



RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 49, NO. 32

NEW YORK, FRIDAY, NOVEMBER 18, 1949

TEN CENTS

CROSLEY OFFICIALS GET PROMOTIONS

Five New AM Outlets OK'd By Commission

Washington Bureau of *RADIO DAILY*
Washington—The FCC announced the grant of construction permits for five new AM stations yesterday, three to operate with one kilowatt, daytime only. These will be in McAlester, Okla., Pasadena, Texas, and Prineville, Oregon.

Permittee in McAlester is the Company, which will operate on the 1460 band, with its estimated construction cost \$16,050, exclusive of land and buildings.

In Pasadena the applicant was

(Continued on Page 2)

Pilot Radio To Sponsor News Program On WOR

Pilot Radio Corporation of Long Island City will sponsor the 11 p.m. news over WOR Monday, Wednesday, and Friday starting Nov. 21 for its Anniversary television set. Lyle Van is the commentator. Pilot sponsored the same program during 1939 and 1940 when Arthur Hale was on the mike. In intervening years the company also supported other programs over WOR. Alfred Paul Berger Inc. is the agency.

New Chiquita Campaign Set On Keystone

The United Fruit Co., has begun a new transcribed spot campaign featuring the jingles of "Chiquita Banana," on member stations of the Keystone Broadcasting System in 23 states. Eight variations of Chiquita's song are being used in a shifting spot schedule for a 13-week cycle. BBD&O handles the United Fruit account. Noel Rhys, eastern sales manager for Keystone, represented the network.

Distinction

Dan Seymour, emcee of "We The People," was named one of the nation's ten best dressed men by the Fashion Foundation of America yesterday following a poll of the custom tailors throughout the country. Dean Acheson, Secretary of State; Alfred Lunt and Alfred Gwynne Vanderbilt were among the other gentlemen of distinction.

Parting Shot

Washington—The NAB board wound up its three-day session yesterday with passage of a strongly worded resolution calling upon our Government to be firm in dealing with Cuba in the present dispute over frequencies, declaring that our Government should call upon Cuba to rescind all grants since March which in any way violate the standards of the expired NARBA agreement and result in the degradation of the signals of U. S. stations.

Tribute To Radio Paid By UN Official

Paying tribute to "the outstanding coverage of United Nations during the past year by the broadcasters," Benjamin Cohen, assistant secretary general of United Nations, announced yesterday that appreciation scrolls had been mailed to over 1,000 broadcasters throughout the United States.

First scrolls were represented to network executives at a luncheon

(Continued on Page 4)

Minimum Time-On-Air For FM May Be Upped

Washington Bureau of *RADIO DAILY*

Washington—In a move designed to test the intentions of FM broadcasters, the FCC has proposed to stretch out the minimum operating hours of FM stations. The proposed rule is in line with suggestions by

(Continued on Page 3)

WNEW Sold For \$2,000,000; Operations Stay Unchanged

Sale of WNEW, 10,000-watt New York indie, by the Greater New York Broadcasting Corp., headed by Arde Bulova and Milton Biow as major stockholders, to a new corporation, WNEW, Inc., headed by Bernice Judis, vice-president and general manager and Ira Herbert, vice-president in charge of sales, was announced last night. The reported price was over \$2,000,000. Associated with Miss Judis and

AVCO Advances Shouse To Exec. Post And Dunville Named To Presidency Of Crosley Broadcasting Corp.

New Audience Survey System Is Introduced

Five subscribing Washington radio stations last week began using the first issue of a new audience survey produced by the American Research Bureau. Difference between the ARB survey and most other audience surveys now in use is that the new survey reports listeners in terms of actual number of persons listening rather than by percentages. Further breakdowns show number

(Continued on Page 6)

University Buys DLF From News Commentator

DeLand, Fla. — WDLF, 250-watt radio station in DeLand, has been purchased, subject to the approval of the FCC, by John B. Stetson University of DeLand, WDLF was owned by Lyle Van, news commentator, who built it about two years

(Continued on Page 2)

WHHT Leaving Air; Will Consolidate With WSSB

Durham, N. C.—Effective at midnight Saturday, Station WHHT, Mutual outlet in Durham, N. C., will sign off for the last time as a result of the consolidation arrangement

(Continued on Page 2)

The election of James D. Shouse as a member of the executive committee of Avco Manufacturing Corporation, top policy unit of the concern, was announced in New York



yesterday by Victor Emanuel, President. Simultaneously, the election of Robert E. Dunville to succeed Shouse as president of Crosley Broadcasting Corporation, wholly-owned subsidiary of Avco, was announced.

Shouse will remain as chairman of the board and chief executive officer of Crosley Broadcasting. Already a vice-president and member of the board of directors of Avco, Shouse in his new capacity will be one of three management members of a committee charged with corporate supervision

(Continued on Page 6)

REC Speaker Urges Better Programming

Decrying the trend of giveaway programs on radio and admonishing television broadcasters not to fall into the same "follow the leader" pattern, Ralph Starr Butler, former vice-president in charge of advertising, General Foods, addressed the Radio Executives Club of New York at the Hotel Roosevelt yesterday.

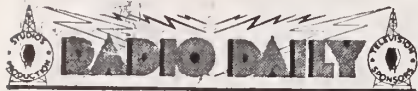
Butler, who reminisced about the

(Continued on Page 3)

Power Of Radio

Windsor, Ont.—A fifteen-second emergency announcement, inserted in a regular broadcast of the Toronto Symphony over Station CKLW, brought out fifty off-duty firemen to fight a three-alarm blaze within a matter of minutes. The announcement, requested by the Windsor Fire Department, also drew 240 calls from listeners in 20 minutes.

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FINANCIAL

(November 17)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
ABC	7 1/2	7 3/8	7 1/2	+ 3/8
Admiral Corp.	29 3/4	29 1/4	29 3/4	+ 1/4
Am. Tel. & Tel.	146 1/4	146 1/8	146 1/4	+ 5/8
CBS A	24 5/8	24 1/8	24 5/8	+ 1/4
CBS B	24 1/4	24 1/4	24 1/4	+ 1/4
Philco	29 5/8	29 1/2	29 5/8	+ 1/4
RCA Common	12 3/8	12 1/8	12 3/8	+ 1/8
RCA First Pfd.	73 3/4	73 1/8	73 3/8	+ 1/4
Stewart-Warner	11 1/8	11 1/2	11 3/4	+ 3/4
Westinghouse	27 3/4	27 1/8	27 3/4	+ 1/8
Westinghouse Pfd.	101 1/8	101 7/8	101 7/8	+ 1/4
Zenith Radio	28	28	28	+ 1/4

NEW YORK CURB EXCHANGE

Hazeltine Coro.	147 1/2	143 1/4	147 1/2	+ 3/8
Nat. Union Radio	2 3/8	2 1/2	2 3/8	+ 1/8

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

University Buys WDLF From News Commentator

(Continued from Page 1)

ago with an idea of moving to Florida. His plans were changed so he put the station on the market. No change in personnel is anticipated.

Application has been made to change the name to WJBS for identification with the university.

Freeman Jesse Young

Freeman Jesse Young, account executive of Kenyon & Eckhardt, Inc., died Tuesday evening November 8, at the age of 43. Surviving are his widow, Margaret, and three children.

★ **COMING AND GOING** ★

DOUGLAS L. MANSHP, vice-president of WJBO, Baton Rouge affiliate of NBC and the Louisiana Network, is in New York this week for talks with officers of the web.

GORDON GRAY, vice-president of WIP, Philadelphia, is expected in town today for confabs with his national reps.

LUCILLE SHEARWOOD, director of food service for the Federal Advertising Agency, is in Austin, Tex., where tomorrow and Sunday she will be guest speaker at the celebration marking the 10th anniversary of Texas University's "Radio House," directed by Thomas D. Rishworth. She'll also attend the annual conference of District 13, AWB.

JOHN J. ANTHONY, human-relations counselor featured on radio and television, is expected back tomorrow from Hollywood, where he auditioned a new network radio show to originate on the West Coast.

JAMES STREET, premium buyer for McCann-Erickson, Inc., is back from Syracuse, where he addressed the Advertising Club of that city on the subject, "The Dollars and Sense of Premiums."

LESLIE F. BIEBL, program and promotion manager for Associated Program Service, left this week to spend the remainder of his vacation.

ROBERTA QUINLAN, singing television star, today will leave by plane for Amsterdam, N. Y., to sing at the convention of the Mohawk Carpet Co. She is heard Tuesday and Thursdays via NBC.

BOB CANAVAN, publicity director and farm editor at KROD, El Paso, Tex., is in town for conferences with the national representatives of the station.

JESSE BIRNBAUM, press department luminary at NBC, is in St. Louis covering the web's telecast of the wedding of Vice-president Barkley and Mrs. Carleton Hadley.

PETER DONALD, comic, has returned from Pittsburgh.

HERB SHELDON, daytime comedy star on ABC, has returned from Philadelphia, where he appeared in connection with his new film featurette, "You Don't Say," soon to open at New York's Criterion Theater.

TOMMY TRINDER, English song-and-dance man well known to Albion audiences, has left for Britain following two weeks in the U.S.

TONY MARTIN and the members of his band will arrive today from the West Coast. They have been engaged for three weeks at New York's Roxy Theater.

BUDDY BASCH has returned from Bridgeport, Conn., where he completed details for this Sunday's appearance of Johnny Long and his band at the Ritz Ballroom.

KARL KNIPE, vice-president of Anderson, Davis & Platte, Inc., and **VICTOR SEYDEL**, radio and television director of the agency, spent Wednesday in Carlisle, Pa., arranging details for the renewal of the CBS-TV "Masland at Home Show" for C. H. Masland & Sons Rug Co.

WHHT Leaving Air; Will Consolidate With WSSB

(Continued from Page 1)

concluded last week between Harold H. Thoms, sole owner of WHHT and the Public Information Corporation, licensee and operator of WSSB (250w-1490kc) also in Durham. The principal stockholders of the corporation are Tom Sawyer, P. M. Sawyer and Mrs. Roma Cheek.

Harold Thoms will become chairman of the board of Public Information Corporation and will have a substantial and active interest in its operation. All the physical facilities of WHHT, its feature programs such as "Country Boy" and 99 per cent of its current accounts will be transferred to WSSB. MBS has negotiated an affiliation contract with WSSB for full MBS service, previously carried by WHHT.

Mickel Directing Consolidation

Bill Mickel, present manager of WHHT, is directing the work of combining the best programming features of both stations and Tom McCaffrey, recently appointed manager of WSSB will continue in that capacity.

WWJ Stations Appoint Walbridge Asst. Mgr.

Detroit—Willard E. Walbridge has been appointed assistant manager of WWJ, WWJ-TV, in addition to his duties as general sales manager of the stations.

In other staff changes, Mabel Munroe, formerly assistant sales manager of WWJ, has been named office manager of WWJ, WWJ-FM, and WWJ-TV. She has been replaced as assistant sales manager of WWJ by Norman Hawkins, formerly

Five New AM Outlets OK'd By Commission

(Continued from Page 1)

Pittsburgh County Broadcasting Felix H. Morales, with operation on the 1480 band, with his estimated construction cost \$32,850.

In Prineville, Radio Central Oregon, Inc., will operate on the 690 band with an estimated construction cost of \$28,764.

Okayed to operate with 250 watts unlimited on the 1450 band was the Bessemer Broadcasting Co., Bessemer, Ala., while the Diamond H. Ranch Broadcasters were granted a permit to operate on the 1490 band at Auburn, Calif., with 250 watts unlimited.

KAGH Sale Approved

The Commission also okayed the conditional sale of KAGH and KARS (its FM affiliate) in Pasadena, Calif., from Andrew G. Haley, lawyer to Marshall S. Neal, Paul Buhlig, E. T. Foley and Edwin Earl for \$55,000.

Price tag on WKSR, Pulaski, Tenn., was \$30,000, with the station passing from Robert W. Rounsaville and George M. Clark to John R. Crowder, James P. Clark and W. E. Williams.

The same price was paid by the Shore Broadcasting Co., to James H. and Thomas P. Littlepage, Jr., for WCMD, Cambridge, Md., while the price for WHHL, Hammond, La., sold by Joseph A. Sims to Sidney S. Rosenblum and Forrest E. Curnutt was only \$19,000.

of WWJ-TV sales. Robert Schlinkert, also of WWJ-TV sales, has been named assistant sales manager of WWJ-TV. Clarence E. Day, Jr., formerly with Brooke, Smith, French & Dorrance, has joined WWJ as an associate producer.



Shut your mouth, Nellie!

When Nellie the hippo yawns, it's really a major production. She's got the biggest mouth in the whole zoo.

There's something BIG in the Baltimore radio market, too. It's W-I-T-H, the station that gives advertisers a big plus audience.

You know W-I-T-H delivers more home listeners than any other station in town. And now a survey supervised by the Johns Hopkins University proves that of all radios playing in grocery stores 42.3% were tuned to W-I-T-H.

That's a real plus for you! It means that a small appropriation on W-I-T-H will produce big results. Get the whole W-I-T-H story today from your Headley-Reed man.



W-I-T-H
Baltimore 3, Maryland

TOM TINSLEY, President
Represented by Headley-Reed

Criticizes Giveaway Trend In Network Programming

(Continued from Page 1)

early days of commercial network programming, called them "the days of 40 ratings" and compared them with present day commercial radio. He told of the first network variety program, "Maxwell House Showboat" in 1932 which held first place in polls for several years and "really sold coffee."

"Today the first concern of a buyer of radio time is to get an audience rating show, Butler said. This has resulted in the 'follow the leader' era of programming. Someone came up with a giveaway program. Then 38 others followed him in sheep-like fashion.

"Thank goodness the era of giveaway programs seems to be on the decline," he continued. "They are losing their hold on the listening public."

Butler urged that something new be developed in the way of commercial network programming, unless new entertainment ideas are forthcoming there will be declining results in proportion to the costs, he added.

Urging television broadcasters not to adopt the "follow the leader" pattern of radio program, Butler said that the potentialities of programming and sales in the new sight and sound medium are unlimited.

Tells of Early Programs

Earlier in his talk, Butler told some interesting stories of the first programs of commercial network radio. He recalled the success of the Maxwell House Showboat and said until this musical-variety program was launched in 1932 the pattern for commercial shows on radio were orchestra and singers. Butler also recalled that General Foods gam-

bled \$500,000 in a shortwave radio tieup with the Antarctic trip of Admiral Richard E. Byrd in the fall of 1933 and the gamble not only paid off but increased the sales of Grapenuts 44 per cent over a 15 months period.

The pre-war Kate Smith program was also referred to as an example of good commercial programming. He recalled that guest artists appeared on this program and it was here that the present day Aldrich Family got its start. He also paid tribute to Miss Smith for having made "God Bless America" a second national anthem and challenged present day radio programs to produce a song which would have such family appeal.

Charles E. Denny, executive vice-president of NBC, in behalf of the Junior Achievement Award, presented a scroll to William Lindsey, 16-year-old Peoria, Ill., high school boy for the teen age program, produced on WEEK in Peoria.

Guests on the dais of the REC luncheon included: Atherton W. Hobler, chairman of board of Benton & Bowles; Charles G. Mortimer, vice-pres. of General Foods; Louis Brockway, executive vice-pres. of Young & Rubicam; Fred Mueller, general manager of station WEEK, Peoria; and, Howard Chapin, advertising director of General Foods.

Out-of-town guests introduced by President Karol during the luncheon were: Charles Hobbrook, WMOU, Berlin, N. H.; George Podeyn, WHJB, Greensburg, Pa.; John Haas, KARK, Little Rock; Al Bengtson, WINR, Binghamton; Harold Walker, WDIA, Memphis; Robert Kerns, WLOK, Lima, Ohio; and, Quincy Brackett, WSPR, Springfield, Mass.

Minimum Time-On-Air For FM May Be Upped

(Continued from Page 1)

the FM Association some months ago, calling for a doubling of the minimum hours of operation by the end of the third year for unaffiliated stations. Those stations running in conjunction with AM stations would be required to operate at least as many hours daily as their AM counterparts.

The Commission has not set hearing on these rules, but has called for comments by December 18. Presumably a hearing will be called if it seems merited by the response.

The proposed new rule would affect all stations at once in that it would extend the minimum hours to Sundays as well as the other days of the week. This would mean that six-day operation would be out.

In addition, it is proposed that during the first year of operation the minimum schedule include six hours, with at least three hours in the daytime and three between six in the evening and midnight. During the

Leavitt To Head Sports, Special Events At WDSU

New Orleans—Mahlon (Mel) Leavitt, former sportscaster for Mutual, has been appointed sports and special events director of the WDSU Broadcasting Services, it was announced by Robert D. Swezey, general manager.

Leavitt is already handling most of WDSU's radio and video sportscasts, including pro boxing and wrestling, and will broadcast collegiate basketball during the coming season. Before joining WDSU he wrote and announced on Mutual.

Bill Murrell Hospitalized

Orlando, Fla.—Bill Murrell, promotion manager of WORZ, affiliate of NBC in this city, is being treated at the local hospital for a strep throat.

second year the total hours would go to eight, again evenly divided, and during the third year the daytime hours would be extended to a minimum of eight.



AL RICKEY

CONDUCTOR-COMPOSER

**MANHATTAN MERRY-
GO-ROUND**

**HAMMERSTEIN
MUSIC HALL**

WALTZ TIME

MR. KEEN—7th YEAR

ALSO MUSICAL
DIRECTOR FOR
MAYFAIR RECORDS

Tribute To Radio Paid By UN Official

(Continued from Page 1)

held Wednesday in the Rainbow room of the RCA building. At the luncheon Cohen said:

"We are indeed indebted to American broadcasters for their remarkable response to the need for better understanding of the fifty-nine United Nations' efforts to build a lasting peace. They have demonstrated what a medium can do to enlighten the public through frequent news releases and feature programming. Through this public service alone they have evidenced their dedication to the public interest, convenience and necessity."

The text of the scroll presented to the broadcasters certifies that they are members of the United Nations Network for Peace "and thereby lend effective and distinguished aid in the broadcasting of programs dedicated to better understanding among the peoples of the world and in the cause of lasting peace."

Skippy Opening Set

"Skippy Hollywood Theater" bows over CBS on Dec. 1 from Hollywood. Program was formerly heard over NBC. Les Mitchel is producer, director and host. Marjorie Reynolds will be starred in opening airer.

Hollywood's New

COUNTRY CLUB HOTEL

• The Country Club Hotel occupies a magnificent location in the heart of the exclusive Wilshire residential district . . . adjacent to Wilshire Country Club and overlooking the expanse of its gorgeous fairways and greens.

• Rates From \$6.00 up. Single Kitchenette Apartments Available by Week or Month.

COUNTRY CLUB HOTEL

445 North Rossmore Avenue (Vine St.)
Hollywood 4, Calif.

Telephone: HOLLYWOOD 9-2701



Man About Manhattan. . . !

• • • **WHAT'S DOIN'**: Dinah Shore's booking into the Wedgwood Room Jan. 12th will be her first nitery chore since '42. . . . Many TV manufacturers switching from newspapers to radio to plug set sales. . . . Everybody, but everybody, happy over Hal Davis' well-deserved promotion (as veepee) with Kenyon & Eckhardt. Hal's one of the best-liked guys in the biz. . . . Bobby Colt, the latest entrant in the crooners' sweepstakes, makes his film debut next month in "Catskill Honeymoon." . . . Roger Kay readying a teevee series for Paul Lukas tagged "The Cheater," a suspense-packed series based on true tales of the famed Adventurers' Club. . . . TV offers pouring in on June Gardner since her debut at the Radio City Music Hall, where she still is, by the way.

★ ★ ★ ★

• • • Where will the future Milton Berles come from? How can young comics get a chance to rise and shine on TV? All this and more will be answered by Bob Bright who is readying a vehicle for young comics and comedy writers called "School for Comics," which WOR-TV is auditioning late this month. If you have some 'apt' pupils, contact Bob at 509 Fifth Ave.

★ ★ ★ ★

• • • Talk of the trade right now is the solid click scored by Jane Pickens in the musical version of the "Little Foxes"—"Regina." Jane has been around for some years now but this is the first time she was ever taken seriously in anything resembling a dramatic role. She was regarded as just another radio singer until the critics bombarded her with lavish adjectives after seeing her portray the imperious and tigerish "Regina" at the 46th St. Theater. We haven't caught the show yet but we did see Jane do excerpts of her role in Sunday's "On B'way" telecast so we'd like to add our feeble voice to the critics' cheers. Plus a doff of the old lid to the guy who turned the trick for her—her current manager, Moe Gale.

★ ★ ★ ★

• • • **JUST THINKING OUT LOUD**: Whodunits aren't noted for realism in their dialogue—but the worst offender in this dep't is Dick Powell's "Richard Diamond" series. The writing is just too, too precious. . . . Sidney Walton packs plenty of dynamite in either tonsil via his WOR and Mutual commentaries. . . . Suggested scoop for "Bride & Groom": Book veepee Barkley and Mrs. Hadley. . . . Wish somebody would tell us what prompts a male singer to pick on a number like "I'm Just Wild About Harry," How silly can they get warbling about how they're missin' Harry's kissin'.

★ ★ ★ ★

• • • **TELLING ON TELEVISION** (or views on video): Benny Fields revealed potentialities as a television host in his own right on the Berle stanza last week. Berle, incidentally, will need more material than Notre Dame to sustain the week-to-week perfection of his pre-summer shows. It's amazing how this super-performer carries on as ably as he does week in and week out. . . . Atrocious cutting and excessive intermissions for commercials continue to plague films used on CBS-TV. A two-hour film, doctored to an hour, emerges as a spasmodic, almost incoherent outline on television. . . . How about calling those clever "Tide" and B. V. D. video spots—Sellelevision. . . . Ed Wynn reminiscing with Victor Moore the other week about their early days in the biz brought lumps to the throats of most of us. . . . If for nothing else, Admiral Radio rates a low, sweeping bow for eliminating the middle commercial on their "Lights Out" series, thus keeping the mood intact. That's the way to win friends and influence customers.

★ ★ ★ ★

Judis-Herbert Group Purchases WNEW

(Continued from Page 1)

ported to have grossed over \$3,000,000 last year and had the distinction of winning several awards for public service programming.

Under the new ownership, WNEW Inc., the officers will be William S. Cherry, Jr., president; Miss Judis, executive vice-president and general manager; Ira Herbert, vice-president and sales manager; Ted Cott, vice-president in charge of programs; Harold B. Tanner, secretary and Charles F. Knowles, treasurer.

WNEW went on the air in February, 1934, as a result of the consolidation of a group of small New Jersey radio stations. Miss Judis was general manager from the start and Herbert became sales manager in 1944. The station pioneered in block booking, popularized disc jockey programming and is regarded as a most successful operation in the radio trade.

Miss Craig Plans Trip

ABC's Nancy Craig, women's service commentator, will leave New York on Sunday with 23 other women reporters and photographers on a 12-day visit to Iceland, Sweden, Norway, Denmark, and Finland. The group will cover the "woman's angle" in Scandinavian life as guests of those countries. Miss Craig will record interviews while abroad for broadcast on her ABC program, Monday-Friday at 1:15 p.m., during her absence.

Send Birthday Greetings To—

November 18

Pat Alan Bobby Jarvis
Don Quinn Sharon Grainger
Sam Kaufman Johnny Mercer

November 19

Charme Allen Tommy Dorsey
Bob Harris Natalie Feldman

November 20

Fran Allison Walter Biddick
Judy Canova Frank Thomas
Art James

November 21

Joe Du Mond Edward K. Oats
Ted Straeter

November 22

Frank Graham Mildred Hallmark
Hoogy Carmichael Dick Pack
Arthur Miller Glen Litten
Howard A. Petrie

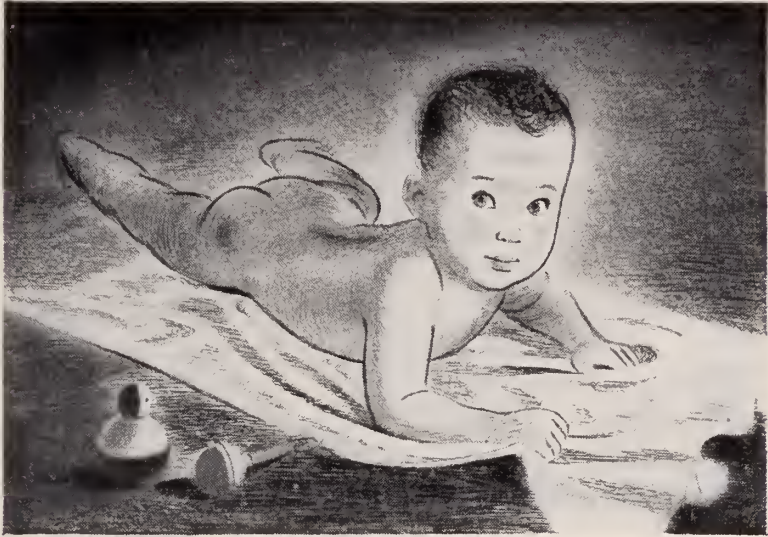
November 23

Mary Milford

November 24

Harris Barris Eileen Barton
Guy Bonham Don McLaughlin
Joan Brooks Edward J. Wallis
Art Fulton Irene Wicker
Lois Zarley

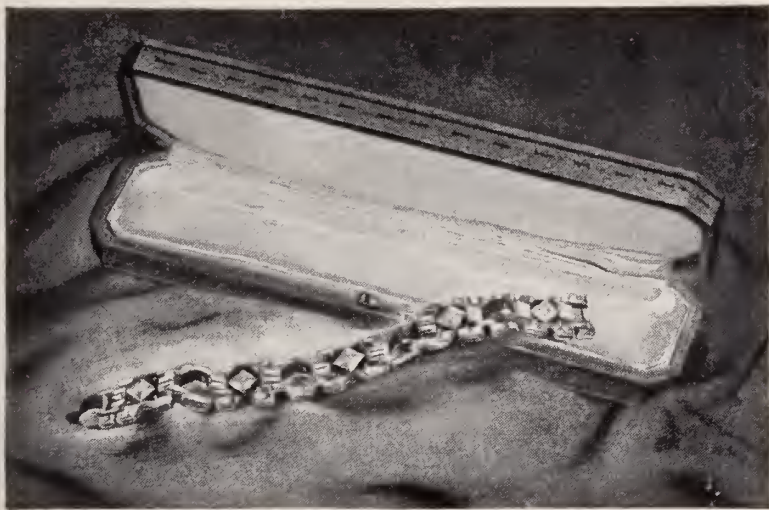
What other **C**hristmas present
can you name that...



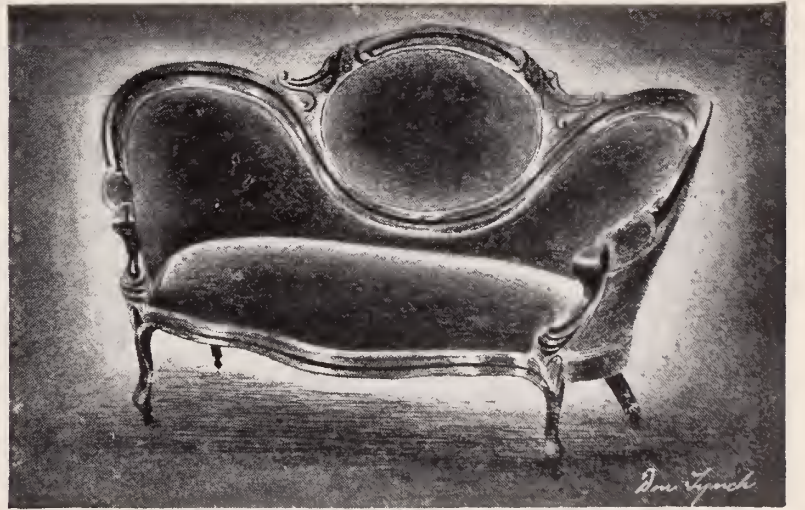
... you wouldn't want to exchange



... comes in so handy on rainy days



... never wears out



... keeps increasing in value

... is so quick and easy to buy
... pleases everyone on your list
AND ... gives itself all over again
(with interest) ten years later?

U.S.
Savings Bonds

Automatic Saving is Sure Saving



THIS SPACE CONTRIBUTED BY RADIO DAILY

Crosley Executives Given Promotions

(Continued from Page 1)

of the firm's operating divisions and subsidiaries. These, in addition to Crosley Broadcasting, include Crosley, New Idea, American Central,



DUNVILLE

Nashville and Lycoming-Spencer divisions: the Crosley distributing corporation and the Carrollton Furniture Manufacturing Company, A. C. F-Brill Motors and the New York Shipbuilding Corporation.

As president of Crosley Broadcasting Corporation, Dunville will have administrative responsibility for WLW, 50,000-watt Cincinnati clear channel station; three television outlets, WLW-T, Cincinnati; WLW-D, Dayton and WLW-C, Columbus, as well as FM outlets in the same cities; and shortwave stations which Crosley Broadcasting operates for the U. S. State Department at Mason and Bethany, Ohio.

Native Of Kentucky

Shouse, 46-year-old native of Cynthiana, Kentucky, completed his 20th anniversary in the broadcasting field this year. In 1929, he joined CBS as its first Chicago sales representative. Five years later he joined the Stack-Goble advertising Agency, resigning after a brief period to return as manager of KMOX, Columbia-owned station in St. Louis. Since joining the Crosley organization as vice-president in charge of broadcasting in 1937, Shouse has led WLW to a large number of national awards in programming, promotion and other fields. In 1946 he was named president of Crosley broadcasting and last year was elected board chairman.

Started At KMOX

Dunville, 42, is a native of St. Louis. After a period in the automotive business, he joined the sales department of station KMOX, and shortly thereafter became assistant general manager. It was at KMOX that Dunville and Shouse began an association in broadcasting which has continued for nearly two decades. In 1937, Dunville joined the executive staff at WLW as assistant to Shouse, thereafter holding successive posts as general manager of WSAI, then owned by the Crosley interests; general sales manager of WLW and WSAI, and starting in 1944, as vice-president and general manager of Crosley Broadcasting Corporation. For the past two years he has actively supervised the development of the three television stations now operated by the firm. Together with Shouse he was responsible for the establishment of a merchandising and promotional program unique in the broadcasting field.

NETWORK SONG FAVORITES

The top 30 songs of the week (more in case of ties), based on the copyrighted Audience Coverage Index Survey of Popular Music Broadcast over Radio Networks. Published by the Office of Research, Inc., Dr. John Peatman, Director.

Survey Week of November 4-10, 1949

TITLE	PUBLISHER
A Dreamer's Holiday.....	Shapiro-Bernstein
A Thousand Violins.....	Paramount
Ain't She Sweet.....	Advanced
Charlie My Boy.....	Bourne
Dear Hearts And Gentle People.....	E. H. Morris
Don't Cry Joe.....	Harms
Georgia On My Mind.....	Peer
Hop Scotch Polka.....	Cromwell
Huckle Buck.....	United
I Can Dream Can't I.....	Chappell
I Never See Maggie Alone.....	Bourne
Jealous Heart.....	Acuff & Rose
Just For Fun.....	Paramount
Last Mile Home.....	Leeds
Let's Harmonize.....	Santly-Joy
Let's Take An Old Fashioned Walk.....	Berlin
Maybe It's Because.....	Bregman-Vocco-Conn
Meadows Of Heaven.....	Laurel
Mule Train.....	Walt Disney
Now That I Need You. (Where Are You).....	Famous
River Seine.....	Remick
Room Full Of Roses.....	Hill & Range
She Wore A Yellow Ribbon.....	Regent
Slipping Around.....	Peer
Some Enchanted Evening.....	Chappell
Someday You'll Want Me To Want You.....	Duchess
That Lucky Old Sun.....	Robbins
Toot Toot Tootsie Goodbye.....	Feist
You Told A Lie.....	Bourne
Younger Than Springtime.....	Chappell
You're Breaking My Heart.....	Mellin

Second Group

TITLE	PUBLISHER
Eye Bye Baby.....	J. J. Robbins
Crocodile Tears.....	Johnstone-Montei
Dime A Dozen.....	E. H. Morris
Festival Of Roses.....	Witmark
Fiddle Dee Dee.....	Harms
Hush Little Darlin'.....	Michael
I Never Heard You Say.....	Kramer-Whitney
I Only Have Eyes For You.....	Remick
In Santiago By The Sea.....	Life Music
It's A Wonderful Life.....	Lombardo
I've Got A Lovely Bunch Of Cocoanuts.....	Cornell
Make Believe (You Are Glad When You're Sorry).....	Bregman-Vocco-Conn
My Street.....	Campbell
Oh You Beautiful Doll.....	Remick
Over The Hillside.....	Dryer
Rudolph The Red-Nosed Reindeer.....	St. Nicholas
Souvenir.....	Beacon
Sweetest Words I Know.....	Life Music
There's Yes In Your Eyes.....	Witmark
Through A Long And Sleepless Night.....	Miller
Wishing Star.....	Broadcast Music

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New Audience Survey System Is Introduced

(Continued from Page 1)

of men, women and children in audience as well as racial stock of people and also supplies simplified audience flow data.

Measure Inside And Outside

The new survey, according to ARB, attempts to simplify radio audience information for subscribers and to provide complete measurement both inside and outside the home.

The Washington sample consists of 1,000 persons chosen by the probability method so that each person has a chance to be selected. ARB interviewers place diaries with persons selected and selectees carry it with them at all times recording programs heard during the week. Diaries are returned to ARB and results are projected on the theory that the sample persons are representative. AM, FM, and TV shows are covered.

Breakdown Given

The October survey shows average daily totals among 1,400,000 persons in greater Washington of 3,001,386 person hours of AM-FM listening; 801,360 person hours of TV listening; and 189,980 person hours of auto radio listening with the later category included in the AM-FM totals.

The ten top ranking programs in the Washington area for the period October 15-31 were found to be as follows: (The percentage rating for each program is shown in parenthesis)

	Persons	
Jack Benny—WTOP.....	281,950	(20.3)
Radio Theater—WTOP.....	191,350	(13.8)
Amos and Andy—WTOP.....	189,600	(13.7)
Walter Winchell—WMAL.....	187,500	(13.5)
Talent Scout—WTOP.....	183,300	(13.2)
My Friend Irma—WTOP.....	169,000	(12.2)
Charlie McCarthy—WTOP.....	167,350	(12.1)
Bob Hope—WRC.....	165,950	(12.0)
Fibber and Molly—WRC.....	161,800	(11.7)
Fat Man—WMAL.....	159,000	(11.5)

ARB plans to bring the new radio service to additional cities as rapidly as a sound expansion can be accomplished. The firm already issues television audience reports in New York, Philadelphia, Baltimore and Washington.

British Radio Exports To Latin America Drop

British radio equipment exports to Latin America dropped in the first six months of 1949 compared with 1948. Figures are: '48 (Jan.-Dec.) 841,899 pounds, against 337,064 pounds for Jan.-June, '49.

Exports of radio receivers and radiograms, including chassis are way down but sound reproducing equipment, test gear, components, valves and cathode ray tubes are up over '48. Transmitter, communication and navigational aid equipment are also down but not seriously.

Argentina and Chile have held steady as importers while Uruguay stepped up purchases almost threefold. This, however, is offset by a serious drop of imports by Brazil and Venezuela.

TELEVISION DAILY

Section of RADIO DAILY, Friday, November 18, 1949 — TELEVISION DAILY is fully protected by register and copyright

FCC BANS THEATER-TELE PICKUPS

TELE TOPICS

OVERS of mystery drama will get only mild satisfaction from "Plainclothesman," a Transamerican package added to the Du Mont lineup fairly recently. Scripts are routine and not overly-inspired and bear a close resemblance to a class B-minus movie. This week's, which was a trifle better than some others seen on the series, involved a gentleman who cuckholds his best friend, inadvertently kills his paramour then disposes of the body and tries to pin the rap on the husband. Needless to say, the dastard is apprehended by the hero of the title, an unseen police lieutenant, and his assistant in enterprising fashion. Production was devised to get as much suspense as possible out of the situation, even though viewers knew whodunit and that the villain must be caught before sign-off. . . . Plainclothesman himself is never seen; the subjective camera technique is used whenever he is on scene. His voice belongs to Ken Lynch. Acting and direction this week were on a high professional level. Cast included Earl Hammond, Elaine Williams, Jim Boles, Billy Lou Watt and Jack Orrison. Bill Marceau directed and script was by Gilbert Braun.

CBS SOLD its second hour-long Thanksgiving Day special yesterday when Hotpoint, Inc., division of GE, signed for "Hotpoint Holiday," variety seg to be aired on the full web at 4 p.m., EST. Rudy Vallee will emcee, and other acts include Guy Lombardo, Sam Levenson, Carol Bruce and Raye & Naldi. Barry Wood is producing and Herb Sussan will direct. Maxon is the agency. Program will precede the Longines holiday special. . . . In keeping with the dignity of the Met's first nite audience. ABC cameramen covering the event will be required to wear tuxedos, and the red tally lights on the cameras will be disconnected so as not to disturb the music lovers. . . . Arthur Godfrey's Chesterfield and Coke show this week was one of his best. Jerry Colonna, who is being wasted on AM, offered a standout bit of comedy. . . . The Howdy Doody Victor record album will be in the stores by Dec. 1 to cash in on the Christmas trade.

NBC HAS set the dates for its new opera series, to be supervised and conducted by Dr. Peter Herman Adler. Kurt Weill's "Down In The Valley" will be aired Jan. 14, 10 p.m., EST, and will be followed by new English translations of "Madame Butterfly," Feb. 11; "The Bat," Mar. 11, and "Tales Of Hoffmann," Apr. 8. All will be cut to an hour except Weill's work, which will run only 30 minutes. Not yet scheduled is a new work by Gian-Carlo Menotti, commissioned by the web.

Sales, Profits Boost Reported By Du Mont

Net sales of \$29,507,000 for the 40 weeks ending Oct. 9, 1949 were reported yesterday by Allen B. DuMont Laboratories, Inc., compared with \$17,374,000 for the corresponding period last year. Net profits, after provision for Federal income taxes, rose from \$1,421,000 in 1948 to \$1,676,000 this year.

Net profits after taxes per outstanding common share after deduction preferred stock dividends were 75 cents per share in 1949 and 70 cents last year.

Dividend Declared

The firm's board of directors yesterday declared a dividend of 50 cents per share on common stock payable Dec. 22 to stockholders of record Dec. 1. A dividend of 25 cents per share on preferred stock also was voted, payable Jan. 1, 1950, to stockholders of record December 15.

According to the statement, "No provision for possible liability of DuMont in the event of adverse decision in certain existing patent suits has been included in this figure nor has any amount which may accrue to DuMont from the industry's unauthorized use of DuMont's patents."

Amanda Randolph To WC

Pianist-singer Margaret Johnson will substitute for Amanda Randolph on a daily morning show over DuMont beginning next week when Miss Randolph goes to Hollywood to fill a movie commitment. Miss Johnson, originator of the quartet, "The Song Spinners," will hold down the spot until Miss Randolph's return Dec. 19.

ABC's Technical Plans Set For Opera's Opening Night

Completing plans for its pickup of the Metropolitan Opera opening Monday night, ABC yesterday took a deep breath and revealed that more than a ton of equipment and three-quarters of a mile of cable will be installed in the Met and that the additional power to be brought into the theater to supply the eight cameras and auxiliary operations would be sufficient to provide 50 homes with electrical services.

Staff of six directors will be assigned to the event, sponsored by Texas Co., under producer-director

Pye Demo Monday

Washington — Representative of Pye, Ltd., prominent British electronics manufacturing firm, on Monday will demonstrate the company's videc equipment for members of the FCC. Scheduled for 11:15 a.m., the showing will take place in the Carlyle Hotel. At 2:30 p.m., the demonstration will be repeated for a group of consulting engineers.

CBS Plugs Lower Cost Despite Rate Boosts

Continuing trend toward lower circulation costs is pointed up by CBS this week in a letter announcing rate increases for 18 affiliates. Signed by general sales manager David Sutton, the letter reveals that in January of this year cost-per-thousand for the 18 stations was \$6.16, compared with \$3.97 by Dec. 1, when all the outlets will have higher hourly rates—a decrease of 36 per cent for new advertisers and more for present bankrollers protected at the old rates for six months.

Old and new rates (one hour, class A) for the stations follow:

WNHC-TV	from	\$300	to	\$400
WGAL-TV	from	150	to	200
WTMJ-TV	from	300	to	350
WRGB	from	250	to	325
KSD-TV	from	300	to	425
WBTW	from	150	to	175
KTTV	from	500	to	750
WAVE-TV	from	200	to	250
WTCN-TV	from	250	to	325
KING-TV	from	200	to	300
WCBS-TV	from	1500	to	2000
WCAU-TV	from	600	to	1000
WTWR	from	220	to	250
WBKB	from	600	to	800
WNAC-TV	from	400	to	750
WOIC	from	300	to	450
WEWS	from	500	to	600
WHEN	from	150	to	250

Bids Them Await Final Ruling On Pix-House TV

Washington Bureau of RADIO DAILY
Washington—The FCC said yesterday it will grant no more okays for TV relay for "non-experimental exhibition purposes" thereby making official what became apparent more than a month ago as the Commission first turned down, then permitted, relays of the World Series for big-screen showing in a Scranton, (Pa.) theater. It was made plain at that time that the eventual okay in Scranton was a special thing, with policy against such relay. The Commission said yesterday that there had been misunderstandings of its policy which made it seem best to grant that request.

In its notice yesterday the Commission pointed out that there is currently no provision for frequencies for the relay of theater TV programs, adding that it "now has under consideration petitions recently filed by several motion picture organizations requesting the institution of rule-making proceedings looking toward the establishment of a theater television service and the allocation of frequencies for such a service.

"The Commission considers that to continue to grant new theater television authorizations before a final decision is reached on whether or not to establish such a service might be misleading to the public and to persons contemplating investment in the proposed service."

KSD-TV Maps Coverage Of Veep Wedding Today

St. Louis—Final arrangements for televising the wedding here today of Vice-President Alben W. Barkley and Mrs. Carleton S. Hadley, were announced yesterday by George M. Burbach, general manager of KSD-TV, which will make the pickup-up for the NBC net.

Four cameras and KSD-TV's mobile unit will be used to cover the event. Two cameras will be spotted in front of the church to photograph the wedding party and guests entering and leaving. Cameras have been forbidden in the church.

Two other cameras will be used at the reception and wedding luncheon which will follow at a private home.

Pickup will start at 11:45 a.m., EST, at the church and will switch to the reception at 12. NBC will cut off at 1 p.m., EST, but KSD-TV will continue locally until 12:30 p.m., CST.

AM-TV EQUIPMENT FM FAX

Section of RADIO DAILY, Friday, Nov. 18, 1949

Fred D. Wilson Heads Capehart-Farnsworth

The Board of Directors of the Capehart-Farnsworth Corporation have elected Fred D. Wilson president of the firm, succeeding Ellery W. Stone, who was appointed president of Capehart at the time of its acquisition by the International Telephone and Telegraph Corporation.



WILSON

Wilson has had more than 25 years experience in manufacturing and sales in the home appliance field of which 12 years, from 1936 to 1948, were served with the RCA Victor Division of the Radio Corporation of America variously as operating vice-president, national sales manager, director of personnel and director of purchases.

In 1948, Wilson joined the Bendix Home Appliance, Inc., South Bend, Ind., as assistant to the president and shortly thereafter, was appointed executive vice-president.

Ellery W. Stone, former president of Capehart-Farnsworth will continue as a member of the Board of the firm and as president of International Electric Corp.

Xmas Bonuses Based On 1949 Sales Volume

All employees of the Andrea Radio Corporation will find their Christmas stocking filled with a bonus during the Holiday Season, according to Frank A. D. Andrea, president of the firm. The total amount of the bonuses to be distributed will be based on the volume of Andrea sales from the beginning of the year right up to Christmas. Notification of the bonus has already been given by "Santa" Andrea to all the happy employees. Andrea said that he looks "forward to 1950 surpassing all previous years in the television field."

New Tape Recorder Cuts Cost Of TV & MP Films

Reduced production costs of television and motion picture films are promised with the development and adoption of synchronous magnetic tape recording and playback equipment, developed by the Fairchild Recording Equipment Corporation, Whitestone, L. I., N. Y. Time and labor costs are lowered by the speed up of production that is accomplished with the instantaneous playback of sound tracks. If it is necessary to "retake" the sound it can be done at once and checked before the cast, crew and sets are disbanded. Savings in material costs for sound tracks of at least \$50 per hour are effected by the use of standard quarter-inch magnetic tape instead of emulsion coated acetate film stock. Two such synchronous tape recorders are now in use by CBS-TV for recording the sound tracks of those TV shows to be transcribed and shipped to affiliates.

Hassel Named Secretary Of Zenith Radio Corp.

The election of Karl Hassel as secretary of Zenith Radio Corporation was announced by Commander E. F. McDonald, Jr., president of the firm. Hassel fills the position recently vacated by the resignation of R. D. Burnet, former secretary and controller. McDonald said that Hassel, "Has been with Zenith since before there was a Zenith." He began the manufacture of radio parts years before the establishment of the broadcasting system we know today. In 1921, as a partner in Chicago Radio Laboratories, he was manufacturing complete receivers under the trade name, "Z-Nith," coined from the call letters of his amateur radio station 9ZN. At this time he joined forces with McDonald, and with him organized Zenith Radio Corporation in 1923. Hassel is also a director and assistant vice-president of the corporation.

Audio Vital In Sale Of Video Receivers

Chicago—An increasing awareness on the part of radio and television purchasers, that the tone quality of the sets they purchase is of prime importance, has been voiced by two manufacturing executives here, in related but varied electronic fields.

Walter H. Stellner, vice-president of Motorola, Inc. said "In a competitive market where many excellent receivers are available, a superior sound system is often the deciding factor in making a sale."

"Very Costly Economy"

James P. Quam, president of Quam Nichols, manufacturers of loud speakers warned that the use of an undersize or cheap speaker can be "a very costly economy" for a manufacturer who hopes to merchandise his sets in an increasingly competitive market. Quam's remarks were prompted by the suggestion of a consumers' research group that television set owners place a reflecting board near the speaker grill of their sets to improve the sound quality. According to Quam, this suggestion "over-simplifies the remedy to a very serious shortcoming in many telesets." The fact that a consumers' research group finds it necessary to advise teleset owners on makeshift methods of getting better quality sound out of their sets indicates that the public itself is aware of the audio shortcomings of a good many sets," he stated.

PRODUCTION PARADE

Metalized Paper Capacitors

Astron Corporation, East Newark, N. J., announces a new, improved midget self-healing metallized paper capacitor in both hermetically sealed and cardboard tubular resins in addition to a complete line of radio noise suppression filters. These space-saving Metalite improved capacitors are about one-third to one-fourth the size and weight of conventional designs now being manufactured. Created to meet the growing demand for small capacitors, type MQ possesses high insulation resistance at high temperatures. They are available now in voltage ratings up to 600 volts and are supplied in a hermetically sealed construction with glass-to-metal hermetic terminal seals.

GE Tube For TV & FM Receivers

A new miniature tube (6BC5) designed primarily for use as a radio-frequency and intermediate frequency amplifier in TV and FM receivers is now in production at the Owensboro, Ky. plant of the General Electric Company. According to J. M. Lang, manager of the tube divisions at Owensboro, the 6BC5 represents an improved version of GE's 6AG5 and is interchangeable with that tube.

DuM Adds Console To TV Line

A new 12½" console TV receiver, with the added feature of a Local-Distant switch, which extends the range of good reception by many miles, has been announced by Ernest A. Marx, general manager of the receiver sales division, Allen B. DuMont Labs. The new receiver, called the "Canterbury," also includes full range frequency modulation radio and provisions for attaching a record player. Price of the new model is \$379.50.

Rectangular All-Glass TV Tube

What is claimed as a revolutionary development in TV picture tubes, the new Hytron type 16RP4, a directly-viewed, 16-inch tube with a rectangular screen, has been announced by Bruce A. Coffin, president of Hytron Radio & Electronics Corp., Salem, Mass. The rectangular shape permits smaller, less costly cabinets for TV receivers. Also the Hytron 16RP4 is the shortest 16-inch picture tube on the market, according to the company. In fact, the new Hytron tube takes approximately the same cabinet space as a round 12-inch picture tube. Automatically this new tube development sets the pace for more compact and economical TV set designs.

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