



RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 49, NO. 31

NEW YORK, THURSDAY, NOVEMBER 17, 1949

TEN CENTS

NAB'S STRUCTURE IS STRENGTHENED

Radio, Films To Pick 'Freedom' Chairmen

Washington Bureau of RADIO DAILY Washington — To implement the joint pledge of opposition to censorship voiced here Tuesday night by the radio and motion picture industries, through NAB and MPA, each group is expected shortly to select a chairman, these chairmen then to draw up proposals for joint action.

Eric Johnston, president of the MPA, declared yesterday that he was much pleased by Tuesday's joint meeting of the two industries' leaders. The new liaison organization set up should "really go somewhere" in fighting censorship of radio and films, he said.

Bergen Talks On TV At Journalism School

Athens, Ga.—The co-axial cable will not solve all television problems, Edgar Bergen told radio students at the University of Georgia's Journalism School this week. Bergen said that complete local production units will be needed if advertisers are to get full benefit from television.

He urged the students to get their experience wherever they could, but cautioned them against selling their

(Continued on Page 3)

Pontiac Spot Campaign Planned For New Line

Pontiac Motors is reported planning a national spot campaign in key center cities in connection with the introduction of their new line of cars on December 1. Agency for Pontiac is McManus, John and Adams, Detroit.

Optimistic Note

Wilton Gunzendorfer, general manager of KROW, Oakland, Calif., who is in New York on his semi-annual visit to agencies and sponsors, opines that "things are looking brighter." Gunzendorfer recalled that last spring a lot of agencies were crying the blues. Today the picture is different. Agency men are interested in placing national spots in local markets and the prospects for the new year are bright, Gunzendorfer said

Competition To Bring New Spot Campaign

Competition for the coach trade between airlines and railroads operating from New York and Chicago, Cleveland and Detroit, will bring a campaign of spot business to radio and TV in these cities, RADIO DAILY learned yesterday. The increased radio advertising schedules will result from the eastern railroads putting into effect a 12.5 per cent increase of fares granted by the ICC and the

(Continued on Page 3)

"Life With Luigi" Sold By CBS To Wm. Wrigley

William Wrigley, Jr., Co., yesterday announced sponsorship of CBS' "Life With Luigi" on the full network beginning Tuesday, January 10, 9:00 to 9:30 p.m., EST. "Life With Luigi," a sustaining feature on the CBS web since September 21, 1948, stars J. Carroll Naish and is pro-

(Continued on Page 3)

TV Time Sales Of \$30,000,000 This Year Seen By Elliott

TV network and station time sales for 1949 will total \$30,000,000, tripling the \$10,000,000 spent for time by advertisers last year, RCA Victor veepee Joseph B. Elliott predicted this week. Next year, he said, time sales will again be substantially increased because the audience will be nearly doubled.

Speaking before the Philadelphia Chapter of the American Institute of Banking, Elliott predicted that the in-

Board's Action Retaining BAB Dept., Dropping BMB, Bolsters Industry Organization's Operations

Increased Music Fees Sought in Canada

Montreal — The Composers, Authors and Publishers Association of Canada plans to seek an increase in the royalties now charged for use of works by Canadian artists.

The Association had its 1950 scale of charges published in a current issue of the Canada Gazette. The charges have been approved by the Copyright Appeal Board—a three-man body headed by Mr. Justice J.

(Continued on Page 2)

Effectiveness Of Radio Emphasized By Speaker

The effectiveness of radio tie-ins in promoting sales of Red Ryder western boys' apparel and other Red Ryder merchandise was stressed yesterday by John Howell, sales manager of the Stephen Slesinger organization, speaking before fifty

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Serutan Plans Expansion For Lindlahr On ABC

Serutan, Inc., which has been presenting Victor H. Lindlahr's dietetics commentary on 72 ABC stations four times weekly including

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Action of the NAB Board retaining Broadcast Advertising Bureau as a service to the membership and dropping sponsorship of Broadcast Measurement Bureau which may be perpetuated as a new corporation, indicates that the industry organization seeks to hold its present member-

(Continued on Page 8)

Food Industry Told Importance Of AM-TV

"Unless I miss my guess, the food industry has, in television, one of the most powerful selling tools ever developed," researcher Arthur C. Nielsen told the Grocery Manufacturers of America at a meeting in New York on Tuesday.

However, Nielsen cautioned, "The food industry could scarcely make as serious an error, at this time, as to conclude that radio is washed up

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Rocky Mountain Council Marks 10th Anniversary

Denver, Colo.—The Rocky Mountain Radio Council, a non-profit public service programming organization with 37 member stations in Colorado and Wyoming, this week issued a report summarizing its

(Continued on Page 2)

Japanese (Rat) Diet

G. T. Folster's "World News Roundup" originates in Tokyo, Japan, and is heard at 8 a.m. over the NBC network. Tuesday morning he failed to come through at the appointed time and the web was kept guessing until yesterday, when a message from the Nipponese capital told of rats having chewed up the cable housing, halting service.

25th Anniversary

Duluth—Origination of the Quiz Kids program from the Duluth Armory next Sunday and the personal appearance of Bob Hope will be the entertainment highlights of the 25th anniversary of WEBC. The Quiz Kids broadcast will be heard over NBC at 3:30 p.m., EST, with Joe Kelly in his usual role as master of ceremonies.



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WEST COAST OFFICES

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

WASHINGTON BUREAU

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

CHICAGO BUREAU

Hal Tate, Manager

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

SOUTHWEST BUREAU

Paul Girard, Manager

Tower Petroleum Bldg.,
Dallas, Texas

Phone: Riverside 3518-9

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FINANCIAL

(November 16)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
ABC	7 ⁵ / ₈	7 ¹ / ₂	7 ¹ / ₂	
Admiral Corp.	29	28 ⁵ / ₈	29	+ 1/4
Am. Tel. & Tel.	146	145 ³ / ₄	146	+ 1/8
CBS A	24 ¹ / ₄	23 ⁷ / ₈	24	+ 3/8
CBS B	24	24	24	+ 1/8
Philco	29 ⁵ / ₈	29 ³ / ₈	29 ³ / ₈	
Philco Pfd.	82 ¹ / ₂	82	82	+ 3/4
RCA Common	12 ¹ / ₄	12	12 ¹ / ₄	+ 1/8
RCA First Pfd.	73 ³ / ₄	73	73	+ 3/4
Stewart-Warner	11 ⁵ / ₈	11 ¹ / ₂	11 ¹ / ₂	- 1/8
Westinghouse	27 ¹ / ₈	26 ³ / ₄	27	
Westinghouse Pfd.	100	100	100	- 1/8
Zenith Radio	28	27 ³ / ₄	27 ³ / ₄	

NEW YORK STOCK EXCHANGE

Hazeltine Corp.	14 ¹ / ₂	14 ¹ / ₂	14 ¹ / ₂	- 3/8
Nat. Union Radio	2 ¹ / ₂	2 ³ / ₈	2 ¹ / ₂	

OVER THE COUNTER

	Bid	Asked
Du Mont Lab.	13 ³ / ₄	14 ³ / ₄
Stromberg-Carlson	13 ¹ / ₂	14 ³ / ₄
WCAO (Baltimore)	17	21
WJR (Detroit)	7 ¹ / ₂	8

Day To Lecture

Harold Day, director of AM and TV sales development for ABC spot sales, will address the radio school of Fordham University today on "Local Selling By Radio and Television."

RCA INSTITUTES, INC.
A Service of
Radio Corporation of America

One of the leading and oldest schools of Radio Technology in America, offers its trained Radio and Television technicians to the Broadcasting Industry.

Our graduates have
1st Class Telephone License.

Address Inquiries to
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RCA INSTITUTES, Inc.

350 W. 4th St., New York 14, N. Y.

★ **COMING AND GOING** ★

A. R. HEBENSTREIT, owner and president of KGGM, Albuquerque, N. M., is in town this week for conferences at the headquarters of the Columbia network.

SALLY LOU RUSKA, secretary to the column editor in the press department of NBC, is in Chicago this week on business.

RAY VIR DEN, president of Lennen & Mitchell, Inc., and NICHOLAS KEESELY, vice-president of the agency in charge of radio and television, are in Minneapolis for today's presentation of the Old Gold Amateur Hour over ABC from the Municipal Auditorium, all proceeds, as usual, going to local charities.

BEN LUDY is in town. The general manager of WIBW, Topeka, Kans., was in conference Tuesday at the offices of CBS, with which the station is affiliated.

DR. E. M. HONAN, engineering manager of Altec Lansing Corporation, has arrived from the West Coast.

ARTHUR MORTENSEN, merchandising manager of the Columbia Pacific Network, has left on a 10-day tour of the Northwest, where he will visit web affiliates.

DOUGLAS MANSHIP, vice-president of WKBO, Baltimore outlet of NBC, is in New York for talks with station relations officials of the web.

JOHN REICH, director of the Television Workshop, in Pittsburgh this week to direct Hippolytus at Carnegie Tech.

SIDNEY ASCHER, publicist, off for Washington, D. C., to confer with Vincent Gallagher, owner of the King Cole Room.

BOB EMERY, whose "Small Fry" video show is featured on the DuMont network, and LEONARD COPELAN, sales manager of Peter Puppet Playthings, are back from Chicago, where Emery made a personal appearance before 15,000 "small Fry" at The Fair, big Windy City department store.

JIMMY DURANTE, in New York for a night club engagement, conferred yesterday at the press department of NBC.

LEON LEVINE, director of discussion broadcasts at CBS, has returned from Atlantic City, where he delivered an address at the New Jersey Education Conference.

BOB KERNS, managing director of WLOK, Lima, Ohio, is spending this week in New York for conferences with station reps and with Tom Harker, national sales manager of the Fort Industry Company.

SID DESFORS, head of the photo section in the press department of NBC, left Sunday for Europe on a tour of Air Force bases with the program company of the network's "Grand Ole Opry" show.

GENE JANUZZI, radio and drama writer for the Pittsburgh Post-Gazette, is in New York for a special story on Mrs. Mildred Fite, now in town as winner of a KDKA "Cinderella Week-End."

LEONARD REINSCH, managing director of Consolidated Radio Stations, has arrived from Nashville on a short business trip. Visited Tuesday at NBC.

HAL LE ROY has arrived in New York and is rehearsing for his video appearance Saturday on "Cavalcade of Stars."

HARRY COPLAN, producer and emcee of "Meet the Missus" on the Columbia Pacific Network, is back in Hollywood following a week in Las Vegas, Nev.

MARIO BERINI, lyric tenor of the Metropolitan Opera, also heard widely on the air, is aboard the Mauretania bound for Europe. He will do eight BBC broadcasts and has scheduled a lengthy concert tour.

Increased Music Fees Sought in Canada

(Continued from Page 1)

T. Thorson, resident of the Exchequer Court.

This year, the Association charges radio stations \$272,163. In 1950, it will seek \$292,718. The amount would be divided equally among private stations and the CBC.

Broadcast Music, Inc., will seek \$41,155 from private stations. This year it obtained \$38,880. It did not indicate how much it will seek from the CBC for the use of works owned by BMI.

Fees collected by C.A.P.A.C. and B.M.I. are paid to the authors of the works used by radio stations, theaters, dance bands and the like. C.A.P.A.C. reclassified and increased some tariffs, particularly on dance band or musical performances in various places.

Details of the changes will be explained when the Association appears before the Copyright Appeal Board, probably next January.

Stork News

Waterbury, Conn.—Jim Logan, announcer at WWC. Waterbury, is the father of a son born to Mrs. Logan October 30 at St. Mary's Hospital.

Rocky Mountain Council Marks 10th Anniversary

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achievements since its inception in 1939, and detailing its work during the last two years.

From Aug., 1947, to Aug., 1949, the Council broadcast over its 37 cooperating stations and 11 other outlets programs totalling 1,760 hours and 30 minutes. Computed at commercial station rates, this time was worth \$197,506.69, the Council reported. The programs ranged in type from discussions of the United Nations to lectures on Rocky Mountain Spotted Fever.

Haiti Honors Olga Druce

Olga Druce, author, producer and director, whose "House of Mystery" program is heard each Sunday on Mutual from 4-4:30 p.m., yesterday was honored by the Republic of Haiti at a luncheon in the Hotel New Yorker. In recognition of her efforts in bringing to Americans a better understanding of the island republic Miss Druce was presented a carved mahogany bowl.

Boys' Choir On ABC

Stanley Home Products, Inc., will sponsor a one-time half-hour broadcast of the Boys' Town Choir over the full ABC network on Dec. 11, at 5 p.m. Charles W. Hoyt Co., Inc., is the agency. The show will originate at Boys' Town, Nebraska.

Too wet for the duck



The water in this tank has been treated chemically to make it "wetter"—more effective in fire-fighting. And the poor duck finds that it's harder for him to keep afloat in it.

Advertisers are finding it harder to keep afloat these days in the tough, competitive markets. And in Baltimore they are turning to W-I-T-H to produce low-cost sales.

You can do so much with so little money on W-I-T-H! It's the station that's famous for delivering more listeners-per-dollar than any other station in town. So if you're looking for a BIG BARGAIN in radio time, call in your Headley-Reed man and get the full W-I-T-H story.



W-I-T-H

BALTIMORE, MARYLAND

Tom Tinsley, President • Represented by Headley-Reed

Haverlin Starts Drive For Radio Pioneers

In a move to increase the membership of the Radio Pioneers Club, Carl Haverlin, president of BMI and chairman of the club's membership committee has mailed a letter to 2,000 station managers throughout the country with an enclosure of the new Radio Pioneers bulletin edited by M. H. Shapiro. The letter, reads in part, as follows:



"As you know, the Radio Pioneers is an organization founded by H. V. Kaltenborn in 1942, under the name of the 'Twenty Year Club.'"

Each year the club elects a new president. This year, we are fortunate in having in that office William S. Hedges, vice-president of NBC. (I don't know how fortunate Bill is in his choice of a membership chairman—only time will tell that.)

High Goal Set

"The membership committee has set as its goal a membership of every man and woman who has been connected with radio for twenty consecutive years. (Time out of the industry for military service does not count against the applicant.)"

"It's difficult for us to find all potential Pioneer members, for they are widely dispersed throughout the country. So that all 20-year people may know they are cordially invited to join us, will you be good enough to circulate this letter and the attached copy of the club's bulletin, 'Radio Pioneer,' throughout your organization, or post both on your bulletin board?"

"Any person who has been connected with radio for twenty consecutive years should write to me (at Broadcast Music, Inc., 580 Fifth Ave., New York City) or to any member of the Pioneers membership committee, requesting an application blank. The names of those on the membership committee are set forth in 'Radio Pioneer' attached."

Initiation Fee Waived

"As a special inducement to membership this year, we have waived the \$10 initiation fee. The total membership fee is now only \$15, which pays for a year's dues and the Pioneers lapel pin."

Bergen Talks On TV At Journalism School

(Continued from Page 1)

talents for too little. He also spoke briefly on ventriloquism and gave a short comedy skit.

The comedian won the Peabody Award, administered by the school, for "outstanding entertainment in 1945."

★ AGENCY NEWSCAST ★

ROBERT H. RUSSELL, John McManemin and Wallace H. Goldsmith II have joined the staff of Foote, Cone & Belding International Corporation. They will serve as field merchandising coordinators for The Watchmakers of Switzerland. Russell, who will be in charge of western United States activities, will headquarter in Los Angeles; Goldsmith, covering the midwest, will have offices in Chicago; McManemin, eastern co-ordinator, will work from New York City.

WILLIAM ESTY COMPANY, INC., has named Luther Bridgman assistant to Stanley Lomas, television production chief. Bridgman will head the film division of the television department.

WILLIAM L. NEWTON has joined Geyer, Newell & Ganger as a group merchandising executive. He was formerly engaged in sales, sales promotion and merchandising activities in the food and liquor fields for eight years. During the last year he served as a lieutenant-commander in the U. S. Navy and saw active duty in the European Theater of Operations. Following his war service, he served as account executive with Fuller, and Smith & Ross, and Badger and Browning.

JULIAN FREIRICH, INC., Long Island City, packers of smoked tongues, porkettes, corned beef and Canadian-style bacon, announce the appointment of Tracy, Kent & Co., Inc., as their advertising agents effective immediately. Newspapers and television participations will be used.

ADLER SHOES FOR MEN, New York and New Jersey chain, is sponsoring the College and Professional Basketball games to be broadcast over Station WMGM during the 1949-50 season. The Frederick-Clinton Co., Inc., handles the Adler account.

VETERANS HOSPITAL CAMP SHOWS, an account of Myron Eichler Associates, has named Eleanor Glogau to handle its publicity. Miss Glogau formerly was with MBS publicity.

R. D. WERNER COMPANY, INC., New York, manufacturers of aluminum mouldings, announces the appointment of James Thomas Chirurg Company, Boston and New York, as its advertising agency. The New York office of Chirurg will be in charge of the account.

Effectiveness Of Radio Emphasized By Speaker

(Continued from Page 1)

representatives of the nineteen licensed manufacturers at the Waldorf-Astoria. He said that radio had played a considerable part in promoting the current western fad with young American boys.

The Red Ryder program, which has been sponsored for nine consecutive years by the Langendorf United Bakeries over the Don Lee web, is owned by the Slesinger organization, as are the comic strip, comic magazine, and motion picture rights. The Lou Cowan organization controls transcription rights.

Howell predicted that his company and associated manufacturers, would use radio even more in the coming year.

Slesinger radio and television properties include, in addition to Red Ryder, Zane Grey's "King of the Royal Mounted," "Ozark Ike," and "Winnie-the-Pooh."

"Life With Luigi" Sold By CBS To Wm. Wrigley

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duced in Hollywood by Cy Howard.

The program is currently heard at 9:30 p.m., on CBS opposite Fibber McGee and Molly. In the new time slot "Life With Luigi" will be opposite the Bob Hope show on NBC. The show will move into the new time slot Tuesday, Mar. 22.

Competition To Bring New Spot Campaign

(Continued from Page 1)

desire of airlines to point out that commercial airline coach travel is less expensive.

United and American airlines are reported planning increased radio advertising and the New York Central Railroad has made inquiries on time availabilities in New York, Chicago and Cleveland. Eastern Airlines, not affected by the competitive situation, has increased its spot schedules in cities served by their lines. Spots emphasize service to Florida resort cities.

Serutan Plans Expansion For Lindlahr On ABC

(Continued from Page 1)


Sunday, will drop the Sunday quarter-hour on Dec. 25, and on Jan. 3 will add two daily quarter-hours to its schedule, thus emerging with a straight Monday-through-Friday lineup, 10:45-11 a.m.

At present Lindlahr is broadcasting on Monday, Wednesday, Friday and Sunday, with the Sunday airtel starting at 11 a.m. Roy S. Durstine, Inc., is the advertising agency for Serutan.


• faces • facts • figures • wins •
wins • faces • facts • figures • wins • faces • facts

AMERICANS, SPEAK UP!

10:45-11:00 P. M.
MONDAY



A series of inspiring, informative talks by prominent Americans. These excellent public service programs are available for sponsorship on WINS. Variety says: "Commercial Possibilities Are Good."



CROSLY BROADCASTING CORPORATION

SAN FRANCISCO

By NOEL CORBETT

THIS is open season for writing books about San Francisco. Herb Caen, the Chronicle's Chronicler, who has held down several air spots with his breezy commentary, has just come out with his "Baghdad by the Bay." Samuel Dickson, KNBC writer-producer is the author of "San Francisco's Kaleidoscope." His book is based on his air series, "This Is Your Home." Larry Blake, whose "Blake's Polka Party" is a Sunday night KSMO feature, plans to write a book featuring jokes he uses between musical numbers on his show. He'll call it, "Bad Gags by the Bay!"

KCBS NOTES. . . . Pede Worth, formerly an announcer, is now writer-producer. . . . Jack Clark now permanent announcer. . . . Merle Jones, new general manager of KNX, Los Angeles, in town on a "get acquainted" trip. With him is Wayne Steffner, sales manager of the southland station. . . . Jerry Seawell has joined script typing staff.

Ted and Dorothy Friend started their new KYA program this week. It is aired from their Vallejo Street home and is heard at 4:30 with guests and strictly on the ad-lib side.

KPIX has several new TV shows in the bag which they'll start airing to replace those that will move to KRON-TV. Four are local productions.

Keith Kerby, Ltd., creators and producers of "Celebrity Commercials" for radio and TV have moved to the Russ Building. Increased business necessitated larger quarters. Steve C. Crowley has joined the company as sales rep. He was formerly with KJBS. New business for the firm includes "Celebrity Commercials" plugging Ismak Rugs on WIP, Philadelphia. These feature Don Wilson.

They say a cat can look at a king. And Ruby Hunter's tabby is apparently waiting for just that opportunity. When her television set is on, the puss just sits and watches. Never takes its eyes off the machine.

Eileen Christopherson, songstress on KNBC's "Boyson Open House" is the mother of a youngster born this week. Moppet has been named Gregory Alan.

John H. Thompson, KNBC's manager of news and public affairs, has been appointed to the journalism department faculty of the University of California for the 1950 academic year. "Radio and news writing and editing" is the course he will conduct.

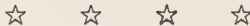
AC - DC Transcription Players
Tape, Wire, Disc Recorders
Sales-Rentals-Service
MILLS RECORDING CO.
161 N. Michigan Ave.
Chicago, Ill. De 2-4117



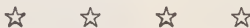
Windy City Wordage. . . !

• • • The FM Broadcasters of Chicagoland are planning to hold their next meeting at FM station WFJL in the Mather Tower next Tuesday. . . . An eastern group has approached Dr. Lee De Forest with an offer to use his name and services in manufacturing a new

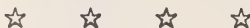
Chicago TV line of sets. They are reputed to have three million dollars in back of them. . . . George Roesler resigned some time ago from Hal Tate Radio Productions. Recent "Who's Talking?" sales of the firm include: WWCO, Waterbury, and WJMR, New Orleans. The firm's "Smiley Burnette" show has been purchased by WHLF, South Boston, Virginia. . . . WIND's John Carey has sold the Army-Navy football game to Gillette Razor. Maxon, Inc., is the agency. The game will be broadcast exclusively in Chicago over WIND.



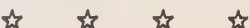
• • • WBKB's "Red" Quinlan had quite a scare this week. Thought his youngster, David, had polio. Tests at the Municipal Contagious Hospital, however, showed young Quinlan had an infected gland. . . . Julian Bentley, WBBM news editor, will tell high school editors how radio news is gathered and will give background requirements for budding radio newsmen. Occasion is the National Scholastic Press Association meeting at the Stevens Hotel on November 25th. . . . Nikki Kaye writes from San Francisco that after a two-week auto trip she has arrived at the Golden Gate. Her departure is Chicago's loss and San Francisco's gain. She was one of the top TV writers and producers in town.



• • • "Two Ton" Baker, WGN star and Mercury recording artist, makes a guest appearance tonight at the Palace Theater. . . . Fred H. Schmutz has left WNMP in Evanston to return to his home in Little Rock, Arkansas. . . . Chicagoland will soon have a new AM station. It'll be WWCA in suburban Gary, Indiana. Dee A. Coe is the general manager. . . . Tom Robb of the A. C. Nielsen Co. tells us the research firm is now listing sustaining programs as well as sponsored ones. . . . John Blair, president of the rep firm bearing his name, announces that he has hired a new salesman in New York. He's William Reed, Jr., formerly with WCBS, New York, and before that with WINS as salesman for four years. . . . Rumors that Columbia Transcriptions are closing their Chicago offices are untrue. They're just moving to new quarters in the Wrigley Building. Jerry Ellis, manager of the Chicago office, recently celebrated his 23rd year in radio. He's one of the nicest guys in the business.



• • • Michigan Boulevard still talking about the merger of two big local agencies—Mitchell-Faust and Schwimmer & Scott. All except two of the former's accounts have moved to S&S. Most of the executives of Mitchell & Faust, including Paul Holman Faust, have moved to Schwimmer & Scott. . . . Lt. Comdr. Walt Kimmell reports that 26 quarter-hour discs of "The Naval Air Reserve Show" are now available to stations. Series features guest stars and Paul Weston's ork, the Starlighters and Tom Peddy. Stations interested can get the dope from the Public Information Officer, Naval Air Reserve Command, Naval Air Station, Glenview, Illinois. . . . ASCAP threw a party for the Associated Tavern Owners of America at the Terrace Casino Monday night. . . . "Tommy Bartlett's Travelers Notebook" is the title of the new syndicated column written by the popular red-headed emcee of "Welcome Travelers."



MEXICO

JUANITA GUERRA, head of advertising department of Productos Nestle-Mexico, Mexican manufacturers of Nescafe, Milo and Nido powdered milk, was hostess to visitors attending opening of new factory plant at Lagos de Moreno, State of Jalisco last week. . . . A radio program featuring ceremony highlights and also talent from Mexico City's XEW was broadcast by this station. . . . Radio Programas de Mexico handled transmission in hookup for some of its affiliates. . . . "La Cadena Azul" Radio Programas de Mexico's Blue Network, a daily two-hour hookup features outstanding radio attractions originated in XEQ studios. . . . XEQ radio station, one of the radio organizations owned by don Emilio Azcarraga, observed its eleventh anniversary last October 31st. . . . Directors Enrique Contel, Emilio Balli and Bernardo Sancristobal, received congratulations from friends and advertisers and a series of extraordinary programs went to the air commemorating the occasion. . . . In the evening a dinner-dance was offered at El Patio night-club. . . . XEDK, Radio Guadalajara, has a new General Electric one thousand watt plant. This station is owned by senor Manuel Lopez Diaz, a Radio Programas de Mexico affiliate. . . . Luis Pantoja Parra, manager of XETK, Mazatlan, a visitor in Mexico City, making arrangements for installation of a new one-thousand watt transmitter. . . . Percy Hodgson, Rotary International President, and wife, expected in Mexico City Sunday night from Chicago. . . . The local Rotary Club headed by its president, Senor Clemente Serna Martinez, radio executive, will host visitors. . . . Program in honor of these prominent Rotarians includes a visit to President Miguel Aleman and a formal dinner-dance to be held at the Mexico City Rotary Club building.

WEVD
5000 WATTS 1330 K.C.
PROGRAMS OF
DISTINGUISHED FEATURES in
• ENGLISH
• JEWISH
• ITALIAN
3 RESPONSIVE AUDIENCES
3 MARKETS WITHIN
THE NEW YORK
METROPOLITAN AREA
Send for WHO'S WHO
Among Advertisers on WEVD
WEVD
117-119 W. 46 St.
HENRY GREENFIELD, Mg. Director N.Y. 19



**SEE PAGES
1203 to 1216**

FOR A COMPLETE
LIST
OF

**RADIO & TELEVISION
ORGANIZATIONS**

GIVING
ADDRESSES
PERSONNEL
&
OTHER
USEFUL
INFORMATION



ONE OF 1001
SUBJECTS COVERED
IN THE

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

PLUG TUNES

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

"HUSH LITTLE DARLIN"

Recorded By
 Perry Coma Eddy Haward
 Dick Haymes Curt Massey
 Kay Kyser Jerry Falligant
MICHAEL MUSIC CO., Inc.
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 Jerry Johnson
 Gen. Mgr.

You'll LUV this novelty!
IT MUST BE L U V
MANOR MUSIC COMPANY
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Nothing Can Stop This!
"FOREVER WITH YOU"
 by the writer of "My Happiness"
FORSTER MUSIC PUB., INC.
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A HIT is Born!
**"BLUE FOR A BOY—
 PINK FOR A GIRL"**
 Vaughn Manrae an RCA-Victor
Al Gallico Music Co. Inc.
 501 Madison Ave., New York, N. Y.

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

THAT LUCKY OLD SUN

recorded and featured by
 BOB HOUSTON M-G-M
 FRANKIE LAINE Mercury
 DEAN MARTIN Capitol
 VAUGHN MONROE Victor
 FRANK SINATRA Columbia
 SARAH VAUGHAN Columbia

ROBBINS MUSIC CORPORATION

WORDS AND MUSIC

By PINKY HERMAN

● ● ● **TIN PAN ALLEY OOPS:**—With the growth in importance of the 'disk jockey,' seems to that songwriters overlooked a bet in not writing a ditty using those two words in a song. . . . George Snowhill and Willard Robison have just placed a song with Shapiro-Bernstein & Co. entitled, "Mister Disk Jockey" (Play Our Love Song Again). . . . the ballad can't miss getting lots of deejay attention. . . . ● When Paul Taubman's Toptones open their engagement tonight at the Shelton Corner, radio listeners might recognize the instrumentalists, for the group includes Joe Biviano on accordion, Tony Colucci on guitar, Paul himself at the Hammond Organ (doubling on Celeste) and Lois Bannerman on the harp. . . . ● Mutual Music has acquired the publication rights to "Singin' My Way Back Home," which Vaughn Monroe warbles in his forthcoming Republic flicker, 'Singin' Guns.' . . . ballad was penned by Wilton Moore and Al Vann. . . . ● The musical score for the Warner Bros. Vehicle, "Daughter of Rosie O'Grady," which will be published by Remick, was written by M. K. Jerome and Jack Scholl. . . . tune you'll be hearing lots is "My Own True Love." . . . ● Helen Walpole, scripter of the two NBCCommercials, "Stella Dallas" and "Lora Lawton," is completing her third play, "Cordelia and the Angel." . . . This young author is easily one of the most prolific writers to come along in years. . . . ● Lanny Ross, who opens Monday at the Town Casino in Buffalo, will air his MBSongfests from there during his stay.

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● ● ● When Alfred McCann started his women's service program on WGL back in 1925, little did he dream that he was starting an institution. . . . today, his son is completing his own 19th year as successor to the originator of the WOR series. . . . program, now co-featuring Mrs. McCann (Dora), is a terrific mail puller with last Monday's mail totaling over 6,300 letters. . . . (NoteWorthy, what?). . . . ● Former Hit Parader Bill Harrington, opens a two-week stint at Toronto's swank Club Norman. . . . he'll be heard via CBC during the engagement. . . . ● Dennis James is a lad on his toes. . . . he interviewed Congresswoman-elect Edna Kelly of Brooklyn on his "Okay Mother" program yesterday on WABD. . . . ● John Lang, former announcer on the "Great Gildersleeve" series, is in Gotham with several TV packages. . . . ● The Charles Pauls (he's composer-organist of "Mr. & Mrs. North" CBStanzas) are now three. . . . her name is Pamela Mia. . . . ● Eden Ahbez, writer of "Nature Boy," has placed his latest number, "The Shepherd" with Campbell Music. . . . firm already has two platters set for release next week, Herb Jeffries on Columbia and Gracie Fields on London. . . . ● Ork Pilot Bill Gale has penned the words and music of Gala Music's new waltz "Honey" (Why Can't You Be Sweet To Me?) . . . ● Bobby Colt, new WINSinger, sounds a lot like Buddy Clark. . . . (is that bad?). . . . ● Add more Christmas Carols: "The Christmas Spell," by Jack Palmer and Willard Robison at Harman Music and "Christmas Valley," by Andy Razaf and John Finke at Crystalette Music. . . . ● Sam Fox has a revival hit in "You're My Thrill," written 17 years ago by Jay Gorney, whose current musical "Touch and Go" is the stem's newest click.

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● ● ● **ON AND OFF THE RECORD:**—Decca comes up with a winning combination in the Andrews Sisters and Russ Morgan Orchestra who turn out a commercial platter of the revived "Charlie My Boy" flipped with "She Wore A Yellow Ribbon." . . . an ace for deejay and juke box biz. . . . ● Lisa Kirk's debut on Victor wax via "Charlie My Boy" flipped with "Shame On You" is a good tee-off for the "Kiss Me Kate" lark. . . . the latter side, a cute novelty, features vocal support by 3 Beaus and a Peep, one of the finest voice blends around. . . . As predicted in this pillar of Oct. 27, Ted Steele's Columbia disk of "Let's Harmonize"—"I Know I Know I Know" is headed for the top. . . . currently 9th best seller at the waxery.

PLUG TUNES

**Wedding Bells Will
 Soon Be Ringin'**

LAUREL MUSIC CO.
 1619 Broadway New York City

SOME DAY

(You'll Want Me To Want You)
DUCHESS MUSIC CORPORATION

Making Our Debut With A Hit!
"A NEW SHADE OF BLUES"
MAYPOLE MUSIC CO.
 22 F. 67th St. New York City
 Phone: REgent 7-4477

I WISH I KNEW

Should step right out in front—
 Just recorded for RCA-VICTOR
 by DOLPH HEWITT
ADAMS, VEE & ABBOTT, Inc.
 216 S. Wabash Ave. Chicago 4, Ill.

My Heart Goes With You

by Thomas G. Meehan

— ◆ — ◆ —

JAMES MUSIC, Inc.
 1650 Broadway Room 709 N. Y. C.

Brand New Novelty!

**"If I Had A
 Million Dollars"**
 (I Would Give It All to You)

TONY PASTOR'S
 Sensational COLUMBIA Record
 #38577

RYTVOC, Inc.
 1585 Broadway New York 19, N. Y.

TELEVISION DAILY

Section of RADIO DAILY, Thursday, November 17, 1949 — TELEVISION DAILY is fully protected by register and copyright

4-A'S ORGANIZE TV AUTHORITY

TELE TOPICS

SAFELY ensconced in the NBC time slot following the top-rated Berle show, "Fireside Theater" continues to offer film programs that are so far below quality of live video that its shadow of mediocrity is being cast on the entire field of TV films. Each week two shorts, about 12 minutes each, are aired. With a few exceptions, these films have been almost amateurish in script, acting and photography. The weakness of the story material is primarily due, we think, to the difficulties of developing characters and plot in such a short time. When occasionally a good story is used, the adaptation is so poor that both the production and acting suffer as a result. (Once the show attempted to squeeze Cooper's novel, "The Spy," into a quarter-hour, less time for commercials.) And photography, for the most part has overlooked the rigid requirements of the video system and the ten-inch screen in both lighting and composition. . . . Many of the Hollywood movie boys have long been touting themselves as the salvation of TV programming. Their efforts, as demonstrated thus far on "Fireside," indicate that they should acquaint themselves with the fundamentals of the new medium before trying to save it.

THE king-size legend about the inaccessibility and indifference of Greta Garbo (she has never made a radio appearance and reportedly ignored a \$25,000 offer from "We, The People") has been cut down a bit by Irving Mansfield, venturesome CBS producer of "This Is Show Business." About a week ago, Mansfield wired Garbo an offer to appear on his show. Although CBS refused to disclose the price, it is believed to be well into five figures. The actress answered that she had seen the show, but wanted to see it again before making a decision. After seeing this week's edition, she notified Mansfield that she did not want to appear at present, especially since there was a studio audience. Because of the nature of her reply, Mansfield has hopes of signing her for an appearance, and would eliminate studio attendance should she consent.

AN oft-repeated question heard yesterday was: How much did NBC pay for the rights to the Barkley-Hadley wedding? . . . Ken MacClelland, legit and movie designer, has been signed as art director of the Ed Wynn show. . . . Total of 125 literary critics are participating in the "Author Meets The Critics" poll for best fiction and non-fiction works of the current year. Winners are to be announced over ABC Dec. 7. . . . Mars, Inc., through Grant agency, has signed a 26-week renewal for its portion of "Howdy Doody" effective Dec. 5.

Sees TV Time Sales At 30 Million In '49

(Continued from Page 1)

It took 12 years before sufficient automobiles were produced to have a wholesale value of a billion dollars. In contrast, the cumulative wholesale value of sets produced will exceed a billion dollars some time next year, he added.

There will be about 95 stations on the air by the end of this year, Elliott said. Average cost of station equipment and facilities is \$400,000.

Citing receiver service as a representative tributary business of set sales, Elliott said, "The estimated 1949 dollar investment in television servicing and service facilities is \$90,000,000 in installation and service charges, \$22,500,000 in antenna sales, and \$20,750,000 in accessory sales."

Elliott estimated that tele will eventually hit an annual rate of 5,000,000 units, absorbing vast quantities of raw materials from all parts of the country and giving employment to many tens of thousands of workers engaged in fabricating that material into component parts and



ELLIOTT

Joint Unit To Study TV Effect On Sports

A special study to determine the effect of TV pickups of sports events on gate receipts will be undertaken by RMA and NAB "to get the facts of the case and to see if some satisfactory policy can be worked out."

Decision to make the survey, it was said, was prompted by a ban on TV instituted this season by several colleges and reports that a wide ban for next season would be urged at upcoming meetings of the Big Ten and the Eastern Collegiate Athletic Conference.

RMA representatives on the new group are H. L. Hoffman, Hoffman Radio Corp., Los Angeles; Leonard F. Cramer, DuMont; A. A. Brandt, General Electric, and Joseph B. Elliott, RCA Victor. NAB members have not yet been named.

The RMA position is that TV sports pickups hypo receiver sales, and also spur paid attendance. The committee, it was said, will attempt to determine the true facts.

sub-assemblies. The steel going into TV, he estimated, may reach an annual consumption of 100,000 tons; copper, 47,500,000 pounds; aluminum, 40,000,000 pounds, glass, 83,000,000 pounds, and wood, 103,000,000 board feet. Other raw materials going into video include rubber, plastics, ceramics, mica, carbon, nickel, tungsten and paper.

RMA Asking FCC To Form Trade-Wide Nat'l TV Group

The TV committee of the RMA will present to the FCC a plan for immediate establishment of an industry-wide National Television System Committee composed of top engineers in the field and charged with (1) presenting technical data relative to allocation of UHF frequencies and lifting of the freeze, and (2) recommending basic standards for the future development of color.

"Our action is based on the industry's experience with a similar Television System Committee which, in 1941, drafted and recommended to the FCC standards for present black and white television broadcasting," R. C. Cosgrove, president of RMA, said yesterday. "At the request of the FCC, the industry at that time formulated standards for a service which has met with the approval of

the public and which has permitted steady growth and improvement in the art of television. We believe a similar procedure for color television, while it is still in the experimental stage, will have equally constructive results."

RMA will initiate and finance the engineering study but engineers from all branches of the industry will participate, including non-RMA companies, broadcasting interests, and qualified technical organizations. The FCC will be invited to send representatives to all committee sessions and will receive regular progress reports on the committee's operations.

Cosgrove pointed out that the association recognized the ultimate need for such a committee in his testimony before the FCC on September 27.

Will Mediate Cases In Dispute With Screen Guilds

Television Authority, an over-all talent union to represent performers for video, was voted into existence yesterday by the international board of Associated Actors and Artists of America (AFL).

The new organization was approved by AFRA, Actors Equity, AGVA, AGMA and Chorus Equity, and opposed by the two other 4-A member unions, Screen Actors Guild and Screen Extras Guild.

Paul Dullzell, international president of the 4-A's, said the board voted to "approve and authorize the formation of Television Authority with the express understanding that Television Authority shall agree to mediate all matters that may be in dispute with Screen Actors Guild and Screen Extras Guild."

The new group has been actively opposed by the film unions, which charged that it would infringe on their jurisdiction. This week the film guilds announced that they are beginning to organize the TV film field, in which they demand exclusive representation, but that they would support the other 4-A members in their organization of live tele.

Following yesterday's board meeting at the Hotel Astor, Dullzell said: "The 4-A's has now given its approval to the setting up of Television Authority. Its aim is the proper organization of television for the benefit of all performers and the public. The offer of mediation points the way to a peaceable and just settlement, fulfills the need of the television performers to organize and will preserve harmony among all actors no matter where they work.

"It is inconceivable that actors should be involved in any controversy when a way to avoid it could so easily be accepted. It is sincerely to be hoped that the actors of America will compose their differences through the peaceable and traditional procedure of mediation. I earnestly urge them to do so since the need for organization is pressing and cannot be long delayed."

WLW-T Names Mason

Cincinnati—Lin Mason, manager of WWSO, Springfield, has been named program director of WLW-TV, effective Dec. 1, replacing Ruth Lyons, who has held the post for the past several months on a temporary basis. Miss Lyons will devote her full time to her two AM and TV programs.

BEHIND THE MIKE

NAB Board Strengthens Industry Organization

(Continued from Page 1)

ship and will campaign to bring more broadcasters into the fold. These conclusions come following the three-day board session in Washington which ended yesterday.

The decisions made on the recommendations of the Board's Structure Committee means that the BAB will function as a departmental operation of NAB and that its services will be available to the membership of the organization. BAB under the direction of Maurice Mitchell has been operating from New York headquarters with most of its activities centered around sales promotion of radio.

Action to disband BMB under its present operational plan was forecast some time ago. The audience measurement organization which has functioned under the joint direction of NAB, the American Association of Advertising Agencies and the Association of National Advertisers, is now completing the Second Study and was in financial difficulty at the time of the Chicago convention of NAB last April.

BMB Recommendations Made

In recommending that a new corporation be formed for continuance of audience measurement service Clair R. McCollough, general manager of WGAL, Lancaster, Pa., and chairman of the NAB Structure Committee, reported to the board. The recommendations of the Structure Committee regarding BMB follow:

"That BMB as presently constituted be terminated.

"That the assets of BMB be appraised.

"That a new corporation be formed to take over the assets under the following conditions:

"1. That subscribers, to the extent of their legal rights, be offered stock in the new corporation or cash for their pro-rata share of the assets.

"2. That additional stock be offered to other radio stations and other interested parties on bases to be determined.

"3. That the board of the new corporation have representation from advertising agencies, advertisers and broadcasters, under conditions to be determined.

"4. That the new corporation proceed with research studies and other services, as determined by the board of the new corporation."

BAB's Role Defined

In rescinding the action of the board taken at the Chicago convention in April which called for the establishment of BAB and its eventual separation from NAB, the board dissolved the BAB Board Committee and agreed that the bureau, as other NAB departments, in the future should receive policy direction from the board itself, with a five-man broadcaster committee advising it. The action provided that the board

may consider the "matter of termination" at a later date.

FMA Joining NAB

The NAB board's invitation to the FM Association to merge with the industry organization is tantamount to FMA becoming a part of the NAB operations. William Ware, president of FMA, who steadfastly denied that FMA might merge with NAB some months ago, is reported ready to throw in the towel. FMA membership today is less than 100 and the dues paying revenue has dropped to the point where it is almost financially impractical for the association to continue.

The board took action with reference to the Association of Women Broadcasters by voting that the office of executive director be consolidated with the office of the Association president, thereby removing it from the Public Relations and Publications Department. The name of the latter department was changed to the Public Affairs department.

Renaming Departments

Renaming of the "Video" and "Audio" divisions of NAB was also voted. The "Video" department will be known as "Television" in the future and "Audio" will be replaced by "Radio." Directors of these divisions, respectively, are G. Emerson Markham and Ralph W. Hardy.

The board also approved recommendations that the present television dues schedule be continued in effect (\$10.00 per month for stations affiliated with member audio stations; \$1,500 per year for TV operations independent of any other kind of broadcast facility.

The board voted to receive as new members 32 television stations, 68 AM stations, and 10 FM stations. Nine firms were voted into associate membership.

New Associates Voted

The nine new associate members are Bruce Eels and Associates, Hollywood, Calif. (transcription company); the National Research Bureau, Chicago, Ill. (service organization); and the following consulting engineers: Adler Engineering Co., Rye, N. Y.; Chambers and Garrison, Washington, Craven, Lohnes and Culver, Washington; George C. Davis, Washington; William L. Foss, Washington; Jansky and Bailey, Washington; and McNary and Wrathall, Washington.

Georgia Broadcasters Plan January Meeting

Savannah, Ga.—Plans are being made for the winter meeting of the Georgia Association of Broadcasters to be held some time in January, probably the 24th and 25th, at the Hotel Dempsey in Macon. Complete details are forthcoming. There are forty-two Georgia stations included in the association's membership.

COAST-TO-COAST

"Sports Section" Guests

Hollywood, Calif.—Jimmy Phelan, coach of the Los Angeles Dons football team was interviewed by Sid Ziff last Thursday evening, and on the following evening Maxie Docusen, famous undefeated lightweight fighter, was heard discussing the prize fight game with Ziff. Ziff's program "Sports Section" is heard over KFVB nightly at 7:30.

Dummy Disc Jockey

San Antonio, Tex.—"Johnny Dugan Time" a new disc jockey show will make its bow over WOAI and will be heard Monday through Friday for 45 minutes. Johnny, star of the show, is a flip-tongue dummy created by ventriloquist Bud Vinson. Another feature of the show will be a daily weather report by Henry Howell, WOAI's authority on the weather.

WTTM Election Highlight

Trenton, N. J.—WTTM broadcasted the election returns from 7:45 p.m. until 7:00 a.m. the next morning. Highlight of the all-night Wene-Driscoll ballot roundup was the remark of WTTM's Special Events Director, Ernie Kovacs, who aired: "Reports in from 10 of Mercer County's 179 Districts show Wene leading by 4,500 dollars."

WHCU Contract Extended

Ithaca, N. Y.—It is announced by the World Broadcasting System, that Radio Station WHCU has renewed and extended their contract for continued use of World's transcribed library service. Subscribers to the World service are supplied with transcriptions by such top artists as David Rose, Helen Forrest, Russ Morgan, and others of that calibre.

WCOP Wins ABC Award

Boston, Mass.—For the fourth consecutive year, WCOP is a winner of ABC's award for outstanding audience promotion on ABC programs, based on a poll of advertising directors and advertising agency account executives.

New Staff Member

Buffalo, N. Y.—Mike Mearian is the latest addition to the WKBW disc jockey staff. He came from WELM, Elmira, with four years experience in radio. He originally started at WHAM in Rochester at the age of 10, using his talent as an actor. Part of his Army life was spent in the European theater of operations.

New Studios Operating

Piqua, Ohio — Richard E. Hunt, president and general manager of WPTW, announced the opening of branch studios in Troy, Ohio. The Troy branch studios, located on the second floor of the Hotel Lollis, will be managed by Jim Flinn of the WPTW commercial department. Six local programs will originate each day from the new branch studios.

AS a result of a Margaret Arlen CBS interview last week Lisa Kirk and her songwriter husband, Robert Wells, have been offered a Mr. & Missus daily session.

Cathy Mastice starts her own air show after her appearance in the Radio City Music Hall Christmas show.

Mariners Quartet's first Columbia platter, "Island of Oahu" and "Leprechaun's Lullaby," winning trade raves.

Phil Hanna returns on the Ile de France this week after almost a year starring in the London company of "Brigadoon."

Sheriff Bob Dixon, of CBS-TV's "Chuck Wagon," mulling over a Paramount offer to star in film versions of the series.

Radio Row has discovered Bill Bertolotti's in the Village, at last.

Ivon Newman, WVNJ vice-prexy, mapping extensive plans for the station's first ann'y celebration Dec. 7th.

Caroline Burke, NBC tele producer, returns this week from Calif. where she huddled with TV biggies there.

Food Industry Is Told Importance Of AM-TV

(Continued from Page 1)

and that appropriations should be shifted to other media." It should be borne in mind by potential advertisers, he emphasized, that television will create "profound changes" in the character of radio, magazines, and other media. "The food advertiser who fails to watch these trends, and act accordingly, is likely to suffer serious losses or miss some important opportunities for profit," Nielsen said.

He continued: "The potential of television is so great that this medium deserves an immediate or early spot in your budget—even if it has to be viewed as a 'capital expenditure.' Those who are the first to experiment will, on the average, be the first to profit from the opportunities offered by television.

"As television grows, radio will become increasingly important as a means of reaching small-town and rural markets—which are difficult and costly to reach by other methods, but highly important to the food manufacturer. And these markets—larger than many advertisers realize—are seldom given the amount of promotion they deserve.

"As television grows, there will be a continual change in the city-size characteristics of both television and radio. While it will be possible, at every stage in this development, to achieve almost any desired balance or distribution of advertising effort by city sizes or markets, only those advertisers who make a thorough, continuous study of the subject can hope to get maximum sales results from their advertising dollars."