. 10.

"Montgomery is sponsored by the Frank H. Lee Co. Grey Advertising Agency represents Lee.

WWRL & 'Voice' To Air
Dewey Speech Tomorrow

Governor Thomas E. Dewey's address before the Lithuanian-American Congress, Nov. 5, 2:30-3 p.m., at the Hotel New Yorker will be broadcast exclusively by WWRL. The program also will be shortwaved by the Voice of America.

AM TV EQUIPMENT FM FAX

Section of RADIO DAILY, Friday, November 4, 1949

Urges TV Industry Reduce Tube Glare

Syracuse, N. Y.—Studies and tests which point the way towards simplification of television sets and marked improvement in the picture contrast of video tubes were revealed here this week to members of the engineering department of the RMA and IRE held at the Hotel Syracuse.

W. B. Whalley of the Physics Laboratories of Sylvania Electric Products, Inc., Bayside, N. Y. told the engineers that the study of TV receiver simplification "commenced with an analysis of basic television receiver requirements capable of yielding high-quality performance."

A. E. Martin of Sylvania's Physics Laboratories speaking on "An Evaluation of Television Viewing Tubes," co-authored by Dr. R. M. Bowie, manager of Sylvania Physics Labs said tint or color in filters is of questionable value. The illumination industry would have removed undesirable portions of the visible spectrum long ago, if they existed. The only real advantage of viewing filters is their ability to alleviate the loss of contrast caused by ambient light in the room, halation, reflection from the back of the safety window and 'hot-spots' due to reflections from curved face of viewing tube.

Martin stated that a Committee of the Joint Electron Tube Council has adopted an industry recommendation for glass tubes which recognizes the apparent desirability of reducing the light transmission of television picture-tube faces.

ENGINEERS—CONSULTANTS

RALPH B. AUSTRIAN
Television Consultant
1270 AVENUE OF THE AMERICAS
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WASHINGTON, D. C.

Manufacturer's TV Show Aids Dealers

A TV manufacturer, who sponsors his own video show to help dealers merchandise their sets, found in a survey that 38.5 per cent of the dealers with sets on were showing patrons his program. John Meck, president of John Meck Industries, Inc., Plymouth, Ind., sponsors "Meck Tele-Newscasts" four afternoons a week over Chicago TV station WNBQ. A special telephone survey conducted by the station revealed that the Meck program rated higher than three others, telecast at the same time, by dealers viewing TV programming at that time. Meck has urged other TV manufacturers to sponsor their own programs, saying that "it is necessary that all of us express our confidence in the industry in this concrete manner."

Col. Records Ups Gilbert

Richard Gilbert, recording director of Columbia Records' Masterworks Department for the past year, has been appointed director of the Masterworks Department, according to an announcement by Goddard Lieberman, executive vice-president of the company. Gilbert assumed his new duties November 1. Before joining Columbia in October, 1948, he was recording director of RCA-Victor Red Seal Records.

Record Changer Sales Up

Sales of RCA Victor's 45-rpm record changer now exceed 50,000 a month, according to J. B. Elliott, vice-president in charge of consumer products. Elliott revealed that the 45-rpm instruments are being sold at the rate of 20,000,000 annually.

Reduction in the price of RCA changer from \$24.95 to \$12.95 has been responsible for the boost in sales, Elliott said.

PRODUCTION PARADE

Emerson Promotes Vassar

William Vassar, for the past five years engineering assistant to Dor-man D. Israel, executive vice-president of Emerson Radio and Phonograph Corporation, has been promoted to the post of chief engineer. Vassar is chairman of the Safety Committee of the Receiver Section of RMA; a member of the Receiver Executive Committee of RMA and a member of the Underwriters' Laboratories Industry Advisory Conference.

Tele-tone Radios In Film

A commercial film being prepared for the industry, depicting the power of radio as a medium of advertising, will show Tele-tone radio sets, both portable and table models, in the action of the firm. A group of the major networks, and the NAB, are producing the film, "Lightning that Talks" for the All Radio Industry. Film will be shown to advertising agencies throughout the country and to a large number of men's and women's clubs.

GE Equipment Distributor

Automatic Electric Company of Chicago has been appointed a distributor for General Electric radio communications equipment, it has been announced by A. A. Brandt, general sales manager for the Electronics Department. Officials of the distributor recently made a tour of Electronics Park and inspected manufacturing and engineering facilities. New developments in narrow and wide-band equipment and multi-channel microwave relay apparatus were revealed.

Altec Promotions & Additions

Altec Service Corporation has promoted Ralph Kautzky from Broadway service inspector to N. Y. suburban field manager, taking in N. J. and upstate N. Y. J. I. Mather, formerly field manager in Detroit, becomes field manager in the Wash., Md., and Va. area, with a special assignment under a new Altec contract with the U. S. Navy Bureau of Ships. Altec's enlarged responsibilities under the Navy contract has resulted in the addition to the service staff of R. W. Fuller in Boston; L. G. Schock, in Providence; W. J. Sirms in Philadelphia; N. Markanich, temporarily in Newport News; Ernest Theiss in Washington, D. C. and Adolph H. Baus, Jr., in Brooklyn.

Air King Consolette

A new low priced 12½-inch television receiver with a built-in antenna has been announced by R. D. Payne, manager of sales, Air King Products Co., Inc., Brooklyn, N. Y. Known as Model A-2012, the new receiver will list at \$239.95 in walnut and \$249.95 in mahogany. Payne further stated that this is the advanced model of a group of new promotional models with new features.

Marker Generator

The Model A-450 Marker Generator is a new development of Approved Electronic Instrument Corp., New York, N. Y. The company claims it is a precision-built tunable oscillator providing a marker, modulated or unmodulated, for indicating frequencies on a displayed frequency response of a TV or any wide band IF amplifier, when used with a sweep generator and an oscilloscope.

Eyes Canada TV Field, Names Exclusive Rep.

In a forward looking move toward the potentialities of a new and wide television market, the Allen B. DuMont Laboratories, Inc. have appointed the Canadian Marconi Company of Montreal, exclusive representatives in Canada for the sale of DuMont television broadcasting equipment.

Joint announcement of this exclusive distributorship setup was made by H. E. Taylor, Jr., manager of the Television Transmitter Division of DuMont and by S. M. Finlayson, general manager of Canadian Marconi.

The association of Canadian Marconi with DuMont will allow the Canadian company to place its combined facilities at the disposal of Canadian station operators interested in surveying potential TV territories, pending development of a Canadian operated television network.

A. D. Dunton, chairman of the Canadian Broadcasting Corporation, recently revealed that eight private concerns in the Dominion have applied for TV licenses. Four were from Toronto, two from Montreal, and one each from New Westminster, B. C., and Hamilton. An application for a \$4,500,000 loan for setting up video production centers and transmitters in Toronto and Montreal has been applied for to Parliament by the CBC.

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WASHINGTON 6, D. C.

Eleven Stations Join 'Pennies' Campaign

(Continued from Page 1)

WDAY, Fargo, N. D., whose public service director, Ernie Brevik, instituted the annual appeals three years ago, are: WDAE, Tampa, Florida; WNBF, Binghamton, N. Y.; WMRI, Marion, Indiana; WRAK, Williamsport, Pa.; KELO, Sioux Falls, S. D.; WCNB, Connersville, Indiana; KSTP, St. Paul, Minnesota; KLPR, Oklahoma City, Okla.; WHFB, Benton Harbor, Michigan; KDIX, Dickinson, N. D.

The "Parade of Pennies" will begin on the stations on Nov. 7 and will continue through Nov. 24. CARE and the American Foundation for Overseas Blind will again handle the distribution.

In June of this year, Brevik outlined his "Parade of Pennies" campaign to the program directors attending the NAB's PD Clinic in Chicago.

Vidcraft Signs Tunis For 2 WOR Music Shows

Hal Tunis, WVNJ, Newark, N. J. disc jockey, has been signed by the Vidcraft Television Corp. of America to conduct two Sunday evening record programs over WOR: "Memories in Music," 10:45-11 p.m. and 11:30-12 midnight.

The contract, which will run for 13 weeks, was handled through Levy Advertising, Newark. Vidcraft will continue to sponsor "The Hal Tunis Show" on WVNJ.

Send Birthday Greetings To—

November 4

Joan Britton Helen Dumas
Al Wilde George Barclay
Samuel Stewart Hayes

November 5

Evelyn Ames Tom Fitzsimmons
Forrest Lewis Henry M. Neely

November 6

W. I. Hamilton Martin L. Anglin
Elizabeth Jones Ole Olsen
Frank Reading Selena Royle
Gene Sullivan Paul H. Raymer

November 7

Jerry Belcher Thomas A Hanlon
Jack Milster Richard Stark

Peter de Lima

November 8

Dave Murphy James S. Seward
Scott Wiseman Bill Taylor
Gregory Williamson

November 9

Joan Lane Rourke Bill Harding
Betty Lawson Paul Rittenhouse
Ed Wynn Stoney McLinn
Nyles Barry Courtney

November 10

S. Hogan Bayles Charles Carroll
Jane Froman Ray McDermott

PICTURE OF THE WEEK



Paul Raibourn (left), president of Paramount Television Productions, Inc., and J. Leonard Reinsch, managing director of TV stations WSB-TV, Atlanta, Ga., and WHIO-TV, Dayton, Ohio, sign a network affiliation agreement under which the Reinsch-managed stations will be regularly supplied with transcribed Hollywood TV programs.

IBS Cites Campus Stations As Valuable Pro Training

(Continued from Page 1)

Jacksonville, Ill., faculty member, adds: "In addition to providing a training ground for the broadcasting industry, IBS stations represent a powerful medium to local and national advertisers wanting to reach the rich college market."

Program-wise, the college stations devote about 73 per cent of their air time to music, as against a 52 per cent average for all U. S. stations. "This is probably due to the fact that students enjoy listening to the radio while studying and find musical programs the only type that lend themselves to concentration," the report notes.

Combs, Lang To Cover Elections For WMGM

George Hamilton Combs and William Lang will carry the main burden of election coverage for WMGM, New York, on the night of November 8.

Between 8 and 8:30 p.m. WMGM will air pickups from Democratic headquarters in the Hotel Commodore and GOP headquarters in the Roosevelt, with Combs at the remote end and Lang in the studio. Later both Combs and Lang will be at the WMGM studio microphones, reporting incoming returns and analyzing voting trends.

KWHK's Minor Elected By Kansas AP Members

(Continued from Page 1)

The conferees adopted a resolution pledging themselves "collectively and individually to supply news of our territories" to all AP members. George Gow, news editor of KANS, Wichita, declared: "We in radio have an equal responsibility with newspapers in reporting the news of our area."

Other Kansas broadcasters present at the meeting were: Tex Witherpoon, KPRS, Olathe; Bob Wells and Max Bicknell, KIUL, Garden City; Dan Bellus, Claude Hughes and Hank Dais, KNEX, McPherson; Steve Madden, KPRS, Olathe; Earl McDaniel, KWBW, Hutchinson; Olaf Soward, WIBW, Topeka and KCKN, Kansas City; George Alden, KIMV, Hutchinson; Paul F. Kelly, KAYS, Hays, and Thad M. Sandstrom, KSEK, Pittsburgh.

'Martha Dean' Aids Polio Drive

Marian Young, who is WOR's women's commentator "Martha Deane," has been named chairman of the Appeal Committee of the March of Dimes drive in Greater New York. Miss Young was invited to chair the committee by Emil Schram, president of the New York Stock Exchange and executive of the March of Dimes campaign.

The "Martha Deane" program is heard over WOR Monday-through-Friday from 10:15 to 11 a.m.

Hoopers Show Little Change In Web Shifts

(Continued from Page 1)

actively little: "Amos 'n' Andy" from 11.7 to 14.1; and Horace Heidt from 12.1 to 13.8.

On the other side of NBC-to-CBS ledger, "Burns & Allen" held 16th position in the Hooper report of Oct. 30 of last year with a 14.5 rating. But, the show, now on CBS, dropped far below the "First Fifteen" of the latest Hooper report of 1949.

Two programs which did not change networks during the period, Walter Winchell on ABC and "Duffy's Tavern," on NBC dropped from their former positions in the Hooper listings. Winchell, who last year was a consistent leader in the Hoopers, dropped to eighth place this year with a rating of 15.2. His rating at this time last year was 23.1. "Duffy's Tavern," which NBC broadcast "live" last year, dropped below the "First Fifteen" of this year from its seventh position, with a rating of 17.6, of last year.

Other shows listed among Hooper's "First Fifteen" of Oct. 31, 1949, were as follows: "Radio Theater" in first place with 21.1; Arthur Godfrey's "Talent Scouts," 3rd place with 18.2; "Fibber McGee & Molly," 4th with 17.1; "My Friend Irma," 5th with 16.9; Bob Hope, 6th with 15.4; "Mystery Theater," 7th with 15.3; "Mr. Keen," 9th with 14.7; "Suspense," 10th with 14.5; "People Are Funny," 11th with 14.4; and "Mr. Chameleon," 13th with 13.9.

Other shows which made last year's Hoopers but did not show in the "First Fifteen" of this year were as follows: Phil Harris-Alice Faye, Crime Photographer, Bob Hawk and "Mr. District Attorney." Fred Allen, who took ninth place last year, did not return to the air this year.

What's The Television Story?

Who will profit most from television? The set manufacturers? The broadcasting systems? The parts makers? Read our new Television Study, packed with facts and figures and a list of selected companies. Ask Dept. RD-21.

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TELEVISION DAILY

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COLOR 15 YEARS AWAY—DUMONT

TELE TOPICS

A STRANGE THING occurred in our home Wednesday nite. For some reason still unknown to us—pure cussedness, perhaps—we turned off at an early hour the voracious electronic monster that has consumed so much of our time and devoted our attention to the radio, which undoubtedly had become broken-hearted with neglect. The results were surprisingly satisfying. For one thing, we were able to enjoy complete relaxation, a state that is all but impossible to achieve while watching TV. Secondly, we heard two very fine programs. Our renewed acquaintance with Groucho Marx reaffirmed our conviction that he is the funniest man in show business. While the comedy of Bing Crosby and guest Bob Hope which followed was rather strained, the program as a whole was fine entertainment. The laughter of the studio audience, however, indicated that there was considerable play between the two stars that sound only could not bring to home listeners. Hope especially should be an asset to TV programming if and when he makes a stab at it. But the act that we would like to see on video above all others is comprised of Messrs. Adolph, Leonard and Julius Marx. Groucho is wonderful on AM; can you imagine the results if he, along with his brothers, could also be seen? On a bi-weekly, or even monthly schedule they'd lift TV comedy to new heights.

BALTIMORE WILL AGAIN be represented by a network program beginning Nov. 18 when "Reward," a WBAL-TV detective series, bows on NBC in the Friday, 9:30 p.m. spot, alternating with bi-weekly "The Big Story." Packaged by Leon S. Golnick, program recently completed a 26-week commercial run on the Baltimore outlet. . . . Robert Mann will produce and Alex Leftwich will direct the Herb Shriner show which goes on CBS for Philip Morris in place of "Ruthie" Monday. Shriner will script with Norman Barash and Carroll Moore. . . . Dick Pack and Jo Ranson are working on a new text book, "Opportunities In Television," to be published early next year by Vocational Guidance Manuals. An earlier tome, "Opportunities In Radio," is in use in schools throughout the country.

MELVILLE BURKE, legit and movie director, has taken over direction of "Colgate Theater." His first play for the show, this Sunday, will be "Remember The Day," which he directed on Broadway 14 years ago. Play ran for 122 performances with a cast which included Keenan Wynn, Frank Thomas, Sr., and Jr., Joe Brown, Jr., John Drew Devereaux and Russell Hardie.

See Cost And 'Doubt' Hurting TV-Set Sales

Washington Bureau of RADIO DAILY

Washington — The two important reasons for resistance to sales advertising of TV receivers in the Washington area are cost and "belief that the new medium is still in a developmental stage," the American Research Bureau reported this week. On the basis of one thousand personal interviews in the area, the bureau reported that "many prospective buyers hesitated to shell out the considerable amount of money required for a set because they feel a lot of refinement is still necessary to give them better reception, eliminate flicker and interference and reduce eye strain."

In addition, a sizeable part of those awaiting improvement mentioned color as something they are waiting for. In regard to the color issue and others, there is a widespread fear that sets bought today may be outmoded soon.

Navy Signs For 13 Weeks To Get Recruits Via TV

Washington Bureau of RADIO DAILY

Washington—Contract for a new recruiting series to run 13 weeks on TV stations throughout the country was let by the Navy yesterday to Graphic Reports, Washington video production outfit headed by Michael Fooner. Eliminating the need for film, Fooner will design special art for each show with "built-in animation," accompanied by a script for local narration by Navy or station production people.

CBS Denies Morris Charges Of Political Favoritism

Cancellation by CBS of a scheduled telecast featuring the major candidates in the upcoming New York election was termed by Newbold Morris, Republican-Liberal-Fusion candidate for Mayor, yesterday as "an accession by CBS to the will of one candidate to the unfair advantage of the others and the public as well."

Contained in a wire to CBS prexy Frank Stanton, the charge was immediately denied by Joseph H. Ream, web's executive v-p, who acted in Stanton's absence from the city.

In his return wire, Ream said,

On File

Calgary — Eight private concerns in Canada have applied for TV licenses, A. D. Dunton, chairman of the CBC board of governors, revealed yesterday. Four were from Toronto, two from Montreal, and one each from New Westminster, B. C., and Hamilton. Earlier this week, Dunton had scored private to broadcasters for "a marked lack of interest. . . . in establishing television transmitting stations in Canada."

IT&T Chief Outlines Inf'l TV Development

(Continued from Page 1)

briefly on the status of television in various European countries, and disclosed that a new video project now in the engineering stage in France embodies a system of 819 lines, as against 441 lines in the present French system.

He disclosed also that the Big Three of international communications carriers—RCA, Western Union, and American Cable and Radio, are attempting to work out among themselves a method of "commonsense consolidation of facilities" to improve existing service.

A special feature of yesterday's REC meeting, before Harrison's talk, was the presentation of Red Cross Certificates of Merit to Red Barber, CBS sports director, and Mel Allen, Yankees sportscaster. The awards were in recognition of their support on the air of the Red Cross' blood bank campaign.

"There is nothing invidious to you and your candidacy in cancellation of this program and all candidates are equally deprived of proffered opportunity so none is being discriminated against."

A spokesman for Morris said that the candidate was first invited to appear on the show, scheduled for this Sunday night, on Oct. 19, and accepted immediately. This week, the spokesman said, after Mayor William O'Dwyer, who is seeking re-election on the Democratic ticket, had declined to appear on the show, Morris was notified the program had been cancelled.

Doubts Mfrs. Feel Polychrome Is Ready Now

Washington—Dr. Allan B. DuMont told the FCC that stories about color TV being just around the corner are "just fooling the public." As a commercial service comparable to black and white, he said, color video is probably 15 years away.

Pointing out that the hearing was called by the FCC and not by the industry, Dr. DuMont said he doubts that any manufacturers "think that color television has been sufficiently developed, nor have they asked for a hearing, nor do I believe that any of the television broadcasters believe that color television is ready, nor have they requested a hearing."

"For the first time, the Commission is asking the industry to do something it is not ready to do. The manufacturers and broadcasters who have developed television to its present state of public acceptance, are being accused of holding back color television for their own selfish interest."

"I do not believe this is so. If we can agree that allocation may take place on six-megacycle channels without obstacle to the later use of color equipment as an improvement of an established television system, then there is no reason why color cannot come when it is really ready and when standards of quality and performance can be adopted."

Questioned Closely

Questioning of Dr. DuMont by Commissioners Hennock and Jones got quite hot at two or three points, although the session ended quietly enough. DuMont stressed that he did not mean color need wait 15 years to come out of the laboratory, but rather that it would take that long before it was ready for the public. He finally shaved his estimate to 10 years. He indignantly rejected the idea that manufacturers were "holding back on color for their own selfish ends." Jones suggested that DuMont warn purchasers of its home receivers that there is a possibility the sets will become obsolete, or undertake to bring all its outstanding sets in to its factory to convert them for color reception. It is not necessary to do anything of the sort, Dr. DuMont said, "because color isn't that close. We are not representing our sets as anything but black and white receivers, which is a fixed service that will continue."

He scored both the CBS and RCA systems as completely inadequate, stressing the small picture in the CBS system and the non-uniformity of color in the various receivers used in the RCA demonstration.

RADIO DAILY

PLUG TUNES

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

"HUSH LITTLE DARLIN'"

Recorded By
 Perry Como Eddy Howard
 Dick Haymes Curt Massey
 Kay Kyser Jerry Falligan
MICHAEL MUSIC CO., Inc.
 1619 Broadway Jerry Johnson
 New York City Gen. Mgr.

You'll LUV this novelty!
IT MUST BE L U V
 MANOR MUSIC COMPANY
 1619 Broadway New York City

Nothing Can Stop This!
"FOREVER WITH YOU"
 by the writer of "My Happiness"
FORSTER MUSIC PUB., INC.
 1619 Broadway, New York 19, N. Y.
 216 S. Wabash Avenue, Chicago 4, Ill.

A HIT Is Born!
**"BLUE FOR A BOY—
 PINK FOR A GIRL"**
 Vaughn Monroe an RCA-Victor
Al Gallico Music Co. Inc.
 501 Madison Ave., New York, N. Y.

Ride with Gene Autry & Eddy Howard!
**Rudolph the Red-Nosed
 Reindeer**
 St. Nicholas Music Co. 1619 B'way, NYC.

THAT LUCKY OLD SUN

recorded and featured by
 BOB HOUSTON M.-G.-M
 FRANKIE LAINE Mercury
 DEAN MARTIN Capitol
 VAUGHN MONROE Victor
 FRANK SINATRA Columbia
 SARAH VAUGHAN Columbia

ROBBINS MUSIC CORPORATION

WORDS AND MUSIC

By PINKY HERMAN

● ● ● AL Miller, just named to head the standard dep'ts. of Leeds Music and its affiliated firms, is the son of Bernard Miller, of the law firm of Miller & Miller. . . . Bernard spent his entire life in show business and is currently recognized as one of the best-informed and ablest attorneys in the music industry. . . . thus Al, who at 22, was a lieutenant in the U. S. Army, and who learned the music business from his dad and Lou Levy, is one who has an appointment with destiny and some day will be a top music executive. . . . Incidentally, Al will wed his childhood sweetheart Dec. 4.

★ ★ ★ ★

● ● ● Doc Berger, just back from a national tour contacting disk jockeys and ork pilots, will go to work on the Duchess ditty, "Have I Told You Lately That I Love You" penned by Scotty Wiseman. . . . the number, originally published in 1945, was given a shot in the arm by the fine Columbia platter, made by Gene Autry. . . . ● Lon (Nick Carter) Clark who writes, narrates and also is the 'voice' of about 25 different characters in the Mildred Fenton Children series, "The Comic Weekly Man," is a natural for kidisks. . . . ● Les freres Kenny, Nick and Charlie have another "Little Man You've Had A Busy Day," in their latest brainchild, "Scattered Toys," published by Goldmine Music.

. . . ● Rex Burrows, one of England's finest composers, flies home tonight. . . . while here he placed "Hills of County Clare" with Chappell & Co. . . . ● Bill Darnell and Rosemary Clooney open at Dailey's Meadowbrook, Nov. 11. . . . ● WXYZ DeeJay Bill Silbert is conducting a contest to find an appropriate set of Lyrics about Detroit. . . . winning poem will be set to music by Ted Mossman, writer of "Full Moon and Empty Arms." . . .

● Sunset Music has a new rhythm ballad, "I'm Somebody's Sweetheart Now," clefted by Jack Ward, Joe Schuster and Johnny Tucker which sounds like it can go places. . . . ● Tin Pan Alleyites getting a bang out of Lyle Stuart's tome, "God Wears A Bow Tie," a novel about the music industry. . . . ● Margo replaces Luise Rainer in Monday's NBTelecast of "His Name Is Jason." . . . ● Dana Music has a fine novelty in "Pigtail Polka," written by Mickey Stoner, Lou Shelley and Ben Jaffe. . . .

● Beryl Richards, songstress heard on "Eddie Albert" series, starts her twice weekly show, Tuesdays and Thursdays via NBC.

★ ★ ★ ★

● ● ● The old bromide, 'nothing succeeds like success is truer in show business than in any other field of endeavor we know. . . . let a singer, actor, or comedian, who'd been around for years seeking a break, turn in a fine performance and overnight bill collectors, congregated around the struggling artist's door, find themselves in danger of being trampled upon by producers, agents and managers, all of whom had advised (via a secretary or receptionist) "and don't call us—we'll call you." . . . we just received a package of music from Southern Music including a number "Georgia On My Mind," written years ago by Stuard Gorell and Hoagy Carmichael. . . . number was published in 1930 but didn't get the plug it's getting now because since then, Hoagy wrote "Stardust" and many other fine compositions so the publisher (20 years later) suddenly discovers that the song rates exploitation.

★ ★ ★ ★

● ● ● ON AND OFF THE RECORD:—The newest duet is Tony Martin and Fran Warren whose initial Victor 'teamwork' is a platter of "Speak A Word of Love" reversed with Berlin's standard "Remember." . . . latter side will get most of the attention. . . . ● Deejays will have a cinch of it for the next few weeks because they can select any one of the "Mule Train" platters and relax in the knowledge that their listeners will be pleased. . . . Victor has Vaughn Monroe in the 'driver's seat' of the tune he sings in his forthcoming Republic Picture "Singin' Guns." . . . Mercury has a fine rendition by Frankie Laine while Decca has rushed thru a great platter by Bing Crosby.

PLUG TUNES

**Wedding Bells Will
 Soon Be Ringin'**

LAUREL MUSIC CO.
 1619 Broadway New York City

SOME DAY

(You'll Want Me To Want You)
DUCHESS MUSIC CORPORATION

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

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

I WISH I KNEW

Should step right out in front—
 Just recorded for RCA-VICTOR
 by DOLPH HEWITT

ADAMS, VEE & ABBOTT, Inc.
 216 S. Wabash Ave. Chicago 4, Ill.

My Heart Goes With You

by Thomas G. Meschan

—◆ ◆—

JAMES MUSIC, Inc.

1650 Broadway Room 709 N. Y. C.

Brand New Novelty!

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

TONY PASTOR'S
 Sensational COLUMBIA Record
 #38577

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