



# RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 49, NO. 26

NEW YORK, WEDNESDAY, NOVEMBER 9, 1949

TEN CENTS

## NBC'S TV-DEPT. NOW SEPARATE ENTITY

### Newsmen Gathering For Nat. Convention

An advance guard of the National Assn. of Radio News Directors arrived in New York earlier this week to wrap up arrangements for the NARND's annual convention, which will open at the Commodore Hotel on Friday and continue through Sunday, Nov. 13.

The NARND board of directors will hold its first pre-convention meeting tonight at 8, and will meet intermittently throughout Thursday. Visits by NARND members to United Nations headquarters at Lake

(Continued on Page 8)

### Sale of Farnsworth Held Legal By Court

Fort Wayne, Ind.—Sale of Farnsworth Television and Radio Corp., Fort Wayne, Ind., to International Telephone & Telegraph Co. was held valid in a recent (10-28) 31-page opinion given by Judge Luther M. Swygert in U. S. District Court at South Bend.

The decision came as a result of a suit by Robert W. Kenny, Los Angeles, a Farnsworth stockholder, seeking to void the sale. Salient

(Continued on Page 2)

### FCC's 'No' To WJR Plea Upheld By Capital Court

Washington Bureau of RADIO DAILY  
Washington—Right of the FCC to refuse to hear WJR's objection to its granting a permit for a new station on the 760 band in Tarboro, N. C. was upheld Monday by the United States Court of Appeals for the District of Columbia. Last spring the court had sent the case back to the Commission on appeal from

(Continued on Page 6)

### AWB Resolution

A resolution urging perpetuation of the Association of Women Broadcasters by the NAB was adopted by the district meeting of AWB in New York on last Saturday. The resolution was sponsored by Dorothy Lewis of United Nations, former director of women's activities at NAB and one of the organizers of the women broadcasters group.

### Script Service

A new script service is being provided to women broadcasters on a monthly basis by the Public Relations Department of Barnard College, women's undergraduate unit of Columbia University in New York City. Two scripts of about two minutes each in length will be provided to every subscribing commentator on an exclusive gratis basis in her city. Material covered will include college anecdotes, information on current topics gleaned from visiting lecturers and members of the College faculty, miscellaneous items about student activities, and trends of particular interest to women.

### MBS Sets 6-Mo. Long Adv. Drive In Trades

Full-scale plans for a six-month long major advertising campaign involving two-page spreads in the trade press, starting the week of Nov. 21, have been completed by the Mutual Broadcasting System, it has been announced by Robert A. Schmid, MBS v-p in charge of advertising, promotion and planning. The series is designed to promote

(Continued on Page 2)

### Religious Video Workshop To Be Held At Syracuse

Syracuse, N. Y.—Plans for this year's first national religious television workshop, to be held here from Nov. 13 through Nov. 18, were

(Continued on Page 2)

## Sees Theaters Outbidding Nets For Exclusive TV Sports Rights

St. Louis—About 25 "good-sized theaters," interconnected and equipped for large-screen TV, "can compete successfully for exclusive television rights to outstanding sports events," Nathan L. Halpern, TV consultant to Theater Owners of America and Fabian Theaters, said here yesterday.

In an address before a convention of theater owners, Halpern pointed out that "the profitable future" of

## To Be Headed By Vice-Pres. Weaver; Two Other Organizations Readied To Administer Sound, O & O

### Women's-Show Info Needed, AWB Told

"All agencies and all time buyers need more information about women's programs," and when such data becomes available, "your next week's pay check might be bigger," Linnea Nelson of J. Walter Thompson told a panel discussion during the weekend conference of the Association of Women Broadcasters.

Miss Nelson pointed out to the

(Continued on Page 6)

### WTPS On "Unlimited"; Other Activity At FCC

Washington Bureau of RADIO DAILY  
Washington — The FCC has announced that it has reconsidered and granted the application of WTPS, New Orleans, to extend its hours from daytime to unlimited on the 940 band. The one-kilowatt power the station uses in the day-

(Continued on Page 2)

### WMGM Sells Basketball To Five Local Sponsors

WMGM, New York, will carry the complete 1949-1950 schedule of the New York Knickerbocker pro basketball team, under the joint sponsorship of Adler Shoe Stores, Buddy

(Continued on Page 2)

Separation of NBC's TV network operations from other departments and activities of the web into their own integrated and self-contained organization headed by Sylvester L. (Pat) Weaver, vice-president in charge of tele. was announced Monday by prexy Joseph H. McConnell.



WEAVER

Long rumored in the trade, the announcement was the first official action to be made public following a thorough study of all NBC operations by the efficiency firm of Booz, Allen and Hamilton. Two similar organizations on the

(Continued on Page 7)

## TBS, Kermit Raymond Salvage Plan Drafted

Details of a plan whereby Howard G. Barnes, New York radio producer, will form a new corporation to take over the assets and operations of the Transcription Broadcasting System, Inc., and Kermit-Raymond Corp. were disclosed on Monday by a spokesman for the creditors.

Associated with Barnes in the new corporation is Ray Bloch, head of Ray Bloch Enterprises, New York. The jointly-operated firms of TBS

(Continued on Page 8)

### Cantor's Campaign

Eddie Cantor, emcee of NBC's "Take It Or Leave It," launched his sixth annual "Give-a-Gift-To-the-Yank-Who-Gave" Christmas campaign on Sunday's broadcast. Each Christmas shopper is asked to buy a gift for a hospitalized veteran. The gifts will be collected and distributed by the American Legion, Jewish War Veterans, and Catholic War Veterans.

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# RADIO DAILY



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

## FINANCIAL

(November 7)

### NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
ABC	8	7 7/8	8	+
Admiral Corp.	28 1/2	28	28 3/8	+ 5/8
Am. Tel. & Tel.	146	145 3/8	146	+ 5/8
CBS A	25	24 3/8	24 7/8	+ 1/2
CBS B	24 5/8	24 3/8	24 5/8	+ 1/2
Philco	30 7/8	30 1/4	30 7/8	+ 1/2
Philco pfd.	80 1/4	80 1/4	80 1/4	0
RCA Common	12 3/8	12 1/8	12 1/8	- 1/8
RCA 1st pfd.	74 1/4	73 1/2	74	+ 3/4
Stewart-Warner	12 1/2	12 1/2	12 1/2	+ 1/8
Westinghouse	28 3/8	27 7/8	28 1/4	0
Westinghouse pfd.	101 7/8	101 7/8	101 7/8	0
Zenith Radio	28 3/4	28 3/4	28 3/4	0

### NEW YORK CURB EXCHANGE

Nat. Union Radio	2 5/8	2 1/2	2 5/8	- 1/8
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### OVER THE COUNTER

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

## WMGM Sells Basketball To Five Local Sponsors

(Continued from Page 1)

Lee Clothes, Dynamic Stores, Neck's, and the New York World-Telegram.

The Knicks will play 29 games at home and 18 away, opening their season against Indianapolis in Madison Square Garden on Thursday. Marty Glickman will do the play-by-play account.

THIS IS KGW'S BANNER YEAR

KGW-FM  
PORTLAND, OREGON  
AFFILIATED WITH NBC  
REPRESENTED NATIONALLY BY EDWARD PERRY CO., INC.

## WTPS On "Unlimited"; Other Activity At FCC

(Continued from Page 1)

light hours will be halved after sunset.

The Commission also granted two unlimited time stations, with 250 watts power, to the Clinton County Broadcasting Corp., Plattsburg, N. Y. and the Cloquet Broadcasting Corp. Cloquet, Minn. The former will be on the 1340 kc band, at an estimated cost of \$18,943, and the latter on the 1450 band at an estimated cost of \$10,399.

### Texas Company Gets Permit

Daytime-only authorizations were announced for the Colorado City Broadcasting Company, Colorado City, Texas, to operate on the 1320 band with 500 watts power at an estimated cost of \$19,547, and for the Missouri Central Broadcasters, Jefferson City, Mo., to operate on the 900 kc band with 250 watts at an estimated construction cost of \$14,000.

The Commission also granted a permit for a new non-commercial FM station to operate on Channel 203, with the licensee the Texas Trade School, in Dallas.

## Religious Video Workshop To Be Held At Syracuse

(Continued from Page 1)

announced today by the Protestant Radio Commission.

More than 15 national church officials will be instructed on the use of television as a religious educational medium in the course of the conclave. The Rev. Everett Parker, director of the Protestant Radio Commission, summarized the situation thus: "churches had missed the boat on learning how to produce good religious broadcasts and had awakened to this fact 20 years too late. It is our job to see that church leaders learn to help television stations produce outstanding religious television programs."

## Brand Name Spots

The Brand Names Foundation has sent to all U. S. stations a kit containing 25 spot announcements ranging in length from 35 seconds to 50 seconds, which plug the theme that brand-name advertising helps to provide better goods at lower cost.

For SALES MAGIC in the "MAGIC CIRCLE" Hire WIBW

The Voice of Kansas TOPEKA  
KEN LUDY, General Manager

## Sale of Farnsworth Held Legal By Court

(Continued from Page 1)

points in the court's opinion were (1) there was no evidence of Farnsworth officials having a personal interest in the sale or of failing to present the facts to the stockholders; (2) the cost of the proxy campaign was judged as not being excessive; (3) despite invalid proxies, a majority were above reproach; and (4) on the stockholder vote on dissolution of the Farnsworth firm, the court held it was not necessary for shareholders to vote on the issue.

Kenny's attorneys charged in the trial last August that ballots were improperly counted when the sale decision was made. This suit in Federal Court was the third unsuccessful attempt by Kenny and Harry Hecht, both stockholders, to block the sale. The two men filed suits which were heard in the New York Supreme Court last April, but both were dismissed.

## Phillips To Run WSGW, New Saginaw Station

Saginaw, Mich.—Robert W. Phillips, formerly with WSAM, Saginaw, has been named general manager of WSGW, a new station scheduled to begin operations here next spring. He has been active in radio in the northeastern Michigan area since 1939.

## MBS Sets 6-Mo. Long Adv. Drive In Trades

(Continued from Page 1)

the medium of network radio, particularly Mutual's web operations. A new trade character, known as "Mister Plus," has been designed to dramatize the campaign pictorially. The character, which will appear in each of the ads, will stress the campaign theme, "The Difference is Mutual."

Among the basic differences to be highlighted in the campaign will be "lower time costs, more homes delivered per dollar, maximum flexibility in arranging hookups to match market distribution, and free 'where to buy it' cut-in announcements."

## WCAU Names Kelly

Philadelphia — John T. "Chick" Kelly, publicity director for WCAU and WCAU-TV for the last two years, has been named commercial representative for WCAU-TV, reporting to Alex Rosenman, vice-president in charge of sales. Robert N. Pryor, WCAU promotion director, will take the additional duties of station publicity, with the title of director of promotion and publicity. Robert L. Klaus, former managing editor of TV Digest, has been added to WCAU's promotion and publicity department.

## "Ladies and Gentlemen.."



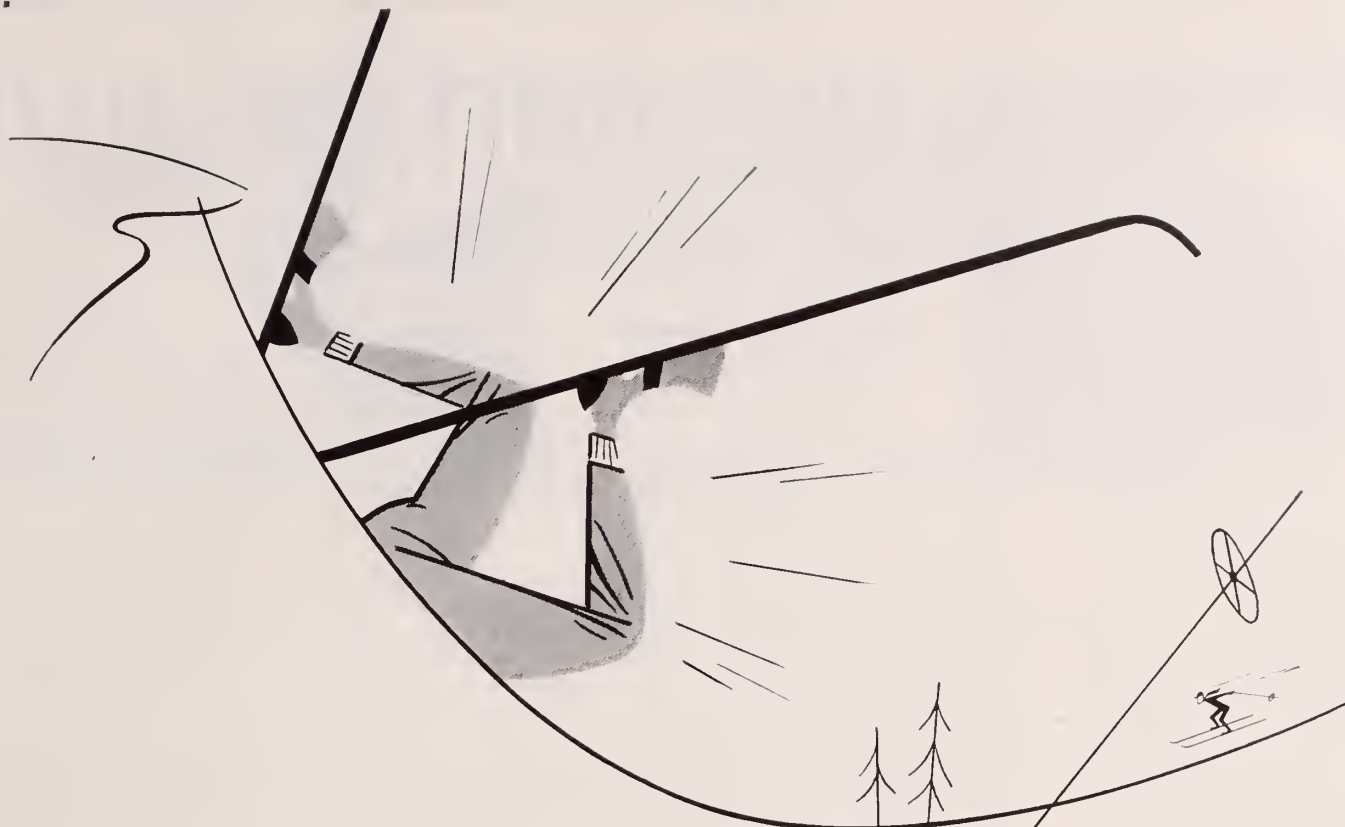
Here's the convention hall at Philadelphia before any of the "b'hoys" showed up. Not a timely picture, but it makes a darn good point.

It's useless to talk to an empty house. It takes audience to give meaning to any message.

If you remember that when you buy radio in Baltimore, you're bound to end up with W-I-T-H. W-I-T-H gives you audience — big, steady, interested audience at rock bottom cost-per-listener.

W-I-T-H is the big bargain buy because it produces more listeners-per-dollar than any other station in town. So if you want to produce BIG results for a LITTLE bit of money, call in your Headley-Reed man and get the full W-I-T-H story.

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



# That's penetration



Among all of the 257 stations heard within the WLW Merchandise-Able Area, The Nation's Station received six hours of *all* listening during an average week between 6 AM and Midnight—as compared to an average of less than one hour to the nine major competitive stations.\*

#### THAT'S PENETRATION!

Listeners were tuned to...

WLW	Average of Nine Major Competitive Stations
184 minutes—6 AM to 6 PM	—30 minutes
143 minutes—6 PM to Midnight	—22 minutes
327 minutes—6 AM to Midnight	—52 minutes

**WE REPEAT, that's penetration!**

Complete information may be obtained at any of the WLW Sales Offices:

140 West 9th St., Cincinnati 2, Ohio  
 630 Fifth Avenue, New York 20, N. Y.  
 360 North Michigan, Chicago 1, Ill.  
 6381 Hollywood Blvd., Hollywood 28, Calif.

\*Nielsen Radio Index, February - March, 1949

when you want  
**penetration** you want



CROSLY BROADCASTING CORPORATION

## SOUTHWEST

NEW WRR, Dallas, personnel includes Virginia Baker in copy department, John Wolfe in sales, announcer Eddie Hill, and Grover Herring, Al Welch, and Charlie Froman in the engineering department. "The Chuck Wagon Gang," sponsored by Bewley Mills through Glenn Advertising began its 18th year on the air this week and its 12th year on WBAP-570, Fort Worth, and the Lone Star Chain. Talent on the show is the four member Carter family.

WBAP-TV, Fort Worth, moves up its sign-on time Monday through Friday to 4:00 p.m. for two hours of live studio programs. From 6:00 p.m. to sign off time remains unchanged with ABC, NBC, studio and remote programming.

"Foremost Young American's Club," aired on WBAP-570, Fort Worth, (11:30 a.m. Saturday) since May, moved out of radio into television November 5. The program is an audience participation-talent program for children, sponsored by Foremost Dairies through Albert Evans Advertising, Fort Worth. Television version will run alternating Saturdays 5:45 to 6:15 p.m.

Moral to telegenic sportscasters: Bud Sherman, sportscaster for WBAP-TV, Fort Worth, who handles wrestling, high school football, etc., received the following note from Smithfield, Texas: "I used to swoon at the sound of your voice, but that was long before the night they turned the camera on you. Since then, I just don't care anymore. 'Heartbroken'."

Latest set count released through Harold Hough, director, WBAP-TV, Fort Worth, for the Fort Worth-Dallas area, is 20,800 sets as of November 1. The station keeps close tabs on the sets through dealer and distributor connections and a free weekly television schedule mailing to home set owners.

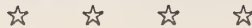


## California Commentary . . . !

● ● ● Could the Mexico City visit of Frank Stanton, president of CBS, have any bearing on the TV planning of Emilio Azcarraga's planning? . . . it is known that Prexy Stanton will visit with the Mexican

## Hollywood

radio-movie tycoon, and maybe they'll discuss an interchange of TV film. . . . Azcarraga is said to have some definite ideas about a TV transcription network that might become international in scope. . . . Rumored that NBC's coast television personnel will undergo some changes in the reorganization of the web's operational departments. . . . Ronson Lighters will sponsor a new weekly musical variety program, "The Johnny Desmond Show," over the full 271-station network of ABC starting Weanesday, Jan. 11, 1950. Contract runs for 49 weeks. Eleanor Engel will announce. . . . Gordon MacRae, the warbler and Mrs. MacRae are vacationing in New York, staying at the Waldorf, no less, where Gordon once was reused a belboy job. . . . Jack Carson has booked a second airplane tour of veterans hospitals. This one takes him to Wyoming, Colorado, New Mexico, Oklahoma and Texas. . . . Garry Moore has turned down a thirty-minute sponsor for his daytime program. Bankroller offered a five-a-week backing if Moore would trim his hour to 30 minutes. Moore, who has Ken Carson and Ilene Woods helping him on the chore, refused. . . . Hal Sawyer's Hollywood TV show, "I'll Buy That," being eyed by national experts as a test of TV's selling power, is sold out, with three sponsors. Sawyer is starting another similar program within a month.



● ● ● Jo Stafford wound up an eight-day concert tour of the midwest by appearing at Purdue University, in Lafayette, Ind. She opens next at the Paramount in New York. . . . Doris Day will guest on Railroad Hour over NBC when "No, No, Nanette" is aired. . . . Ben Gage has telecast his final "Ben Gage Show" over CBS-KTTV and will now prep his two new video packages, "Backstage with Ben" and "Milestones in Showbusiness." . . . Allan Jones and Irene Hervey will guest on Milton Berle NBC TV program in New York on Nov. 15th, when they return from England after a seven-month concert tour. Stint will mark first U. S. appearance of act on state-side TV. . . . Beginning Nov. 15th, Art Linkletter's "People are Funny" show will be taped for four consecutive broadcasts. Guedel, show's producer, feels that there will be greater advantage in taping "People are Funny" because it will allow greater latitude for Art's great ad lib talent. . . . Jimmy Wakely plays the Fox Theater, Detroit for one week starting Nov. 11th, before going into the Thunderbird Hotel at Las Vegas. . . . Sara Berner is taking on title of featured vocalist with due notice to Dinah Shore and Doris Day, Sara vocaling in dialect on Jack Benny Show, Bob Hope Show, and on the Jimmy Durante Program. . . . Larry Kolpack, of Larry Finley Productions returned to Hollywood after a lengthy tour making a survey of radio and TV stations. . . . Larry Parks, Maxie Windsor, and Stan Laurel highlighted the sequence of Erskine Johnson's "Hollywood Reel" over KECA-TV, Hollywood, Nov. 2, at 7:30 p.m., P. S. T. . . . Comedian Jack Marshall, back from his stint in Salt Lake and is the first actor set for Estelle Taylor's second series of "Taylored Lady" fashion featurettes, which will again be filmed on 16mm for TV release. . . . Marc Lawrence, who portrays ganster roles on radio, TV and the screen, has reported to MGM for his part in "Asphalt Jungle," produced by Arthur Hornblow and directed by John Huston. . . . Fran Warren, Broadway show singer and recording artist, joined the Henry Morgan show as featured vocalist on Friday, Nov. 4th.

## CHICAGO

By HAL TATE

BEN ROGERS of the Veterans Administration has been transferred here from Washington, D. C. He'll be the information service representative for radio and television for Illinois, Indiana and Wisconsin. Rogers has already cut three "Here's to Veterans" shows at the local Universal Recording studios for January release. Featured in this 14th series will be Orrin Tucker, Jack Fina and Buddy Moreno. G. I. loans and hospital priorities are plugged by the handleaders in the forthcoming series.

Radio and TV actress Kay Westfall has been signed for a starring role in "The Golden Gloves Story" currently being filmed in Chicago by Central National Pictures. James Dunn has the leading male role in this boxing yarn which is being produced by Chicagoan Carl Krueger for Eagle-Lion release.

## 'Fix It' To Greystone

The Greystone Press has signed for sponsorship of "Mr. Fix It," quarter-hour weekly program of home repair suggestions, on CBS, Saturday, 2:30-2:45 p.m., starting Jan. 7, on behalf of Popular Mechanics Complete Book of Home Repairs. H. B. Humphrey, Inc., New York, is the agency.

## Available!

Western Echoes, five-day a week KMBC-KFRM feature at 5:30 p.m., stars the Rhythm Riders. These four young vocal-instrumentalists have been featured on network programs and their



arrangements of western and popular tunes are extremely well received. They have a large following in the Heart of America, and their personal appearances in the area win new fans every week. Satisfied sponsors have included Grove Laboratories, Allbritton Motors, and other local accounts.

Contact us, or any Free & Peters "Colonel" for availabilities!

**KMBC**  
of Kansas City

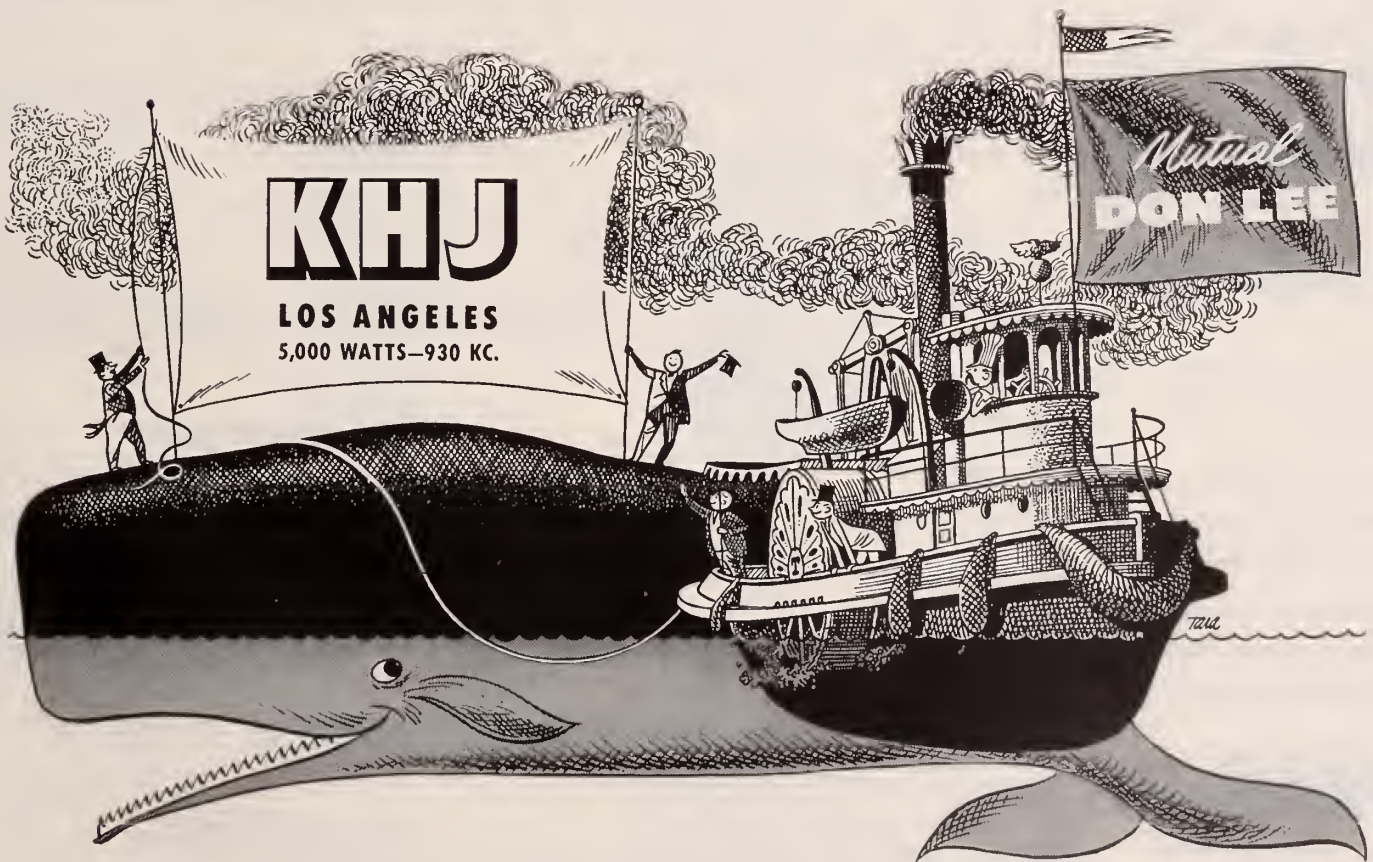
**KFRM**  
for Rural Kansas

**WEVD**  
5000 WATTS 1330 K.C.  
PROGRAMS OF  
DISTINGUISHED FEATURES in  
• ENGLISH  
• JEWISH  
• ITALIAN  
3 RESPONSIVE AUDIENCES  
3 MARKETS WITHIN  
THE NEW YORK  
METROPOLITAN AREA  
Send for WHO'S WHO  
Among Advertisers on WEVD

WEVD  
117-119 W. 46 St.  
HENRY GREENFIELD, Mg. Director N.Y. 19



FOR A WHALE of a sales job in the 2 biggest markets in the West, buy KFRC, San Francisco and KHJ, Los Angeles...Economy, Complete Coverage, 25 Years of Successful Selling—All Yours with these Key Stations of DON LEE—the Nation's Greatest Regional Network.



Represented Nationally by JOHN BLAIR & CO.

## SAN FRANCISCO

By NOEL CORBETT

LLOYD E. YODER in from KOA, Denver, in town to referee the Denver U-St. Mary's game at the Lodi Grape Bowl. Sid Strotz, NBC veepee up from Hollywood. He'll fill out a blank "I want a television set, because. . ."

Taylor Graves, New York stage and radio actor home-towning and doing a featured role in "Finian's Rainbow."

The Chronicle and local dealers are giving away twelve television sets. No box tops, no nothing—just fill out a blank "I want a television set, because. . ."

It is a small world. Edna Fischer and Arch Le Roux put out a recording of "Small World." Then, in checking through the KSFO record library they found another tune by the same name. Further check found that song titles can't be copyrighted. Fact of which makes Edna and Arch muchly relieved.

Bob Moore's KEEN disc show is proving a winner with Bay Area listeners. He plays records from every era, which he has gathered over a period of years.

The First Savings and Loan Association of Oakland is now sponsoring "Musical Dividends" on KNBC Tuesdays and Thursdays at 7:30 p.m.



TELEVISION engineers call this the "Test Pattern" of WMAR-TV.

Set-owners call it a *sure identification* of finest in television entertainment.

Businessmen are discovering that it means the best buy in television in Maryland!

# WMAR-TV

The Sunpapers Station

CHANNEL 2 • BALTIMORE, MD.

## Info On Women's Programs Badly Needed, AWB Is Told

(Continued from Page 1)

AWB delegates that there is a growing recognition that women broadcasters are for the most part sales people, not only talent. She said that she as a time buyer, finds it difficult to obtain information of the markets covered by women's programs throughout the country and their effectiveness as selling media.

Maurice Mitchell, director of the NAB's broadcast advertising bureau, also speaking on the general topic of "This Week's Pay Check," declared that the woman's program is essentially a "framework for advertising" and that the "woman broadcaster is in reality a commercial announcer who has the peculiar ability to deliver a personal recommendation," as one person would deliver to another. He reminded the conferees that if women broadcasters are going to be effective salesmen for their clients, they should concentrate some of their efforts on learning about their sponsors' problems.

Sally Work, the district chairman, greeted the women broadcasters after which Gertrude Grover took over as moderator of the first session. Barbara Welles of WOR described what a woman broadcaster does, in answer to Who Earns It And How, pointing out that the half-hour on the air is the least of the work entailed.

Alma Dettinger of WQXR outlined the woman broadcaster's relationship with her sponsor. Mary Eileen Ranney of WROW, Albany, cited other illustrations as to how the woman broadcaster must not only supplement the work of the salesmen, but actually be the saleswoman not only for her program, but for her station.

The guests at the luncheon included Lloyd George Vennard of the Edward Petry Associates and Mrs. Elizabeth Colclough, program manager of "Town Meeting of the Air." Network and station representatives

### FCC's 'No' To WJR Plea Upheld By Capital Court

(Continued from Page 1)

WJR that its rights were not being properly regarded.

The Detroit station, also on the 760 band, had complained of interference from the North Carolina grant. When the Commission refused to grant it oral argument of the interference claim, appeal was taken to the court. Last spring the Commission returned the case to the FCC with the admonition that more consideration be given WJR, and asking for the facts in the case.

Monday the court held that WJR's license was not adversely affected and that, on the merits, there was no reason to upset the Commission grant. The court made it plain that it does not feel the Commission is obliged to hear every party claiming to be affected by any of its actions.

at the luncheon included Adolf N. Hult, vice-president in charge of sales, Mutual Broadcasting System; Sterling Fisher, manager of public affairs and education, NBC; J. R. Poppele, vice-president of WOR and president of Television Broadcasters Association; Miss Bette Doolittle, acting executive secretary of the AWB; Mrs. Gertrude Zorbaugh, assistant secretary, ABC; William C. Ackerman, director of reference department, CBS; George Wallace, manager, sales promotion AM-TV, NBC; Mrs. Dorothy Lewis, United Nations; Miss Sally Work, WBEN, chairman, District 11, AWB, and Mrs. Doris Corwith, NBC, chairman of the conference.

Official hosts at the cocktail party for women broadcasters were Mr. and Mrs. Elliott Sanger, WQXR; Robert A. Schmid and Roy Danish, MBS; J. R. Poppele and Julius Seebach, WOR; William Moore, WBNX; Gordon Graham, WCBS; Thomas McFadden and Don Norman, WNBC; and Miss Grace Johnsen, ABC.

The committee in charge of the convention included: Doris Corwith, NBC, chairman; Dorothy A. Kemble, Mutual, vice-chairman; Ruth Trexler, ABC; Alma Dettinger, WQXR; Linnea Nelson, J. Walter Thompson; and Agnes Law, CBS.

## AGENCIES

WIN C. GOULDON has joined the publicity department of Benton & Bowles, Inc. He was formerly with The Mutual Broadcasting System and the New York Daily News.

BROOKE, SMITH, FRENCH & DORRANCE, INC., Detroit and New York advertising agency, announces the addition of Boris I. Moroz to its creative copy staff in the Detroit Division.

THE WASHINGTON LOAN & TRUST COMPANY, one of Washington's largest and oldest banks, has just appointed Kal, Ehrlich & Merrick Advertising, Inc., to place its advertising.

ARTHUR PINE ASSOCIATES have been appointed by Gund Manufacturing Company, makers of stuffed toys, to handle their publicity-public relations in all media.

WALTER KANER ASSOCIATES, have been engaged to direct publicity and promotion for WVNJ, Newark.

H. B. LEQUATTE, INC., has been named by the Throwsters Group of the National Federation of Textiles, to promote the use of twisted nylon in making women's hosiery.

## LES HAFNER & C. F. VETTER, JR.

announce

### PRODUCTION STAGES 1, 2, 3 and 4

now in operation

at

## MOTION PICTURE STAGES, INC.

3 EAST 57th STREET

PLaza 3-4840

# TELEVISION DAILY

Section of RADIO DAILY, Wednesday, November 9, 1949 — TELEVISION DAILY is fully protected by register and copyright

## NBC SEPARATES TELE FROM AM

### TELE TOPICS

**A**BC'S HUGE NEW STUDIO in the converted stable on West 66th street was shown off to best advantage Sunday night in the debut of the Paul Whiteman Goodyear Revue. The spaciousness of the studio combined with striking backgrounds by James McNaughton enabled producer Tony Stanford to mount a variety show that was, overall, as entertaining as anything on the air. In addition, two dance numbers were staged by Valerie Bettis in such a grand manner, although only six dancers were involved, that they gave the impression of monster production numbers in a Hollywood musical. Excellent camera work, concentrating on depth instead of width, gave the dances a scope and three-dimensional effect that were truly exciting. Whiteman's music was full and rich and the maestro handled his between-act chores in a most pleasing manner. Junie Keegan, his singer, is a 13-year-old with wistful expression and velvety voice. Guests Eddie Albert and Allyn McClerie were charming in a number from "Miss Liberty," while Darla Hood and the Enchanters offered an amusing bit of vocalizing. Program closed with Charles Laughton reading from "Of Time and The River." His stirring interpretation made Wolfe's beautiful prose come alive, and almost made us forget that he was solo on camera for almost five minutes. . . . Program is scripted by George Faulkner, directed by Wm. H. Brown, Jr., with Ward Byron producing for ABC. Middle commercial was all fouled up as cues were missed right and left. Agency for Good-year is Y&R.

**W**PPIX CUTTING BACK again, plans to axe about five shows. Staff cuts already under way and include flack Bob Rodgers and producer Jack Balch plus several cameramen and engineers and others. . . . Wyllis Cooper, one of the best writers in all radio, has joined CBS-TV as exec producer-director-writer. He's working on a new dramatic series to include his own work and that of other writers. . . . WNBT dropped the Hank McCune show, filmed in H'wood by Showmanship, Inc., on short notice because station execs were disappointed with print quality.

**C**BS PLANNING a new dramatic series based on the Edna Ferber-George S. Kaufman play, "Stage Door," to follow the pattern of "The Front Page." Web also building a comedy seg around Al Bernie for airing in the Wednesday, 9:30-10 p.m. slot. . . . Backstage at the Whiteman preem, an impromptu whistling concert by Adolph Green, who was waiting for his wife, Allyn McClerie, and makeup man Herman Buchman attracted the attention of Pops and the rest of the cast. They were whistling Brahms' Double Concerto.

**George Frey Named Director Of Video Sales; Smith To Head Operations; Blackburn To Coast; Wile In N. Y. Production As Assistant To Weaver**

(Continued from Page 1)

same administrative level as TV, one for sound broadcasting and the other for owned-and-operated stations, are now being formed, McConnell said.

It is expected that executive veepee Charles R. Denny, Jr., will be chief of AM activities, with the top post for stations still to be filled. James Gaines is now director of o. & o. outlets.

In the new TV organization, George Frey manager of Eastern sales for AM and TV, becomes director of sales for tele.

It also is believed that Harry C. Kopf, now administrative veepee in charge of sales, will be named to the top radio sales post.

Other top execs working under Weaver in the new set-up are Carleton D. Smith, who continues as director of operations; Frederic W. Wile, Jr., assistant to Weaver, who becomes director of production, and Norman Blackburn, national program director, who moves to Hollywood as head of TV network operations.

Blackburn, who has had consider-

able experience in motion pictures, will begin work at once to develop TV formats for NBC's top AM stars and other Hollywood personalities, Weaver said.

The following departments will report to Smith, Weaver announced: controller, headed by J. R. Myers; film syndication, Russell Johnston; production services, Fred Shawn; station relations, Sheldon B. Hickox, Jr., and technical operations, Robert E. Shelby.

Under Frey will be grouped time sales, with Edward Hitz as eastern sales manager; Eugene Hogue, mid-western sales manager, and program sales, headed by Robert W. Sarnoff, formerly national manager of program production.

The following departments will report to Wile: new program development headed by Fred Coe; talent, Carl Stanton; program production, with the following producers: Richard Berger, William Garden, George McGarrett, Victor McLeod, Roger Muir and Ernest Walling, and continuity acceptance.



SMITH



FREY



WILE



BLACKBURN

## Sees Theaters Outbidding Nets For Exclusive TV Sports Rights

(Continued from Page 1)

come possible to program exclusive television entertainment regularly in the theaters," he said. "From this number of theaters, more money can be made available, plus profit, for program production than is paid out today for any regular entertainment program in television. These financial facts underscore the sound economic structure for building theater television."

To assure the development of

theater tele, Halpern said, "it is necessary and desirable" for the film industry to seek allocation of channels from the FCC. Unless this is done quickly, the industry "is in danger of losing them by default," he added.

Halpern reported that four theaters in the country now have TV equipment installed and that an additional six to eight theaters expect to install TV in a few months.

## Manufacturer Urges Color Tests In Homes

Arco Electronics, distributors of electronic components, on Monday outlined to the FCC a plan which, the firm claimed, "would enable 250,000 'fan experimenters' to assist in trial and error testing of proposed systems of color television."

The firm proposed that the Commission "order" proponents of color television systems to provide color telecasts in major metropolitan markets "for a minimum number of hours per day," so that "interested individuals" could test their signal.

Arco's letter to the FCC said in part: "In the course of direct testimony during the past few weeks, members of the Commission have repeatedly sought a way to determine whether the color systems now being proposed would be accepted by the public. . . . We are proposing that the Commission rely for advice on the judgement of 250,000 experimenters. . . ."

Arco added that it "and several hundred other qualified firms," are prepared to provide essential parts and components, either in separate form or in "knockdown" kits, for the use of "fan experimenters."

## New Air Time High Claimed by WLW-T

Cincinnati—An all time high of 11 hours and four minutes of daily programming during October has been reported for WLW-T for what is claimed to be one of the most extensive schedules offered by any station in the country. The report was prepared by Don Miller, head of the Crosley research department.

Figures for October showed a daily increase of three hours and six minutes over the previous month, and five hours and 52 minutes over the figures recorded for the station six months ago. The increase is accounted for by the inauguration of coaxial cable service and increased local daytime programming by the station.

Local programming averaged six hours and 54 minutes daily, or 62.2 per cent of the station's total air time. A daily average of four hours and 42 minutes of this time was of studio origin, while films averaged one and a half hours daily. Despite the scheduling of local football contests, remotes averaged only 16 minutes per day.

Network service accounted for 37.4 per cent of the total hours on the air during October.

## Newsmen Gathering For Nat. Convention

(Continued from Page 1)

Success have also been arranged for Thursday. The publicity firm of Carl Byoir and Assoc. will act as hosts at an NARND cocktail party to be held at the Commodore from 6 to 8 p.m. tomorrow.

### Miller to Speak

The convention opens officially with registration at 9 a.m. on Friday. A business session is scheduled for 10 a.m., with NAB President Justin Miller speaking at 11:30 a.m. Afternoon speakers include Benjamin Cohen, assistant secretary-general of the UN, speaking at 2 p.m. Friday; Edwin S. Canham, editor of The Christian Science Monitor, speaking at 2:15 p.m., and Robert K. Richards, NAB public relations director, speaking at 3 p.m. A panel discussion on "Disaster Preparedness," with network news chiefs participating, is slated for 3:15-5 p.m. From 5 to 7 p.m., on Friday, INS will host a cocktail party for NARND delegates at Toots Shor's restaurant.

### TU Panel Planned

Topping Saturday's agenda is a television panel, 9:30 a.m.-12:30 p.m. with Ad Schneider, director of TV for NBC, as chairman. Wilton Cobb, manager of WMAZ, Macon, Ga., will act as chairman for a panel on "Profitability of Professional Radio Newsrooms," 3:30-5 p.m. The United Press will host a cocktail party at the Commodore from 5 to 7 p.m. Gen. Omar N. Bradley and Edward R. Murrow are the featured speakers at the annual banquet, starting at 7:30 p.m., on Saturday.

A discussion of "What Will Television Do To News Broadcasts?," with Elmer Davis and Charles Hull Wolfe, of McCann-Erickson, will be held from 10 a.m. to 12 noon on Sunday. A business session will follow with final adjournment set for 12:30 p.m.

## Ladner Leaves NBC

Henry Ladner has resigned as assistant to NBC's administrative vice-president, John MacDonald, to open his own law offices in New York. From 1935 to 1948 Ladner served as assistant general counsel in NBC's legal department, and for a brief period was acting general counsel.

# COAST-TO-COAST

### WWNI Aids School Band

Wabash, Ind.—WWNI hit the jackpot when Bob Williams, emcee for "The Bandstand," went on the air with a plea for people to donate money to send the Wabash High School Band on their last out of town football trip. In just a few minutes, more than enough money was pledged to cover this trip.

### Family Partnership

Amarillo, Tex. — The FCC has granted transfer of 200 shares of stock in the Amarillo Broadcasting Co., from J. Lindsey Nunn to his son, Gilmore H. Nunn. In the transaction father and son become equal partners. There was no money involved in the deal.

### Fire Safety Series

Portland, Ore.—"Firefighters," a syndicated program for youngsters was aired the first time over Westinghouse, KEX. Constructed on an educational theme, as well as entertaining feature of life in a metropolitan fire department, the Monday through Friday program is sponsored by the Grandma Cookie Company.

### WCOP Halloween Party

Boston, Mass.—K. Thomas Call, local Swampscott man known to his friends as "Tito, the Magical Clown," was the featured attraction at the Halloween party given by Voltairine Block. In addition to the songs, games, and fun, Miss Block presented a program of comedy and magic with children in her WCOP audience taking part.

### Meaney Named Director

Newark, N. J.—Don Meaney has been appointed director of news at WNJR. Meaney was formerly a member of the news staff. He replaces Harry Nash, who was recalled to the staff of the Newark News, WNJR parent company.

### Tennis Joins WORZ

Orlando, Fla.—WORZ announces the addition to its continuity staff of Melvin H. Tennis who came to the station after completing graduate work in radio writing at the University of Chicago.

### Employment Service

Hartford, Conn.—Each weekday morning, on the 9:30 a.m., "This Is Hartford" program over WDRG, Chief Announcer Russ Naughton lists job availabilities submitted to the station. As a result, in the past few weeks since the "service" originated, 45 jobs have been filled.

### Troxel Joins WTVJ

Miami, Fla. — Joseph R. "Dick" Troxel has joined the technical staff at WTVJ. Troxel formerly was a director for Southern Television Productions in Louisville, Ky., and also produced television shows for WATV in Newark, N. J. Troxel will replace James Loomis who left the WTVJ staff to enter an advertising firm.

### Election News On WDRG

Hartford, Conn.—The facilities of WDRG and the Hartford Courant are being combined to broadcast Hartford municipal election results on November 8. WDRG is setting up a special election booth in the offices of the morning newspaper to broadcast a play-by-play of election returns, starting shortly after 6 p.m. This cooperative election effort between the station and the radio has been in effect for many years.

## TBS, Kermit Raymond Salvage Plan Drafted

(Continued from Page 1)

and Kermit-Raymond have been in financial difficulties since the sudden death of Ray Green, their chief executive, last summer.

A message to creditors sets forth as follows the terms of an agreement under which Barnes and Bloch hope to salvage the enterprise. "Mr. Barnes will make a capital investment to enable him to attempt the marketing of the programs. Under the plan the creditors will share in the proceeds received by the new corporation until each creditor has received 60 per cent of his respective claim or 40 per cent if paid within nine months."

A list of liabilities shows that TBS owes \$32,684.63, and Kermit-Raymond \$82,880.46, for an overall total of \$115,573.09. Free assets of both corporations are described by the creditor's spokesman, Charles Lieb, as "negligible." Lieb's report to the creditors continues:

"The inescapable conclusion reached by the creditors committee was that the only hope of any salvage for creditors lay in the direction of the continued operation of the business. . . . The committee feels that this plan (whereby the corporation headed by Barnes will take over) offer the best hope for salvage."

# Your Move?

North American Van Lines recently started a Sunday show on WOWO at 5:45 PM. Response to the *very first* program included one inquiry from a town 135 miles from Fort Wayne; another from an Iowa city. *Both led to sales!*

To keep goods and services moving in a big, broad, buy-minded Midwestern market (59 BMB counties) . . . tell your story on WOWO. For availabilities, get in touch with WOWO or Free & Peters. It's your move!

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