



RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 49, NO. 28

NEW YORK, MONDAY, NOVEMBER 14, 1949

TEN CENTS

STRESSES NEWS PROGRAM IMPORTANCE

Language-Radio 'OK' Expected From FCC

Washington Bureau of RADIO DAILY
Washington—The FCC law department is expected to file exceptions to the November 4 initial decision by Examiner Hugh Hutcheson in the allocation of a frequency in Boston. Hutcheson's attack upon foreign-language broadcasting, which he termed discouraging to the Americanization process of foreign-born citizens, will be disowned by the Commission's law staff.

It is likely, too, that a number of foreign-language broadcast stations—including WHOM, New York—will file briefs with the FCC.

Woods, Denny Negotiate New 'Town Meeting' Deal

Mark Woods of ABC and George V. Denny of Town Hall, Inc., are scheduled to continue their negotiations this week looking for a new contract for the continuation of "America's Town Meeting of the Air" after the current contract expires in January, 1950.

Several managers of ABC affiliates, during the past 10 days, have been approached for their views on the

(Continued on Page 2)

Radio License Fee Costs Disclosed In Canada

Montreal—Canadian radio owners paid more than \$13,000,000 in radio license fees during the last three years. Transport Minister Chevier disclosed Friday in a reply tabled in the Commons. The fee is \$2.50 yearly.

Those who failed to pay and were caught by the government's radio in-

(Continued on Page 2)

Howdah Remote

Durham, N. C.—When the Biller Brothers Circus played Durham recently, an elephant-in-the-street broadcast was arranged. WHHT's "Country Boy" (farm editor) scrambled to the top of Big Ruth and aired a shaky-voiced broadcast from the lofty "howdah" on her back. After the fun was over he admitted that he had never seen a live elephant.

Takes Chairmanship

Frank Stanton, president of CBS, has accepted the chairmanship of the Radio and Television Committee for Brotherhood Week sponsored by the National Conference of Christians and Jews. Brotherhood Week will be observed from February 19 to 26 with slogan, "Brotherhood—for Peace and Freedom."

Vandals Cause Break In WABB Operations

Mobile, Ala.—The Mobile Press-Register's station, WABB, is offering a \$1,000 reward for tips leading to the capture and arrest of vandals who put the station and a large number of telephones out of commission by severing a 26-line cable at a location adjoining the transmitter site.

The station had continued regular broadcasts despite a three-weeks-old strike of union radio electrical technicians until the vandals punctured

(Continued on Page 2)

KDYL Sponsor Offers Insurance For Dogs

Salt Lake City—Insurance policies for dogs are being offered on KDYL in a spot campaign for "Thanks" dog food, launched here as a new-product test last Monday. "Thanks" spots are featured on the Emerson Smith show, an hour-long cross-the-board morning feature.

Insurance-minded dog owners fill out a coupon attached to each can of

(Continued on Page 2)

Ohio Broadcasters Stage Two-Day Radio Sales Clinic

Cleveland—An audience of 121 station executives attending a two-day sales clinic sponsored by the Ohio Assn. of Broadcasters Nov. 9-10 was told that the day of "unseen radio buying" is over. The warning note was sounded by Bob Dailey, radio director in the local office of McCann-Erickson, Inc.

Speaking at the clinic's opening session on Wednesday on "Preparation of Presentations," Dailey out-

President Of NARND Tells Convention That Prestige Of News Personnel Gaining In Radio And TV

ANA-AAAA Adopt BMB Resolutions

Another round in the battle to keep the Broadcast Measurement Bureau alive has been fired by two of its three member organizations, the Assn. of National Advertisers, and the 4-A's.

In reply to a BMB request that each of its sponsoring organizations (NAB, AAAA, and ANA) "carefully analyze and describe those of its re-

(Continued on Page 6)

Radio Theater, Benny Are Nielsen Leaders

"Lux Radio Theater" held its leading position in the National Nielsen-Ratings for Oct. 2-8, just released, followed in order by Jack Benny, "Charlie McCarthy," Arthur Godfrey's Talent Scouts, and "Amos 'n' Andy."

Topping the second bracket in

(Continued on Page 2)

Anderson To Agency Post As Radio-TV Director

McCann-Erickson Inc. yesterday announced the appointment of Frederick Anderson, formerly vice-president of Compton Advertising Agen-

(Continued on Page 2)

Increasing the prestige of news personnel within the station, insuring the newsman's stake in television, and building up membership were listed as the immediate objectives of the National Assn. of Radio News Directors by Sig Mickelson, NARND president, at the opening session

(Continued on Page 3)

Broadcasters Blast FCC For Sluggishness

Sarasota, Fla.—The Florida Assn. of Broadcasters has asked the FCC to place a two-year maximum limitation on consideration of applications by stations for improvements in facilities.

Meeting here on Nov. 6, the Association criticized the Commission for "its policy of delay and procrastination" in considering such applications, and went on record as favor-

(Continued on Page 3)

WOR-FM Boosts Air Time From 42 To 79 Hours

WOR-FM will increase its weekly broadcast hours from its present 43 hours to 79 hours, beginning today, it was announced over the weekend by J. R. Poppele, v-p in charge of engineering at the station.

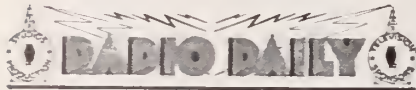
The reasons given for the expanded FM schedules, Mondays

(Continued on Page 3)

52-Week Sponsor

General Mills, Inc., in behalf of its "Gold Medal Kitchen Tested Flour," has signed a 52-week contract with the American Broadcasting Company for sponsorship of the opening quarter-hour segment of "Modern Romance," on ABC network. Dancer-Fitzgerald-Sample, Inc., represented General Mills. D-F-S is the agency handling the G. M. account.

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SOUTHWEST BUREAU
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Tower Petroleum Bldg.,
Dallas, Texas
Phone: Riverside 3518-9

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FINANCIAL

(November 10)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
ABC	75 1/2	71 1/2	71 1/2	- 1/4
Admiral Corp.	29 3/8	28 1/2	29	- 1/2
Am Tel & Tel	146 3/8	145 7/8	146 1/8	+ 1/4
CBS A	25 1/8	24 3/4	25 1/8	+ 1/8
Philco	30 3/8	30	30 1/4	- 1/2
RCA Common	125 1/2	121 1/4	125 1/2	+ 1/4
RCA 1st pfd.	73 1/4	73 1/4	73 1/4	- 3/4
Stewart-Warner	123 1/2	121 1/4	121 1/4	- 1/8
Westinghouse	27 1/2	27 1/8	27 3/8	+ 1/4
Westinghouse pfd.	100 3/4	100 1/4	100 1/4	- 7/8
Zenith Radio	28 1/4	28	28 1/4	+ 1/4

NEW YORK CURB EXCHANGE

Hazeltine Corp.	143 1/2	143 3/8	143 1/2	- 1/8
Nat Union Radio	2 1/2	2 1/2	2 1/2	- 1/8

OVER THE COUNTER

	Bid	Asked
DuMont Lab.	14	15
Stromberg-Carlson	13 3/4	15
WCAO Baltimore	17	20
WJR Detroit	7 1/2	8

Vandals Cause Break In WABB Operations

(Continued from Page 1)

the cable with nails or some other piercing device and poured chemicals in the holes made in the lead covering. Action of the chemicals ate off insulation and broke the circuit. Telephone and radio service were restored after several hours.

AVAILABLE

Presently employed small market station manager who seeks change. Here's a man who has come up through the ranks and knows every phase of station operation. Proven record in sales and promotion. Thirteen years radio and newspaper background. Experienced as program director, announcer, copy chief and director of special events. Conscientious, steady family man. 39, Write Box 287, RADIO DAILY, 1501 Broadway, New York City

★ COMING AND GOING ★

R. E. DUNVILLE, vice-president and general manager of Crosley Broadcasting Corp., in New York last week for conferences with eastern division salesmen. He was accompanied by a group which included HARRY MASON SMITH, vice-president and sales manager; JOHN T. MURPHY, director of television, and H. PETER LASKER, manager of WLW-D.

ED GREIF, of Bonner & Greif, publicists, is back from Hot Springs, Ark., where he lectured at the Annual Post Graduate VD Clinic.

GEORGE MOSCOVICS, director of sales development for CBS-TV, has arrived on the West Coast.

PETER DONALD, comedian, in Pittsburgh, where on Sunday he spoke at the Variety Club dinner.

PETER GOLDMARK, Columbia network director of research and engineering development, has returned from England aboard the Mouretania.

ELEANOR EDEN, radio pianist, has returned from a tour and has resumed her keyboarding at Bill Bertolotti's.

MARTHA TILTON, co-star on "Curt Massey Time," to Oakland, Calif., for an appearance at a benefit performance for disabled veterans.

HOWARD MEIGHAN, vice-president and general executive of CBS on the West Coast, is in New York on a short business trip.

MRS. MILDRED FITE, winner of the Cinderella Week-end program on KDKA, Pittsburgh, will arrive in New York Nov. 18 for a round of pleasure.

MERLE JONES, general manager of KNX-Columbia Pacific Network, and WAYNE STEFFNER, sales manager, are back in Los Angeles following a business trip to San Francisco.

PAULA CARR, producer of "From Your Home Town to New York," left Friday for Parkersburg, West Va., for conferences at the offices of Dils Bros., her sponsor. She'll also visit Cincinnati and Columbus.

MARIE WILSON, star of "My Friend Irma" on radio and in the movies, is in Memphis, Tenn., for personal appearances in connection with the showing of the film.

BERT WHEELER is back in town following a personal appearance tour. He was on "Cavalcade of Stars" Saturday over WABD.

WILLIAM SHAW, assistant sales manager of KNX-Columbia Pacific Network, has left the West Coast on a two-week trip to New York and Chicago.

Radio License Fee Costs Disclosed In Canada

(Continued from Page 1)

spectors paid more than \$200,000 in court fines and costs. Figures were tabled for C. W. Hudson (PC-Victoria, Ont.)

The cost of collecting the license fees amounted to approximately \$1,700,000 in the three years. Of this amount \$1,000,000 was paid out in the form of commissions for those who issued the radio-using permits.

A break-down of the figures shows that radio collections are increasing, but so are the collection costs. In the last fiscal year, 1948-49, the government collected \$4,670,342, compared with \$4,398,495 the previous year and \$4,099,795 in 1946-47.

Collection cost climbed to \$611,918 last year, \$570,505 in 1947-48 and \$544,673 in 1946-47.

In the fines and cost category, figures showed that delinquents paid \$35,677 in fines and \$36,472 in court costs last year; \$35,882 and \$39,595 in 1947-48 and \$40,478 and \$35,730 in 1946-47.

Woods, Denny Negotiate New 'Town Meeting' Deal

(Continued from Page 1)

question of whether the web's series should be televised and, if so, should it be simulcast, it was learned by RADIO DAILY last week. Another question under consideration centers on a possible reduction in the broadcast time of the program from its present full-hour to one-half-hour. It has been suggested that a cut in the broadcast time might interest more sponsors in the co-operative show.

Radio Theater, Benny Are Nielsen Leaders

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sixth place was Fibber McGee and Molly, followed by "My Friend Irma," Bob Hope, "Inner Sanctum," and "People Are Funny." "Counter-Spy" led the multi-weekly evening listings, followed by "Beulah," and "Lone Ranger." Weekday pace-setter was Arthur Godfrey, followed by "My True Story."

KDYL Sponsor Offers Insurance For Dogs

(Continued from Page 1)

"Thanks," and are sent a policy. Premiums are paid by sending in a stamp also attached to the can. Thoroughbreds are insured for up to \$50, less aristocratic pets for \$25.

Heavy Grid Diet On CBS

CBS will air five consecutive hours of football coverage on Saturday, Nov. 19 starting at 2:30 p.m. In addition to "Football Roundup," its round-robin coverage of several games in progress at widely-separated points. CBS will broadcast a complete play-by-play account of the Stanford-California game at Palo Alto, starting at 5 p.m.

Anderson To Agency Post As Radio-TV Director

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cy as director of radio-video plans. At the Compton agency Anderson worked on the Procter and Gamble account for eight years. He was successively account executive on Crisco account, supervisor on Duz and for the last three years account supervisor on Ivory.

Joins "Johns"

Donald Hirsch, former associate producer for Goodson-Todman productions on CBS, has joined the staff of Masterson, Reddy and Nelson, package producers, as a producer-writer.



Housing Problem Solved

This cat had too many kittens to care for in her regular home. So she found a big knot-hole up a tree and moved her family in—a neat solution to her problem.

There's a neat solution to any advertising problem in the rich market of Baltimore. You just buy W-I-T-H, the big independent with the big audience.

Costs so little! Does so much! Those are the two big facts in the W-I-T-H story. Because W-I-T-H delivers more home listeners per-dollar than any other station in town. In addition to this biggest home audience, a recent survey made under the supervision of the Johns Hopkins University showed that of all radios playing in taverns, 67.3% were tuned to W-I-T-H!

Call in your Headley-Reed man today and get him to tell you all about W-I-T-H.



W-I-T-H

Baltimore 3, Maryland

TOM TINSLEY, President
Represented by Headley-Reed

Ohio Broadcasters Stage Sales Clinic

(Continued from Page 1)

who also spoke at Wednesday's meeting, declared: "We believe radio is an excellent medium and have for a long time." The Kroger Company has spent "close to \$9,000,000" in radio since 1941, he disclosed.

Other Wednesday speakers included Beth Black, account executive for the Joseph A. Katz Co.; Dr. Kenneth Dameron, of Ohio State University; Joseph L. Brechner, manager of WGAY, Silver Spring, Md., and Frank Headley, president of Headley-Reed, New York. The meeting's chairman was Carl E. George, president of the Ohio Assn. of Broadcasters, and vice-president and sales of WGAR, Cleveland.

Miss Black stressed the need for adequate station information in usable size and said she buys with a long-term view and always looks to see what the station does with its local time.

Brechner pointed out things which helped make his small station successful, such as community selling and special summer sales festivals.

Headley rapped rate cutting and P. I. business. He said, "The value of merchandising aid is controversial. Program promotion deserves your thorough support. I think it's time a mature industry recognized the proper relation between spot and network rates. Although networks use up the preferred evening time and occupy a great deal of commercial time, the total net income of affiliated stations from spot time sales is larger than total net income of affiliated stations from the networks."

WOR-FM Boosts Air Time From 42 To 79 Hours

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through Sundays, were "the great increase in the ownership of FM sets in the Metropolitan area" and "the widened area" which the station can serve with its new FM antenna located on the WOR-TV tower at North Bergen, N. J.

The former FM schedule, throughout the week, was from 3 p.m. to 9 p.m. The new schedule will provide programs during the following hours: Sundays, 3-9 p.m.; Monday, 10 a.m.-9 p.m.; Saturdays, 1 p.m.-11 p.m.; and the remaining four days of the week, 10 a.m.-11 p.m.

WOR-FM will carry WOR's AM broadcasts during the foregoing hours, except for a special weather report, Mondays through Saturdays, 6:15, in which WOR-FM will tie in with the Rural Radio Network for state-wide coverage. United Fruit Co. sponsors the weather report program on WOR-FM.

Wedding Bells

Frank Tirico, announcer for WMIK, Middleboro, Ky., will be married on Nov. 19 to Ruth Vuhany, of Bloomfield, N. Y.

News-Program Importance Stressed At NARND Confab

(Continued from Page 1)

of the Association's annual convention, Friday at the Commodore Hotel, New York. Approximately 200 newsmen attended the three-day session which ended yesterday.

Sees News Personnel Growing

"The number of stations within the United States maintaining news departments manned by competent news personnel has increased sharply within the last three years, but it is still an obvious fact that the vast majority are willing to trust to staff members with no news training and no understanding of the community impact of news," Mickelson said.

He continued: "It is also an unfortunate fact that news personnel have far too little prestige within the station itself. Some stations regard news directors as top station executives, as they should, but unfortunately this is not generally true. . . . in many cases there is greater prestige, greater responsibility, and more remuneration outside the news department. That's not a pretty picture but it's true, and will be until the news director is regarded as a person of equal stature with the program manager, the sales manager, and the chief engineer."

Impact of TV Cited

Mickelson had this to say of the video outlook, from the newsman's viewpoint: "There is plenty of evidence that we need to become much more active in television. . . . Only a small percentage (16.7 per cent) of the television stations now on the air have employed competent news personnel to report, write and produce their own news broadcasts. Unless we move swiftly to promote the concept that news broadcasting, whether it be in AM or television, should be done by trained news personnel, we may find ourselves in an irreparable position."

Tells of NARND Expansion

The NARND's views on its own membership potential were summarized thus: "We have 180 members now, but we have a potential of nearly 2,500. Certainly one of our objectives should be to place at least one competent newsman in every radio station—AM, FM, or television."

Among other tasks the NARND has taken on and will continue to carry out, Mickelson said, is that widening and strengthening the radio or TV newsman's right to operate on an equal footing with reporters for other media. "We still need," the NARND president declared, "to establish indelibly the fact that the microphone and the television camera should have access to all the sources of news where the pencil and paper are now permitted. And beyond that, that radio should have access to all potential sources of news."

In line with this, Mickelson touched on the Association's progress in its campaign to secure for radio

newsmen equal rights in protection of their news sources. "We have

Mickelson had a word of comfort for "those of us who will remain in AM news broadcasting without much prospect in the immediate future of getting into television." Their position remains "very secure," he declared. "There is nothing new on the horizon which indicates to me that television can in any way compete with AM broadcasting in the presentation of sharp, hard-hitting, factual broadcasts presented swiftly and concisely with no waste of time between the event and the broadcast. In short, it appears now that AM news will remain strong indefinitely. . . ."

The most significant proof of NARND's success during the past year, Mickelson said, is its increasing acceptance within the broadcasting industry. "The voice of NARND is now heard," he said. "Broadcasters recognize the name. . . . Talk to the editor of a trade publication or the editor of a news service. You won't fail to note that NARND is a well and highly respected segment of the radio broadcasting industry."

In discussing the third annual "Voice of Democracy" contest Rob-

Broadcasters Blast FCC For Sluggishness

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oring the enactment by Congress of a law embodying a two-year time limit on improvement application, if the FCC takes no action in the matter.

Another resolution blasted the "do-nothing attitude and unstable policy of the Commission as evidenced in its failure to decide the so-called clear channel case (which) is threatening to disrupt the entire radio industry." The FCC was asked also to use its authority to prevent Cuban stations "from usurping commanding positions in frequencies on which listeners of Florida, Georgia and the Gulf states have a right to listen to American stations."

ert K. Richards, director of public relations for the NAB, reported that co-sponsors of the annual competition, the United States junior chamber of commerce, had announced again that there would be full participation by 48 states and by all the territories. Based upon reports from the jaycee's 1800 chapters and broadcasters all over the nation, he estimated that upwards of one-half million students participated this year—almost doubling the total participation in 1948.

for profitable selling **INVESTIGATE**

WDEL
WILMINGTON
DELAWARE

WGAL
LANCASTER
PENNSYLVANIA

WKBO
HARRISBURG
PENNSYLVANIA

WRAW
READING
PENNSYLVANIA

WORK
YORK
PENNSYLVANIA

WEST
EASTON
PENNSYLVANIA

WDEL-TV
WILMINGTON
DELAWARE

WGAL-TV
LANCASTER
PENNSYLVANIA



STEINMAN STATIONS
Clair R. McCollaugh, Managing Director
Represented by **ROBERT MEEKER ASSOCIATES**
Chicago San Francisco New York Los Angeles

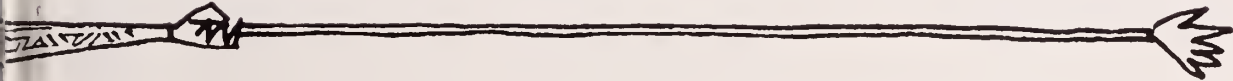
It's even
bigger
than
bigger



Each time you look at radio it's bigger.
You turn your head away and before you turn
it back it's bigger than ever.¹

Radio is bigger than anything—
bigger than magazines, bigger than newspapers,
bigger than both of them put together.

Yet in measuring the bigness of radio,
people still use obsolete yardsticks.
Yardsticks, for example, which compare
the circulation of a *whole* magazine with
the audience of a single network program.
(It's like saying my apple-tree is bigger
than your apple, as *Variety* recently put it.)²



Or take a yardstick like "cost-per-thousand
listeners." In radio a more realistic gauge
is "**cost-per-million.**" In radio there is
no such thing as only "a thousand" listeners.
(It's like using a ruler to measure the distance
between the stars.)³

Sometimes the only way you can tell anything
is bigger than anything is by discovering
that it's smaller. The cost of customers
delivered to advertisers in network radio
is smaller than in any other major medium.

And CBS is both bigger and smaller than
anything in radio—bigger because it delivers
more millions of listeners to advertisers
than any other network; smaller because
it does so at the "**lowest cost-per-million.**"

CBS

—where 99,000,000 people gather every week

The Columbia Broadcasting System

¹ People are buying
radio sets at the rate
of 650,000 a month!

² CBS reaches 34
million families each
week! The country's
largest magazine
has a readership
of about 15 million
families per issue.

³ CBS' "cost-per-million"
actually delivered
to advertisers
comes to only \$1670—
or one customer for
one-sixth of one cent!

ANA-AAAA Adopt BMB Resolutions

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search needs that can best be served by a tripartite, cooperative organization," the ANA said in a resolution by its Radio and Television Group that, as far as radio advertisers are concerned, research into station coverage area is the type of activity falling into that category.

Improvement Seen Possible

BMB's present service in this respect could be improved, the ANA declared, by the addition of data on "time of year," giving seasonal variations in station coverage. In forwarding the resolution to BMB, the ANA's president, Paul West, voiced "the determination of advertisers not to slip back to the early chaotic days in media research. . . . If we retrogress, eventually economic necessity, brought about by more intense competition and the growth of new advertising media will force us to regain the position we now have. . . ."

The resolution was described by the ANA as representing the combined judgment and experience of the 212 members of its Radio and Television Group. It was prepared by the group's steering committee, whose chairman is A. N. Halverstadt, manager of radio and television for the Procter & Gamble Co.

Approved By Board

The 4-A statement was issued on behalf of, and "with the entire approval" of the 4-A board of directors, an announcement by that organization said.

The 4-A statement, however, while "endorsing the need for Broadcast Measurement Bureau, Inc., and for the type of audience information which BMB supplies," added: "We do not feel that this additional information or service should be specified or spelled out at this time. It must come, if and when it comes, as a natural growth and to fill a definite need."

Send Birthday Greetings To—

November 14

Hazel Estes Morton Downey
Budd Hivlick Wanda Ellis
Dick Nesbitt Dick Powell
Johnny Desmond Martha Tilton

November 15

Franklin P. Adams Carol Bruce
Norman E. Beck

November 16

Albert A. Grabe Jim Jordan
Lucien Dumont Gordon R. Gray
Lawrence Tibbett Jean Sargent

Mary Margaret McBride

Louise Starkey

November 17

Frank Fay Wiley Walker
Jack Lescoulie Quin Ryan



Mainly About Manhattan. . . !

● ● ● WEEK-END CUFF NOTES: Watch for more NAB membership resignations if the board decides to set up Broadcast Advertising Bureau as private enterprise. . . . many dues-paying members feel that service of BAB is due them as members of the industry association. New policy at NBC (both radio and TV) is that scripts submitted must be read within one week. Nice consideration if they live up to it . . . Chesterfield cigarettes considering bankrolling Joe Franklin's "Smoke Dreams" in Jan. . . . NBC interested in a TV show with Doris (Radio Registry) Sharp called "Meet the Actor." Is there no end to Doris' versatility? . . . Frank Cooper now handling Mickey Rooney. . . . Jean Sablon, due to make a film in Paris, expected back here in Feb. . . . Doug Storer, who started Bob Ripley's "Believe-it-or-Not" feature on radio some 20 years ago and has managed it ever since, stepped into the role of emcee on the TV version's final stanza last week and did a right smooth job. Series is off until Jan. 4th when it comes back bankrolled by Ballantine Beer. . . . Radio Row loses one of its more eligible bachelors when Jerry Layton ties the knot March 19th with lovely Sherill Cannold, Bob Taplinger's Gal Friday. . . . NBC planning to adapt Clare Booth Luce's "The Women" for video. . . . Peter Donald sez the reason the preem of Berle's film in Lindy's is off is because Lindy couldn't find room for the popcorn machines.

☆ ☆ ☆ ☆

● ● ● JUST THINKING OUT LOUD. There's no question but that the world's greatest speakers are heard over the radio and rarely are any of them 15 minutes or at most a half-hour of time. In emergencies, the Pres. of the United States has spoken longer, but it is the exception rather than the rule. Why then does the broadcasting industry at its gatherings (such as District Meetings, for instance) have speakers who run for an hour or more until the original group of say 225 listeners has dwindled down to a mere handful? Why can't the industry put into practice what it so finely preaches? What's more, the worst offenders in this dept are usually men who know better and who actually represent the industry.

☆ ☆ ☆ ☆

● ● ● TELLING ON TELEVISION (or views on video): Saturday night is the loneliest night of the week—on television. Don't the networks think that anybody stays home that day? Certainly the way the programming goes at present, video won't keep 'em there. . . . The new Sunday p.m. Paul Whiteman show has too little production arrangements and too much dancing. 'Pops' is deserving of a better fate. . . . Poor scripting is hamstringing Al Bernie. The talent is there but who is to express it? . . . Name stars are raving about the way producer Frank Telford handles them on CBS' "Silver Theater" on Monday nights. . . . Sidney Paul turned in a contract-winning performance on "H'wood Screen Test" last week. . . . Marty Glickman is easily the standout television football reporter. His comments on a game fully reflect his varsity background. Conversely, however, Marty does not scintillate in his radio basketball coverage as he strives to keep up with every maneuver rather than describe the pattern of the play. And, as for Marty's over-use of the word "swish," how about that.

☆ ☆ ☆ ☆

● ● ● SMALL TALK: ABC's sports ace, Joe Hasel, is celebrating his 20th ann'y in radio this month. Nice goin', Joe, and here's to the next 20! . . . "Versatile Varieties," produced by Frankie Scott and Charlie Basch, takes a nine-week hiatus on the 18th leaving with a Pulse rating of 19.0—highest in their time slot.

THE WEEK IN RADIO

NARND Confab Opens

MORE than 100 radio and TV news directors attended discussion panels in the annual three-day convention of the National Association of Radio News Directors. At the weekend convention, whose main theme was the building up of the prestige of news directors within stations to executive levels, the main speakers included NARND president Sig Mickelson of WCCO, Minneapolis; NAB president Justin Miller; Benjamin Cohen, assistant secretary general of the United Nations; NAB public relations director Robert Richards; Edwin C. Canham, editor of the Christian Science Monitor; Elmer Davis of ABC; Edward R. Murrow of CBS and General Omar N. Bradley.

Among the over-all problems of broadcasting to be taken up at the NAB board meeting tomorrow will be the future of the new Broadcast Advertising Bureau and of the Broadcast Measurement Bureau. The question of whether the NAB should remain within the fold of the NAB or be set as a private enterprise will be considered.

According to a survey released at the NAB's 2nd district meeting at Asbury Park, N. J., 64 per cent of the small-market stations have solved one of their sales problems by paying their time salesmen from 15 per cent to 20 per cent commissions, thereby producing the best results. . . . WCBS landed sponsors for both the AM and TV coverage of the local elections: F. M. Schaefer Brewing Co. for radio and United Fruit Co. for television. . . . Before the tumult and the shouting of the elections were over, MGM launched what it described as a four-day "saturation campaign" in behalf of its new film production, "Battle-ground." The campaign consisted of 285 spots, transcribed "Jody Chant" commercials bordering on "irritation" advertising, over eight New York stations: WNBC, WCBS, WJZ, WOR, WNEW, WINS, WMCA and WMGM.

Highlighting the continued upsurge in network business was the signing of a seven-year contract for the radio broadcasting of the World Series by Mutual, with Gillette Safety Razor Co. as the sponsor. Under the deal signed with Baseball Commissioner Albert B. Chandler, Mutual will serve more than 520 MBS stations plus an auxiliary list of some 200 stations in the United States, Hawaii, Alaska, Canada, Cuba and Latin America.

BROADCASTERS . . .

You can get yourself a top-flight promotion man with an outstanding record. This man has been a radio station sales promotion director for four years, and has had long experience as a time salesman and in station programming.

Write RADIO DAILY, Box No. 286, 1501 Broadway, N. Y. C.

TELEVISION DAILY

Section of RADIO DAILY, Monday, November 14, 1949 — TELEVISION DAILY is fully protected by register and copyright

BRITAIN TO USE CBS COLOR VIDEO

TELE TOPICS

"CRISIS," a Chicago origination recently arrived on the NBC web, may be accurately described in two words—nothing happens. As reviewed last week, the half-hour format is as follows: A person who has experienced a crisis in her life, tells her story to reporter Adrian Spies. When she reaches the point of decision, her narrative is stopped and actors, who have been briefed in the story-line beforehand, resolve the situation according to their own interpretation and without script. Their decision is compared with the "real life" action and then the routine is repeated. . . . On the air, the show moved at snail's pace. Explanation of the format by Robert Cunningham took four minutes, at which point Spies and the "real life" woman took over. At 11 minutes, Cunningham began to set the scene for the actors—with Spellbound-type music as a background—and the action didn't begin until almost 14. The playlet ran only two minutes, and then Spies and the woman took over until 21 minutes. Setting the scene again took three minutes and the play once more was stopped after only two. After a final check with the woman, Cunningham closed with something like this: "Who can tell what is real and what is imaginary when all the world's a stage?" That line, we think, embodies the show's major fault—the plot did not seem real, and as fiction it was as hackneyed as they come. . . . Program is produced by Ted Mills and directed by Norman Felton.

THE TRADE'S still buzzing about Arthur Godfrey's on-the-air blast at an "over-zealous" flack (presumably the George Evans office) for planting teen-age girls in the show's audience to squeal for Bill Lawrence two weeks ago. When the kids became noisy during a rather dry talk on nuclear physics, Godfrey rebuked them and threatened to clear the studio for future shows. Last week, however, after Arthur had found out that the girls were plants, he apologized to them and let go at the p.a. instead. The original incident prompted Berle to address his audience on his show last week somewhat as follows: You'd better wake up or I'll send you over to Godfrey and have him bawl you out.

NBC IS PITCHING the Dave Garroway show at Budweiser beer, in the hope that CBS may not be able to clear stations for the Ken Murray stanza. . . . CBS will do an experimental closed circuit audition of a "Lum and Abner" TV adaptation within the next few weeks. Web emphasizes, however, that it's strictly a trial with no firm plans for a regular series for the team. . . . WNBT has not cancelled the Hank McCune show, as itemed here last week. Station did knock out the film for one week because of a bad print.

De Forest Tells FCC Of 'Superior' Color TV

Washington Bureau of RADIO DAILY
Washington—Dr. Lee De Forest told the FCC Thursday that he is working on a color video system superior to anything yet offered, but that it will be a year before it is ready to show. He said his system is not compatible, but that it will not require a change in standards. The 76-year-old inventor, currently active in organizing a new company to produce home receivers, was unable to offer much of value for the Commission at this time, he said. He does plan, however, to press forward with his developmental work.
The Commission also heard the consulting engineer, Raymond Wilmotte, who spoke at some length on the advantages of polycasting as the solution to the power difficulties predicted for the UHF. Wilmotte called for a series of low-priced stations in what today are normal service areas to TV stations, assuring even reception throughout the area. These would broadcast simultaneously, receiving the signals from the central studio station on two channels to protect against ghosts.

Frank McCall Named NBC-TV News Chief

Appointment of Francis C. McCall as director of news and special events under NBC's new TV reorganization has been announced by Pat Weaver, v-p in charge of tele. Adolph J. Schneider was named manager of operations.
McCall has been with NBC since 1937 and during the war served overseas in Europe and the Pacific.

New RCA Receiver Adaptable To Various Bands, Voltages

A major step toward solving problems of international video standards has been claimed by RCA through development of a new receiver built to operate on the varying power line voltages and frequencies prevalent in many foreign countries, it was announced by Mcade Brunet, managing director of the RCA International Division.
The new non-synchronous receiver was designed for world markets by engineers of the RCA International Division in conjunction with the RCA Victor Division. It operates

Pulse Top Ten	
Texaco Theater, NBC.....	61.5
Talent Scouts, CBS.....	46.6
Godfrey Friends, CBS.....	39.6
Goldbergs, CBS.....	38.2
Toast of Town, CBS.....	37.1
Stop Music, ABC.....	32.1
Fireside Theater, NBC.....	31.3
Kraft Theater, NBC.....	28.1
Studio One, CBS.....	29.0
Philco Playhouse, NBC.....	27.5

Rates Up On NBC's Second Web Card

NBC yesterday issued its second network rate card, offering an interconnected web of 26 stations for \$11,875 per hour, class A time, plus 23 non-interconnected stations for \$5,550, or a total of \$17,425 for the 49 outlets.
In a letter accompanying the card to advertisers and agencies, George Frey, director of sales, said that the web is being used for over 21 hours a week by 33 bankrollers.
Rate card number one offered 21 interconnected stations for \$7,600 and 13 non-interconnected stations for \$3,300. Virtually every station listed on both cards has increased its rates.

Emery To Hit The Road In Personal Appearances

Bob Emery, proprietor of Small Fry Club on DuMont next week begins a personal appearance tour of theaters, stations and stores in Boston, Chicago and New York. Frank Baer, program's film cameraman will cover the dates.

BBC In Research With Home-Built Color Studio

Dr. Peter C. Goldmark, CBS director of engineering research and development, has disclosed that the British Broadcasting Corp. will begin color TV experiments based on the CBS color system. Goldmark returned last week from London, where he demonstrated the CBS system before leading British engineers at the invitation of the British Institute of Electrical Engineers.

Goldmark disclosed at the same time that CBS research engineers have begun work on designs for the first universal pickup equipment for use in commercial color.

He said that the BBC's decision to begin experimenting in color video followed investigation of the CBS color system in this country by BBC engineers and executives, and a study of color equipment built in England by Pye, Ltd. The latter equipment, built from CBS designs, was used by Goldmark in his London demonstration.

Goldmark said that the BBC's color plans include the building of complete studio and receiving equipment, all based on CBS designs. H. L. Kirke, chief of the BBC's research department, will direct the British color activities, under the general supervision of Sir Noel Ashbridge, BBC director of technical services.

The British observers were impressed by four major points in their study of CBS color, Goldmark said, listing them as follows: simplicity, color fidelity, sharpness of image, and ease of adaptability.

Returning to the subject of the new universal TV pickup equipment being designed by CBS, Goldmark said it will have the advantages of being "all-purpose," simpler to build and operate, and more compact than present equipment.

Ziv's "Easy Aces" Film To Be Sponsored On DuM

"Easy Aces," quarter-hour film program starring Goodman and Jane Ace will be aired weekly, Wednesday, 7:45 p.m., by 15 DuMont stations, beginning Dec. 14 under sponsorship of Phillips Packing Co., through Aitkin-Kynett agency, Philadelphia.

Produced by Ziv Television Productions, Inc., program is scripted by Ace, George Foster, Mort Green and Jack Raymond. Jeanne Harrison directs, and Betty Garde is featured in the cast.

AM TV EQUIPMENT FM FAX

Section of RADIO DAILY, Monday, November 14, 1949

Credits Top TV Service To RMA Town Meets

Washington Bureau of RADIO DAILY

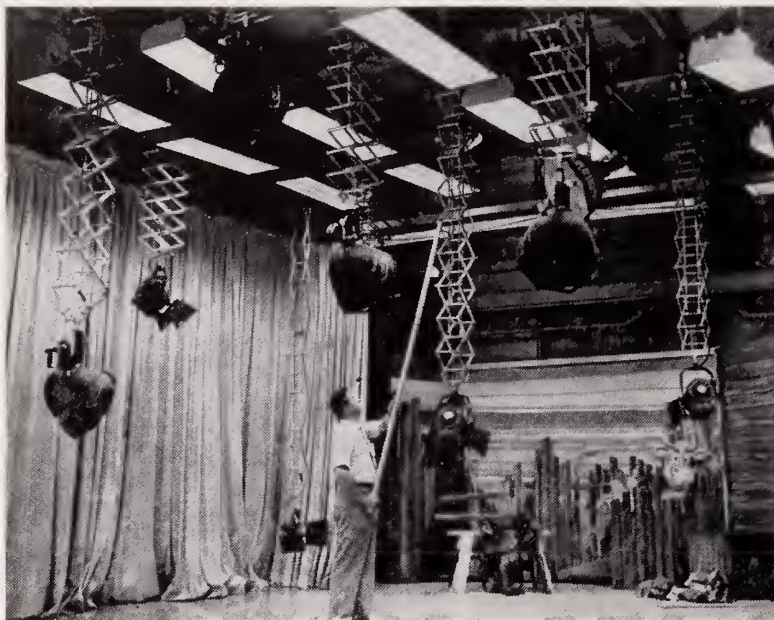
Washington — The training and education of TV servicemen is five years ahead of what it would be were it not for the RMA Town Meetings, president R. C. Sprague, of Sprague Electric Co., said at a town meeting for servicemen here in the Washington area. This was the seventh such session in the past two years, with over 800 servicemen turning out for the three evening sessions. Sprague is chairman of the RMA Town Meetings Committee.

Calls Job "Tremendous"

In opening the three-day session Sprague declared, "At the time this committee took on the project of helping the radio technician upgrade himself to television, there was little realization in the industry—from technicians to manufacturer—of the tremendous educational job involved. Neither did the industry realize that the center of importance had shifted from the salesman to the technician.

"As a result of these 'town meetings,' our educational activities today are at least five years ahead of where they would have been otherwise. Individual manufacturers, the trade press, and other services have, I believe, been stimulated to extend help to technicians in a manner that is an example for all American industry."

VIDEO "SKYHOOK" LIGHTS



Revolutionary new attachments for all types of TV lights have been installed in the studios of WCAU-TV, Philadelphia. The "skyhook" lights enable engineers to secure many lighting effects which previously required much testing and pre-setting. Lights are attached to overhead power rails and may be suspended or angled in any direction, plus moved to any direction on the power rails. One man can set the studio lighting in a matter of a minute or two.

CBS Lensless Lens For Gridiron Telecast

TV football fans who will follow the Columbia University-Brown football game from Baker Field, New York, next Saturday, Nov. 19 (CBS-TV, starting at 1:20 p.m.) on their video sets, should have a better-than-front-row seat, if all claims made by CBS-TV for a new lensless lens to be used for the first time by the network shape up to expectations.

Designed By Dr. Back

The revolutionary new lens, Video-Reflector, designed by Dr. Frank G. Back, creator of the Zoomar lens, is a 40-inch lensless lens, designed to bring sharp close-ups of sports and news events to the nation's home TV screens.

In the new Video-Reflector lensless lens, the optical trick is accomplished with mirrors. There is not a lens element in the entire system. Four special reflectors bounce the light beams back and forth to obtain magnification so high that the figure of a man more than a block away from a TV camera completely fills the screen of a TV receiver.

Up until now, extra-long-focus telephoto lenses were out of the question for TV pickups. A lens with a focal length of 25 inches (which by old standards meant that it had to be at least 25 inches long) were about the longest that could be used.

Introduce 16MM & TV Improved Sound Track

A new type of sound track, which offers substantial improvement in the reproduction of sound with average 16-mm projectors and TV has been introduced by J. A. Maurer, Inc., Long Island City, N. Y. In this new track, the familiar bilateral type of recording in a single line is replaced by a group of six smaller VA tracks, each a duplicate of the other and one-sixth the width normally employed. The multiple track thus contains twelve simultaneously modulated, identical areas.

Capodanno Joins Emerson As Dir. Of Engineering

R. T. Capodanno has been appointed director of engineering at Emerson Radio and Phonograph Corporation, Dorman D. Israel, executive vice-president of the company, has announced.

Capodanno was associated with Philco for the past eleven years, where he was active in government projects and in developing home, auto and radio receiver designs. Prior to this, he was connected with the University of Illinois, Physiological-Psychology Department.

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PRODUCTION PARADE

A Technical Story

The job of telling a technical story in simple terms is done graphically in a three-color, four-page folder announcing American Structural Products Company's new rectangular television bulb. American Structural is an Owens-Illinois Glass Company subsidiary. The folder, written for tube and set manufacturers, shows dramatically why the rectangular bulb is the only bulb that uses all the viewing surface, gets all the picture and provides for reduction of cabinet size. Dimensional drawings are included.

New Flex Lite

Aero-Motive Manufacturing Company announces a new addition to their line of Flex Lites, namely a combination Flex Lite and Extension Cord Trouble Lite to work on 110 volts in place of flashlight batteries. Service men in many fields have long wanted a small trouble light that would fold up compactly enough to be carried in a service man's tool kit. The new model 110 comes equipped with a Flex Extension approximately 12 inches long and a neoprene service cord 12 feet long.

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