



RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 49, NO. 27

NEW YORK, THURSDAY, NOVEMBER 10, 1949

TEN CENTS

NAB BOARD FACES MANY PROBLEMS

Cuba's Reply To NAB Says U. S. 'Hogs' Air

Washington Bureau of RADIO DAILY
Washington—Cuba has replied in blistering tones to the NAB proposal that American stations be permitted to discontinue protecting Cuban signals, it was learned here last night. In a letter bottled up at NAB headquarters, the Cuban government is said to have accused American broadcasters of trying to "hog" the airwaves and to use unfair pressures to force concessions from Cuba.

Occasion for the Cuban charges was the petition to the FCC and the State Department voted last month
(Continued on Page 2)

'House Party' Is Moving From ABC Back To CBS

"House Party," across-the-board audience participation show now heard on ABC for Pillsbury Mills, will move to CBS with the same sponsor starting Jan. 3, 3:30-3:55 p.m., Monday-Friday.

The program was heard on CBS from January, 1945, through January, 1947, and from December, 1947, through December, 1948. Leo Burnett is the agency for Pillsbury. "The Garry Moore Show," which now occupies the 3:30-4:30 p.m. slot on CBS Monday-Friday, will be heard 4-5 p.m. starting Jan. 3.

Radio, Stage Stars Cut Spots For Cancer Fund

The Cancer Welfare Fund, Empire State Building, New York, has announced the availability to stations of one-minute transcribed radio and television spots promoting the Can-
(Continued on Page 4)

Sign Of The Times

The New York Times, in a post-mortem election story yesterday, mournfully quoted a police official who blamed "radio and television" for the sparseness and apathy of the Times Square crowds on Election Night. The Times went to great lengths to flash election returns on the light-board that girdles its building, and to rig up an elaborate system whereby the election's progress is signalled by a sweeping searchlight beam. The beam swept the sky on schedule but, The Times reported bitterly, "The pale groups in the Square were not even moved to cheer." It marked, said The Times, "the death of a tradition."

MGM Buys 285 Spots On 8 N. Y. Stations

MGM, in behalf of its new film production, "Battleground," is currently running what is described as the "biggest radio campaign given to a picture in New York during the past few years," consisting of 285 spots on eight Metropolitan stations: WNBC, WCBS, WJZ, WOR,
(Continued on Page 8)

Radio Shares Honors For Aid To Handicapped

Bob Hope and Don Quinn, writer for the Fibber McGee and Molly show, were honored Tuesday night in New York by the National Soci-
(Continued on Page 2)

Johnson Urges FCC To Lift TV Freeze And Allow Color

Washington Bureau of RADIO DAILY
Washington — Shifting his earlier all-out color stand, Senate Interstate Commerce Committee Chairman Edwin C. Johnson, yesterday called for speed in lifting the TV freeze.

Johnson said that the Commission should map out broad general principles for the development of a color system, letting the proponents of the various systems go to work on the

Future Of BAB, BMB, TV Operations On Agenda Of Two-Day Session Opening On Tuesday

Sets-In-Use Increase Noted In Six Cities

The combined quarter-hour sets-in-use reported by Pulse, Inc., for the periods, Sept. 6-12 and Oct. 1, 2, 13, 14, 17, 18 and 19, increased in six Metropolitan areas and decreased in one city from the previous July-August report.

The combined average sets in use in Cincinnati, Boston, New York, Los Angeles, Washington, Chicago and Philadelphia increased from the 21.9 of the previous report to 23.0 in the present Pulse figures.

In Cincinnati, the average quarter-
(Continued on Page 8)

Receiver Tube Sales Show Increase In Sept.

Washington Bureau of RADIO DAILY
Washington—Receiver tube sales by RMA member companies went to 21,393,485 in September—the highest figure of the year, RMA said at the
(Continued on Page 2)

Benny Far In Front Of Pacific Hoopers

The October "Pacific Program Hooperatings" was led by Jack Benny in first place with 31.6 and Walter Winchell in second place
(Continued on Page 2)

Washington Bureau of RADIO DAILY
Washington — When the NAB board of directors meets in Washington for a three-day session beginning Tuesday paramount among the problems coming up for disposition is the future of the new Broadcast Advertising Bureau, the disposition of Broadcast Measurement Bu-
(Continued on Page 4)

100 Newsmen In N. Y. For NARND Confab

Approximately 100 radio and TV newsmen will be on hand when the annual convention of the National Association of Radio News Directors gets under way tomorrow at the Commodore Hotel in New York City, Sig Mickelson of WCCO, Minneapolis, president of the association, announced last night. He added that
(Continued on Page 4)

Hallicrafters, MBS Sign New Quiz Show, 52 Wks.

The Hallicrafters Co., Chicago, manufacturers of radio and television sets and electronic equipment, has signed a 52-week contract with Mutual for a new audience participation show, "Hollywood Quiz," it was announced yesterday by Ade
(Continued on Page 8)

Educational

Brookline, Mass.—The public schools of Brookline in cooperation with WVOM are scheduling a special series of educational programs this week in observance of American Education Week. Teachers and pupils both from grade schools and high schools are participating with the programs continuing throughout Saturday, November 12.

Wrong Room

Governor Thomas Dewey thinking he was walking into Dulles headquarters at the Hotel Roosevelt Monday night found himself passing the time of day and discussing politics with Leonard Reinsch of the Cox stations, formerly radio director of the Democratic National Committee. Reinsch's room adjoined the Dulles suite on the seventh floor.

basis of these general principles. At the same time, he urged full speed toward opening of the UHF bands. It was believed that he sought the opening of the UHF bands at the same time as the setting of the broad general principles on color TV.

U. A. Sanabria, president of American Television, Inc., appeared before the Commission hearing on color TV yesterday and offered testi-
(Continued on Page 7)



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6425 Hollywood Blvd. Phone: Gladstone 8436

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

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360 No. Michigan Ave.
Phone: Randolph 6-6650

SOUTHWEST BUREAU

Paul Girard, Manager

Tower Petroleum Bldg.,
Dallas, Texas

Phone: Riverside 3518-9

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FINANCIAL

(November 9)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
ABC	8	7 3/4	7 3/4	- 1/4
Admiral Corp.	29 1/8	28 3/8	28 1/2	+ 1/8
Am. Tel. & Tel.	146 1/8	145 7/8	145 7/8	- 1/8
CBS A	25 1/4	24 3/4	25	+ 1/8
CBS B	25	24 7/8	25	+ 3/8
Philco	31	29 3/4	29 3/4	- 1 1/8
Philco pfd.	80	80	80	- 1/4
RCA Common	12 3/8	12 1/8	12 3/8	+ 1/4
RCA 1st pfd.	74	74	74	- 1/8
Stewart-Warner	12 1/2	12 1/4	12 3/8	- 1/8
Westinghouse	27 3/4	27	27 3/8	- 1/8
Westinghouse pfd.	99 3/8	99 3/8	99 3/8	- 1/8
Zenith Radio	29	28 1/4	28 1/4	- 1/2

OVER THE COUNTER

	Bid	Asked
DuMont Lab.	14	15
WCAO (Baltimore)	17	20
WJR (Detroit)	7 1/2	8

Receiver Tube Sales Show Increase In Sept.

(Continued from Page 1) weekend, and well above the September, 1948, total of 18,444,588 tubes. Of the overall total, 16,207,087 tubes were packed for new sets, 4,033,127 for replacement, 925,090 for export and 228,181 for government.



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No Paper Tomorrow

Tomorrow, November 11, is Armistice Day, celebrated widely as a legal holiday. In observance, RADIO DAILY will not be published.

Cuba's Reply To NAB Says U. S. "Hogs" Air

(Continued from Page 1)

by NAB's District 4 meeting, at Pinehurst, N. C. complaining that some Cuban and Mexican stations are not living up to the terms of NARBA. It was proposed that American stations be permitted to extend their hours and power without regard to protecting the Cuban and Mexican signals.

In addition, the NAB petition suggested the use of economic sanctions by the United States Government to force the Cubans and Mexicans to behave.

New WLIB Series

A new weekly program series titled "American Christians Present Israel" was launched yesterday by WLIB, New York, to be heard each Sunday from 4:45 to 5 p.m. Moderator for the series is Dr. Carl Herman Voss, chairman of the Executive Council, American Christian Palestine Committee.

Radio Shares Honors For Aid To Handicapped

(Continued from Page 1)

ety for Crippled Children and Adults, in recognition of their "outstanding service to the nation's handicapped."

Another citation went to the Needham, Louis and Brorby agency, and special awards were made to CBS and NBC. Fredric Mareh accepted a certificate of appreciation for the motion picture industry. Hope and Quinn wired telegraphic acceptance of their awards, which were announced at the Society's convention meeting in the Commodore Hotel.

Benny Far In Front Of Pacific Hoopers

(Continued from Page 1)

with 21.6, followed by "Charlie McCarthy" and "Fibber McGee & Molly" in third and fourth places, respectively, both with 21.3.

Fifth and sixth places were filled by Red Skelton and "People Are Funny," both with a rating of 18.1. The remaining "First Fifteen" of Pacific Programs follows: "Radio Theater," 17.8; "My Friend Irma," 17.4; Bob Hope, 16.1; Horace Heidt Show, 15.9; "The Whistler," 15.3; Judy Canova, 15.2; Bob Hawk Show, 15.0; George Burns & Gracie Allen, 13.9; and "Our Miss Brooks," 13.8.



"What's new, Emperor?"

That beautiful penguin on the right is known as an emperor. It looks as if his mate is asking him for the latest news.

There's big news in Baltimore for radio advertisers! Not only does W-I-T-H provide the biggest home audience per dollar, but it delivers a big plus audience besides! A recent survey made under the supervision of the Johns Hopkins University showed that of all radios playing in barber shops, 49.3% were tuned to W-I-T-H!

Get on this gravy train for lowest cost results in Baltimore. Call in your Headley-Reed man and get the whole W-I-T-H story today.



WITH
Baltimore 3, Maryland

TOM TINSLEY, President
Represented by Headley-Reed

• faces • facts • figures • wins •

faces • facts • figures • wins •

ALLEN BROWN'S CORNER

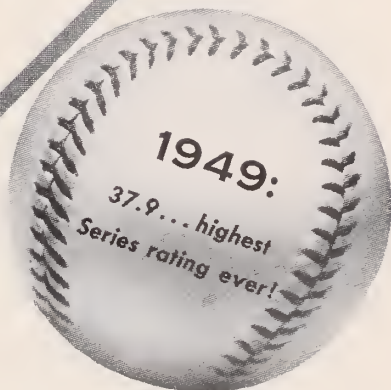
Allen Brown is new to New York listeners. A folksy, natural personality he has an enviable record in selling advertisers' products. For complete details on ALLEN BROWN'S CORNER call the nearest WINS-CROSLLEY sales office.

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

WINS
50KW NEW YORK

CROSLLEY BROADCASTING CORPORATION

wins • faces • facts • figures • wins •



Mutual proudly announces
that this network will
broadcast the World Series
and the All-Star baseball games
exclusively for the next seven
years. To the Commissioner
of Baseball and to the Gillette
Safety Razor Co. of Boston,
sponsor of these sports classics,
Mutual says "Thank you!"

Listener interest in America's No. 1 Sports Network will also be stimulated—all year round—by exclusive coverage of:

- ▶ Army-Navy Football, November 26, 1949 (Gillette Safety Razor Co.)
- ▶ All-Star Football, August, 1950 (Wilson Sporting Goods Co.)
- ▶ East-West Football, December 31, 1949 (Available)
- ▶ Blue-Gray Football, December 31, 1949 (Gillette Safety Razor Co.)
- ▶ 'Gator Bowl Football, January 2, 1950 (Available)
- ▶ Indianapolis Speedway, May 30, 1950 (Perfect Circle Piston Ring Co.)

plus:

- ▶ Championship Boxing ▶ Golden Gloves
- ▶ Top Horseracing

MUTUAL BROADCASTING SYSTEM

NAB Board Plagued With Many Problems

(Continued from Page 1)

reau and policy as it relates to the expansion of TV activities, it was learned yesterday.

Two schools of thought exist regarding the operations of BAB. Some directors think it should remain within the fold of NAB and others believe it should be set up as private enterprise and patterned after the Broadcast Music, Inc., operations.

Those who would retain BAB as a part of the NAB believe that the new sales and promotion service is vital to the industry organization if NAB expects to hold its radio membership. BAB, through Maurice Mitchell, director, has been emphasizing the service aspects of the new organization as it relates to radio sales and promotion of the district meetings.

BMB Future Hazy

The future of audience measurement service of BMB is even more problematic. BMB which is scheduled to present the Second Study next month is expected to fold as an NAB, AAAA and ANA operation around the first of the year and if it is to be continued in one form or another a decision must be reached at next week's board meeting. Under terms of the bureau operations, NAB, AAAA and ANA are reported to be liable for BMB operations for another year.

Up to this time NAB has not announced its complete policy on TV matters nor has arrived at a definite schedule of dues for TV members. It is said that NAB has been desirous of merging their TV operations with the Television Broadcasters Association but to date TBA has not been disposed to enter into such a deal. The prospects of NAB and TBA getting together will probably be explored further at next week's board meeting.

AC - DC Transcription Players
Tape, Wire, Disc Recorders
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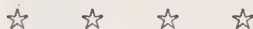
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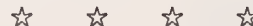
● ● ● Michael Henry, ex-WBBM salesman may wind up as a legendary figure in the dramatic field, just as the late Hildy Johnson was immortalized in the newspaper field as a result of Ben Hecht's and Charles MacArthur's satirical newspaper classic, "The Front Page." . . . Mike is the central character in a new play called "The Peanut Whistle" which had its world premiere at the Peoria Players Theater, Monday night. . . . This satire of a 250-watt station operation was co-authored by Charles Barnhart, program director at WMBD, and Harry Gibbs, free lance actor and writer in St. Louis. Mike—he's called Mike Hiller in the play—as well as the two co-authors all worked together at a certain downstate Illinois station. . . . Chesterfield cigarettes will have their ears glued to the preem of Joe Franklin's Record Shop over WJZ Sat. morning at 11 ayem. They're considering bankrolling Joe's "Smoke Dreams" come January.



● ● ● Charles Caley, WMBD vice-president, leaves Peoria for Washington next week to attend the NAB board of directors meeting. . . . WMBD has one of the most modern, station set-ups in the country. A quarter of a million dollars was invested jointly by the station and the building owners in the new WMBD set-up which the station has now occupied for nearly a year. Still to be finished is a 350-seat auditorium which will probably eventually house WMBD's main television studio.



● ● ● Like father like son. Edgar Bill's son, Howard, has gotten his feet wet in sales at Peoria, and will be sales director at WDZ, when the station, now at Tuscola, moves to Decatur December 1st. . . . It's a highly competitive situation in Peoria now with four stations in Peoria and one in Pekin fighting for the business in the Peoria area. . . . Fred C. Mueller, manager of WEEK, NBC outlet, is having a battle on his hands fighting the strongly entrenched WMBD set-up. . . . If Genial Tom Gavin's hair wasn't already white it certainly would be very soon. He took over as manager of WIRL, ABC outlet, about a month ago and he's been doing a bang-up job.



● ● ● Miracle man of Peoria is Mike Henry, who left WBBM early this year, to take over as manager of WWXL, local indie. By concentrating on sports and special events, Mike has been able to make a dent in the Peoria sales picture. . . . Bill Kutch's WWXL is temporarily off the air, but he hopes to reorganize and be back on the air before the 60-day grace period given him by the FCC expires around Christmas. . . . Three ex-WMBD alumni, Ken Patterson, George Udry and Emil Prandoni—all engineers—each own a third of WSIV in Pekin and have so entrenched themselves locally that they now show a goodly quantity of black ink on their ledgers.

Radio, Stage Stars Cut Spots For Cancer Fund

(Continued from Page 1)
cer Welfare Fund Drive which starts Dec. 1.

Stations may obtain copies by writing for them at the address given. Transcriptions were made by Abe Burrows, Canada Lee, Henry Morgan, Mae West, Kay Armen, and Ray Bolger, among others.

Phila. Basketball Team Assigns Radio Rights

Philadelphia — Weightman, Inc., Advertising, has announced the acquisition of radio rights to all 1949-1950 games of the Philadelphia Warriors professional basketball club, on behalf of its client, the Sports Broadcast Network. The latter group includes more than 50 member stations.

100 Newsmen In N. Y. For NARND Confab

(Continued from Page 1)

the out-of-town newscasters will be augmented by another 50 representing the wire services and other news agencies in New York.

Among the early arrivals yesterday was Major Barney Oldfield, public information officer of the Robbins Air Force base at Macon, Ga. Major Oldfield is here as a military observer and to make contacts with broadcasters from Virginia, the Carolinas, Georgia and Florida, five state area covered by the Robbins Air Force base.



MICKELSON

Justin Miller, president of NAB, will speak at the opening session tomorrow morning. Judge Miller will be heard at 11:30 a.m. Speakers during the afternoon will include Benjamin Cohen, assistant secretary general of United Nations, Robert Richards, NAB public relations director and Edwin S. Canham, editor of the Christian Science Monitor.

A panel discussion on "Disaster Preparedness" is slated for 3:15 to 5 p.m. Network news chiefs will participate in this discussion.

Will Receive Citation

The Government of Haiti will present to Olga Druce, director of Mutual's "House of Mystery" a citation for "debunking" on her program the superstitions and voodooism often associated with the island. The citation will be presented by Consul General Roger Dorsinville of Haiti at a special luncheon, Nov. 16, Hotel New Yorker.

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

EVERYBODY IN

SHOW BUSINESS IS TALKING ABOUT
LYLE STUART'S SIZZLING BOOK! HERE'S WHY...

MUSIC BUSINESS: "Wherever you go, you'll find music men and showmen talking about one thing: a book called 'God Wears a Bow Tie' by Lyle Stuart. Never before has a book been written with a genuine music industry background. This one is dynamite. Does more to point out the psychology of show business than anything ever before written."

ROBERT SYLVESTER: "As far as literature is concerned, this is certainly the theatre's biggest year. The most striking book is doubtless Lyle Stuart's new novel called 'God Wears A Bow Tie', which makes 'The Snake Pit' look like a health resort."

GEORGE FREEDLEY: "Journalistic, shocking novel about what might happen to a young newspaperman who ventures into the Broadway jungle. It makes exciting reading and you will get a kick out of it, obviously. Skipping the erotic passages, Mr. Stuart's novel is one of the most exciting and titillating to hit the stands in a long time."

RADIO DAILY: "A hard-hitting, fast-moving novel on showbiz with plenty of inside stuff and situations not too hard to recognize. A combination of The Hucksters and What Makes Sammy Run, radioites will be delighted at what Stuart DOESN'T say about them."

WALTER WINCHELL: "Tin Pan Alley would like it a heap if Lyle Stuart's book never came out."

NICK KENNY: "Causing many a blush between here and Tin Pan Alley!"

DOROTHY KILGALLEN: "A spicy new novel about Broadway."

LOUIS SOBOL: "A peppery exposé of show business."

DANTON WALKER "Startling . . . The 'deity' is just a big shot in show business."

BOX OFFICE: "Lyle Stuart has used the film business and trade papers as themes for a new novel."

TOWER TICKER by SAVAGE: "There'll be weeping and wailing on Broadway when Lyle Stuart's show business novel hits home."

N. Y. ENQUIRER: "The background is a trade paper with plenty of accent on the music business. More than a few famous music men will see themselves in the pages."

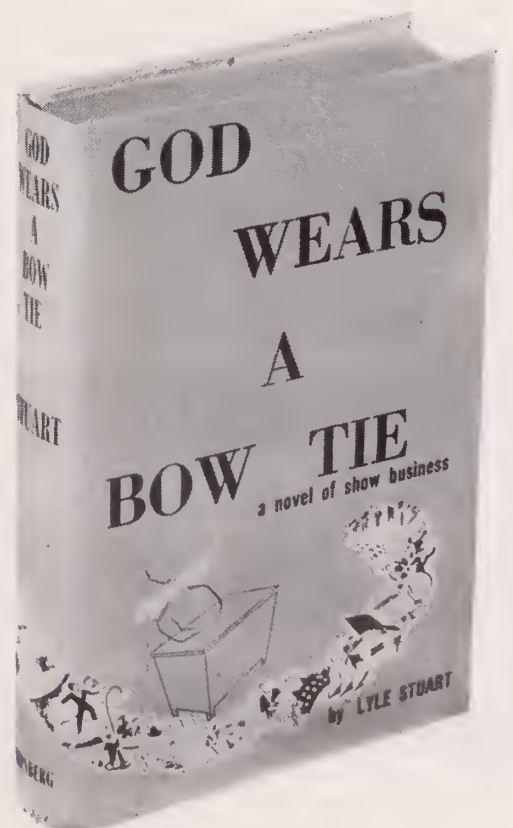
ACTORS CUES SHOW BUSINESS: "Authoritative story of the sordid inner workings of the publication of a theatrical trade paper. Written in a punchy journalistic style."

GOD WEARS A BOW TIE

A NOVEL OF SHOW BUSINESS
by LYLE STUART

\$2.50 at bookstores, or send \$2.50 quickly to:

GREENBERG: PUBLISHER, 201 East 57th St., New York 22, N. Y.



PLUG TUNES

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

"HUSH LITTLE DARLIN"

Recorded By
 Perry Coma Eddy Howard
 Dick Haymes Curt Massey
 Kay Kyser Jerry Falligant
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 Manrae on RCA-Victor
Al Gallico Music Co. Inc.
 501 Madison Ave., New York, N. Y.

Terrific in England!
"IN A SHADY NOOK"
 (By A Babbling Brook)
STASNY MUSIC CO.
 1619 BROADWAY NEW YORK CITY

**TOOT, TOOT,
 TOOTSIE!**
 (GOOD-BYE)

Featured By
AL JOLSON
 In The Columbia Picture
 "Jolson Sings Again"
 on
Decca Records
 LEO FEIST, INC

WORDS AND MUSIC

By PINKY HERMAN

● ● ● **TIN PAN ALLEY OOPS:**—On December 26th last, we read somewhere the legend, 'Only 363 more days to Christmas.' . . . we don't know offhand the number of days remaining ere St. Nick makes his annual visit this year but we do know for a certainty that although it isn't exactly just around the well known corner, it nevertheless isn't very far off. . . . notwithstanding the fact that the mercury these past few weeks has been hovering in the neighborhood of the seventies, there are unmistakable signs that the Yuletide is rapidly approaching. . . . music publishers are dusting off professional copies of standards like, "Santa Claus Is Comin' To Town," "White Christmas," "That's What I Want For Christmas," "You're All I Want For Christmas" and others. . . . the latest BMI pinup sheet, being sent to deejays, musical directors and program producers, lists 21 Christmas songs. . . . not unlike the Robin being the harbinger of spring, the music publisher, can also be regarded as a human listening post as regards the seasons. . . . so ye merry gentlemen of song, get your books up to date with these Christmas numbers: sound effects men, see that your sleigh bells have that jingle, jangle jingle; prop men, get out those red suits, white beards and simulated snow.

★ ★ ★ ★

● ● ● Broadway is beginning to look like the old days before so many of our 'june-moon' lads headed for the gold coast. . . . currently in town from Hollywood are L. Wolfe Gilbert, Jay Gorney, Robert MacGimsey, Harry Tobias, M. K. Jerome, Herb Magidson, Julie Styne, Leo Robin and Kim Gannon. . . . ● Local listeners missing the Sundayem organ concerts for the past nine years NBCast by George Crooks. . . . program is only carried on the network. . . . ● With "That Lucky Old Sun," still the nation's most popular number, Robbins Music has another tune by Haven Gillespie and Beasley Smith. . . . new ditty is titled, "That Old Master Painter." . . . ● Utilizing organ, piano and drums (doubling on solovox, celeste and electric chimes) the Dante Trio, featured at Jack Dempsey's Bistro on Broadway, sound like a ten-piece band. . . . ● Mack Clark has been named professional manager of the reactivated Dorsey Brothers Music Co. . . . plug tune is "Shake That Tree," written by Mack David and Jerry Livingston.

★ ★ ★ ★

● ● ● **ONE** of radio's earliest 'whodunits,' "Chandu," has returned to the ether and is heard Saturday nights at 8 on ABC. . . . produced and directed by Robert Armbruster, series has Tom Collins in the lead, scripts by Vera Oldham and special musical effects by Paul Taubman. . . . ● Ron Ormond's sleeper, "Square Dance Jubilee," was sneak previewed Sunday at the Manor Theater in Charlotte, home town of Claude Casey, the WBTalented singer who wrote the songs he sings in the hillbilly flicker. . . . ● During a show break, organist Dick Liebert played an original melody at Radio City Music Hall. . . . publisher Benny Bloom, in the audience, liked the number and went backstage to ask about it. . . . that's howcome the number was completed under the title of "Come Dance With Me" and subsequently recorded by Fred Waring, Ray Noble, Wayne King and Tootie Camarata. . . . ● Recommended:—Betty Clark's ABChanting Sunday afternoons. . . . The Korn Kobbler's musicalisthenics via Mutual from the Iceland Restaurant. . . . Jack Lacy's WINSpieling every day at noon. . . . Dave Garroway's free and easy emceeing of his Sunday TV stanzas from NBChicago. . . . The Eileen Wilson-Gordon Jenkins Decca platter of "Tell Me Why." . . . Jack Sterling's morning platter WABChatter. . . . ● Marjorie Morrison flew into town yesterday to sign up ork pilot Arturo Arturos. . . . flies home Sunday.

★ ★ ★ ★

● ● ● **ON AND OFF THE RECORD:**—Columbia makes a strong bid for the Christmas trade in Hugo Winterhalter's pairing of "You're All I Want For Christmas" and "Blue Christmas." . . . A smooth choir blends nicely with an arrangement featuring strings on both sides to make this platter a deejay special.

PLUG TUNES

Give Me Your
 Hand

LAUREL MUSIC CO.
 1619 Broadway New York City

Bing Crosby, Gracie Fields,
 Sammy Kaye, Johnny Desmond,
 Jo Stafford, Doris Day
 Are All On

THE LAST MILE HOME
 LEEDS 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. Meehan

— ◆ ◆ —

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
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TELEVISION DAILY

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LIFT FREEZE, SEN. JOHNSON URGES

TELE TOPICS

AS EXPECTED, TV coverage of the New York elections was pretty dull, reflecting the one-sidedness of the vote and the fact that the results went according to predictions. There can be, of course, no comparison with last year's exciting around-the-clock grind. This was strictly a local affair and took a back seat to commercial program commitments. As we roamed all over the dial, we found that WCBS-TV did the biggest job, with several 15-minute roundups prior to 11 p.m. and steadily from that hour until sign-off. Coverage was sponsored by United Fruit Co. and was heavily sprinkled with Chiquita Banana spots. These animated films, backed by the familiar jingle, were quite entertaining, although we saw too many in one night. It was interesting to note that the films were Technicolor prints; wonder how they would have looked on CBS color. Doug Edwards was the workhorse for CBS, with Don Hollenbeck at O'Dwyer headquarters and Larry Lesueur at Morris'. Station picked up a brief talk by Morris soon after he conceded, but we did not see any victory announcement from the Mayor or Sen. Lehman. After 11, Abe Burrows showed up with Milton De Lugg to deliver a political-type speech and sing a political-type song. Both were very funny. Unfortunately, only Burrows' shining pate was visible as a large table mike obscured most of his face.

WPIX OFFERED brief roundups by John Tillman and Lowell Limpus from time to time. At 10:45, as the station's screen was occupied with pictures of two elongated but rather flabby gentlemen named Carnera and Talun gently massaging each other in what was termed a wrestling match, Limpus' dry voice was heard offering the news that Dulles had conceded. . . . Except for an occasional bulletin, WNBT didn't get started on the election until 11, when it was all over. John Cameron Swayze did most of the work in his accustomed facile manner, yielding on occasion to other members of the NBC news staff and twice to Ben Grauer, who operated from the studios of WNYC, where a giant tally board was set up. Grover Whalen was there and, of course, made a speech. Station's cover was sponsored by Schaefer beer, but we saw only one commercial, delivered by Win Elliot. . . . The only other election news we saw was a brief count on WJZ-TV around 9 o'clock. . . . Nowhere, but nowhere, did we see a pickup from either of the victorious camps. This, we think, would have been the high spot of the evening. It is possible that such a pickup was made and that we missed it, but we were turning that dial pretty fast and couldn't find it. Perhaps it's just as well, however. There isn't a politician around who could compete with Abe Burrows.

Pic-Exhibitors Ask Theater-Tele Bands

Washington—Pointing to the possibility that in some towns it may offer "the only satisfactory television service," the Motion Picture Theater Owners of West Virginia yesterday asked the FCC to order hearings looking toward the allocation of channels for a theater television service. Other petitions by local theater groups are expected to follow shortly.

With particular reference to West Virginia communities, the exhibitor group declared that "theater television offers a unique and unparalleled opportunity for local community service. In addition to bringing events of national importance and significance to the theater-going public, petitioner's members could provide valuable service both in the field of child and adult education to the community during the off hours when the theaters are not operating in a conventional way."

A further argument was that installation of theater TV equipment could make unnecessary the installation of theater television receiving facilities in schools, even assuming the school systems of the small communities in which some of the theaters of petitioner's members are located could afford such installations.

Dillon To NBC Field Staff

John J. Dillon, formerly in the NBC-TV operations section, has been named an assistant director in the web's field division.

First Mexican TV On The Air In Color And Black-And-White

Mexico City—Mexico's first TV operation—an experimental station owned and operated by Guillermo Gonzales Camarena, chief engineer of XEW (AM)—has gone on the air here with daily live and film transmissions in both black-and-white and color.

Originate At Stadium

Programs originate at National Stadium, where a government fair is under way and will run through Nov. 20. A number of shows are commercial, with some sponsored by advertisers and others by government agencies.

Ten of the 20-odd sets in Mexico have been installed by Gonzales Camarena in department stores and

Test Site Set

Washington—The comparative demonstrations of CBS and RCA color and DuMont black and white will be from the Wardman Park Hotel studios of WNBW, it was learned yesterday. Last week, RCA had said it did not see how those studios could accommodate the equipment and personnel of the three companies for tests Nov. 14, but in view of the continuance to Nov. 21, it has apparently been possible to work it out.

Pye, Of Britain, Plans TV Sales Drive Here

Pye, Ltd., one of Britain's largest radio manufacturers, this month will launch a sales drive aimed at a goal of \$5,000,000 a year in exports of cameras and other transmitting equipment to stations in this country.

Demonstration of all Pye products for sale as part of the drive, with the exception of transmitters, will be held in Washington on Nov. 21; Chicago, Nov. 29, and New York, Dec. 6, at the Park Sheraton Hotel.

John Lakin, who will conduct the demonstrations, said that all equipment operates on U. S. standards, with prices from ten to 15 per cent lower than those of American firms.

The sales drive is a long-range project, aimed at stations that will be licensed after the freeze is lifted.

Senator Also Asks FCC Plan For Color-TV

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mony. Dr. T. T. Goldsmith, DuMont research director, also was heard as chairman of the RMA color television committee on field testing.

Their appearance followed the Tuesday questioning of Dr. Allen B. DuMont who went over his earlier statements that color is not yet ready.

At one point in Tuesday's questioning Commissioner Robert F. Jones asked Dr. DuMont if he did not think the Ted Mack Amateur Hour, recently lost by the DuMont net to NBC, might have been retained by DuMont were it in color. Dr. DuMont replied that a real difference would have been made had the freeze been lifted so that additional black and white stations could take the air, affiliate with DuMont net and provide a larger audience for the show.

"The only color involved here is gold," muttered DuMont's attorney, William A. Roberts, who then objected to Jones' line of questioning.

Jones apologetically praised Dr. DuMont for his pioneer role in video, offering assurance that he holds DuMont in high regard.

Sanabria called for extreme caution in the present expansion of TV. He suggested that the commercialization of video be curtailed, with black and white stations confined to the first six VHF channels and color assignments on the other four. He said there should be at least two or three years of testing on color.

The question about Dr. DeForrest's appearance arose when his attorney, I. H. Levinson, said he might appear in February, after the comparative demonstrations slated for that month. He said DeForrest had not seen the CBS system in operation here last month.

FCC Counsel Harry Plotkin said DeForrest had not asked for a ticket to last month's CBS demonstration. He then raised the possibility that DeForrest has a new color system to offer, saying that if that is so the Commission had better hear about it now. It was then that the question of a subpoena arose, but Levinson, indicating Dr. DeForrest has no new system to propose, would appear on request, with no need for a subpoena.

New WGN-TV Commercial

Chicago—Continental Clothing Co. has signed with WGN-TV for sponsorship of a new audience participation show, Treasure Hunt.

MGM Buys 285 Spots On 8 N. Y. Stations

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WNEW, WINS, WMCA and WMGM. The four-day "saturation campaign" was launched on Tuesday night with spots spread throughout WOR's four-hour election coverage. Donahue & Coe, Inc., MGM's agency, disclosed that the remaining spots were purchased on the New York stations "entirely in accordance with good availabilities." The campaign will end about noon of Nov. 11, coincident with the official opening of the picture at the Astor Theater.

The one-half minute and one-minute transcribed commercials consist of the so-called "Jody Chant," which opens the actual film production and was used during the war by the Army Recruiting Service, with the original lyrics changed to plug the film.

WMGM, New York indie, will broadcast from the lobby of the Astor Theater tonight from 8:00 to 8:30 p.m., as a feature of the premiere of "Battleground." In addition WNBT will televise interviews with first nighters attending the opening of the MGM picture.

'Reading For Pleasure' Panel Series On WNBC

"Reading For Pleasure," a panel discussion series on English and American fiction by members of the faculty of Brooklyn College, bows on WNBC, tomorrow, 7:30-7:45 p.m.

The series is designed to supplement the radio-assisted home study course offered by Brooklyn College in cooperation with the NBC University of the Air. Each Friday's program will examine the novel or short story to be dramatized the following Sunday on the "NBC Theater." A three-man panel will be present each week, with Professor Francis Kilcoyne of the Brooklyn College English Department as the only permanent member.

Sets-In-Use Increase Reported In Six Cities

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hour radio sets-in-use increased from the previous 25.7 to 26.2 in the September-October report; in Boston, from 23.0 to 24.1; in New York, from 21.9 to 23.6; in Los Angeles, from 22.9 to 23.6; in Washington, from 20.6 to 22.6; and in Chicago, from 21.4 to 22.0. In Philadelphia, however, average quarter-hour sets-in-use for the week studied decreased from the previous 19.8 to 19.5 in the September-October report.

Jack Benny, "Lux Theater," and Walter Winchell were the leaders in the "Top Ten Evening" combined Pulse ratings for the seven cities.

The combined Pulse ratings for the seven metropolitan areas were 19.0 for Benny, 15.5 for "Lux Theater" and 15.4 for Winchell. The follow-ups were: "Mystery Theater," 12.5; Arthur Godfrey's "Talent Scouts," 12.5; "My Friend Irma," 11.6; "Stop The Music," 10.8 "Suspense," 10.7; "Inner Sanctum," 10.7, and "Mr. District Attorney," 9.7.

Hallicrafters, MBS Sign New Quiz Show, 52 Wks.

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Hult, v-p in charge of sales for the web.

The new series, which will originate in Chicago in the lobby of Chicago Theater, will be aired coast to coast, Saturdays, 5:45-6 p.m., local time, beginning Dec. 10. The quiz will feature Lee Bennett and Pierre Andre as co-emcees and will specialize in questions pertaining to film stars and movies.

Sorensen & Co. of Chicago represented Hallicrafters in the deal with MBS.

Ewing To Be Heard

Washington — The ABC network will broadcast a special address of Federal Security Agency Administrator Oscar Ewing on the subject of "Security For All," from the studios of WMAL, the web's affiliate here, Nov. 14, 10:30-10:45 p.m., EST.



in the past two months

ALFRED and DORA McCANN

WOR's "McCann's at Home"

have...

1. Acquired a larger audience than at any time in their long history—71% larger than in '44.
2. Delivered 603,935 commercial impacts at the infinitesimal rate of 15 impacts per-penny.
3. Sold for three sponsors who have been with them for more than 20 years.
4. Ranked first among all women's service programs aired in New York.
5. Will you or your client let them build a record for you for number 5?

our address is

—that power-full station

WOR

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50,000 watts at 800kc.

Now covering a 17,000,000 population area
at the lowest rate of any major station
in the Detroit Area!



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