



RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 49, NO. 25

NEW YORK, MONDAY, NOVEMBER 7, 1949

TEN CENTS

"SERIES," 7 YEARS, TO MBS-GILLETTE

Say 'Language' Radio Slows Americanizing

Washington Bureau of RADIO DAILY
Washington—An FCC examiner challenged foreign language broadcasting Friday as a force to slow the Americanization of foreign-born groups. Primarily because all 22 of its directors are Boston natives and residents of the Boston area, the FCC examiner, Hugh B. Hutchinson, recommended in an initial decision that the Pilgrim Broadcasting Company be granted a new AM station in Boston to operate with five kilowatts, daytime only, on the 950

(Continued on Page 6)

Webs' Proposal To RWG Given Com. Mandelbaum

Following a week of discussions, ABC, CBS and NBC on Friday wrote Commissioner J. R. Mandelbaum of the Federal Mediation Service a package proposal for the settlement of their dispute with the Radio Writers Guild over the New York staff news and continuity writers.

At the Commissioner's request, both sides have agreed to continue discussions through this week and meet at the call of Commissioner Mandelbaum.

WCBS Lands Sponsors For AM-TV Election Cover

Local coverage of the New York City and State and the New Jersey election returns, tomorrow, will be sponsored on WCBS radio by the F. M. Schaefer Brewing Co., and on WCBS-TV by the United Fruit Co., it has been announced by Edmund Chester, director of CBS News.

National election returns were
(Continued on Page 6)

Makes The Grade

Bob Hope, California distributor for DuMont television distributors, who does some radio work on the side, has accepted the honorary presidency of the National Television Dealers Assn., Inc. Edwin A. Dempsey, the group's executive director, said Hope was named "because he is the most popular and widely-known television merchant in the country."

No Paper Tomorrow

Tomorrow is Election Day, recognized throughout the Union as a legal holiday. In observance, RADIO DAILY will not be published.

Earle McGill Is Dead; Was RTDG President

A requiem mass will be held at St. Ignacius Church in New York this morning at 10 a.m. for Earle Lewis McGill, local and international president of the Radio and Television Directors Guild, who died Thursday night in New York at the age of 52.

McGill, regarded as the dean of radio directors, entered the broadcasting field from the legitimate theater and motion pictures. As a producer and director for CBS, he was credited with having developed many of the techniques now regarded as basic in the field. Among the many shows he directed for CBS

(Continued on Page 6)

'Kate Smith Calls' Cuts Air Time In New Format

"Kate Smith Calls," ABC's Monday night show, will take on a new format and reduce its present broadcast time of 1 3/4 hours to one hour, beginning tonight.

The show, which will henceforth be aired 9 to 10 p.m., EST, will include radio, stage and screen stars as guests. Miss Smith and her radio partner, Ted Collins, will launch the new format by interviewing Charles Buddy Rogers, another ABC star.

Contract With Commissioner Chandler Includes All-Star Baseball Games; TV Options For 1950 Granted

A seven-year contract, involving more than \$1,000,000, for the radio broadcasting of the World Series and All Star Baseball games (through 1956), has been signed between Mutual Broadcasting System, Baseball Commissioner Albert B. Chandler and Gillette Safety Razor Company.

Under the seven-year deal, Mutual will serve during the Series more than 520 MBS stations, plus an auxiliary list of some 200 stations in the
(Continued on Page 4)

WNEW Denies Charge Of Unfair Firings

The American Communications Assn., (CIO) released hundreds of helium-filled balloons in mid-Manhattan on Friday carrying pamphlets aimed, in the union's words, "at calling public attention to the recent unfair firing of two broadcast engineers by Station WNEW." A WNEW spokesman, meanwhile, declared that the station is an innocent bystander in a jurisdictional
(Continued on Page 4)

KYW Ad For Girl D. J. Brings 1300 Replies

Philadelphia—For overwhelming evidence that radio has lost none of its magic appeal, check with any staffer at KYW—but wait until he's had a few days' rest. A total of 1,300 girls responded to the station's
(Continued on Page 2)

WITH Owners Acquire Balti. Home News

Baltimore—Purchase of the Baltimore Home News, a weekly newspaper, has been announced by Thomas Tinsley, president of the Maryland Broadcasting Co., which operates WITH, Baltimore, and WLEE, Richmond, Va.

Present operations and personnel of the Home News will continue unchanged, Tinsley said. The paper's business, advertising, and editorial

(Continued on Page 8)

RCA Victor to Sponsor 'Screen Directors' Show

The RCA Victor Division will sponsor "Screen Directors' Playhouse" on NBC's full network starting Jan. 6, 1950, from 10:00 to 10:30 p.m., EST, Thomas McCray, NBC national program manager, has announced.

(Continued on Page 2)

'Opry' Cast To Entertain U. S. Troops In Europe

The cast of NBC's hillbilly program, "Grand Ole Opry," selected by Air Force personnel overseas as "the show we would like most to see," will leave on Nov. 13 for a 20-

(Continued on Page 2)

Commission Sales Preferred By Local-Station Managers

Asbury Park, N. J.—Sixty-four per cent of the small-market stations covered in a recent survey pay their time salesmen commissions from 15 to 20 per cent and this practice is regarded as the most effective way of getting sales results by most of the stations, it was revealed in a survey which was released to small market stations at the 2nd District, NAB, meeting at the Berkeley-Carteret Hotel Friday. The survey

formed the basis of a discussion by small market broadcasters regarding their sales forces and sales approach and led to an almost unanimous opinion that commission salesmen produce the best results.

Howard V. Cassell, general manager of WEOK, Poughkeepsie, N. Y., reported having five commission salesmen on his staff and added that in each instance they were out-

(Continued on Page 8)

Cancer Benefit

Details of a \$200,000 contest were announced on Walter Winchell's broadcast for Kaiser-Frazer on ABC last night. A total of 1023 cash prizes ranging from \$10,000 downward will be awarded for the best names submitted for the firm's new low-priced car. Kaiser-Frazer will match each prize with an equal amount for the Damon Runyon Cancer Fund.



Vol. 49, No. 25 Monday, Nov. 7, 1949 10 Cts.

JOHN W. ALICOATE : : Publisher

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

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.

WEST COAST OFFICES

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

WASHINGTON BUREAU

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

CHICAGO BUREAU

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

SOUTHWEST BUREAU

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

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 4)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
ABC	8	7 3/4	8	+ 3/8
Admiral Corp.	28 1/4	27 7/8	28 1/8	+ 3/8
Am. Tel. & Tel.	145 1/4	145 1/8	145 1/8	+ 1/8
CBS A	24 5/8	24	24 1/8	+ 1/8
CBS B	24 1/4	23 7/8	24 1/8	+ 1/8
Philco	30 1/8	29 3/4	29 7/8	+ 1/4
Philco pfd.	79 1/2	79 1/4	79 1/4	- 1/4
RCA Common	12 1/4	12 1/8	12 1/8	- 1/8
RCA 1st pfd.	73	73	73
Stewart-Warner	12 1/2	12 3/8	12 3/8	- 1/8
Westinghouse	28 1/2	28	28 1/4	- 1/4
Westinghouse pfd.	100 3/8	100 1/4	100 1/4	- 1/8
Zenith Radio	28 5/8	28 1/2	28 1/2

NEW YORK CURB EXCHANGE

Hazeltine Corp.	14 1/2	14 1/2	14 1/2
Nat. Union Radio	2 5/8	2 5/8	2 5/8	- 1/8

OVER THE COUNTER

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

Decca Earnings Down

Consolidated net earnings of Decca Records, Inc. for the nine months ended September 30, 1949, amounted to \$427,601 after provision of \$262,078 for income taxes. This equals 55 cents per share on 776,650 shares of capital stock outstanding at September 30, 1949, and compares with net earnings of \$550,877 or 71 cents per share in the corresponding period of 1948.

WEAV

PLATTSBURG, N. Y.
AMERICAN BROADCASTING CO.
CONSISTENTLY SELLING THE NORTH
COUNTRY'S RICHEST MARKET
JOSEPH HERSHEY MCGILLVRA, Nat. Rep.

★ COMING AND GOING ★

FRANK STANTON, president of the Columbia network; HERBERT AKERBERG, vice-president and manager of station relations; HUBBELL ROBINSON, JR., vice-president and director of programs, and JOHN KAROL, sales manager of the web, spent Friday and Saturday in Houston, Tex., attending a meeting of the 6th District, Columbia Affiliates Advisory Board.

DON DUNPHY, American network sportscaster, on Nov. 14 will go up to Buffalo, where he will be toastmaster at the Sports Night dinner of the Buffalo Athletic Club.

R. C. ALEXANDER, radio and television director of the Ward-Wheelock advertising agency, this week is in Milwaukee with NBC's "Double or Nothing" show, which is being broadcast from that point.

JACK MANGAN, master of ceremonies for "Ship's Reporter" on WJZ-TV, is back in town following a trip to three eastern seaboard cities, where he appeared at Navy hospitals.

DR. JOHN E. BARKLEY, supervisor of physical chemistry research at the Armour Industry Research Foundation of the Illinois Institute of Technology, has left for London, England, where he will confer with British scientists on the latest developments in the field of infra-red photocell research.

IRA MARION, American network scriptwriter, and his wife, EDITH, left last Friday on a three-week vacation. They'll make their first stop in Washington, D. C., where they'll spend three or four days.

RICHARD S. TESTUT, vice-president and general manager of Associated Program Service, is vacationing. He'll be back at his desk Nov. 14.

CARL MARK, executive vice-president and general manager of WTTM, affiliate of NBC in Trenton, N. J., and FRED BERNSTEIN, sales manager of the station, returning from Asbury Park, where they attended the meeting of District 2 of the NAB.

KYW Ad For Girl D. J. Brings 1300 Replies

(Continued from Page 1)
broadcast advertisement for a lady disc jockey, and more than 900 turned up at KYW for auditions.

This group was narrowed down to 12 finalists, from among whom the ultimate winner was chosen. She is Marjorie Wieting, 26-year-old Collingswood, N. J. housewife, and mother of two. A newcomer to radio, Mrs. Wieting will start a Monday-Saturday, 12 midnight-1 a.m. disc jockey stint on Nov. 14.

RCA Victor to Sponsor 'Screen Directors' Show

(Continued from Page 1)
nounced. J. Walter Thompson is the agency.

The program, which features Hollywood stars in adaptations of films, has been presented on Mondays heretofore. Effective Nov. 11, the program will be broadcast on Fridays at 10:00 p.m., EST, continuing on a sustaining basis until Jan. 6.

This is the third NBC house package to be sold in a month. The others are "Dagnet" and "Baby Snooks."

'Opry' Cast To Entertain U. S. Troops In Europe

(Continued from Page 1)
day entertainment tour of U. S. air bases in Europe.

The "Opry" programs for Nov. 19 and Nov. 26 will be broadcast from Europe via shortwave. Twenty-five members of the cast, headed by mc Red Foley and comedians Rod Brasfield and Minnie Pearl, will make the trip by plane as guests of the Air Force.

Minute Maid Renews

Minute Maid Corp. (orange juice) has renewed its sponsorship of "This Is Bing Crosby," quarter-hour transcribed heard Monday-Friday, 10-10:15 a.m. on WCBS, New York, for an additional 52 weeks, effective Nov. 18. Doherty, Clifford & Shenfield handles the account.

Stork News

Andrew Wiswell, vice-president of Muzak in charge of recording and recording director of Associated Program Service, is the father of a son born to Mrs. Wiswell Nov. 3. Baby will be named Andrew M.




Teddy Bear growing up

This baby bear weighed only 11 ounces at birth and was bottle-fed. Now he's eating ice cream out of a container. And soon he'll be so grown-up that he'll be yelling for big chunks of meat.

We've watched a lot of advertising campaigns grow up on W-I-T-H. You can do such big things on W-I-T-H with a little bit of money!

You see, W-I-T-H delivers more home listeners-per-dollar than any other station in town. And in addition, a recent survey made under the supervision of the Johns Hopkins University showed that of all radios playing in drug stores, 34.6% were tuned to W-I-T-H!

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

WITH

Baltimore 3, Maryland

TOM TINSLEY, President
Represented by Headley-Reed

WVNI

"NEW JERSEY'S MOST POWERFUL RADIO STATION"

Announces the Appointment
Of
Walter Kaner Associates
NEW YORK
TO DIRECT
PUBLICITY AND PROMOTION

IVON B. NEWMAN
VICE-PRESIDENT

IT'S ABOUT TIME THAT RADIO COUNTED THE ENTIRE HOUSE

Radio ratings until now have measured *only* the use of radio sets in the home. Everyone knows that there is considerable listening to the radio out of the home—in automobiles, at work, in bars and restaurants, and many other places.

For the first time *all* out-of-home listening in a community has been measured—*PULSE has done it for New York!*

For the first time PULSE has done it, using a common base so that out-of-home listening can be combined with at-home listening to obtain the **TOTAL MEASURE OF THE RADIO AUDIENCE!**

The size of the out-of-home audience ranges hourly from 3 percent to 58 percent of the at-home audience. Advertisers are going to find exciting, *additional* value in *certain* times, programs and stations.

On an over-all average, out-of-home listening adds 19 percent to the at-home audience each quarter-hour on weekdays, and 24 percent on Sundays. In effect, the radio stations in New York have been giving their advertisers a huge bonus.

Radio has always been fabulously low in cost in number of people reached at-home. The PULSE study of out-of-home listening reveals that radio's actual audience is considerably larger and, therefore, its cost is considerably lower. It is high time for radio to claim *full credit* for its total audience—*out-of-home* as well as at-home.

Write for your copy of the detailed findings of the *first* comprehensive measurement of the radio audience—"Report No. 1 **TOTAL RADIO LISTENING IN THE NEW YORK AREA.**"

WNEW

1130
ON YOUR
DIAL

Mutual, Gillette Sign World Series, 7 Years

(Continued from Page 1)

United States, Hawaii, Alaska, Canada, Cuba and Latin American countries. These games will also be made available to the U. S. Armed Forces Radio for shortwaving to Army posts and ships at sea throughout the world.

Mutual and Gillette also have been granted the right to meet any offer for television rights for next year, which the Commissioner may receive.

Sponsored Series 11 Years

Gillette has sponsored the World Series in cooperation with Mutual for the past eleven years, the All-Star Games for three years, and tele for the past three years.

Chandler said that his negotiations with radio since he became Commissioner will benefit baseball upwards of two and a half million dollars. The baseball players Annuity and Insurance Plan, adopted in 1947 by the baseball club owners and the Commissioner's office, will be specially benefitted.

Washington Bureau of RADIO DAILY

Washington—NAB this week will send members special reports on the new baseball broadcast rules and on TV progress.

The baseball supplement, including the new amendments in the broadcast rules, along with a memorandum from Commissioner A. B. Chandler and excerpts from the Department of Justice release on the subject, is prefaced by a note from the NAB legal department. It points out that the amendment of the rules "has gone far toward the opening to broadcasters of a source of program material formerly severely restricted."

Five Maps Included

The television supplement contains five maps showing interconnecting facilities between TV stations throughout the United States and the cities with operating stations, as well as those under construction.

WLAW, Lawrence, Plans In-School Pgm. Series

Lawrence, Mass. — "Pan-American," a new series of 15-minute weekly broadcasts designed for in-school listening by fifth and sixth grade pupils, will be launched on WLAW, Lawrence, on Tuesday at 10:45 a.m.

Bulletins announced the programs have been mailed by the Massachusetts State Dept. of Education to libraries, educators, parent-teacher groups, social agencies and other organizations in the area. The programs will consist of dramatic sketches highlighting the traditions of New England and those of the Latin American republics. They will be written and directed by Eleanor Hall, executive secretary of the Pan-American Society of New England.



Mainly About Manhattan. . . !

● ● ● WEEK-END CUFF NOTES: Several of the big time colleges following in the footsteps of pro football in barring TV. (They still insist it fractures the gate). . . Big complication in the rhubarb between CBS-TV and the Bklyn Dodger ball games next season is that the web wants full night-time rates for the arc light games . . . Torchlight Productions, Inc., establishing an annual award to be presented each year to "the person, or organization, who has done the most to promote the betterment of race relations within the field of American theater." . . . Ed Gardner has to import U. S. musicians when he does those Puerto Rico-based programs. Thus ruled Caesar. . . Jerry Colonna has a video series but he's having trouble peddling it. The price ain't right. . . One of the big talent outfits planning to cut scripters of TV shows in on the package instead of just the usual salary arrangement. . . Now that Berle's flicker is being previewed at Lindy's, Geo. Wright wonders who directed it—Preston Sturgeon? . . . Xaxier Cugat turning over half of his royalties on his latest Columbia disc, "Thrill Me," to Buddy Clark's widow. Buddy did the vocal on it. . . Incidentally, Metronome's 65th ann'y issue, out today, will include a tribute to the late singer by his pal, Geo. Simon.

☆ ☆ ☆ ☆

● ● ● Several months ago, Dan Seymour yielded to the pleas of his three youngsters and bought a television set just for them, making everybody happy with the arrangement. Dan and his wife watched the shows of their choice on one set, while the kids were busy with the Westerns, etc., on theirs. Yesterday, however, he got a new demand. It seems the three kids can't agree on what to watch and they're holding out now for separate sets.

☆ ☆ ☆ ☆

● ● ● THEY SAY: "Post-war TV is the engineering botch of the century. To jockey TV back into a position where it could realize its stunning potential would render obsolete almost a billion dollars worth of equipment."—Lawrence P. Lessing, in Fortune mag. . . "Watch for a new deal regarding the broadcast and telecast of future World Series. The revenue from the pact will almost equal the amount brought in by ticket sales."—Dorothy Kilgallen. [See lead story, this issue] . . . "Hollywood is not as bad as people think, but the pictures are."—Orson Welles.

☆ ☆ ☆ ☆

● ● ● PUN-LINES BY TIM MARKS-MAN: A lot of TV ideas are being nipped in the budget. . . Experiments prove that cannibals don't care for TV. They prefer their actors in the flesh. . . A certain actor dreamed all night about bicycles. Now he's having himself cyclo-analyzed.

☆ ☆ ☆ ☆

● ● ● SMALL TALK: Say what you will about those rootin', tootin', shootin' Westerns on video, songstress Nancy Kenyon sez you can't deny that televiewers get a bang out of them. . . Ted Granik arranging to fly one of the speakers for next week's "American Forum of the Air" session to Washington from Sweden. . . Romolo De Spirito, new tenor sensation, opening tonight at Place Elegante. . . Thanksgiving is still a few weeks off, sez Al Nevins, of the 3 Suns, but he's already spotted several turkeys on video. . . Publicist Walter Kaner's "B'way to H'wood" column, now appearing in 17 papers, has added two Queens dailies. . . Jeff Clark, the Hit Parader, being wooed by two record companies. . . Add thumbnails: Jack Carter, on "Cavalcade of Stars"—comedy a la Carter.

☆ ☆ ☆ ☆

● ● ● Sportscaster Guy Lebow handed Lisa Kirk a box of chocolates the other p.m. "No, thanks," sighed Lisa, "I've got to watch my figure." "You mean," retorted Guy, "that you get a kick out of watching it, too?"

WNEW Denies Charge Of Unfair Firings

(Continued from Page 1)

dispute between the ACA and the IBEW, each of which claims to represent a majority of WNEW's engineers.

According to William Bender, vice-president of the ACA's broadcast department his union took to the air via the balloon route after WNEW declined to sell the ACA time to tell its story. The ACA has held contracts with WNEW for 12 years, but the station refused to negotiate a new contract when the last pact expired on Sept. 30, Bender said. "Despite the solemn pledges of WNEW officials that the working conditions and jobs of the engineers would be secure, two of the men were summarily fired without cause two weeks ago," he said. The men who were discharged are Sol Pfeffer and Kenneth Haile, the union said; the ACA is demanding their reinstatement.

The text of WNEW's statement on the matter follows:

"This is a jurisdictional dispute between unions. IBEW, an AF of L union, claiming to represent a majority of our engineers, filed a petition with the National Labor Relations Board which has called a formal hearing. ACA, a CIO union, also claims majority representation. Under the law, there is nothing we can do but remain neutral and wait for the National Labor Relations Board to determine which union is the proper collective bargaining agent. In the meantime, we cannot negotiate with either union on any subject. As soon as any union is certified by the National Labor Relations Board, we will negotiate for a contract with that union. It would be illegal for us to take sides with either union and, therefore, we can make no additional comment."

Religious Radio Leaders Meet Tonight In Albany

Albany, N. Y.—The Rev. Edward C. Parker, program director of the Protestant Radio Commission, and the Rev. Charles H. Schmitz, radio chairman of the Syracuse Council of Churches, will speak here on Tuesday at the fourth annual Capital District Institute of Religious Radio, to be held in Cavalry Methodist Church.

Radio executives, clergymen, and laymen from Albany, Schenectady, and Troy will attend the Institute, which opens tonight. It is sponsored jointly by the State Council of Churches, the Albany Federation of Churches, and the Troy and Schenectady Councils of Churches.

Grauer For Swayze

Ben Grauer will handle the election night commentary on WNBT, New York, instead of John Cameron Swayze, as previously announced. NBC said on Friday.



**SEE PAGES
775 to 793**

FOR A COMPLETE
CATEGORY
ON

MUSIC

GIVING
PERFORMING
RIGHTS
SOCIETIES
&
OTHER
USEFUL
INFORMATION



ONE OF 1001
SUBJECTS COVERED
IN THE

**RADIO ANNUAL &
TELEVISION
YEAR BOOK
for 1949**

Say 'Language' Radio Slows Americanizing

(Continued from Page 1)
band. He called for the rejection of bids from Beacon Broadcasting Company, Boston Radio Company, Bunker Hill Broadcasting Company and Joseph Solimene.

Major stockholders of the Pilgrim Company are Frederick W. Roche and Richard Maguire, legal partners in Boston, each of whom holds 10 per cent of the stock. The other 80 per cent is divided among 20 individuals, including Arthur Haley, time salesman of WBMS, who would be general manager.

Among the directors of other applicant companies was James E. Markham, formerly Alien Property Custodian here and general counsel to the FDIC. Markham is now in private law practice and for several years was a stockholder in WEMP, Milwaukee. Markham owns 51 2/3 of the stock in Boston Radio Company, with John H. McNeil, former manager of WJZ, New York, and now manager of commercial operations for the DuMont TV net holding one third the stock of the company.

Applicant Naturalized Italian

Solimene, a naturalized Italian who has for some years run foreign-language shows on WCOB and WMEX, Boston, had proposed a substantial foreign language schedule for his station. Examiner Hutchison observed that Solimene's plans seemed primarily commercial in intent, with little intent to "familiarize (foreign-language groups) with the history, traditions and cultural development of this country." He found "of dubious merit" the proposal "to use their native languages as a medium to encourage such groups to learn English.

"English is recognized as the official language of the United States," he said, "and is spoken predominantly in all sections of this country including the city of Boston. Ample opportunity, therefore, exists for persons of all ages and stations in life in this area to become familiar with English through their daily personal, business and social intercourse with native American inhabitants."

Sees "No Real Necessity"

He said he sees "no real necessity" for radio appeals to foreign language groups. Moreover, it appears to be fallacious reasoning to assume that such groups which have not already been assimilated into the political and social life of this country would be aided in that direction through the broadcasting of foreign language programs for their entertainment, information and convenience. On the contrary, he said, "we be-

WANTED

Gentleman in radio needs a room in midtown or village two nights a week. Will not use it week-ends. Write Box 283.

RADIO DAILY

1501 Broadway New York, N. Y.

★ THE WEEK IN RADIO ★

Small-Market Nat'l Spot Biz Gaining

By AL JAEGBIN

NATIONAL spot business for small-market stations in 1949 is expected to exceed that of last year, according to the opinions of broadcasters who attended the NAB's 2nd District meeting at Asbury Park, N. J. Frank Burke, editor of RADIO DAILY, who personally attended the various sessions, pointed out that an awareness of "the highly competitive business of commercial broadcasting in many cities of New York and New Jersey" brought a turnout of about 150 broadcasters.

About 200 other broadcasters broke all attendance records at the NAB's 1st District meeting at Boston. At the opening session there, district chairman Harold E. Fellows described the turnout as "an excellent demonstration of the vitality of radio." He pointed out that "radio is a prosperous, growing business despite the expansion of TV."

Radio's progress during the past 29 years was described as "the most phenomenal growth ever recorded in a single industry" by the NAB report issued last week to coincide with the opening of National Radio and Television Week. . . . Concrete evidence of this continued growth was contained in the financial report released by the board of directors of CBS. That report disclosed that the web's gross income increased from \$70,904,806 for the first nine months of last year to \$74,607,071 for the same period of 1949. The network's net income, however, decreased from \$3,010,446 to \$2,003,812 for the two comparable nine-month periods.

Another chunk of network business was chalked up by MBS when Gillette Safety Razor Co. signed on

lieve that, in general, such programs may tend to destroy all incentive to learn English, to anchor these groups to the traditions, customs and institutions of the countries from which they are derived and to foster in them a consciousness of racial separatism which is not conducive to assimilation into our national life or indeed consistent with the American ideal of nationwide unity of all groups and classes of citizens on an equal basis.

"For the benefit of those groups of foreign extraction who possess any knowledge of English, it would appear therefore to be far more desirable to use this language as the medium for broadcasting educational and other public service programs, as well as those which are commercial in character, in order to improve their proficiency therein, rather than resort to their native tongues for such broadcasts. For the relatively small number of persons residing in Boston who may not have yet shown sufficient initiative to learn the established language of this nation, there is no argument so persuasive as the whip of necessity to compel these inhabitants to familiarize themselves with that language."

the dotted line for the sponsorship of the Army-Navy Football game, Nov. 26, over the full web. Gillette also picked up the tab on gridiron classic over the NBC-TV network. . . . Longines-Wittnauer Watch Co. signed with CBS for a special hour-long simulcast for Thanksgiving Day. . . . Elgin-American compacts signed a 90-minute all-star Thanksgiving variety show on NBC. . . . Ford Motor Co. signed with CBS for two daily pickups of the United Nations General Assembly sessions, beginning today. . . . Radio receiver sales in Canada during July totalled 42,800 units with a value of \$2,847,000 compared to the comparatively low 20,300 units sold for \$1,290,600 during the same month of last year. . . . Although the sales and net income of the Philco Corp. for the third quarter of 1949 fell off sharply because of Summer vacation shutdowns, the president of the firm, William Balderston, said that the "marked improvement" which started in September continued through October. . . . Foote, Cone & Belding International Corp. has started to expand in South America, following the completion of "working arrangements" with seven Latin American advertising agencies.

IT&T sold WKAQ, San Juan, P.R., to Angel Ramos for \$325,000. Ramos is the publisher of "El Mundo," the island's largest newspaper. . . . The Yankee Network leased two of its stations, WAAB at Worcester, Mass., and WMTW at Portland, Me., to John A. Baybutt of Boston. . . . Eleven stations controlled by three major networks were put on temporary licenses until March 1, 1950, by the FCC until the complaints against the webs acting as station representatives can be decided. . . . The National Assn. of Radio Station Representatives issued, free of charge, to agencies and advertisers the first comprehensive analysis of comparative time costs on 1,874 stations in 1,160 places throughout the country. The book, known as "The Spot Radio Estimator," was compiled under the direction of NARSR managing director, T. F. Flanagan.

FCC Chairman Wayne Coy reported that the blast and resultant fire in Washington's Post Office building caused less severe damage to FCC files than at first believed. The Commission went "back into business," with hearing schedules re-activated on Thursday. However, the announcement said that it looks as if the FCC law department offices will not be re-opened for many months. . . . Earlier in the week, the FCC filed its answer to the networks' complaints on the "giveaway" edict. The Commission's answer denied that the ruling would "cause irreparable injury or any injury in law" to the webs. It declared that the rules were "duly adopted as a reasonable exercise of the statutory authority of the FCC, conferred upon it by Congress."

Earle McGill Is Dead; Was RTDG President

(Continued from Page 1)

were "Columbia Workshop," "American School of the Air," "Report to the Nation," "Town Crier," and "Reader's Digest."

During the recent war he directed many programs for the Army, and visited the European and Pacific war theaters, in addition to directing the Stage Door Canteen programs for the American Theater Wing. The last two programs he directed were "Smithsonian Institution," and "Journey at Sunrise," both for the Voice of America.

A Founder Of RTDG

McGill was one of the six founders of the Radio and Television Directors Guild. He was a graduate of Yale University, and a member of the Yale Club, the Executive Council of the American Theater Wing, and the American National Theater Academy.

He leaves a son, Douglas, a student at Yale, a sister, Elsa McGill, and a brother, William. Interment will be at New Haven, Conn., his birthplace.

WCBS Lands Sponsors For AM-TV Election Cover

(Continued from Page 1)

sponsored on the CBS radio and television networks in 1948, but this is the first time a local campaign has been sponsored on both communication mediums.

Top CBS radio and television news correspondents will participate in the election coverage, which will include interviews at the different headquarters and in WCBS studios.

Gen. Bronze Buys Brach

The General Bronze Corp., Garden City, New York, has announced acquisition of the L. S. Brach Manufacturing Corp., Newark, N. J., producer of automotive radio antennas, television antennas, and other equipment. The latter firm will be operated as a division of General Bronze.

WANT TO BOOST YOUR HOOPER?

Reach by mail a new complete list of

TELEVISION OWNERS

in all important TV markets.

\$18.75 per M names, addressed on your envelopes

DUNHILL

INTERNATIONAL LIST CO.

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

TELEVISION DAILY

Section of RADIO DAILY, Monday, November 7, 1949 — TELEVISION DAILY is fully protected by register and copyright

GOV'T STATISTICS TO INCLUDE TV

TELE TOPICS

THE YOUNGER Alexandre Dumas, we believe, once termed his "Camille" a mere potboiler. The accuracy of his description was best demonstrated Thursday night when CBS unveiled a new bi-weekly produced and directed by Bob Stevens, titled "Romance." Adapted by Halsted Welles, "Camille" was cut to a half-hour and transferred to this country, circa 1923. Marguerite became a ballerina residing in Greenwich Village and Armand became "Dillon Whitelaw," a student at Princeton. Thus brought closer to home in both space and time, the production served only to heighten the corny aspects of the tear-jerker, with the result that it seemed more like a third-rate soap opera than adult drama. . . . Production-wise, the show was on a par with the best the medium has to offer. Stevens knows how to stage and direct a program as well as just about anyone now operating. Film was tastefully used, an elevated camera angle was most effective, and the entire show had as much action as the script allowed. Ruth Ford, as Marguerite, tried too hard, it seemed in spots, but Richard Hylton, who resembles singer Bill Lawrence, was very much the lovestruck schoolboy. Supporting players were Malcolm Keen, Barry Kroeger, Timothy Kears, Dorothy Sands, King Calder and Nathan Adams. Three sets, all excellent, were by Henry May.

BONNY MAID VERSATILE VARIETIES folding after the installment of the 18th. "The Black Robe" will move into the Friday, 9 p.m. spot on NBC on the 25th. . . . Klaus Landsberg, West Coast director of Paramount Television and manager of KTLA, is personally directing one of the station's more popular shows, "Latin Cruise," weekly half-hour originating at the Country Club Hotel in Hollywood. . . . BBD&O and ABC hosted a celebrity party at the Elysee Theater last night to mark the first anniversary of "Celebrity Time," bankrolled by Goodrich. . . . WOR-TV has begun an intensive promotion campaign to associate the station's call letters and channel.

AWARD FOR the "best annual report to stockholders on film" by "The Financial World" has gone to Hal Roach studios for "Prospects Unlimited," TV film made for Union Oil Co. of California through Foote, Cone & Belding. . . . Paul Tripp, "Mr. I. Magination" on CBS, will narrate his "Story of Celeste" when it is performed by the N. Y. Philharmonic Symphony at Carnegie Hall Nov. 19. . . . Carl King has been signed as narrator for a new series of fairy tales by Tele-Art Films. . . . Kudner agency sent out kerosene storm lanterns to the press Friday as a reminder of "Lights Out," sponsored by Admiral.

Para. To Do Pickups On CBS UN Coverage

Eastern TV department of Paramount Pictures will handle the pickups of the UN General Assembly which will be carried by CBS under sponsorship of Ford Motor Co. beginning today. Para will supply cameras and crews, under the supervision of Richard Hodgson, director of technical operations, and also will record portions of the proceedings for showing on the screen of the Paramount Theater.

Entire series, which runs until the end of the year, will be under the general supervision of Edmund Chester, CBS news director. Robert Bendick, special events chief, will be in charge of production, and Frank Schaffner will direct.

Lyman Bryson, CBS public affairs counselor, and Larry Leseur, UN correspondent, will share commentary and interview assignments.

Facilities and personnel of the UN public information department will be made available for production assistance on the programs, which will be recorded and distributed by the UN to other member states.

O'Brian Joins Atlas

Robert W. O'Brian has been appointed vice-president of Atlas Television, it was announced yesterday by Harry Brown, president of the firm. O'Brian formerly did promotion and publicity for WRGB, Schenectady.

Comparative Tests Postponed For Week

Washington Bureau of RADIO DAILY

Washington — The FCC decided Friday to postpone the comparative TV demonstrations slated for next Monday for one week. Rejecting DuMont's proposal that the November demonstration be cancelled, the Commission ordered a one-week delay in order to give the parties more time to prepare. Details of the demonstration could not be learned Friday, with efforts still under way to devise some means whereby the matter to be sent out over the RCA, CBS and DuMont signals can be nearly identical as possible.

Will Use Former OPA Building

The receivers will be set up in temporary building, formerly the home of the Office of Price Administration.

Traviesas, Of CBS, Named To Head TBA Committee

Herminio Traviesas, sales service manager of CBS-TV, has been named chairman of the TBA commercial operations committee, it was announced on Friday by J. R. Poppele, president of the trade organization.

Traviesas' committee has been working on a standard rate card form and standard facilities contract for the past year and both are expected to be completed this year.

Establishes Video As Vital Factor In U. S. Life

Washington Bureau of RADIO DAILY

Washington—New recognition of the emergence of TV as a major consideration in the thinking of American families was seen here Friday as the Bureau of Labor Statistics announced it will hereafter compile data on video receiver purchases and service as a part of its cost-of-living surveys. The move is part of a general revision to modernize the studies, which cover 34 large cities.

BLS director Ewan Clague said Friday the survey, hereafter to be known as the Consumers' Price Index, requires certain modernization if it is to be kept abreast of the times. He said it had already dropped silk stockings for nylon as a significant item and that it is dropping ice-boxes for mechanical refrigerators. Data on sound radio receivers is not being dropped.

The TV expenditures will apparently come under the "home appliances" category, rather than as expenditures for amusement.

Studies will get under way next week in Baltimore, Birmingham, Boston, Cincinnati, Detroit, Jacksonville, Memphis, Minneapolis, Mobile, Portland, Me., and St. Louis. The other 23 cities will be surveyed by next March.

Tennis Pickup Sponsored

Coverage by WOR-TV of pro tennis matches featuring Pancho Gonzales, Jack Kramer, Frank Parker and Pancho Segura Nov. 9 will be sponsored by Local Chevrolet Dealers Association, through Campbell-Ewald agency. Originating from Westchester County Center, program will be the first, and perhaps only pickup of the pro troupe in the area.

Huhn Joins WFIL-TV

Philadelphia — Austin O. Huhn, former production supervisor of WPIX, New York, has joined the staff of WFIL-TV as a producer. He has had 11 years experience in AM-TV production and has had professional experience on the stage and in motion pictures.

WPIX Sells Hockey

Sixteen home games of the New York Rovers hockey team at Madison Square Garden will be sponsored on WPIX by Sunset Appliance Stores, through Arnold Cohan agency. Sunday afternoon pickups begin Nov. 13. Guy LeBow will be behind the mike.

The Week In Television

FCC Kills Hope For Early End To Freeze

The FCC virtually killed all hope for an early lifting of the freeze when it announced that it will hold additional color hearings and tests in February, postponing all action of allocations until completion of the color question. Two of the three companies slated to appear in comparative demonstrations Nov. 14 asked postponement of the tests. RCA said that technical difficulties would prevent them from participating on schedule, while DuMont urged that the test be put off until February. . . . Dr. Allen B. DuMont took the stand at the hearing to state that commercial color is ten to 15 years away. Both DuMont and his research chief, Dr. T. T. Goldsmith, Jr., were subjected to sharp questioning, especially by Commissioners Jones and Hennock. . . . A. D. Danton, CBC board chairman, said TV in Canada is "wide open" for private broadcasters but none has shown much interest. Later in the week, however, he revealed that eight applications for stations had been received. . . . Zenith also joined the anti-color group, stating that there is not in existence today a color system with which "both the public and the industry could live." . . . Ford Motor Co. signed to sponsor daily pickups of the UN General Assembly over CBS. . . . Special Thanksgiving Day programs were set on NBC, by Elgin-American, and on CBS, by Longines-Wittnauer.

Commission Selling Called Best Pay-Plan

(Continued from Page 1)

town personalities rather than local salesmen. He declared that he favored the out-of-towners because they seemed more effective in their selling to local merchants.

Another advocate of commission salesmen was Paul Alger of WSNJ, Bridgeton, N. J. Alger, unlike Cassell, expressed a preference for local resident salesmen and said he felt they did a better job in their market. His station pays 20 per cent commission to salesmen.

Offered By Si Goldman

The survey which provoked the discussion was offered by Si Goldman, WJTN, Jamestown, N. Y. Goldman had queried 12 representatives of small-market stations in various sections of the country on their sales setup. One conclusion reached in the survey was:

"The method of compensation for salesmen preferred by most stations is straight commission, with 15 per cent being the most prevalent percentage; 64 per cent pay on a straight commission basis and all but two pay the straight 15 per cent. One that doesn't, pays 20 per cent on the first \$1,000 and 10 per cent on everything after that. Four stations that don't pay straight commissions, pay salary-and-commission or salary and bonus. In each of the four cases, there is a different plan. One station pays three per cent plus salary ranging from \$50 to \$60 per week. Another pays \$75 to \$90 in salary plus bonus based on net earnings. Another pays \$60 per week with a percentage of net profits at the end of the year. The other pays \$60 per week plus 10 per cent on new business."

Goldman explained that generally speaking, most small market managers handle the sales manager's duties and functions.

Kaye Talks On BMI

The second district meeting heard Sydney Kaye of Broadcast Music Inc., give a progress report on BMI's popularity in the popular music field. They also received a report from Kolin Hager, of SESAC, on the company's plans to enlarge their popular music catalogue and to do some aggressive promotion in this field after the first of the year.

All of the sessions of the second district meeting were "grass roots" approach of sales and operational problems. The broadcasters were impressed with the presentation of

COAST-TO-COAST

New WCOP Quiz Show

Boston, Mass.—"You Can't Lose," new WCOP quiz show presented in cooperation with the United Council on World Affairs will be emceed by Sam Gould. Listeners are invited to send in questions, which will be used as the basis for the weekly current events quiz. The program is aired over WCOP every Tuesday evening at 9:45 p.m.

Two "Reps" Appointed

Perth Amboy, N. J.—A. De Laski, sales manager for Circle "X" Antenna Corporation, has announced that J. E. Smith, Dallas, Tex., has been appointed manufacturer's representative for the states of Tex., Arkansas, Oklahoma, and Louisiana; and J. K. Rose & Co., Chicago, Ill., has been appointed to cover the states of Ill. and Wis.

WSPC Cancer Drive

Anniston, Ala.—WSPC went on the air for funds to buy a motorized wheel chair for 13-year-old Bennie Hollingsworth, whose leg had to be amputated because of cancer. Members of the "Top of the Morning Club" heard about it and generously responded. Bennie received the wheel chair, a dog, and a \$3,000 cancer relief fund was given to the people of Anniston.

New Talent Find

Hartford, Conn.—Four teen age musicians have been selected as the "talent find" for the week of Nov. 7, and they will perform several of their selections on all locally-produced shows on WDRC during this week. They're known as "John Pagani and his Three Sharps." John plays the accordion; Frank Tamiso, the drums; Bob Tanguay, the sax; and Don Cooke, the guitar.

Maurice Mitchell, director of Broadcast Advertising Bureau, and following the session they discussed informally the future of the BAB operations. Some feel that this service should remain an integral part of NAB's operations and others forecast it is inevitable that the bureau will become private business enterprise at a latter date.

If BAB leaves the NAB fold, one broadcaster said, the very structure of NAB will be in jeopardy. He added that NAB needs the new sales and public relations gimmick to sustain its vitality as an industry organization.

This question as well as the future of Broadcast Measurement Bureau will be problems for the NAB board to solve when they meet on November 15.

The usual resolutions passed at district meetings were adopted and the second district group agreed that Michael Hanna, director of WHCU, Ithaca, N. Y., had done an excellent job of setting up a constructive business session for the group.

WCCO Music Awarded

Minneapolis, Minn.—"Let's Listen to the Classics," half-hour program of classical music presented Monday through Friday at 11:30 p.m. over WCCO, received the 1949 Phi Beta award for outstanding contribution to fine music and speech on the air. Award was accepted by Ed Viehman, originator of the program, and Robert A. Schmitt, representing Paul A. Schmitt Music Company, sponsors of the program.

Kennedy Appointed WTTM Post

Trenton, N. J.—WTTM announced the appointment of Malcolm E. Kennedy to its sales staff. Kennedy was formerly connected with Station WIP, Philadelphia, and Station WKDN, Camden.

Stork News

A seven-pound eight-ounce daughter was born to Mrs. Rush Sawyers at Memorial Hospital Oct. 27th. Father is chief engineer for station WDVA, Danville, Va.

WITH Owners Acquire Balti. Home News

(Continued from Page 1)

offices will move to the WITH Building at 7 East Lexington Ave. R. C. Embry, vice-president of WITH, has been named vice-president and general executive of the Home News Company. Howard A. Burman, publisher of the Home News, will remain as vice-president.

Tinsley said that plans to widen the circulation area of the paper, and to expand its editorial coverage, are now under discussion, and that additional announcements will be made later.

CBS Adds Copywriter

David H. Luhmann has joined the copywriting staff of the CBS C-O promotion service effective immediately. Luhmann previously was associated with Johnson & Johnson, pharmaceutical manufacturers of New Brunswick, N. J., where he served as assistant advertising manager of the Ethicon Suture Laboratories.

the nation's most

distinguished flight



"The Hollywood"

Fly United's DC-6 Mainliner 300 "the Hollywood," and you will see why it has won the favor of discriminating travelers.

Notice the courtesy and efficiency of United's hand-picked crew; relax over the delicious full-course meals, without question the finest aloft; then discover the unexpected extra services that distinguish this flight.

"The Hollywood" leaves at 12 noon and arrives in Los Angeles at 7:55 p. m. Only one stop en route—at Chicago. Another onestop DC-6 Mainliner 300 flight at 9 p. m.

UNITED AIR LINES

WBAL
means business
in Baltimore