



RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 49, NO. 35

NEW YORK, WEDNESDAY, NOVEMBER 23, 1949

TEN CENTS

FILM INDUSTRY BUYS MORE RADIO TIME

High Court Hears NAB In Station-Tax Dispute

Washington Bureau of RADIO DAILY
Washington—NAB told the Supreme Court yesterday that previous decisions by the high court are overturned by the controversial Little Rock, Ark., municipal tax on radio stations and time salesmen.

Previous Supreme Court and other judicial rulings have held radio stations to be immune to privilege and occupation taxes levied by cities and states, said NAB, as it filed a brief as *amicus curiae* in support of a petition for rehearing of an Arkansas case dismissed by the

(Continued on Page 6)

Pontiac Will Sponsor Notre Dame-S. C. Game

The Pontiac Motor Division of General Motors will sponsor the broadcast of the Notre Dame-Southern California football game over CBS on Saturday. CBS Sports Director Red Barber and Van Patrick of WJR, Detroit, will handle the play-by-play description. Southern California, the last team to come close to beating the Irish when they tied last year, will meet Notre Dame at South Bend.

Community Buys Time As Public Service Show

Rochester, N. Y. — The nearby Town of Hilton, an enterprising farming community, has purchased a radio program starring one of its own citizens, to do a Chamber of Commerce type of show. This is believed to be the first time any small upstate community has taken to the air in this fashion to promote

(Continued on Page 3)

Successful Appeal

Detroit — Maybury Sanatorium in Northville, Michigan has received 43 radios following a request by Bob Maxwell of WWJ. Disc jockey Maxwell read a letter on the air from a patient asking for a set and the deluge was on. He finally had to ask his audience to curtail their generosity as no more radios could be handled at the time.

Potent Medium

Huntington, W. Va.—Business was off at Brumfield's Market until Jake Brumfield, the owner, bought a Friday night high school football game on WPLH-FM and advertised sausage, 25c a pound. Result: A sellout of three tons by Saturday noon, plus all other meat in the market.

15-Million Car Sets Forecast By Jan. 1

Four out of every five new automobiles rolling off the nation's assembly lines are equipped with radios, according to the NBC research division. They estimate that 15-million autos will be carrying sets by January 1, 1950.

This figure is nearly double that of the last pre-war year of 1941 when approximately eight-million vehicles were radio-equipped. In 1943, a high of more than nine-million auto radios was reached and then the total fell steadily until on January 1, 1946,

(Continued on Page 3)

Scott Heading Sales Of NBC Radio Division

In line with NBC's recent divorce of audio and video operations, Harry G. Kopf, vice-president in charge of Radio Sales, yesterday announced the appointment of Walter Scott as NBC's Eastern sales director for Sound Broadcasting. The position is a new one.

Mr. Kopf also announced the ap-

(Continued on Page 3)

New 441-Line Color-Video Now In Work, Says DuMont

Washington Bureau of RADIO DAILY
Washington — Calling for greater color fidelity, Dr. Allen B. DuMont said yesterday that his laboratories are working on a new color system with 441-line definition. He said it will be some time before it can come out of the experimental stage, but that it offers greater color fidelity than either the RCA or CBS color systems.

CBS vice-president Adrian Mur-

Major Producing Companies Giving Radio Larger Spot Campaigns In Key Cities For New Feature Films

AFM Supports CBC In Brief On Radio

Montreal—The American Federation of Musicians has charged independent Canadian radio station operators with being "primarily interested in a profitable operation and not too greatly, if at all, concerned with the development or employment of Canadian artists."

The A.F.M. made the charge in a brief submitted to the Royal Commission on National Development in

(Continued on Page 3)

Crisler Gives Views On Radio Hearing

Washington Bureau of RADIO DAILY
Washington—R. C. Crisler, executive vice-president of Transit Radio said yesterday that the unusual interest and the widespread publicity centering around the recent hearings before the Washington

(Continued on Page 2)

Taylor Renewed By G. M. For Quarter Hour On ABC

General Motors will continue to present Henry J. Taylor on ABC for another year. The weekly quarter-hour of news and comments will be heard fifteen minutes earlier

(Continued on Page 2)

Radio will get a larger slice of the movie producers' advertising dollar this winter through spot campaigns set up in key center cities for the regional premiere of new feature films, RADIO DAILY learned through a survey the past few days. While none of the major companies would

(Continued on Page 5)

CBS Time Sales Up Both In Radio And TV

Claiming an increase of \$5,000,000 in radio and TV billings through new time sales the past month, CBS yesterday reported the sale of the Ken Murray's Blackouts TV show to Anheuser-Busch Corporation of St. Louis.

During the past month CBS has sold four hours of radio network time including two evening half-

(Continued on Page 6)

Lunch Hour Listener Wins Jackpot On WMCA

WMCA, New York, felt yesterday that the station had gotten a concrete idea of the out-of-home listening audience potential when one Tom Kelly, who was listening to the program on his lunch hour on an office radio, won \$800 worth of prizes from the "Tune-O" show. The pro-

(Continued on Page 3)

Anniversary

Broadcast of the 2,000th episode of the Yiddish-language soap opera, "My Mother and I" on WEVD, New York, on Friday will mark the eighth anniversary since the program started as a language feature on the New York station. Program, produced by Sholom Rubinstein, will be heard at 12:10 p.m. and will be followed by a luncheon.

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Vol. 49, No. 35 Wed., Nov. 23, 1949 10 Cts.

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Published daily except Saturdays, Sundays and Holidays at 1501 Broadway, New York, (18), N. Y., by Radio Daily Corp., J. W. Alicoate, President and Publisher; Donald M. Mercereau, Treasurer and General Manager; Marvin Kirsch, Vice-President; Chester B. Bahn, Vice-President; Charles A. Alicoate, Secretary. Terms (Postage free) United States (other than California) \$10.00 one year; California, \$15.00. Foreign, \$15.00. Address all communications to Radio Daily, 1501 Broadway, New York (18), N. Y. Phone Wisconsin 7-6336, 7-6337, 7-6338. Cable address: Radaily, New York

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6425 Hollywood Blvd. Phone: Gladstone 8486

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Dallas, Texas

Phone: Riverside 3518-9

Entered as second class matter, April 5, 1937, at the postoffice at New York, N. Y., under the act of March 3, 1879.

FINANCIAL

(November 22)

NEW YORK STOCK EXCHANGE

Table with columns: ABC, Admiral Corp., Am. Tel. & Tel., CBS A, CBS B, Philco, Philco pfd., RCA Common, RCA 1st pfd., Stewart-Warner, Westinghouse, Westinghouse pfd., Zenith Radio, Net Chg. Values and changes for various stocks.

NEW YORK CURB EXCHANGE

Table with columns: Hazeltine Corp., Nat. Union Radio, Bid, Asked values.

OVER THE COUNTER

Table with columns: DuMont Lab., Stromberg-Carlson, WCAO (Baltimore), WJR (Detroit), Bid, Asked values.

CARDINAL XMAS SALES REPORTED ZOOMING

Hollywood—Joseph F. MacCaughtry, proxy of Cardinal Company, radio and TV production firm, announced sales of company's annual Christmas shows are hitting all-time high. Four special quarter-hour Xmas programs, labeled "Xmas-4," have been purchased by over three hundred stations to date.

Custom-built for local station presentation as "radio Christmas cards" the shows feature a number of top names in entertainment business:

CLARK DENNIS, Capitol Records recording star, in a "Musical Christmas Tree"; THE MODERNAIRES, top singing group heard regularly over "Club Fifteen"; in "Musical Sleigh Ride"; a dramatization of The Nativity with MARVIN MILLER; and "Christmas Stories" told in the heart-warming style of ART BAKER.

Initially started as a good-will gesture by the company, the entire package is being sold in all markets for a flat price of \$20.00.

Stations desiring the special holiday shows for their area are advised to contact Cardinal Company, 6000 Sunset Boulevard, Hollywood, Calif.

Advt

★ COMING AND GOING ★

LUCILLE BALL, star of "My Favorite Husband" on CBS, has arrived aboard an American Airliner. She'll be here a week.

DON DUNPHY, American network sports-caster, off to Detroit, where tomorrow he will broadcast the bout between Ross Virgo and Lester Felton.

JANE TIFFANY WAGNER, director of education at NBC, on Friday will be in Buffalo to address the 39th annual conference of the National Conference of Teachers of English. Her subject, "The Potentialities of Television in Education."

JOHN LOVETON, producer of "Mr. and Mrs. North" on CBS, off to Chicago with MRS. LOVETON for the Thanksgiving holiday.

MORGAN BEATTY, newscaster on NBC, on Friday will leave on a trip to Dallas and Houston. At Dallas, he'll address the members of the Wholesalers and Manufacturers Assn., while in Houston he'll deliver a talk at the luncheon to be given by William P. Hobby, former governor of Texas and now publisher of the Houston Post, operator of KPRC.

EDGAR KOBAK and MRS. KOBAK are in Thomson, Ga., for Thanksgiving Week. While there Mr. Kobak will attend a meeting of the board of directors of WTWA.

KENYON BROWN, general manager of KFWT, Wichita Falls, Tex., in New York for conferences at CBS, with which the station is affiliated.

WALTER WINCHELL, who was called to New York last week by the death of his mother, left town Monday for Miami. He was accompanied by PAUL SCHEFFELS, assistant to Thomas Velotta, ABC vice-president in charge of news and special events.

PHIL ALAMPI, farm director for the American network, now is in Chicago to attend the meeting of the National Association of Radio Farm Directors. He is secretary-treasurer of the organization.

BILL POLGLASE and CHIP CIPOLLA, sports-casters on Fordham's WFUV, are back from New Brunswick, N. J., where last Saturday they broadcast the game between Rutgers and the Rams.

Crisler Gives Views On Radio Hearing

(Continued from Page 1)

public utilities commission can be largely explained by the fact that Washington citizens are disenfranchised.

"They have no representatives in a city council to speak for them, and they are forced to voice their grievances before commissions and the actual governing bodies or through the newspapers. Hearings, particularly those on which there has been advance publicity, provide an excellent opportunity for them to express themselves and inspired by three of the four Washington newspapers and encouraged by the simplicity of a subject which only required an opinion concerning personal tastes, full advantage was taken of this occasion."

Crisler said 13 of 16 associations testifying approved Transit Radio.

Advertisement for KGW-TV, Portland, Oregon, featuring a banner and the text 'THIS IS KGW'S BANNER YEAR' and 'KGW-FM PORTLAND, OREGON AFFILIATED WITH NBC REPRESENTED NATIONALLY BY EDWARD PERRY CO., INC.'

MORT NUSBAUM, disc jockey and emcee heard on WHAM-TV, Rochester, N. Y., in Gotham for a quick week-end.

ALBERT H. JAEGBIN, erstwhile RADIO DAILY staffer and now early-morning news-room luminary at WOR, will leave tomorrow for Baltimore. He'll spend four days hunting near Havre de Grace.

ROBERTA QUINLAN, vocalist, on Saturday will leave for Chicago. On Dec. 5, she'll be in San Francisco for the sales convention of Mohawk Carpet Mills.

CYD CHARISSE, wife of Tony Martin, singer, has arrived from the West Coast to join hubby, now filling an engagement at the Roxy Theater.

GEORGE GOODALE, publicist for the Los Angeles baseball club, planned back to Hollywood Monday following a week in town discussing his client, Ralah Kiner, with advertising agency officials.

WILTON GUNZENDORFER, of KROW, Oakland, returning to the West Coast this week with a stopover in Chicago.

TOM PAGE, farm director for NBC, is in Washington to attend a meeting of the Food and Agricultural Organization of the U. N. From there he'll go to Chicago for the confab of the Radio Farm Directors.

ALLEN T. SIMMONS, owner and general manager of WADC, Columbia network outlet in Akron, Ohio, is in New York for a few days on station business.

PHIL DEAN, of the press department at NBC, spent the week-end in Buffalo, where he attended the Saints and Sinners Dinner.

EDITH J. MESERAND, assistant director of news and special features for WOR, today will return from Bermuda, where she did an on-the-scene interview with the survivors of the B-29 crash.

C. R. JACOBS, formerly of CBS and now a studio consultant, is in town from Princeton, Ill., on business.

BERT LOWN, station relations director of Associated Program Service, to Detroit for the meeting of District 8, NAB.

Taylor Renewed By G. M. For Quarter Hour On ABC

(Continued from Page 1)

(8:30 p.m., EST) on Monday nights beginning December 12.

Taylor has been sponsored by General Motors since December 20, 1948 and under the renewal, will continue over 264 ABC stations. The Kudner Agency, Inc., of New York represents the company.

Wedding Bells

Rhoda Cantor, radio and television writer, was married Nov. 19 to Dr. Henry D. Diamond, of Memorial Hospital. They now are vacationing in Cuba and other islands of the West Indies.

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 Placement Director RCA INSTITUTES, Inc. 350 W. 4th St., New York 14, N. Y.



Kitten on the Kernels

Since this kitten got a taste of corn on the cob, she can't get enough of it.

And once advertisers get a taste of low-cost results on W-I-T-H, they can't get enough of this BIG independent station with the BIG audience.

W-I-T-H regularly delivers more home listeners-per-dollar than any other station in town. And in addition, a recent survey made under the supervision of the Johns Hopkins University showed that of all radios playing in grocery stores, 42.3% were tuned to W-I-T-H!

So get in on this big bargain radio buy in Baltimore! Get the whole W-I-T-H story from your Headley-Reed man today.

Advertisement for W-I-T-H Baltimore 3, Maryland, featuring a stylized face logo and the text 'AM W-I-T-H FM Baltimore 3, Maryland TOM TINSLEY, President Represented by Headley-Reed'.

AFM Supports CBC In Brief On Radio

(Continued from Page 1)

the Arts, Letters and Sciences. The union added that because of "our experience for more than 20 years in dealing with independent Canadian radio stations, we are forced to recommend that broadcasting and television in Canada remain under the control of the CBC or similar authority."

Jack Kent Cooke, president of CKEY, Toronto, told the Commission that CBC's sole function should be the production of programs. He said the nationally-owned agency should not own or operate transmitters.

Broadcast Music Incorporated (Canada), Ltd., Elliot-Haynes Ltd., employees of CHML, Hamilton, and CHLC, St. Thomas, Ontario, the Association of Canadian Radio Artists, and the Mastervision Corporation, Ltd., also submitted briefs to the Royal Commission.

Lunch Hour Listener Wins Jackpot On WMCA

(Continued from Page 1)

gram has been on the air only six days. Kelly is employed by the Burroughs Adding Machine Co. The program is on the air from 1:30 to 2 p.m.

No Paper Tomorrow

Thanksgiving Day, a legal holiday throughout the Union, this year falls on Nov. 24, tomorrow. In observance, RADIO DAILY will not be published.

Scott Heading Sales Of NBC Radio Division

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pointment of Gordon Mills as account executive.

Scott has been with the web since 1938 as an account executive and as such has handled some of the network's largest accounts. Mr. Mills was formerly associated with the Kudner Agency as Assistant Radio Director. He also had been with NBC previously from 1933 to 1943 and prior to that had been Classified Advertising manager for the New York Times.

Takes Research Post

Dale E. Phillips has been appointed director of engineering and research for Market-To-Music, Inc., Storecast Corp. of America affiliate in the Pittsburgh area. Mr. Phillips was formerly associated with West Virginia Radio Corp.

Storecast is cooperating with local Community Chest in Chicago, Philadelphia, Pittsburgh and southern New England on its daily FM broadcasts to super markets and homes.

Community Buys Time As Public Service Show

(Continued from Page 1)

itself. 'Hilton's Bob Caine Show' is aired each Sunday at 5 p.m. over Rochester's WARC. The idea was sold to the Hilton 50 Town Fathers by Tom Kane, who also MC's the program which consists of Scottish ballads, homey philosophy and anecdotes delivered by Caine. His accompanist is 'Mickey' Ophardt, also a Hiltonite.

KLAC-TV Morn Sked Is First On West Coast

West Coast Bureau of RADIO DAILY

Hollywood — KLAC-TV will be first station on West Coast to start telecasting in mornings. "Eddie and Ev" formerly heard during evenings will go on Monday through Friday with their Mr. and Mrs. show starting Monday, November 28th from 10:00 a.m. to 1 p.m. followed by Al Jarvis.

"Eddie and Ev" have been regulars over KLAC for one year. As in the past, there will be no script or format.

Al Jarvis, already on television 25 hours per week, will start a five-hour show every Sunday commencing November 27 from noon to 5 p.m.

With the addition of "Eddie and Ev" and the Jarvis show, KLAC-TV will be telecasting a total of 79 hours per week.

15-Million Car Sets Forecast By Jan. 1

(Continued from Page 1)

only seven and one-half million sets were in use.

The number had increased one-million by January 1, 1947, and a year later, more than 10-million car radios were installed. The first of this year showed about 12-million autos equipped, or more than one in every three.

Musical Series On WNEW Features Psychoanalyst

WNEW, always on the ball with new program ideas, has come up with another innovation. Called "Rhyme and Reason," the program will feature Dr. Nador Fodor, Freudian psychoanalyst, who will "uncover the negative and positive psychological attitudes and implications revealed in well-known song hits old and new."

Program format calls for the playing of four disks of pop tunes and, following each, Dr. Fodor will put their words under the analytical scalpel. First program, on Nov. 28, will offer, for analysis, "I Wonder Who's Kissing Her Now?", "Oh, Daddy," "Homework," and "Alexander's Rag Time Band."

Dr. Fodor is a practicing analyst in New York City.

more advertisers bought spot time

on WOR during September 1949

to sell goods to 36,000,000

people in 18 states

than on any other

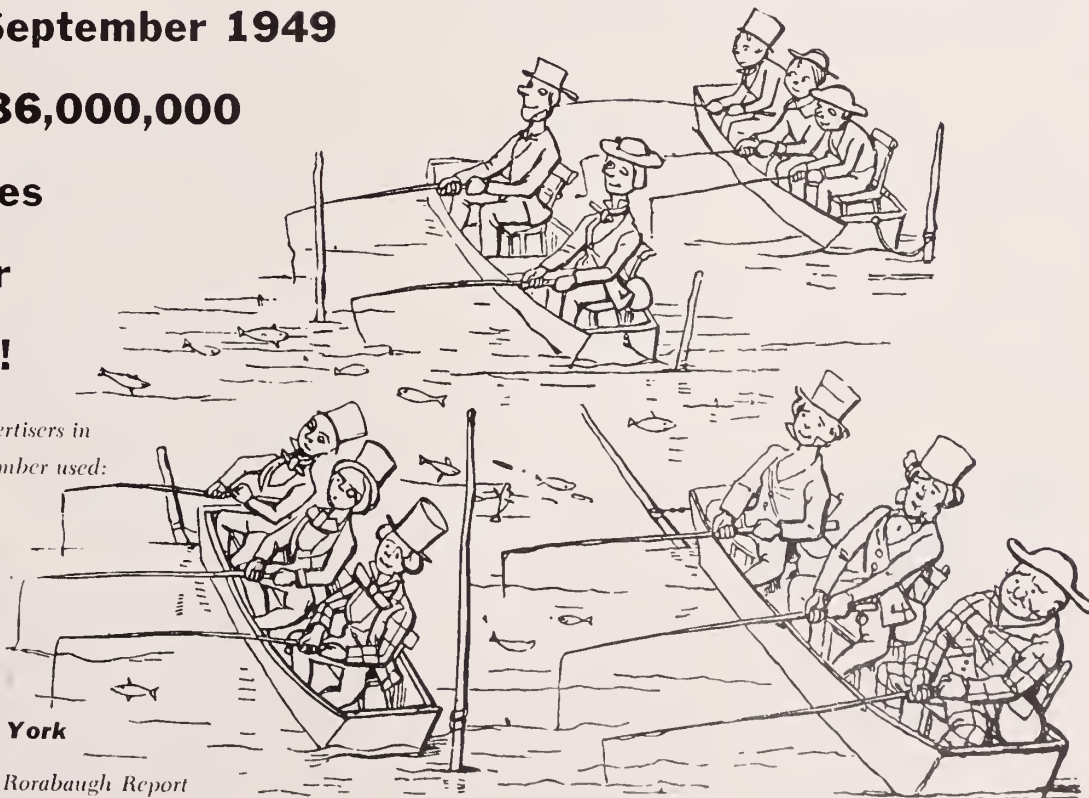
New York station!

In fact, almost 1/2 (46%) of all spot advertisers in New York during the month of September used:

WOR

that power-full station
at 1440 Broadway in New York

— these facts are based on the latest Rorabaugh Report



SAN FRANCISCO

By NOEL CORBETT

HAL BOCK, TV Director for NBC, Hollywood, in town for the KRON-TV opening. With him, his wife, Sybil who now has two TV shows on which she sings and plays her own accompaniment on Hammond Organ.

Grant Holcomb, KCBS Director of Special Events, with Red Barber in tow. Barber was here to do the Stanford-Cal game.

Eddie Cantor, here to cut two of his NBC "Take It Or Leave It" shows, did a special KNBC broadcast with Mayor Elmer Robinson for the Community Chest. Cantor is readying a daytime show which he'll do with Cookie Fairchild. Program will be from Cantor's Beverly Hills home.

Artvogue of California, Inc., has signed a 26-week contract to sponsor "The Damon Runyon Theater" on KGO, beginning December 4, 10:15 to 10:45 p.m. Deal was set by Vincent Francis, KGO sales manager through Elliott, Daly and Schnitzer. Milton Seropan is the station rep.

The F. H. Dailey Motor Company of Oakland, through the Ad Fried adv. agency has purchased three spots a week for 52 weeks on KGO. Harry Morris is KGO rep on the account.

Clarence Leisere, KNBC announcer, has been elected AFRA proxy for 1950. Bert Buzzini, KCBS newscaster is 1st VP, Jim Moore, KGO announcer is 2nd VP, Bill Gavin, singer is treasurer and actor Ken Langley is recording secretary. Terms will expire October 31, 1950.

HERE 'N' THERE. . . Red Knorp, who is associated with Larry Allen, radio and talent agency, up from Hollywood. . . Jim Aikens, writer-producer, and Bill Baldwin are in their fortieth week of "The Sunstream Hour." Disc show is sponsored by Standard Building Company. . . KFRC's Dink Templeton emceed the Islam Shrine Big Game luncheon at the Palace Hotel. . . Piano-player Judy Dean made her first radio appearance back in '28 on the Chronicle's then-owned KPO. Last week she appeared on the Chronicle-owned KRON-TV station on its initial program.

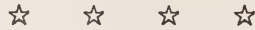
Russell, Harris and Wood, Inc., have acquired the national rights to televise dancing lessons for the Arthur Murray methods of instruction.

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

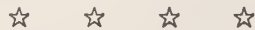


Man About Manhattan. . . !

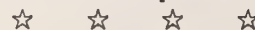
● ● ● AROUND TOWN: The sharp eye of the FCC has been reported as opening wider and wider and wider to the renewed efforts of certain buyers of block radio time who gobble it up by the basketful and re-peddle it to unwary clients, offering them spot programming on various stations in various cities at various prices. . . . Wrigley bought "Life With Luigi" as of Jan. 10th. First 13 weeks the fee will be \$5,000. If renewed, it goes up to net's original asking price of \$6,000. . . . Is Hooper planning to bring out a gadget that will be attached to listeners' sets—dispensing with the phone call approach? . . . It's an 8 lb. baby gal for the Bill Gernants. Mom is the famous actress-singer, Lois January. . . . The Stork also visited the Frank Popoffs (Connie Meade) with a 7 lb. boy, Francis Victor. . . . Mimi Benzell, Metopera thrush opening Dec 6th at the Pierre, guests this Sunday on "This is Show Business." . . . Bonny Maid Versatile Varieties, produced by Charlie Basch and Frances Scott, will continue in its regular time slot (Friday 9 p.m., WNBT) despite earlier reports that the show was fading. . . . Hal Marc Arden, former script writer and director at WMGM, has joined the Bob Bories organization as radio and television director. . . . Russ Hodges' sidekick for the Giant ball-games next season will be Ernie Harwell, one of the real students of the game. What a great team this will make.



● ● ● Inevitable fold-up of FM Ass'n as an organization and impending merger with NAB was forecast many months ago by J. N. "Bill" Bailey, former executive director of the FM organization. Bill, now editor of the Catholic Review at Baltimore, warned some of his FM associates that forces were at work to bring FMA into the NAB fold. At that time he was severely criticized and a rift grew between him and Wm. Ware, president of FMA. Now Ware, a member of the NAB-FM executive committee, is reported to be reconciled to the merger.



● ● ● Leonard Traube comes to the column's rescue this morning with some more of his salty observations. In Russia, he sez they have no trouble about what to call their television programs: Videology. . . . When and if all local TV stations fan out from the mast of the Empire State Bldg., the congestion oughta be something to behold. Only the other day I got a fuzzy but seeable image of an ABC program coming over NBC's channel. Is this a precursor of things to come or merely a freak in the ozone? . . . And talking about freaks, every once in a while I turn to the vacant channel 6 and get WMCA as clear as the proverbial bell. . . . TV is getting into an awful rut when directors, aided and abetted by emcees, etc., insist on guests looking into the "red" camera, i.e., at the unseen audience. How patternized can you become? . . . Not long ago, friends and admirers were saying of him: "Truex crushed to the earth shall rise again." Rise? He's way about the horizon now with the Truex Family on WPIX—slotted ideally, at 7:30 p.m., a time when it has heretofore been a terrible scramble to get something consistently tops. In one household, at least, the scramble is over. However, I like my own title better: "Nobody but nobody but Truex."



● ● ● The decision to televise "Twenty Questions" this week surprised the cast involved just as much as it did the fans. Alexander Harris, Pres. of Ronson, was in a special railroad car coming in from Toronto last Sat. when he suddenly decided to approve of his show going on TV. The time was 7 p.m., exactly one hour from broadcast time, when a wire was dispatched to Bill Slater who subsequently made the announcement on the air while the Ronson execs were glued to the radio in the club car.

CHICAGO

By HAL TATE

ARNOLD CARLSEN, MBS Central Division account executive heading south for his late-Autumn vacation.

George Herro, promotion-publicity director of the MBS Central Division, narrowly missed being hit by a car while chasing his chapeau down Michigan Avenue.

Mary Martha Toedt, MBS Central Division secretary, after limping around Mutual offices after a tussle with a door, turned up with a broken toe and was very pleased because that was the only way she was sure fellow employees would believe her—and not think it was just another "I ran into a door" story.

Roy Rogers, the King of the Cowboys, heard over WGN and the Mutual network on Sundays, 5:00-5:30 p.m., was in Chicago recently to attend the 37th Annual Convention of the National Safety Congress at the Morrison Hotel.

Jane Nilles replaces Kay Holmgren as transcription supervisor for ABC's Central Division effective immediately.

A new show premiered over station WENR-TV on Monday, October 31st, was the "Kiddie Parade." The time is 7:00 to 7:30 p.m., CST. "Kiddie Parade" is emceed by a husband and wife team—Don and Vern Ward. Weekly prizes are awarded to the talent winner and nominal prizes are given to all contestants appearing on each show. Kiddie Parade is sponsored by Tauber's Ford Motor Sales on Broadway for 13 weeks. The show is produced by American National Video Productions, Incorporated, of Chicago.

Jan Jones, of MBS Central Division, is spending a few weeks in N. Y.

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

SOUTHWEST

FRED NAHAS, executive vice-president of Glen McCarthy's KXYZ ABC outlet in Houston, set a precedent by being reelected as Chief Barker of Tent No. 34, Variety Club in Houston. Election also resulted in naming Bill Bryan of Wilhelm - Laughlin - Wilson, Jack Harris of KPRC, and King Robinson of KATL, to the board of directors. John Paul Goodwin of the Houston agency bearing that name was elected national canvassman.

New KWFT, Wichita Falls, personnel includes Pat Halverson and Wm. (Dub) Floyd. Halverson recently joined the announcing staff while Floyd is a new addition to the sales staff. Halverson is well known in Texas radio circles as a newscaster and for his work as the "Texaco Star Reporter" for several years. Floyd's background includes, among other things, several years with Texas newspapers.

Celebrities and guests of the Shamrock Hotel will be featured on the new quarter-hour across-the-board program for the Grennan Cake Division on KXYZ, Houston. Program aired at 10:30 a.m., following ABC's Modern Romances, features Art Finger in the emcee slot and is the second local program to be sponsored by Purity Bakeries on KXYZ. The first program, "Bill Ring Time," premiered recently in the 11:45 a.m. spot.

Happiness Exchange on KLIF, Dallas, 7:30-8:30 a.m., Monday through Saturday, starring Dallas' Jimmy Jefferies, is currently aired with 12 participating sponsors, including Wyatt Food Stores, Texas Bank and Hays Chevrolet Co. Commercials sell for a straight rate of \$7.50 each. Jefferies, as much a part of Southwestern Radio as studios and transmitters, works at the show 'round the clock, making personal visits to the needy. He is assisted by Johnny May, SMU law student and part time announcer at KLIF. Since the show began, it has helped hundreds of people obtain homes, clothing and even dogs for the blind. A "Model Home" has been built and will be given to some deserving person. Jefferies feels so good about the response to the show that he is now planning a Happiness Exchange Hospital.

Stork News

Paul Hancock, stations relation director of NBC, is the father of baby girl born Monday at the French Hospital. The newcomer weighed 6 pounds, 3 ounces.

CAN'T PROMISE MIRACLES . . .

. . . but can do a top notch sales job for you. Heavy experience AM and TV network selling. Will change to agency or local station. Presently employed. Write RADIO DAILY, Box 288, 1501 Broadway, New York City.

Pix Companies Big Buyers Of Spot Time For Features

(Continued from Page 1)

reveal their spot advertising budgets all indicated that this type of advertising has box-office value and has proven effective in test markets. The types of campaigns vary, depending on specific situations, from day-to-day saturations to 52-week contracts calling for current picture plugs.

M-G-M In 65 Markets

Metro-Goldwyn-Mayer, according to reliable sources, is currently spending money for radio advertising in 65 key U. S. markets and in some instances has signed on a 52-week basis. The company recently concluded a heavy spot and station break campaign exploiting the New York premiere of "Battle-ground" and now has a similar campaign under way in Hollywood. Similar campaigns are planned for other cities showing the picture.

Universal Pictures is another major outfit that recently completed a successful day-and-date radio spot campaign in the Milwaukee area in behalf of the premiere of "Free For All." They are now mulling plans to exploit, via radio, the openings of "South Sea Sinner" and "Francis" in key markets after Jan. 1st. Universal is also planning a heavy spot campaign in the New England Area in March to herald the opening of "Ma and Pa Kettle Go To Town." The first "Kettle" flicker received heavy radio build-ups in the Midwest last year.

Co-op Deal With RKO

RKO-Radio Pictures, on the other hand, has evolved a cooperative radio advertising policy whereby RKO records spots, station breaks etc., which they then pass on to branch offices for further distribution among exhibitors. The exhibitor actually buys the time with RKO paying part of the bill. This

AFRS To Carry Game

American G.I.'s in the Atlantic and European areas will hear a broadcast of the Penn-Cornell football game on Thanksgiving Day through the facilities of the Armed Forces Radio Service. WOR, which is carrying the broadcast in New York City, will feed the show to the short wave transmitters of the Service for simultaneous rebroadcast.

policy, according to an RKO spokesman, has also proven successful. Biggest recent exploitation involving use of radio has been on behalf of the "Mighty Joe Young" now playing the national circuits.

Paramount Pictures have gone in for heavy radio exploitation, on a day-and-date saturation basis, on their last three pictures, "Red Hot and Blue," "Chicago Deadline," and "My Friend Irma." According to an agency representative (Buchanan Agency) for Paramount there is allocated a percentage of the exploitation nut for radio depending on circumstances. Paramount is using, and has used, stations in some fifty to sixty key cities and markets.

United Artists Testing

United Artists Corporation recently concluded a \$3,000 saturation day-and-date spot and station break exploitation in the Des Moines-Omaha area for the opening of "Kiss For Corliss" and plan to give the same treatment to territorial openings of "Champagne for Caesar," and "The Men." These latter two films will each get from three hundred to three hundred fifty spots in a territory. UA generally picks up the tab for radio ad expenditures but occasionally engages in cooperative advertising with the exhibitor.

MEXICO

GILLETTE SAFETY RAZOR Co. of Mexico opened its large manufacturing plant last week in this city. . . . Gillette razor blades will be produced here from now on for the Mexican markets. . . . Publicidad General, Mexican representative of Foote, Cone & Belding, handles the Gillette advertising account and a nation-wide press and radio campaign for both Gillette and Toni products, is expected early next year.

Cancer Fund Report Scheduled For ABC Web

ABC will carry a report on the progress of the Damon Runyon Memorial Cancer Fund this Saturday. The quarter-hour program called The Cancer Might will include messages from the president of Notre Dame, the Very Reverend John J. Cavanaugh, Henry J. Kaiser, General Dwight D. Eisenhower, and Dr. Cornelius Rhoads, director of the Memorial Cancer Center in New York.

Walter Winchell, treasurer of the Runyon Fund, will announce several large gifts for research in fighting cancer during the broadcast. Dr. Rhoads will interview a patient who has been aided by the fund.

Midnight Encore

WBZ's new Dick Tucker Show (1:30-2:00 PM Monday through Friday) has proved so popular with listeners (and with sponsors!) that Dick now returns for a midnight encore.. 11:30 to 12:30 nightly, Monday through Saturday. With merry music and a cheery personality, Dick has sold New England on himself. He'll sell your product, too! For availabilities at the witching hour, check WBZ or Free & Peters.

BOSTON 50,000 WATTS NBC AFFILIATE

WBZ

WESTINGHOUSE RADIO STATIONS Inc
 KDKA • WOWO • KEX • KYW • WBZ • WBZA • WBZ-TV
 National Representatives, Free & Peters, except for WBZ-TV, for WBZ-TV, NBC Spot Sales

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

High Court Hears NAB In Station-Tax Dispute

(Continued from Page 1)

U. S. Supreme Court two weeks ago.

The cases have been brought to court by KGHI and KARK against an annual tax of \$250 on "the conducting or carrying on of the business of producing or generating of electro-magnetic waves within the city of Little Rock for the purpose of broadcasting by radio transmission" or "the operation of the business of intrastate radio broadcasting" within the city.

NAB argued that "the propositions of law which the court, by the dismissal of the appeal in this case, indicates as settled, are in fact not settled, but result in conflict with other decisions of the court."

"Cannot Be Justified"

The court was told that "... if the dismissal is considered as standing for the proposition that a tax laid on the business of radio broadcasting is one validly laid on an intrastate activity, it is in conflict with other decisions of the court. . . . If the dismissal is considered as standing for the proposition that the generation of electro-magnetic waves is a taxable local incident, distinct from the commerce itself, it cannot be justified on the basis of existing decisions of this court."

The brief pointed out that the dismissal leaves the broadcasting industry and state and municipal tax authorities in doubt as to which of two propositions of law the court considers settled:

"... Whether broadcasting to listeners both within and without the state can be called intrastate commerce, or . . . whether the generation of electro-magnetic waves is a local incident which may be Constitutionally taxed."

Cites Previous Decisions

Citing Supreme Court decisions in cases in which firms were engaged in part in interstate commerce, the NAB brief said:

"The Supreme Court has never held that mixed interstate and intrastate activity which is physically inseparable could be reached by an indiscriminate tax upon the business as a whole. It has never been held that a tax could be validly imposed on the privilege of doing an intrastate business, where such business was physically inseparable from interstate activities.

If the Little Rock station's activity is exclusively interstate activity, the brief added, the Crutcher vs. Kentucky case cited by the court in its dismissal "is authority for the invalidation of the tax, not for sustaining it; the privilege of engaging in interstate commerce cannot be taxed."

NAB said broadcasting is interstate, not intrastate commerce, and cited the Fisher's Blend case, "the only case involving state or local taxation of radio broadcasting stations which has previously come before this court."

The Fisher's Blend case, the brief

California Commentary

● ● ● Park Avenue Hillbillie Dorothy Shay recently took two weeks off between personal appearances to rest. During her vacation she quested twice on CBS' Edgar Bergen-Charlie McCarthy Show and

Hollywood

recorded four sides for Columbia Records. They are "Diamonds Are a Girl's Best Friend," "I'm Just a Little Girl from Little Rock," "Fargo Fannie" and "What Fer Didja?" . . . Dick Haymes waxes a Treasury "Guest Star" 15-minute program this week for release to 2750 radio stations nationally this winter to aid in the sale of savings bonds. Doris Day, taking time off from her Bob Hope radio activities, will record three new sides for Columbia Records this week. . . . Arranger-conductor Frank DeVol will appear in the March of Dimes video version of "Pantomime Quiz" in his usual comedy role, being filmed at the RKO studios this week for release to TV stations exclusively for the forthcoming MOD campaign. . . . Peggy Ryan and Ray McDonald will wax an audition platter of their half-hour situation comedy program in December when they return from their European jaunt and agent Eddie Sherman plans to sell the show to the ABC Network on a participation sponsor basis. Fred Heider will script.

★ ★ ★ ★

● ● ● Jack Benny's Rochester is being considered as the lead for a satirical whodunit, "Five O'Clock Shadow," being auditioned here within the next two weeks. . . . Dore Schary, MGM veepee in charge of production, guested on Louella Parsons' broadcast Sunday, Nov. 6, over the ABC and Mutual webs. Schary discussed stories and behind-the-scenes incidents in making "Battleground." . . . Tommy Dorsey flew in from Houston for a day to huddle on a new video show. . . . Alan Dale of CBS' "Sing It Again" has just signed a contract with Columbia Records. . . . The Metropolitan's lovely mezzo-soprano, Blanche Thebom, who is here with the SF Opera Co. for their current LA season, was a guest on the Standard Hour over NBC.

★ ★ ★ ★

● ● ● Steve Allen, currently deejay on a midnite hour over KNX, the CBS station in Hollywood due for national acclaim. . . . Eddie Cantor, emcee of NBC's "Take It or Leave It," is in San Francisco, where he will tape two shows. . . . Screen Star Van Heflin guested on CBS' "Suspense" show Nov. 10th. . . . Piano sensation Paulena Carter was a guest of Lucille Norman on "Hollywood Music Hall," Nov. 9th over Columbia Pac. Network. . . . Gloria Swanson, old-time movie queen, may be seen on television soon. A TV package with her as star is being readied. . . . George Jessel has rejected a flattering offer to star on CBS-TV because he can't spare the time from his film duties. . . . Emcee Jack Bailey will take Mutual-Don Lee's "Queen for a Day" out of town on two successive weekends, for special performances in Seattle and Tacoma, Washington, and Fresno, Calif.

recalled "held unconstitutional a state privilege tax levied on the business of radio broadcasting. There, the tax authorities argued, as they do here, that radio broadcasting is, as a practical matter, intrastate, notwithstanding the fact that radio transmission cannot be confined within state lines. . . . The Supreme Court of the United States . . . rejected this argument and struck down the tax."

NAB General Counsel Don Petty declared that the electro-magnetic energy in question (generated within a microphone by the sound waves striking an electro-magnet) is not of independent value and cannot be sold by the producer and transmitted by someone else, as in the case of electric energy.

The brief added that the issue

should not be regarded as insubstantial enough to warrant dismissal "where (a) there was a division of opinion in the court below and (b) the dismissal results in a holding on the merits which is opposed to the great weight of authority in the state and lower federal courts."

"Attention should also be called to the background of the tax ordinance in question," the NAB brief said, and added:

"It is the result of a studied effort by the National Institute of Municipal Law Officers to devise a tax which would not be subject to the infirmities which had led to the almost uniform invalidation of taxes previously attempted to be laid by states and municipalities upon the privilege or occupation of radio broadcasting."

CBS Time Sales Up Both In Radio And TV

(Continued from Page 1)

hour shows, one afternoon 30-minute program and a five-a-week series. In addition a one-time broadcast has been purchased by Gillette Safety Razor Company for its coverage of the Orange and Rose Bowl football games on January 2. The Ken Murray TV show will be a full-hour Saturday show, 8:00-9:00 p.m., on alternate weeks, starting January 7.

Radio and TV shows included in the \$5,000,000 time sales during past month are "House Party," to be aired Monday through Friday, 3:30-3:55 p.m., EST, starting January 3 under the sponsorship of Pillsbury Mills, Inc.; "Get More Out of Life," Saturdays, 2:30-3:00 p.m., starting January 7 for William H. Wise and Co.; "Skippy Hollywood Theater," Thursdays, 10:30-11:00 p.m., starting December 1 for Skippy Peanut Butter, and "Life With Luigi," starting January 10, 9:00-9:30 p.m. for Wm. Wrigley Jr. Co.; the "Ken Murray Blackouts" TV show; the U. N. television series sponsored by Ford Motor Company; the Thanksgiving Day full-hour simulcast show sponsored by Longines-Wittnauer Watch Co., and the Nov. 24 60-minute TV holiday show purchased by Hotpoint, Inc.

Other Columbia Broadcasting System one-time radio sales announced are the full-hour Xmas Day drama, "Servant in the House," 5:00-6:00 p.m., to be sponsored by Hotpoint, Inc.; and the Notre Dame-Southern California game coverage Nov. 26 to be sponsored by Pontiac Motor Division of General Motors.

WOR's Christmas Fund To Aid 74 Hospitals

Patients at 74 hospitals in the New York metropolitan area will benefit this year from proceeds of the fifth annual Christmas Fund on WOR, New York.

In addition to gifts of toys, clothing and layettes for children in the wards of all 19 New York City hospitals, three New Jersey municipal hospitals, and Grasslands Hospital in Westchester, maternity ward patients in 51 Voluntary Hospitals will share in WOR's Christmas Fund benefits for the first time this year. WOR and WOR-TV staffers have prepared 4,150 layettes for infants born in those hospitals during Christmas week.

Sponsor Who-Dun-It Series

A new who-dun-it series, The Adventures of Mike Shayne, is now being heard over WOR on Friday nights under the sponsorship of Egan, Fickett & Co., distributors of Nevins Indian River fresh oranges and grapefruit. Brett Halliday is writing the shows and the lead is being played by Jeff Chandler, screen and radio star.

TELEVISION DAILY

Section of RADIO DAILY, Wednesday, November 23, 1949—TELEVISION DAILY is fully protected by register and copyright

DUMONT PLANS NEW COLOR-TV

TELE TOPICS

A BC'S COVERAGE of the Metropolitan Opera opening Monday nite was on most counts a vast improvement over last year's effort. No auxiliary lighting was used, yet almost all shots of the action on stage registered with perfect clarity—a tribute to the technical advances the medium has made during the past twelve months. Burke Crotty's direction, assisted by Frank Vagnoni, again showed traces of unfamiliarity with the opera, but for the most part the cameras followed the action effectively. The work itself, "Der Rosenkavalier," was too long for all but the most avid opera lovers and lacked the dramatic impact of last year's opener, "Otello," but because it is a comedy, the awkward postures of the singers were not as detracting. Too often, however, the principals were all but invisible because of the long shots used to capture the huge sets and pageantry of the play. . . . First intermission took viewers backstage, but instead of showing the intricacies of mounting the second act set, the cameras picked up Edward Johnson and a procession of artists and technicians in back-patting interviews. From here they switched to Sherry's where viewers saw scores of formally-attired opera patrons jammed together like rush-hour and staring and waving at the cameras like the low-brows at a wrestling match. During the second intermission. Deems Taylor briefly interviewed about a dozen assorted celebrities.

U PWARDS OF \$40,000 for time will be spent by Hamilton Watch Co. for airing its five-minute "Peggy and Jim" films. Campaign, which began Monday and runs through Dec. 18, covers 30 stations in 16 markets and will show the film, made by Screen Gems, 183 times. BBD&O handles the account. . . . CBS trying to land a bankroller for a series of Saturday nite college basketball and track pickups from the Garden. Web will not carry the sports sustaining, however. . . . Producer Irving Brecher has moved filming of "Life of Riley," on NBC to the Columbia lot in Hollywood where larger sets will make possible greater flexibility. Series, on 35 mm., formerly was filmed on one stage at Filmtone.

NEW-TYPE TALENT SHOW with Robert Q. Lewis as emcee will be auditioned by CBS Dec. 1 as a full-hour simulcast. Produced by Lester Gottlieb, show will be in effect an on-the-air talent audition with various bookers invited to appear on the show to select acts on the basis of their stints on the program. Lou Meltzer will script and Alex Leftwich will direct. No starting date has been set. . . . Larry Racies will unveil a new 15-minute film comedy series starring Jerry Colonna at a press preview Friday.

Now In Experimental Stage, Commission Is Told; FCC Asks Field Tests Of Polychrome Systems Using Stock Tele Receivers In Audience-Homes

(Continued from Page 1)

have to be an expert to see it. The two-day tests have convincingly demonstrated the superiority of CBS color over RCA color and black and white."

During yesterday's demonstrations, FCC engineer Edward Chapin showed a Bendix set to which he had added a switch device, inside the cabinet, to make it possible to receive in black and white the 405-line color transmissions being sent by WOIC, which was originating the CBS signals. The same set, built to the 525-line standard, then brought in the 525-line signals of the other local stations.

Draws RCA Protest

It was later learned that the Chapin demonstration drew protests from RCA, with an accusation that the Commission was "taking sides" in demonstrating a device to make the CBS system seem more attractive. The protest was rejected in a closed-door session during which FCC Chairman Wayne Coy is said to have remarked angrily that the Chapin switch should have been developed by the industry, but that since it wasn't someone had to do it.

As soon as possible, the Commission said, proponents of the various color systems "should start a series of field tests with a reasonable number of receivers distributed both to technical and non-technical persons not connected with the development of the system, in order to determine the adequacy of system as used by

a representative cross section of the public. The tests should be conducted at least one hour per day for a period of at least 30 days to determine not only the usability of receivers in the hands of the public, but to determine if any unforeseen deficiencies come to light that may require modification or abandonment of the particular system.

"While such tests are being conducted, receivers should be used that are representative of commercial production and should include receivers for:

Usages Listed

"(1) Black and white from color transmissions on existing receivers, adapted if required.

"(2) Color reception on existing receivers, converted, and adapted if required, to receive color.

"(3) Black and white from color transmissions on new receivers especially built to receive black and white images from color transmissions in accordance with the proposed standards.

"(4) Color reception on new receivers especially built to receive color images from color transmissions in accordance with the proposed standards.

"The color programs used for these tests should cover a variety of material. During the transmission of color television programs, it is expected that many stations and network problems relating to transmission standards will be revealed."

Sets Reach 3,000,000 Mark; See 7,500,000 By End Of '50

Receiver installations throughout the country totalled 3,025,000 by Nov. 1, Hugh Beville, Jr., NBC research director, announced yesterday. At the same time J. R. Poppele, president of TBA, predicted that ownership would exceed 7,500,000 by the end of 1950.

2,565,000 On Oct. 1

Set installation figures had reached 2,565,000 for Oct. 1. However, this does not mean that there was an actual increase of 460,000 sets during the month of October. Some of this increase took place during the month of September but due to a lag in reporting from several areas it was not picked up until Nov. 1.

During September and October,

1949, 715,000 sets were sold. By Nov. 1, 1948, a total of 718,000 sets had been sold.

Some 27 per cent of the sets are now installed in New York. A year ago New York had 45 per cent of the sets.

"At the rate of 80,000 receivers a week—or better—a minimum of 4,000,000 additional TV sets can be expected on the market during the next year," Poppele said. "This year's output will exceed 2,500,000. Combined with the 1,000,000 sets last year and the 4,000,000 likely to be produced in 1950, receiver ownership will soar to 7,500,000. And this is only the beginning of the expansion of television."

Scenic Artists Strike Against 4 Nets, WPIX

Local 829, United Scenic Artists, yesterday called a strike against five major television broadcasters of New York—ABC, CBS, NBC, DuMont and WPIX.

In a joint statement issued last evening, the five struck organizations declared:

"Ignoring negotiations in progress this evening before the New York State Mediation Service, a strike was called today by the United Scenic Artists, Local 829, against five major television broadcasters in New York City.

"The wage scale sought by the union in the new contract under negotiation would increase the minimum pay for art directors from \$7,540 to \$13,000 a year.

"This demanded wage scale, representing increases up to 73 per cent of the existing minimums, is unreasonable and unjustifiable in the face of present costly television operations.

Charge Dual Purpose

"During the negotiations the union indicated that another primary objective of the strike is to force all television scenic work into the theatrical scenery workshops. The union, in fact, has offered to do the video scenic work on the outside, in union theatrical shops, even if it is necessary to cross the union's own picket lines to deliver the work."

According to Rudy Karnolt, business manager of Local 829, United Scenic Artists, the three-year contract with the webs granted a "38 per cent concession" on wages compared with the movie and stage standards because of TV's infancy. This pact expired Sept. 31 and a new agreement would be retroactive to that date.

Old scale for the workers covered by the union was from \$75 to \$145 a week, Karnolt said, compared with the theater and movie scale of \$135 to \$185.50, which the union is now seeking. While the union's goal is equal wages with those paid in the other two fields, he said, it has authority "to accept something less."

Sales Of Tele Receivers Over 100,000 In Baltimore

Baltimore—Sales of 12,281 receivers during October has raised the total number of installations in this area to 100,036, the Television Circulation Committee of Baltimore reported yesterday.

AGENCIES

SALES AFFILIATES, national distributors of Zotos Fluidwave, new beauty salon permanent wave, will sponsor Ann Sothern in "The Adventures of Maisie," beginning Thursday, November 24th, over WMGM, 7:30-8:00 p.m. The agency is Getschal & Richards, Inc.

ADAM J. YOUNG, Jr., INC., has been named national representative for KLEE of Houston, Texas.

DANIEL H. PRICE has become an associate and vice-president of Ritter, Sanford and Price, Inc. The agency was formerly Ritter and Sanford, Inc.

DAVID S. GARLAND is the new head of the copy department at Chambers and Wiswell, Inc., Boston.

LOUIS G. MENNA has resigned as art director of Ted Bates and Co.

DENMAN & BETTERIDGE, INC., Detroit advertising agency, has appointed William H. Botsford as public relations director and account executive. Botsford was with The Detroit News for 15 years and more recently was a vice-president of Sills, Inc., Chicago public relations counsel firm. Denman & Betteridge is the advertising agency for the Fort Industry Company, Detroit.

IVAN T. GALANOY has been appointed publicity director and copy chief of Dinion and Du Brown, Inc. He was formerly editorial director of the Greater West Association Agency in Los Angeles.

C. D. PROCTOR has been appointed manager of the newly created division of sales services of G. M. Basford Co.

G. RANDOLPH ELLIOTT has been appointed field director of television research for Daniel Starch and Staff.

H. W. FAIRFAX ADVERTISING AGENCY, New York, has been named by the Gillespie Varnish Co., Jersey City, makers of Gillespie paints and Bull Dog paint remover.

THE WALKER COMPANY, radio station representatives, is moving to larger quarters at 347 Madison Avenue on November 10.

WBAL
means business
in Baltimore

COAST-TO-COAST

Opera Show Sked.

Boston, Mass.—The Metropolitan Opera Broadcasts, which return to the air over WCOP will be preceded this season by "The Music Gallery," special WCOP broadcast. The show will be conducted by Elsie Sears, and will open with the story of Camile Saint-Saens, composer of "Samson and Delilah," on November 26th.

Hymes Appt'd WLAN Post

Lancaster, Pa.—Frank H. Alt-doerffer, president of the Peoples Broadcasting Co., announces the appointment of John D. Hymes as manager of Station WLAN. Hymes has been assistant manager and commercial manager of WLAN for the past year and a half and was previously with CBS.

Speechless Emcee

Cincinnati, Ohio—Ruth Lyons of WLW's "Morning Matinee" program, is seldom stuck for words but a recent interview with a resident of Alshley, found her silent for a few moments. The man being interviewed told Ruth he lived north of Beggar Louse Hill, not far from Hog Back Road, near Toad Street, all of them real places.

Mr. & Mrs. Show Set

Stamford, Conn.—Bill and Merry Reynolds open a "husband and wife" program over WSTC and WSTC-FM, next week. The program will be in addition to Bill's duties as regular staff announcer.

Kids Dav Program

Hollywood, Calif.—A special half-hour star variety show honoring Kiwanis National Kids Day was aired over KFWB. Featured on the program was such well known stars as Bob Hope, Bergen and McCarthy, Walter Winchell, Jimmy Fidler, Arthur Godfrey, Drew Pearson, Bing Crosby, Dinah Shore and others.

Special Holiday Program

Milwaukee, Wis.—"The Symphonette" and "The Choraliers" will join forces for a special hour-long "Thanksgiving Day Festival" to be presented on WTSN at 4:00 p.m., November 24th. Musicians and singers will participate in the program of popular, classical and traditional American songs, celebrating the spirit of the day. Soloists will include Leonard Stokes and Hubert Hendrie, vocalists, and Leonid Hambro, concert pianist. "Thanksgiving Day Festival" will be aired under sponsorship of Longines-Wittnauer Watch Company.

Millisor Joins WSAZ

Huntington, W. Va.—Bob Millisor of St. Marvs, Ohio, and formerly affiliated with a Paintsville, Ky., station has joined the announcing staff of WSAZ. He will also do some off-camera announcing duties with WSAZ-TV.

Program Moves To Riviera

Port Washington, L. I.—"The Port Washington Hour," weekly radio show on Station WKBS, began a new series of broadcasts recently from Long Island's restaurant and supper club, the Riviera. In addition to popular recordings, the show will feature local news and information on forthcoming events in and around Port Washington. Bernie Mann, manager of the Riviera, will describe highlights in the entertainment field.

Late Listening Show

Richmond, Va.—The WMBG "Dance Party" program is heard every night from 11:30 to 1 a.m. The show is slanted at the late time listeners and features music requested by listeners. In addition, disc jockey Ralph Jones interviews personalities in the music world.

Gateway Slogan Contest

Indianapolis, Ind.—Early this month the Floyd Gateway Company, sponsors of "Uncle Wally Reads The Funnies," began awarding prizes to the first boy and girl winners in the new safety slogan contest. The contest ends December 18th. Each Sunday, one line of a two line slogan is given on Wally's broadcast. The kids fill in the last line and send their slogan to station WIRE.

WISN Football Windup

Milwaukee, Wis.—On November 26th, WISN will cover the clash between Notre Dame and Southern California starting at 1:30 p.m. December 3rd, Notre Dame will meet Southern Methodist and the WISN broadcast starts at 1:45 p.m. Both games will be described by CBS sports director, Red Barber.

Swift Contract Renewed

Pittsburgh, Pa.—Jack Swift, KDKA news chief, begins his sixth year under the sponsorship of C. F. Mueller Company with the renewal of the contract for the 12:05 p.m. Tuesday, Thursday and Saturday newscast. Placed through Duane Jones Company, the new contract runs for another 52 weeks.

WDRS 27th Anniversary

Hartford, Conn.—WDRS, which is Connecticut's pioneer broadcaster, is observing its 27th birthday anniversary on December 10. The station was founded by Franklin M. Doolittle, who is now its president. WDRS is a CBS outlet, and also operates a FM affiliate, WDRS-FM.

WHBC Adds Newscast

Canton, O.—The George P. Maloney Motor Company has signed for a 10-minute newscast to be heard at 8:00 a.m. on WHBC. Contract signed by the Chrysler-Plymouth dealer is for one year and the newscaster is John Baker, WHBC's associate news editor.

PROMOTION

Distributing Diary

Nearly one-half million copies of a sixteen page booklet titled: "Report from Europe" featuring NBC commentator Alex Dreier's recent news tour abroad, are about due off the presses for free distribution through about 5,000 Skelly Oil Company outlets throughout the middle-west. The booklet, of Reader's Digest size and printed in two colors, is a datelined, day-by-day "inside" report taken from Dreier's diary, and covers key cities in nine European countries on a trip which extended from August 22 to September 28. It is illustrated with interesting photographs taken enroute and a graphic-center spread showing the commentator's itinerary throughout Europe.

Details of the diary, which promises to "spark-plug" sales at Skelly stations, were developed at Henri Hurst & McDonald, Incorporated, the oil company's advertising agency.

Laundry Tieup

No matter in what direction they look, be it indoors or outdoors, on the back of Brunswick Laundry slips or on posters adorning the fleet of 150 Brunswick Laundry trucks. Northern New Jersey housewives are constantly reminded that Station WBNX is "1380 on Everybody's Dial." This makes "1380" the listening number for thousands of housewives who are invited to listen Monday through Saturday at 1:45 p.m. to "Piano Stylists," Brunswick Laundry's own program. This dual "King" size promotion was arranged by A. Lewis King, WBNX National Sales Representative.

Book Campaign

Phil Cook will open his eighth annual campaign for books this Friday over WCBS. The books are to be sent to shut-ins and hospitalized patients in greater New York.

The drive will continue until Christmas Day and will be conducted in cooperation with the United Hospital Fund. WCBS listeners contributed some 88,000 books last year in the Phil Cook book drive.

LIBEL and SLANDER

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