



RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 49, NO. 30

NEW YORK, WEDNESDAY, NOVEMBER 16, 1949

TEN CENTS

RADIO, FILMS JOIN IN FREEDOM PLEDGE

\$250 Tax On Stations Draws Fire Of NAB

Washington Bureau of RADIO DAILY
Washington—NAB is prepared to throw its full weight behind the fight to prevent a raft of local taxation directed at broadcasters, General Counsel Don Petty said yesterday. The association will file a brief as friend of the court next week to support the petition for re-hearing by KGHI and KARK, Little Rock, Ark., the two stations which have been carrying the legal battle against the \$250 annual tax on broadcasters and the \$50 per person tax on time salesmen. Their appeal
(Continued on Page 8)

Mayor To Use Radio To Reach N. Y. Citizens

New York City's Mayor William O'Dwyer, in a press conference on Monday, gave the back of his hand to most of the city's newspapers—especially those that opposed his reelection—and announced that starting in January he will report directly to the people in monthly half-hour broadcasts over WNYC, New York's municipally-owned station.
The Mayor told reporters: "Of course, as you gentlemen will un-
(Continued on Page 2)

'Bride & Groom' Renewed On 222 ABC Stations

Sterling Drug, Inc. has renewed its sponsorship of "Bride and Groom," ABC audience participation show heard Monday through Friday, 2:30-3 p.m., for 52 weeks effective Jan. 2. The program, sponsored by Sterling since Jan. 7, 1946, is aired on 222 ABC stations. Dancer - Fitzgerald - Sample is the agency.

Newlyweds On CBS

CBS will air an account of the wedding of Vice-President Alben Barkley and Mrs. Carleton Hadley, on Friday from 4:35 to 4:45 p.m., with the newlyweds themselves appearing on the program. The show will be tape-recorded at the wedding reception in St. Louis, and rebroadcast later by the network. Ceremony will be at St. John's Methodist Church.

Unrehearsed

Washington—Mrs. Francis L. McGarraghy found herself tangling with a brown panther when she wore a mink fur piece during an appearance on the "Brunch With Nan and Bill" on WQQW Monday night. Mrs. McGarraghy, speaking for the Smith College Alumni, and Bob Hicks, animal trainer, were on the same program. Hicks' tame panther suddenly bolted and made a grab at the mink. A blow by blow description of panther's encounter with the fur piece enlivened the chatty program.

Radio-TV Coverage Of Rose Bowl Game

Plans for exclusive radio and TV coverage of the Rose Bowl football game at Pasadena, Calif., on January 2, were announced yesterday by both CBS and Gillette Safety Razor Company who will sponsor the pick-up of the game.
The television cover will be similar to the CBS coverage in 1949 with KTTV, Los Angeles, Times-
(Continued on Page 2)

TV's Role In Education Seen As Supplementary

Atlantic City—Television will supplement rather than supplant teachers and textbooks at the elementary and secondary school levels by "broadening the mental horizons" of pupils, Leon Levine, CBS director
(Continued on Page 2)

Top Network Executives To Be Honored By U. N.

Top executives of the networks will gather in the Rainbow Room of the RCA Building at a United Nations luncheon this noon at which time Benjamin Cohen, assistant secretary general of U.N., will present them with certificates of appreciation for radio service rendered the United Nations organization the past year.
Today's luncheon will be the fore-

NAB And MPA, Thru Miller, Johnston, See American Principles Involved In Fight Against Censorship

NAB To Replace BMB; New Corporation Set

Washington Bureau of RADIO DAILY
Washington—The NAB board of directors voted yesterday to abolish BMB—but to set up a new corporation to take over its assets and functions. The new organization will have the same tri-partite sponsorship, with AAAA and ANA partici-
(Continued on Page 8)

Antihistamine Mfrs. Buy Web, Spot Time

Manufacturers of the various new anti-histamine drugs and cold remedies are making widespread use of spot and network radio as the sniffle-and-sneeze season approaches its climax.
The Anahist Co., Inc., Yonkers, N. Y., will make its network radio debut on Dec. 1, with the sponsor-
(Continued on Page 4)

Canadian Set Sales Continue Upward Trend

Montreal—Sales of radio receiving sets by Canadian manufacturers increased 35 per cent in the first nine months of 1949 and prospects for a bumper Christmas trade look good. "The future looks mighty bright,"
(Continued on Page 2)

Washington Bureau of RADIO DAILY
Washington — A pledge to protect the birthright of freedom was voiced last night by leaders of the Motion Picture Association and the National Association of Broadcasters. During dinner meeting at the invitation of association presidents Eric Johnston and Justin Miller, the two groups
(Continued on Page 5)

Adv. Hall Of Fame Names 10 Immortals

Former President Herbert Hoover received the Plaque of Achievement of the Advertising Club of New York at a dinner Monday night marking the dedication of the Advertising Hall of Fame.
Hoover compared the structure of the American standard of living to that of a cake, and credited the advertising profession with having created the top layers. Without such
(Continued on Page 5)

Grigsby Advertising Mgr. Of Zenith Radio Corp.

David H. Grigsby has been named advertising manager of Zenith Radio Corporation, it has been announced by H. C. Bonfig, vice-president of Zenith. Grigsby came to Zenith five years ago as an adver-
(Continued on Page 8)

Confirmation

American Federation of Labor sponsorship of a five-times-a-week radio series over Mutual, first announced in RADIO DAILY on September 22, was confirmed yesterday by the network headquarters in New York. The new series which will feature Frank Edwards, an Indianapolis commentator, will begin on January 21, at 10:15 p.m.

(Continued on Page 5)



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FRANK BURKE : : : : Editor
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WEST COAST OFFICES
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WASHINGTON BUREAU
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Phone: Wisconsin 3271

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

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

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FINANCIAL

(November 15)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
ABC	7 1/2	7 1/4	7 1/2	—
Admiral Corp.	29 1/4	28 5/8	28 3/4	— 5/8
Am. Tel. & Tel.	146 1/8	145 3/8	145 7/8	— 1/4
CBS A	25 1/8	24 3/4	24 3/4	— 5/8
CBS B	25 1/8	24 1/4	24 1/4	— 3/8
Philco	29 3/8	29 3/8	29 3/8	—
Philco Pfd.	81	80 1/4	81	+ 1/4
RCA Common	12 3/8	12	12 1/8	+ 1/4
Stewart-Warner	11 3/4	11 1/2	11 5/8	+ 1/8
Westinghouse	27	26 3/8	27	+ 1/4
Westinghouse Pfd.	100 1/2	100	100 1/8	+ 1/8
Zenith Radio	27 3/4	27 3/4	27 3/4	— 1/4

NEW YORK CURB EXCHANGE

Hazeltine Corp.	14 7/8	14 7/8	14 7/8	+ 1/8
Nat. Union Radio	2 1/2	2 3/8	2 1/2	—

OVER THE COUNTER

	Bid	Asked
Du Mont Lab.	14	15
Stromberg-Carlson	14	15 1/4
WCAO (Baltimore)	17	20
WJR (Detroit)	7 1/2	8

Cardinal To Broadcast

Francis Cardinal Spellman will broadcast a ten-minute appeal over CBS today at 4:35 p.m. on behalf of the Bishop's Thanksgiving Clothing and Soap Collection for overseas relief. The collection is being conducted throughout the U. S. this week by the War Relief Services of the National Catholic Welfare Conference.

THIS IS KGW'S BANNER YEAR

KGW-FM

PORTLAND, OREGON

AFFILIATED WITH NBC

REPRESENTED NATIONALLY BY EDWARD PETRY CO., INC.

★ COMING AND GOING ★

O. B. HANSON, vice-president and director of engineering at NBC, today is in Camden, N. J., for the meeting of the RCA-NBC liaison committee. He is accompanied by the principal officials of the network's engineering department, including CHESTER A. RACKEY, LESTER LOONEY, J. WOOD, Jr., GEORGE M. NIXON, THOMAS PHAELAN and F. A. WANKEL.

DICK MASON is in town. The general manager of WPTF, Raleigh, N. C., had a tete-a-tete yesterday with station-relations officials at NBC.

LAWRENCE ROGERS is here from WSAZ-TV, Huntington, West Va. He conferred Monday at CBS offices.

SAUL HAAS, owner of KIRO, Columbia network outlet in Seattle, Wash., was welcomed yesterday at the offices of the web.

ALLAN WOODALL, manager of WDAK, Columbus, Ga., conferred yesterday with officials of the stations department at NBC, with which the station is affiliated.

C. P. EDWARDS, Jr., president of WKPT, Kingsport, Tenn., an NBC affiliate, visited yesterday at the station relations department of the network.

J. W. KIRKPATRICK, general manager of WCOV, Montgomery, Ala., is in town. Talked for a while yesterday with officials of the Columbia network.

HUGH FELTIS is in town from KING-TV, Seattle. Paid a call Monday at the headquarters of CBS.

ANDY McDERMOTT, sales manager of Horace W. Stovin's Toronto office, is spending a few days in New York.

HARRY C. BUTCHER, owner of KIST, affiliate of NBC in Santa Barbara, Cal., is in Gotham on station business.

HENRY MORGAN, the NBC personality, on Friday will be in Buffalo, N. Y., where he will be guest of honor at the luncheon of the Circus Saints and Sinners.

JOSEPH CLOSE, owner of WKNE, Columbia network outlet in Keene, N. H., is in Gotham on business.

PHIL HANNA, radio singing star, will arrive today aboard the Ile de France. He had been in London, featured in "Brigadoon."

HALSEY BARRETT, manager of the spot sales department for the DuMont Television Network, has arrived in Bermuda aboard the Queen of Bermuda. He is accompanied by MRS. BARRETT. They plan to return in about two weeks.

CONNIE DESMOND, Columbia network sportscaster, is back from Columbia, Mo., where last Saturday he covered the game between Oklahoma and Missouri.

ROBERT C. FEHLMAN, station manager of WHBC, Canton, Ohio, is here on business.

Canadian Set Sales Continue Upward Trend

(Continued from Page 1)
said one manufacturer of radio parts. "We have enough orders on hand right now to keep us going at full production for a couple of months." Figures released by the Radio Manufacturers' Association of Canada showed their members (more than 90 per cent of all Canadian radio makers) had sold 461,013 sets to the end of September, compared with 340,576 in the same nine months of last year, and inventories had been cut back to 140,280 units from 170,912 on the same date last year.

Radio-Video Coverage Of Rose Bowl Game Set

(Continued from Page 1)
Mirror-CBS television station carrying the game live and other network affiliates broadcasting filmed highlights of the game on the next day. CBS sports director Red Barber has been assigned to handle the play-by-play radio coverage. The broadcaster for the television coverage will be announced later. Maxon, Inc., is the agency for Gillette.

Ursula Halloran Promoted

Ursula Halloran, assistant trade editor in the press department of NBC, has been named column editor, it has been announced by Josef C. Dine, director of the press department.

Miss Halloran joined NBC in March of this year. A graduate of the University of Pittsburgh, she has done promotional work in the dramatic field on the West Coast and more recently was a copy writer for the Gimbel department store in Pittsburgh.

Mayor To Use Radio To Reach N. Y. Citizens

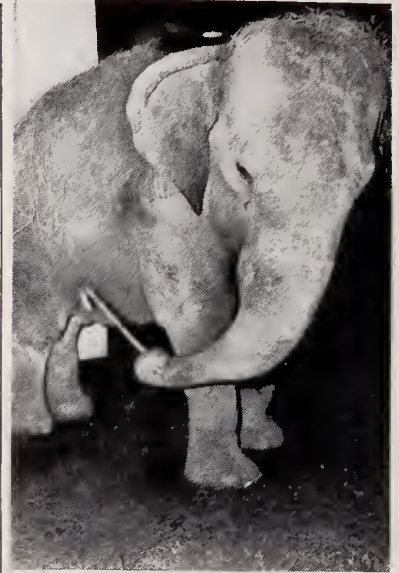
(Continued from Page 1)
derstand, there are newspapers and newspapers. I may from time to time correct misinformation that some newspapers have given in the past, particularly during the campaign." O'Dwyer charged during and after his campaign for re-election that most of New York's papers were being "unfair" to him, and distorting his views and statements. A reporter asked the Mayor if he intended to read the Sunday comics over WNYC, as the late Mayor LaGuardia did in 1945 during a newspaper delivery strike. "I wouldn't be surprised if the people would enjoy what I have to say, sometimes," Mayor O'Dwyer replied, with dignity.

TV's Role In Education Seen As Supplementary

(Continued from Page 1)
of discussion programs, told the New Jersey Education Assn. in an address here last week. Television, he said, will thus take its place with radio, records, and films in providing additional experiences for pupils to augment their classroom instruction. "If the experience of network radio is a guide," Levine added, "television will not very successfully meet the needs of classrooms on a nationwide basis, but only at the local level."

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 285, RADIO DAILY, 1501 Broadway, New York City.



Hand me down my walking cane!

This big Ringling Brothers elephant is all set to go places now that she's got her walking cane.

Plenty of radio advertisers are going places with their sales programs on W-I-T-H, the station that delivers a big PLUS audience in Baltimore. W-I-T-H has more regular home listeners-per-dollar than any other station in town. And in addition, a survey supervised by the Johns Hopkins University shows that of all radios playing in barber shops, 49.3% were tuned to W-I-T-H!

So get in on low-cost results in Baltimore. Get W-I-T-H on your list fast! Get all the facts from your Headley-Reed man today.



W-I-T-H

Baltimore 3, 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

WLW

the nation's most merchandise-able station

RADIO DAILY

LOS ANGELES

By ALLEN KUSHNER

WILLIAM H. FINESHRIBER, JR., Mutual v-p in charge of programs, arrived in Hollywood on Nov. 9th. KGER, Long Beach, California, announces appointment of Dick Walsh as its account executive for Long Beach Area. Walsh was formerly commercial manager for KAFY, Bakersfield, and prior chief of the AP radio news bureau in New Orleans. . . . Bill Froug and Will Field will write the Columbia Pacific Network "Jeff Regan, Investigator" series, beginning Wednesday. They replace E. Jack Neumann who is resigning from the writing staff to accept other radio commitments. . . . Milt Samuel, director of publicity and public relations for Young & Rubicam, Inc. Pacific Coast Division, has returned from a four-week trip which took him to San Diego, San Francisco, Oakland, Portland and Seattle. . . . Ed Smith, manager of the advertising service section for Y & R in Hollywood, returned to the Coast, after three weeks in N. Y. on business. . . . Jack Beck, CBS PN news director, is in New York to attend the convention of the National Association of Radio News Directors, and to confer with Edmund Chester, CBS director of news. . . . William D. Shaw, assistant sales manager for KNX and CBS, left for a two-week sales trip to New York and Chicago.

Antihistamine Mrs. Buy Web, Spot Time

(Continued from Page 1)

ship of "Counter-Spy" over 60 ABC stations, Thursday nights, 7:30-8 p.m. The contract, which runs through Dec. 29, 1949, was placed through Foote, Cone & Belding. In addition, Anahist has been sponsoring a spot campaign in 30 cities which will continue for an additional month.

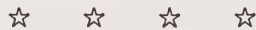
Meanwhile, Grove Laboratories, Inc., St. Louis, a heavy user of radio time over a period of years, has announced plans for an extensive spot radio campaign to introduce its new anti-histamine product, "Antamine." Sullivan, Stauffer, Colwell & Bayles has been appointed to handle promotion for the new product.

1906 1949 Henri CONFISEUR FRENCH RESTAURANT LUNCHEON from \$2.00 DINNER from \$3.00 COCKTAIL BAR Famous French Candies 15 East 52nd St. AIR CONDITIONED



Man About Manhattan. . . !

● ● ● AROUND TOWN: MCA is making a strong pitch for personal management contracts with some of the top radio-TV names. N. Y. artists contacted by the agency include Vaughn Monroe, Arthur Godfrey and Fred Allen. . . . Petrillo's demands that "Duffy's Tavern" employ AFM musicians for their tape recordings in Puerto Rico may result in Ed Gardner altering his plans to continue production of his show down in San Juan. . . . Paramount's TV film network reported growing with some 20 stations signed for the video film service. . . . RCA reported ready to sell the U. N. all of the radio and TV equipment which will be installed in their new headquarters in New York. . . . Frank Sinatra and Geo. Evans, who split a year or so ago, have kissed and made up. . . . Rumored that NBC's giveaway series, "H'wood Calling," will fold with Old Gold's Amateur Hour taking the Sunday night radio spot. . . . Commodore Productions have signed up Clyde Beatty for a half-hour radio series and are readying an advertising campaign. (They expect this show to duplicate the success of the Hopalong Cassidy series, which is also their property.) . . . FCC resenting Congressmen trying to pressure them on decisions will appeal to the Pres. to get the pressure boys off their necks. . . . "Inner Sanctum" will turn up as a sponsored video offering if tele-rights can be straightened out. . . . A N. Y. afternoon daily is planning to slash its radio-TV listings still further.



● ● ● TELLING ON TELEVISION (or views on video): Louie Nizer's razor-sharp, analytical legal mind completely dominated the Overseas Press Club's discussion on dismantling of German industries Sunday p.m. Loaded with facts, figures and logic, Nizer toyed with the panel—one of whom actually stated that he considered Germany to be "a peace-loving nation." Yep, that's what the man said. Nizer should've walked out on that one. We did. . . . DuMont, agreeing with us that Sat. night is the loneliest night in the week—on television, is preparing to give it the strongest build-up of the week. . . . "Garroway at Large" scores because it is one of the few television shows geared specifically for the medium. Garroway, purveying the intimate approach, speaking totally at ease as if in your living room, succeeds where many of the others occasionally fail. . . . The Philco "Book-of-the-Month" adaptations each Sunday portray stories which are so essentially over-mawkish and sentimental that there is seldom any dramatic impact despite fairly good adaptation. Television drama needs meat—not applesauce.



● ● ● TICKER TAPE: Our Washington gumshoe is raving, but loud, about the singing of Steve Olds (a West Point grad and custom-built for the films) who does his stuff daily via WTTG. (The greeting in Wash. is no longer 'what's new'—but 'where's Olds?') . . . Hoyt agency has taken over the Bloch Bros. tobacco account from Walker & Downing in Pittsburgh and our guess is that they'll soon shelve their Fishing & Hunting series on both radio and TV. . . . Geo. Hogan quitting his announcing post at WOR after 10 years to concentrate on his mail order biz. . . . Frank Cooper now representing the Pied Pipers. . . . Dolly Dawn, who's been away from the local scene too long, will headline the new show at Cafe Society Downtown opening on the 24th. . . . Tex and Jinx skedded to go to Japan in Dec. . . . Bill Slater's Messing "Prize Party" drew something like 2000 letters in 24 hours for a write-in giveaway, proving that people still want something for nothing.



CHICAGO

By HAL TATE

BILL REILLY, midwest rep for BRCA-Recorded Program Service (formerly the NBC Thesaurus department), became a father for the second time last Wednesday. It was a girl, Sharon Marie, and she weighed in at seven pounds, 14 ounces at the Illinois Masonic Hospital. The other Reilly youngster is also a daughter, Margaret Ann.

Art Harre, WJJD general manager, and Frank Lane, White Sox general manager, have closed a deal for the Marshall Field station to broadcast the White Sox games exclusively on WJJD and its sister FM station, WFMM, for the next two years. Bob Elson, recognized as one of the country's top sportscasters, will handle the mike for the 4th consecutive year. Bob's been calling 'em for 17 years except for 4 years with the Navy during World War II.

WIND and Phil Wrigley will shortly announce an exclusive deal for the Daily News station to again broadcast the Cubs games exclusively in Chicago over the Atlas outlet.

WBKB has a unique show coming up Thursday night from 10:15 to 10:45 p.m. Purchased by the local B'nai B'rith, the program will be devoted to a drive for new members. Members who have TV sets will have parties at home and will invite prospects to view the show. Irv Kupcinet of "The Sun-Times" will be emcee with Cantor Moses Silverman rendering a few solos and a prominent movie star as guest. Bernie Howard is writing and producing this unique membership drive TV show which is called "This is B'nai B'rith."

Bernie Howard is preparing and purchasing the film spots for the Leo P. Bott ad agency for Community Motors, local Pontiac dealer. First station chosen was WENR-TV with other local stations scheduled to be added soon.

"The Living Bible"

Open-ended dramatic transcriptions at a price that will sell . . . cut on 33-1/3 Long Playing 12 inch records. Simple modern language . . . Life of Christ from Christmas thru Easter . . . then Old Testament. Scripts cleared by non-sectarian board. The perfect program for mortuaries, banks, savings and loans, etc.

Airmail or wire for double-faced pressing and descriptive matter today . . . \$2.50 refundable deposit.

DRAMA RECORDS

● QUALITY SHOWS ● SMALL PROFITS ● QUANTITY SALES

630 LAFAYETTE ST., DENVER 3, COLO.

Adv. Hall Of Fame Names 10 Immortals

(Continued from Page 1)
 "subsidiaries" of the arts as radio and publications, he said, artists and writers would not have risen to the top layer of the "cake."

Names of the first ten "immortals" named to the Advertising Hall of Fame have been inscribed on a bronze plaque installed at the headquarters of the Advertising Club of New York. The plaque was unveiled by Andrew J. Haire, president of the club, which co-sponsors the Hall of Fame with the Advertising Federation of America.

Those listed on the plaque are:
 John Wanamaker, Philadelphia merchant, who pioneered in large use of newspaper advertising.

John Irving Romer, who played a major part in establishing "truth in advertising" through The Printer's Ink model statute he activated.

Cyrus H. K. Curtis, founder of the publishing enterprise bearing his name and developer of magazine advertising.

William H. Johns, advertising agency pioneer noted for his work in standards of advertising.

Alfred W. Erickson, another agency pioneer who helped found the Audit Bureau of Circulations and the American Association of Advertising Agencies.

Lewis B. Jones, advertising manager for Eastman Kodak Company, who led the way in large and effective use of advertising by manufacturers.

E. T. Meredith, whose publishing enterprises have been major influences in advertising progress.

Rollin C. Ayres, whose early work in organizing advertising on the West Coast helped establish Advertising Group.

Theodore F. MacManus, copywriter and agency executive who was identified with motor car advertising from its early status to the major position it occupies today.

Walter A. Strong, Chicago newspaper publisher who worked for strong advertising organizations.

Wedding Bells

Montgomery, Ala.—Earl Prentice Andrews, Jr., WSFA announcer, was recently married to Verda Louise Betha, in a church ceremony.

AVAILABLE AT ONCE

1, 2, or 3

400 Foot, Type SGN

BLAW—KNOX TOWERS

AT A GREAT BARGAIN

Copper wire and ribbon for ground nets for these towers available in any quantity.

Phone, Call, Write or Wire

C. H. WESSER

4500 PENOBSCOT BLDG.
 DETROIT, MICHIGAN
 Woodward 3-1213

Joint Freedom Pledge Voiced By Radio And Film Industries

(Continued from Page 1)

agreed that a continuing liaison should be maintained to aid in the fight to protect basic freedoms. A joint expression of principles was adopted as a guide in the fight against censorship and other freedom curbs.

"Freedom of expression," the statement said, "is the birthright of all Americans. Tonight, representatives of broadcasting and motion picture associations in America mutually pledged themselves to protect that birthright.

"The men who wrote our Constitution knew full well that the keystone of the arch of freedoms is freedom of expression. They knew that without this freedom no others would be possible. They could not foresee the giant printing presses of the future; much less could they dream of radio, the motion picture or of television. But they had seen free speech and their own free press suppressed and denied under a tyrannical government, and they understood its importance.

"Censorship . . . Deadly"

"They knew, as we cannot in safety forget, that censorship of any kind is deadly to that concept. We are joined to oppose censorship from any source, on any front, from any direction.

"It is fundamental truth that no one medium of expression can have its freedom abridged without peril to all others. The citizen himself—the individual American—is unsafe in his Constitutional guarantee of freedom of speech so long as the freedom of any agency of expression is encroached upon."

Radio industry executives present

Grocer's Assoc. Honors Women's Director Of KEX

Kay West, women's program director of Westinghouse KEX, Portland, Oregon, last week received the national radio "Lifeline of America Trophy" of the Grocery Manufacturers Association at a luncheon at the Waldorf-Astoria. Miss West will spend several days calling on clients in New York and Chicago before returning to Portland. Also on hand for the luncheon was Walter Benoit, vice-president of Westinghouse Radio Stations, Inc., owners of KEX who received the association's national radio plaque on behalf of KEX.

WHBC Aids Needy

Canton, Ohio—For the fourth consecutive year, WHBC, Canton, is broadcasting an appeal for food contributions so that needy families in the area may enjoy the traditional Thanksgiving holiday feast. Two hundred food baskets were distributed last year by the station. Various city and county welfare agencies are cooperating with WHBC in the current drive.

Top Web Executives To Be Cited By U. N.

(Continued from Page 1)

Stanton, president of CBS; and William Paley, chairman of the CBS board, Mark Woods, president of ABC and Edward Noble, chairman of the board; James McConnell, president of NBC and Niles Trammell, chairman of the board; Frank White, president of Mutual and Theodore Streibert, president of WOR and chairman of the MBS board; Fournery Rankin, representing NAB; Ted Cott of WNEW, representing the independent stations; Seymour Siegel of WNYC and William Ware, president of the FM association and Jack Poppele, president of the Television Broadcasters Association.

Stork News

Rock Island, Ill. — Bill Ellison, sportscaster at WHBF, Rock Island, is the father of a girl, Margaret Barbara, born to Mrs. Ellison on October 29.

Vinton Freedley, Jr., executive on the Lucky Strike account for BBD&O, is the father of a boy born Nov. 5 to Mrs. Freedley at the Greenwich Hospital. The birthday, Nov. 5, is, incidentally, the natal day also of the baby's grandfather, Vinton Freedley, Sr.

Fire!

"Firefighters" . . . a syndicated show with a real punch for young and old alike . . . is sparking plenty of business for the GrandMa Cookie Company of Portland, Oregon.

Why? Two reasons: 1) it's a good program with five-times-a-week continuity; 2) it's aired over 50,000-watt KEX, the most powerful and persuasive voice in the big Oregon-Southern Washington market!

Whatever the type of show, syndicated or custom-tailored . . . advertisers get better results in the Pacific Northwest market on KEX. For availabilities, check KEX or Free & Peters.

PORTLAND, ORE.
50,000 WATTS
 ABC AFFILIATE

KEX



WESTINGHOUSE RADIO STATIONS Inc

KYW • KDKA • WBZ • WBZA • WOWO • KEX • WBZ-TV

National Representatives, Free & Peters, except for WBZ-TV, for WBZ-TV, NBC Spot Sales

AGENCIES

JAMES M. CECIL, president of Cecil & Presbrey, Inc., has accepted the chairmanship of the advertising division of The Lighthouse Men's Committee. The campaign goal is \$150,000 by December 31st to support the program of 28 free services given to the blind of all ages, races and creeds at The Lighthouse of The New York Association for the Blind, 111 East 59th Street, New York 22, N. Y. "Over four thousand blind," Mr. Cecil said, "are currently receiving from The Lighthouse physical and spiritual help. In addition, many also receive training which gives them economic self-sufficiency and a full life. New York is proud of the work of The Lighthouse, and now New York must reach into its pockets and help support this great work."

DICK SPIEGAL, president of the Norito Co., Chicago has announced that shortly after the first of the year, his Norito Powder will be introduced in a new Effervescent form. Regular Norito will also continue to be available. He also reported that, effective immediately, all Norito advertising will be handled by the Harry B. Cohen Advertising Co. of New York City. Plans are now in work for greatly increased advertising on both the new and regular forms of Norito.

FLETCHER D. RICHARDS, INC., New York and Chicago advertising agency, will establish a division on the West Coast. Effective January 1, 1950, the Harrington, Whitney & Hurst, Inc., organization of San Francisco and Los Angeles will join with Fletcher D. Richards, Inc., and will operate as Harrington-Richards, Division of Fletcher D. Richards, Inc., with offices located in San Francisco and Los Angeles. The uniting of the two organizations will not involve any changes in clients, locations or personnel.

Pittsburgh FM Stations Set Program Exchange

Pittsburgh, Pa. — WPIT-FM has joined forces with WDUQ-FM, Duquesne University campus station, in a novel program arrangement.

Since Nov. 1, WPIT-FM has been carrying the 5-9 p.m. schedule of WDUQ-FM, made up the program produced by the Duquesne student staff, under the direction of Father J. A. Lauritis, C. S. Sp., the university's public relations head. The stations have also been working closely together on football coverage. WPIT carries on AM and FM the day games, and on FM only the night games, which WDUQ originates.

The campus station, which began operations in August, 1949, beams a 10-watt signal heard on a six-mile radius of the university. On Oct. 21 the station received authorization from the FCC to boost its power to 2750 watts.

PICTURE OF THE WEEK



Top operating echelon of NBC television held their first conference yesterday following the recent reorganization of the network making the video department a self-contained unit. Left to right: Frederic W. Wile, Jr., director of production; Carleton D. Smith, director of operations; (seated) S. L. (Pat) Weaver, Jr., NBC vice-president in charge of television; Norman Blackburn, director of television operations in Hollywood, and George H. Frey, director of television sales.

SESAC Sues WCKY Charging Infringement

SESAC, Inc., has filed suit in the United States District Court for the Southern District of Ohio, at Cincinnati, against L. B. Wilson, Inc., operators of WCKY. The bill of complaint alleges infringement of the following compositions:

"Turn Your Radio On," "Take The World But Give Me Jesus," "If We Never Meet Again," "Hallelujah Morning," "Gathering Flowers For The Master's Bouquet," and "Dream-Boat."

The bill of complaint seeks damages at the statutory rate of not less than \$250.00 for each infringing performance, and asks an injunction against the further use of the songs alleged to have been infringed, plus attorney's fees and costs.

Answer day of WCKY is twenty days from date of filing the complaint.

Paxton and Seasongood are local counsel for SESAC Inc.

WRNL Takes Ziv Show

Richmond, Va. — WRNL, Richmond, Nolde Brothers Bakery, Richmond, is now sponsoring Ziv-produced transcribed half-hour series, "The Cisco Kid," Monday, Wednesday and Friday, from 6:15 to 6:45 p.m., for Nolde's American Maid Bread and other bakery products. Sponsor has launched high-powered promotion campaign to publicize the show.

'Kids Day Salute' Skedded By ABC Web For Nov. 17

West Coast Bureau of RADIO DAILY Hollywood—"Kids Day Salute," a half-hour star-studded show to mark National Kids Day, designed to combat juvenile delinquency, will be broadcast, Nov. 17, 10 p.m., EST, by ABC in cooperation with more than 300 Kiwanis Clubs of the Kiwanis International and the National Kids Foundation.

Among the stars scheduled to participate in the salute will be Bing Crosby, Red Skelton, Walter Winchell, Drew Pearson, Edgar Bergen, Bob Hope, Jimmy Fidler, Gabriel Heatter, Dinah Shore, Arthur Godfrey and Harry Von Zell. Kiwanis International president J. Hugh Jackson will make a brief address on the program. Music will be supplied by Basil (Buzz) Adlam and the ABC orchestra.

Sponsoring Skiing Show

Newark, N. J.—Alex Taylor, New York sporting goods firm, will sponsor "Skiing on the Air," a weekly half-hour show of skiing news and interviews, over WVNJ, beginning Dec. 1, 8:00 p.m.

The contract for a 13 week period was placed direct. Ted Johnson, WVNJ announcer, will conduct the series which will feature snow reports, road conditions and interviews with outstanding skiers and skiing authorities. Promotion tie-ups are being arranged.

PROMOTION

Premium Approach

Two network shows and a New York City television program are being used by the R. L. Watkins Company Division, Sterling Drug Inc., for a premium offer promoting Dr. Lyon's Tooth Powder, Dr. Lyon's Ammoniated Tooth Powder and Lyon's Tooth Paste, starting November 21. The premium is a Florentine necklace, obtainable for 25 cents plus box tops of the tooth paste or powder, or the paper liner from the top of the new Ammoniated Tooth Powder, distributed unboxed. The offer will continue for two weeks, according to D. H. Williams, divisional vice-president. The account is handled by Dancer Fitzgerald, Sample, Inc., New York advertising agency.

Radio programs are "Back Stage Wife" (NBC 4 p.m., EST, 145 stations) and "Bride and Groom" (ABC 2:30 p.m., EST, 224 stations) Television show is "Okay, Mother!" (WABD, Channel 5, 1 p.m., EST)

WCAE Uses Display Ad

A special double-page advertisement was run by WCAE on November 9 in the Pittsburgh Sun-Telegraph featuring many of the station's local and network programs. This two-page ad was another in the continuous campaign of WCAE program promotion. The date of November 9 was purposely selected because it was the day following an important local election which had wide-spread interest and increased circulation of the paper.

Oklahoma Broadcasters Forming State Group

Oklahoma City—An organizational meeting of the Oklahoma Broadcasters Association, attended by 18 state radio representatives, named Joe Bernard, general manager of KOMA, Oklahoma City, as temporary chairman. Only the owners and the managers of the 39 commercial AM and TV stations in the state have been invited to join the new organization, according to Bernard and the purpose of the group will be to gain a "true representation of the industry before the state government and business."

WWRL Program Expands To Full Two-Hour Show

WWRL's "Afternoon Swing Session," Mondays through Saturdays, will be expanded into a full two-hour show, 3:30-5:30 p.m., beginning today, because of "the influx of additional sponsors," the latest two of which are Buddy Lee Clothes and Music Hall Credit Jewelers.

The deal with the clothing firm, handled through Henry Bach Associates, called for two spots daily for 13 weeks. The jewelry company signed, through Miller Advertising, Inc., a 13-week contract for five minutes daily.

TELEVISION DAILY

Section of RADIO DAILY, Wednesday, November 16, 1949 — TELEVISION DAILY is fully protected by register and copyright

NO TAKERS FOR GARDEN SPORTS

TELE TOPICS

THE most important part of any dramatic show is the script. This is nothing new; it's been recognized by everyone in the production field. The validity of this axiom, which is too often overlooked in TV, was graphically demonstrated by two shows that appeared on CBS Monday nite. "Silver Theater" offered "Don't Give Up The Ship," an original by Nelson Giddings, which was as dreary an attempt at comedy as is likely to be found anywhere. "Studio One," on the other hand, did "Two Sharp Knives," by Dashiell Hammett, a whodunit that is loaded with excitement and suspense. Tony Miner's series has been discussed at length in this space in the past, so let's see what "Silver Theater" had to offer. . . . Giddings' story revolved about a man and wife who rent a room to a poor, homeless high school student. Naturally, this student turns out to be a tall, blonde, 26-year-old veteran, a veritable Adonis. Since the wife is also blonde and beautiful (Louise Albritton) and the husband an easy-going guy (Henry Morgan) the complications are quite obvious. To make matters worse, the student (Charles Nolte) wins a giant jackpot that clutters the house with electrical gadgets. Wife loses husband, husband loses wife, until they are brought together in a trailer—one of the jackpot prizes—by the maid (Myrtle Ferguson), another contest prize. All this was squeezed into a half-hour production that was rather sloppy in several spots. . . . Frank Telford is producer-director, and Y & R the agency for Int'l Silver.

A DVANTAGES of modern science dept., or, What next? NBC announced yesterday that it will carry on its network the wedding of Vice-President Barkley and Mrs. Carleton S. Hadley via a remote pick-up by KSD-TV, St. Louis. Cameras will be set up in the church yard and vestibule of St. John's Methodist Church to cover arrival and departure of principals and guests and the web expects that the actual ceremony also will be covered. Cameras will be set up also in the home of Mrs. Hadley's best friend, where a wedding luncheon will be held. Pickup will begin at 11:45 a.m., EST, and run through until approximately 1:30. Any questions?

A MERICAN TOBACCO has apparently decided on a bi-weekly hour-long dramatic series starring Robert Montgomery for Lucky Strike, with both CBS and NBC pitching for the show. BBD&O is handling the program. . . . CBS's claim to first use of Dr. Frank Back's Video Reflector has been disputed by NBC which says it used the new "lensless lens" for its fight pickup from the Garden last Friday nite.

No Color TV Chosen For BBC—Ashbridge

Denying reports circulated last week that BBC would immediately begin color tele tests based on the CBS mechanical scanning method, Sir Noel Ashbridge, director of technical services of the BBC, informed RCA yesterday that "no definite arrangements have been made for specific tests nor is any practical development in the immediate future envisaged." This was announced yesterday by RCA.

Sir Noel said that "the only work in color television by the BBC consists purely of research experiments."

"Naturally," he declared, "all existing and proposed systems are under review. The BBC is equally interested in RCA and other promising systems. No arrangements have been entered into with any British or American firm so far."

Dr. Peter Goldmark, of CBS, on his return from London last week had informed the press that the BBC plans to proceed immediately with experiments based upon the CBS color system.

In reply to the RCA statement of yesterday, Dr. Goldmark said, "RCA is again attempting to ride CBS' coattails in color television." British interest in color was "awakened" by the recent demonstration of the CBS system in London, he said, adding: "Following the familiar RCA pattern, RCA has rushed in after CBS, as it has done in the past in this country, to block the CBS system and keep color television from the public."

Two TV Men Named To NAB's Directorate

Washington Bureau of RADIO DAILY
Washington — Robert D. Swezey, general manager of WDSU-TV, New Orleans, and Eugene Thomas of WOIC, Washington, yesterday were named to NAB board membership—the first two TV representatives on the directorate. This is in line with earlier structure committee recommendations.

Integrated Plugs Best, Starch Survey Reports

Integrated commercials are most effective, while demonstration is apparently relatively ineffective, according to an analysis of the first two months of the Starch Reports on Television Commercials, released last week. Jack Boyle, Starch's TV chief, warned however that these are preliminary findings subject to modification.

Comparisons based on the percentage of viewers over non-viewers who would buy the brand advertised follow: integrated, 80 per cent; dramatic, 72; cartoon and stop motion, 63; demonstration, 25; service, 14.

Masland Show Renewed

C. H. Masland and Sons Carpet Co., has renewed Masland At Home Show, with Earl Wrightston, for a second 13-week cycle on CBS, effective Dec. 14. Anderson, Davis and Platte is the agency.

Report High Price Asked Of Hockey And Basketball

TV rights to three major winter sports series at Madison Square Garden are being offered to stations and sponsors by Garden proxy Ned Irish with no takers so far and prospects slight it was learned yesterday.

Main obstacle to sale of college basketball, professional hockey and pro basketball, it was said, has been a price tag far above the figure a bankroller would be willing to pay. Another hurdle has been the fact that college basketball has been scheduled on different nights of the week so that a sponsor would have difficulty buying a regular weekly program, it was said.

Irish, however, said yesterday that he is offering three separate packages — 15 Sunday night hockey games, 22 Saturday night college basketball games and 20 pro hoop contests, mainly on Wednesday or Saturday nights or Saturday afternoons. He said he has "several prospective sponsors" but declined to name them. He also refused to reveal his asking price, saying that he is "not negotiating in the press."

\$4,000 Per Game Reported

The original asking price for 38 college court contests was reported to be \$150,000. This would be about \$4,000 a game or \$88,000 for the present Garden package of 22 pickups. Original price asked for pro basketball and hockey was said to be \$70,000 each. It was reported however, that these prices were considered far out of line by both sponsors and stations and have since been reduced.

Only regularly scheduled sports pickups from the Garden, besides boxing, is N. Y. Rovers hockey Sunday afternoons, on WPIX, with Sunset Appliance Stores picking up the tab. Last season college basketball and other events, such as the horse show, rodeo, track, etc., were scanned by CBS under sponsorship of Camels and Wrigley gum. Pro basketball was on ABC last season and Rangers hockey on WPIX for Schaefer beer.

CBS had first call on all Garden events except boxing last year but dropped the pact when it expired this spring because of network commercial commitments.

Set Sales Record In D. C.

Washington—Record monthly high of 6,350 receiver sales was set in the Washington area during October, the Washington Television Circulation Committee reported Monday, to bring the city's total to 69,550.

Press-Time Paragraphs

Texaco To Sponsor Opera Opening

Opening night of the Metropolitan Opera, Nov. 21, will be sponsored on ABC for the second successive year. Opera will be "Der Rosenkavalier." Pickup will start at 8 p.m., EST, and will be fed to Detroit, Chicago, Washington, Philadelphia and Baltimore. Milton Cross will be narrator.

Standard Rate Card Nears Completion

Final version of a standard station rate card, drawn up by the TBA commercial operations committee, is expected to be completed for publication and distribution to the industry before the end of the year. Committee, headed by Herminio Traviesas, of CBS, met yesterday to arrange for a final review of the card before submitting it to the TBA board.

Colleges Mulling Grid TV Ban

Methods to contract what is alleged as TV's detrimental effect on attendance at college football games will be a major topic at next month's meeting of the Big Ten and the Eastern Collegiate Athletic Conference. ECAC chief Asa Busbnell is expected to call for a nationwide ban on video pickups to bolster gate receipts.

\$250 Tax On Stations Draws Fire Of NAB

(Continued from Page 1)

from an Arkansas Supreme Court decision upholding the city authority was brushed aside last week by the Supreme Court, leading to the widespread fear that other cities will seek to collect revenues from radio stations and salesmen.

If the rehearing plea is not granted, NAB has further plans, Petty said, but they cannot be divulged at this time. He said that as a lawyer he felt the Supreme Court would have impressive new legal authority to consider in the matter, and that if the plea gets careful attention the chance for a reconsideration is good.

NAB's *amicus curiae* brief, he said, will be an effort simply to "fortify" the counsel for the two stations.

In the event reconsideration is denied by the high court, it was believed here that NAB may anticipate the launching of another legal battle by one or more other Little Rock stations, with NAB participating more actively in the litigation.

"Everyman's Story" Set By WNBC For 2nd Year

WNBC, in cooperation with the Federation of Jewish Philanthropies of New York, is presenting for the second consecutive year a documentary drama series, "Everyman's Story," Tuesdays, 7:30-8 p.m., started Nov. 15, it has been announced by Harvey J. Gannon, the station's program manager.

The series is designed to "deepen public understanding of modern health and social service work." It will focus attention on the needs and accomplishments of these services in the New York area. The first program, entitled "The Making of a Surgeon," will describe the work being done to instruct young doctors in hospitals and will stress the importance of public understanding and support of these institutions.

Grigsby Advertising Mgr. Of Zenith Radio Corp.

(Continued from Page 1)

tising copywriter with a background of advertising experience secured from the Scholl Manufacturing Company, the Fair Store in Chicago, and Sears Roebuck & Company.

In his new post, Grigsby will have full charge of the company's national and co-operative advertising, and in addition, will continue to be responsible for sales promotion activities.

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.

COAST-TO-COAST

WLAW Surgery Epidemic

Lawrence, Mass.—If present conditions continue, WLAW may have to move a large share of its production activities to hospitals. No less than four of the station's personnel have been in and out of hospitals for surgery. Nona Kirby, Ida Jarvis, Marion Kfoury and John Fredericks are the four victims.

Man With Many Voices

Charleston, S. C.—WCSC, in addition to carrying CBS' man of many faces, Mr. Chameleon, has its own man of many voices, Bill Hedgepeth, announcer. Bill can be Little Audrey, a child of 5, Mrs. Bruno, a gruff-voiced woman, Rastus, janitor who drops in during the show and Uncle Zeb, a typical hoedown from Texas with homespun philosophy.

Contest Winners Announced

Hartford, Conn.—Jack Neusner, a senior at William Hall High School, has been declared the winner of the "Voice of Democracy" contest conducted by the Hartford Junior Chamber of Commerce in cooperation with Station WTIC and local radio distributors. Second place went to Barbara Brown, and third place to Thomas Kavanaugh.

New Youth Programs

Amsterdam, N. Y.—WCSS has begun a new series of youth programs entitled "Youth Forum of the Air." Produced in cooperation with the Youth Work Division of the YMCA, the series will feature round table discussions of common adolescent problems by the young people of Amsterdam and vicinity. Air time is 8:30 to 9:00 p.m. each Thursday.

Schile New Vice-Pres.

Salt Lake City, Utah—Frank C. Carman, president of the Rocky Mountain Broadcasting System, announces the election of S. John Schile to the office of vice-president in charge of sales. Schile has served as sales manager of KUTA for the past two years. The Rocky Mountain Broadcasting System will maintain its offices in Salt Lake City and will be represented nationally by the George P. Hollingbery Company.

Interested in reaching the
trade in Chicago?

CHICAGO TALENT DIRECTORY

Merchandise Mart

DElaware 7-6619

Deadline for January, 1950
issue is December 1st.

WIOD Commercial Panel

Miami, Fla.—George Castleman, vice-president of Birmingham, Castleman & Pierce, led a general discussion, last week in the WIOD studios, of proper handling of commercials, and increasing importance of localizing national spot commercials for maximum effectiveness. WIOD staff representing commercial, continuity, announcing and promotion departments participated.

Wood Appointed New Post

Saginaw, Michigan — Milton L. Greenebaum, president and general manager of the Saginaw Broadcasting Company, announced the appointment of Phillip Wood as his assistant. Wood was formerly associated with WKOW as general manager at Madison.

Hicks Joins WHBF Staff

Rock Island, Ill.—Frank S. Hicks, Jr., has joined the announcing staff at WHBF. He was formerly with KYSM, Mankato, Minn.

KDKA Man Resigns

Pittsburgh, Pa.—Bill Hinds, veteran KDKA singer, announcer and actor, has resigned his staff job at the Pittsburgh Westinghouse Station to free lance in radio and television. Hinds started at KDKA in 1933 as a page boy and became an announcer three years later.

NAB To Replace BMB; New Corporation Set

(Continued from Page 1)

pating as in BMB. The purpose of this move was not immediately apparent, although it was believed that it had been discussed with AAAA and ANA toppers.

The board also voted to extend an invitation to the FM Association to join NAB. A single merger was called for, with no conditions, NAB spokesmen said last night. It was reported that private conversations with top FMA officials have indicated the FMA probably will accept the offer.

Another decision was to rescind the separation plan for the Broadcast Advertising Bureau. The BAB will be retained as a part of NAB, supervised by the board, for an indefinite future period.

Religious Spots Skedded

More than 175 network and regional programs, commercial and sustaining, will carry announcements this month tied in with the Advertising Council's "Religion in American Life" campaign, it was disclosed Friday. In addition, many independent stations will air live and transcribed messages placed through 3,000 local church groups. The campaign was launched by President Truman in a four-network broadcast Oct. 30.

RADIO EXECUTIVES CLUB OF NEW YORK

LUNCHEON-MEETING

THURSDAY, NOV. 17

HOTEL ROOSEVELT

AT 12:30 P. M.

SPEAKERS:

Ralph Starr Butler, formerly Vice President
in Charge of Advertising, General Foods

Atherton Hobler, Chairman of the Board,
Benton & Bowles, Inc.

Charles R. Denny, Executive Vice President,
National Broadcasting Company

Admission, \$3 for members, non-members, \$3.75.

Reservations—Claude Barrere, MU 6-0238.