



RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 49, NO. 37

NEW YORK, MONDAY, NOVEMBER 28, 1949

TEN CENTS

SOUTHWEST RADIO MEN OPTIMISTIC

Hyde Reports To FCC On NARBA Problems

Washington Bureau of RADIO DAILY
Washington—Commissioner Rosel H. Hyde of the FCC, head of the U. S. delegation to the NARBA conference, was in Washington over the weekend for conferences with FCC and State Department officials. He said the proceedings are at a "critical stage" and he was trying to work out the most acceptable steps to take from here on.

Hyde said his delegation is still in contact with the Cuban represen-

(Continued on Page 8)

Reports On Russia Scheduled For ABC

"Russia Today," a two-stanza program designed to present a firsthand view of life behind the Iron Curtain, will be presented by the Special Events department of ABC on Nov. 28 and Dec. 5 from 10:15 to 10:30 P.M.

On the Nov. 28th program, ABC will present Joseph Newman, special correspondent for the *New York Herald-Tribune* who was refused official permission to return to Russia by the Kremlin. He will

(Continued on Page 3)

English Teachers' Award Goes To 'NBC Theater'

The National Council of Teachers of English Saturday gave its sole annual award to the "NBC Theater" as "the program which during 1948-49 school year has done most to promote greater understanding and appreciation of our literary heritage. . . ." The award was made

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Broker Using Radio To Sell Women Stock

Boston—An investment house has bought time on a disc jockey show to sell public utilities stocks to the housewife consumers, WCOP's sales department revealed yesterday. Whiting, Weeks and Stubbs, Boston investment brokers, purchased two 10-minute segments weekly on Howard Malcolm's noontime "Record Rack" show on WCOP. Commercials urge the housewives to buy A. T. & T and Boston Edison stock.

Farm Directors Meet For 3 Days In Chicago

Chicago—Some 125 representatives of the National Association of Radio Farm Directors gathered in the Stevens Hotel Sunday for the annual meeting of the NARFD.

Opening the sessions for the annual meeting on Saturday was True D. Morse, president of the Doane Agricultural Service. Afternoon discussions were devoted to "Practical

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Fordyce Heads Sales For Bendix Radio Division

Towson, Md.—R. W. Fordyce has been named general sales manager of the Bendix Radio Division replacing E. C. Bonia, who resigned, it was announced this week by W. A. Mara, general manager of the Television and Broadcast Receiver

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16th Dist. NAB Group Reports On Biz As Convention Gets Under Way At Phoenix, Arizona

By ALLEN KUSHNER
West Coast Bureau of RADIO DAILY

Phoenix, Ariz. — Over 100 broadcasters from Arizona, Southern California and New Mexico gathered here for the 16th District NAB convention, report business picking up and prospects for 1950 to be good especially in the national spot field. The broadcasters, who represent sta-

(Continued on Page 6)

Five Stations Tell FCC Their Petition Yr. Old

Washington Bureau of RADIO DAILY

Washington—The FCC on Friday received a letter commemorating "the first anniversary of the filing of a petition" on behalf of a group of daytime stations for a rule-making proceeding to permit greater flexibility of time on the air. Attorney Marcus Cohn, who wrote the Commission in June of this year a

(Continued on Page 8)

Wants More Latitude For FM Broadcasters

FM stations associated with daytime-only AM stations should not be required to operate at night, according to a letter submitted to the FCC by Elias I. Godofsky, president of WHLI and WHLI-FM, Hempstead, Long Island.

Godofsky urged a revision of the

(Continued on Page 2)

New Members Added To Radio Pioneers Club

Two well-known West Coast broadcasters have been accepted for membership in the Radio Pioneers, NBC's William S. Hedges, president

(Continued on Page 2)

CBS Ratings Soar; Lead Nielsen List

CBS, following last week's sweep of twelve of the top seventeen Hooperatings for Nov. 1-7, this week captured the first seven spots of the national Nielsen-Rating Top Programs, eleven of the top fifteen and fourteen of the top twenty evening shows. The web also won top honors in day-time program-

(Continued on Page 2)

Voice Of Democracy Judging Begins Today

Washington Bureau of RADIO DAILY
Washington—The finals of the annual Voice of Democracy contest begin this week in Washington, according to the NAB, one of the sponsors.

All 48 states, the District of Co-
(Continued on Page 2)

Video-Set Market Booming; Call Is For Larger Pictures

Washington Bureau of RADIO DAILY

Washington — As if any proof were needed of the booming market conditions for TV set sales, RMA announced Friday that nearly twice as many cathode ray tubes were sold in the first nine months of this year as in all of last year. Sales of TV receiver-type picture tubes totalled 2,129,210 units valued at \$62,525,446 in the first three quarters of 1949 compared with

1,309,176 units valued at \$33,459,554 in the full year 1948.

The sharp trend toward larger pictures in TV receivers was obvious. Sixty-five per cent of the picture tubes sold to set manufacturers in the third quarter were 12 inches or larger, whereas in 1948 tubes of this size represented only six per cent of sales to set manufacturers. The largest classification of tubes

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Award

Dayton, Ohio—"In recognition of exceptional accomplishment" for its Public Service program. "This Is Dayton," WING in Dayton last week received the "Certificate of Achievement" from the Dayton Chamber of Commerce. The award was presented to Adna Karns, general manager, and J. P. Williams, executive vice-president of WING.

Anniversary

St. Louis—KFUO, non-commercial station owned and operated by Concordia Seminary, St. Louis, will celebrate its 25th anniversary on Dec. 4 with a special program at 3:30 p.m., featuring the conferring of an honorary Doctor of Divinity degree on Dr. Herman H. Hohenstein, station manager. The International Lutheran Hour airs from KFUO.

RADIO DAILY



Vol. 49, No. 37 Monday, Nov. 28, 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. Mersereau, 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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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 25)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
ABC	7 1/2	7 3/8	7 1/2	— 1/8
Admiral Corp.	29 3/4	29 3/4	29 3/4	— 1/2
Am. Tel. & Tel.	146 5/8	146 1/2	146 5/8	— 1/8
CBS A	24 3/4	24 1/2	24 3/4	— 1/4
Philco	30 3/8	30 1/8	30 1/4	— 1/4
RCA Common	12 1/2	12 1/8	12 1/4	— 3/8
RCA 1st pfd.	73 3/4	73 3/4	73 3/4	+ 1/4
Stewart-Werner	11 7/8	11 7/8	11 7/8	— 3/8
Westinghouse	28 1/4	27 7/8	27 7/8	— 1/8
Westinghouse pfd.	102 1/2	102 1/2	102 1/2	— 1/8
Zenith Radio	29	28 5/8	28 5/8	— 1/8

NEW YORK CURB EXCHANGE

Hazeltine Corp.	15 1/8	15 1/8	15 1/8	— 1/8
Nat. Union Radio	2 5/8	2 1/2	2 1/2	— 1/8

OVER THE COUNTER

	Bid	Asked
DuMont Lab.	14 1/4	15 1/4
Stromberg-Carlson	14	15 1/2

HOLIDAY PROMOTION PAYING OFF FOR CARDINAL

Hollywood—A unique type of company promotion was reported to be paying for Cardinal Co., national radio-TV production firm.

Each year Cardinal has packaged series of special Christmas shows for distribution to stations throughout country to acquaint station managers with quality of organization's transcribed product. To maintain attractive features of deal Cardinal decided to sell four "radio Christmas cards," featuring name talent and top-quality production, for total flat price of \$20.00.

According to Joseph F. MacCaughy, firm's proxy, indications are over 400 stations will be carrying "Xmas-4" during coming holidays.

In view of sponsors that local stations will convert into year-around clients, and subsequent stations Cardinal will pick up from satisfied station managers, Christmas promotion by company is considered to justify writing off expense of production not covered by flat price quoted for all markets.

Company is still distributing package from 6000 Sunset Blvd., Hollywood, Calif.

AdvL

Wants More Latitude For FM Broadcasters

(Continued from Page 1)

FCC rules requiring FM stations to stay on the air three hours before and after six P.M. He said "Each licensee should have the freedom of choosing for himself, based on his knowledge of local requirements and best hours."

The WHLI president said that in New York it is not necessary for an FM station affiliated with a daytime-only AM station "to operate its FM facility for a limited number of hours as long as manufacturers continue to turn out poor FM receivers."

The FCC has already proposed to revise its rules on the operation of FM stations and has requested briefs or statements before December 19, 1949. The new rules would require FM stations associated with full-time AM stations to stay on the air from six A.M. to midnight.

Daytime-only AM stations, under the proposal, would be required to keep their FM affiliates on the air simultaneously with AM and a minimum of four hours from six P.M. until midnight.

FM-only stations will require a minimum of three hours before and after six p.m. on the air during the first year of operation, if the FCC approves the new rules. In the second year, four hours in the daytime and four hours after six P.M. would be necessary. Eight hours before six P.M. would be the minimum in the third year, and four hours at night.

Voice Of Democracy Judging Begins Today

(Continued from Page 1)

lumbia, Alaska, Hawaii, and Puerto Rico are represented in the national finals, in which judging will be done by means of broadcast transcriptions. The competition began in October when students were asked to write and record a five-minute radio script on the subject "I Speak for Democracy."

The first contest of this kind was conducted last year and some 250,000 students took part. The sponsors, the NAB, the U. S. Junior Chamber of Commerce, and the RMA, expect more than twice as many participants this year.

The judges who will listen to the state and territorial finalists are: Associate Justice Tom C. Clark of U. S. Supreme Court; J. Edgar Hoover, director of the FBI; James Stewart, motion picture star, Edward R. Murrow, CBS commentator; Douglas Freeman, editor and author; and Andrew Holt, president of the National Education Association.

Four national winners will be chosen and they will each receive a \$500 college scholarship and a trip to Washington. The visit to the capital will include a call on Congress, the President, and Cabinet members. The winners will also be entertained at a dinner in Williamsburg, Va.

The names of the state winners will be announced later this week.

New Members Added To Radio Pioneers Club

(Continued from Page 1)

of the club, announced last week. Earle C. Anthony, owner of KFI, who first came into radio twenty-eight years ago; and Harry C. Butcher, owner of KIST, Santa Barbara who began his radio career twenty years ago when he established CBS's Washington office.

Mr. Anthony was one of the early presidents of the NAB, having served from 1926 through 1928.

Other new members include Owen F. Uridge, WQAM; Ernest La Prade, NBC director of Music Research; Zac Freedman of Coll & Freedman, radio publicists; D. G. Little of Westinghouse Electric; and Ford Billings, WWC0.

Margaret Cuthbert a Member

Also accepted were Phil Hoffman, WOL; Glenn D. Gillett, Washington consulting engineer; Edward R. Hitz, ass't. director of NBC network sales; Margaret Cuthbert, NBC public affairs director; Harold H. Beverage, RCA vice-president; Julian E. Skinnell, WLBR; and E. T. Darlington, WLBI.

Other additions to Pioneer ranks include: Ewen C. Anderson, an RCA vice-president; Dorothy McBride of NBC's continuity acceptance department; A. F. Van Dyck of RCA Laboratories and former president of the Institute of Radio Engineers, and William F. Malo, WDRG, Hartford, Conn.

CBS Web Ratings Soar; Leader In Nielsen List

(Continued from Page 1)

ming with eight of the first ten and eleven of the first fifteen shows aired.

First seven evening shows are, "Lux Radio Theater," Jack Benny," "Arthur Godfrey's Talent Scouts," "My Friend Irma," "Charlie McCarthy," "Amos and Andy," and "Mystery Theater."

First eight day-time shows are, "Arthur Godfrey" (Liggett & Myers), "Arthur Godfrey" (Nabisco), "Romance of Helen Trent," "Aunt Jenny," "Ma Perkins," "Wendy Warren and the News," "Big Sister," and "Arthur Godfrey" (Gold Seal).

Columbia also won positions 1, 2, and 3 on Saturdays.

Fordyce Heads Sales For Bendix Radio Division

(Continued from Page 1)

Division of the Bendix Aviation Corp. Mr. Fordyce has been active in radio and television for the past twenty-five years.

Changes Stations

Market to Music, Inc., Storecast Corporation of America affiliate in Pittsburgh, has completed the switch-over from WKJF, FM station in Pittsburgh to KQV-FM, Pittsburgh, for its "Music to Buy By" broadcasts in the area.



Free Ride

The baby squirrels are all set for a free ride on the back of the friendly shepherd dog. It's great fun and doesn't cost them a penny.

Of course, advertisers on W-I-T-H don't quite get a free ride. But they do get the nearest thing to it in Baltimore radio. For every buy of time on W-I-T-H is a real, honest - to - goodness BARGAIN!

W-I-T-H, you know, delivers more listeners-per-dollar than any other station in town. And that means that just a LITTLE bit of money does BIG things on W-I-T-H.

So if you want plenty of low-cost results from radio in Baltimore, use W-I-T-H, the BIG independent with the BIG audience. Get the whole story from your Headley-Reed man today.

AM **W-I-T-H** **FM**

Baltimore 3, Maryland

TOM TINSLEY, President
Represented by Headley-Reed

LOS ANGELES

By ALLEN KUSHNER

FRANK DeVOL, popular radio maestro, has an offer to guest-conduct the Dallas Symphony Orchestra in January, flying to Dallas for the concert between his CBS Oxydol Show broadcasts.

Martin and Lewis, comedy act in which NBC has invested some \$60,000, are reported to be winding up their radio series soon, with full time and attention devoted to TV. Bob Redd, who currently produces their radio show, will continue to produce their TV effort.

Bob Steele, the famous "Sheriff" of Western pictures, is latest to benefit from re-run of old pictures on television. He is negotiating a deal which will bring him to the home screens in person.

Marion Morgan this week started cutting the first of 26 half-hour transcribed shows for the War Department, to be scheduled on 1,500 small stations throughout the nation. The series of shows will pitch reserve corps recruiting. All will be musical variety shows.

Eddy Howard will broadcast nightly over MBS when he begins his engagement at the Deshler-Wallick Hotel in Columbus on Dec. 5th.

Connie Haines NBC "Sweet and Lovely" TV program series will originate in Hollywood this winter.

Carlton E. Morse has signed Mercedes McCambridge, for the starring role in his next three-week chiller for Mutual's "I Love a Mystery" entitled "Million Dollar Curse." Story will be broadcast coast-to-coast beginning Dec. 19th and will emanate from New York.

West coast ballroom operators have voted Frank Veloz "king of dance" in conjunction with National Dance Week. Their "queen" is Betty Grable. Veloz stars on "The Veloz Show" Sundays over KNBH.

United Productions of America's first public display of TV, movie and industrial film cartoons was a standout success, drawing capacity crowds during the five-day exhibition at the Burbank studios.

Jack Bally, emcee of the "Queen for a Day" program is very busy lining up material on his personal experiences for his starring role in the motion picture version of "Queen for a Day."

Reports On Russia Scheduled For ABC

(Continued from Page 1)

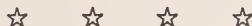
describe fully Soviet labor and police methods. The program, supervised by Michael Roshkind, will originate from Paris.

Edmund Stevens, staff correspondent for the Christian Science Monitor will report, from London, on Dec. 5, on Soviet internal politics. Stevens was formerly ABC's Moscow correspondent. He has spent more than a decade in Moscow.



Man About Manhattan...!

● ● ● WEEK-END CUFF NOTES: Amazing report from the coast sez that Bob Hope has been offered \$40,000 weekly by an auto firm to put on a weekly half-hour TV show. So far he's showing no interest whatsoever. . . . Ed Gardner planning to return his "Duffy's Tavern" airings to the U. S. (Puerto Rican origination proved to be a first-class aspirin-inducer). . . . "Broadway Revue," bankrolled last year by Admiral, being eyed in a capsule version by an auto outfit. . . . Eddie Cantor doing a dramatic stint on CBS' "Suspense" Dec. 22nd. . . . CBS auditioned two five-minute audience participation shows, "How Do You Rate?" and "Spell a Tune," both emceed by Warren Hull. . . . Web also auditioned a new full-hour simulcast, "The Show Goes On," emceed by Robert Q. Lewis and produced by Lester Gottlieb. Program will showcase vast pool of professional performers lined up through regular auditions with prospective buyers of talent being used as guests. . . . After riding the video dials during Thanksgiving Day, Jack Perlis observes that not all the turkeys were on the dinner tables. . . . There'll soon be a Joan Davis blouse on the market. Sounds like an interesting role to fill. . . . Virginia Travers, who resigned recently as publicity head of Compton agency, has become managing editor of the Alho and D-A Publishing Companies, which put out a group of monthly mags. . . . Recommended: Those delicious Maine Lobsters served up at Guy Lombardo's East Point House Restaurant in Freeport. Seems like most of Tin Pan Alley moves out there Sunday nites. . . . Herb Shriner puts it this way: In my home town, there's no television. If you wuz caught lookin' in a window you wuz a Peeping Tom.



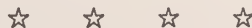
● ● ● Dick Rubin, the demon MCA salesman, just came back from an extended tour of Calif. and Texas. During the trip he stopped in San Antonio, had a beer or two, changed a dollar bill and received a half buck in exchange dated 1824. Just out of curiosity, Dick had the coin appraised and found it to be worth four bucks. At that rate of exchange, it's better than selling radio shows.



● ● ● WASHINGTON ROUND-UP: Walter Compton, who used to be well-known whereabouts as quizmaster on "Double or Nothing," is now doing a superlative job managing DuMont's Washington outlet, WTTG. Having worked on both sides of the microphone, Walter knows what the viewers want and what's more gives it to them. . . . Another former localite who's made the grade in the Capital City is Nancy Osgood, now Washington's top femme gabber. . . . Still another former New Yorker down there is Jeanne Warner, whose nitely TV Journal is high on the list of local favorites.



● ● ● THE MORNING MAIL: "Things aren't tough enough at a TV preem," writes our old pal, Herb Polesie, "but this hadda happen on 'Twenty Questions' Sat. nite. We had a new make-up man and he made me lie down on the couch. Said he couldn't make me up sitting or standing. I asked him if he knew what he was doing and he assured me he was top man in his last job. 'In H'wood?' I asked him. 'No,' he sneered. 'At the Walter B. Cooke Funeral Parlor in N. Y.'"



● ● ● A holiday mood prevailed in studio A at WEVD Friday for the cast of "My Mother & I," the Yiddish soap opera, which was celebrating its 2000th performance in seven years of broadcasting. Lou J. Gumpert, veepee of B. T. Babbitt, Inc., makers of Bab-o, was there and congratulated Harry Kalmanowitz, scripter of the five-a-week. Molly Picon, whose program precedes the soaper, added her congrats.

AGENCIES

THREE assistant advertising managers of Bristol-Meyers Co., have been promoted to advertising managers for certain products, radio and television shows, it was announced last Tuesday. In his new post, Wallace T. Drew will handle the Break the Bank radio show, Sal Hepatica, Benex Brushless Shave-Cream, Ingram Ammonium Tooth Powder, and Ingram Shave-Cream.

Donald S. Frost will have the Trushay, Ammen's Antiseptic Powder, and Vitalis accounts. Roger C. Whitman will supervise the Mr. District Attorney radio and television shows, the Lucky Pup television show and the Ipana, Bufferin, Mum, and Minute Rub accounts.

NORMAN WEXLER is a new member of the research division of Brooke, Smith, French and Dorrance, Inc., in Detroit.

JAMES F. ROCHE, director of public relations and advertising of Moore-McCormack Lines, has been elected a director of the New York Kiwanis Club.

RALPH E. de CASTRO has been elected a vice-president of C. J. LaRoche and Company. Crawford Paton, vice-president in charge of copy research for the agency, has been made manager of the research department. M. James Manning has been made assistant treasurer of the company.

RADIO PROGRAMAS CONTINENTAL network of the Republic of Panama has appointed Melchor Guzman Company, Inc., as its United States and Canadian representatives. RADIO PROGRAMAS CONTINENTAL network is the first and only broadcasting system covering the entire Republic of Panama, with 13 transmitters in the eight most important cities of the country.

FORJOE & COMPANY, INC., national representatives for radio and television stations, announces the removal of their Los Angeles office to larger quarters at 1127 Wilshire Blvd., Los Angeles, under the management of Lawrence Krasner.

To Merchandise Novelties On ABC Web Programs

Radio Offers Co. is sponsoring a pair of ABC shows for two performances to plug their novelties before Christmas. The Shoppers Special was carried by the company on Saturday and will be presented again, this week. Tonight's and Friday night's presentation of Pick A Date With Buddy Rogers will also be sponsored by Radio Offers. The four broadcasts will be heard over the same 55-ABC station line-up as usual. Huber Hoge and Sons is handling the account.

WE'VE

LIGHTNING

EVERYBODY'S WATCHING

KLAC-TV

Represented by THE KATZ AGENCY—NEW YORK

LUCKY CHANNEL 13

DAYTIME PROGRAMMING

Here's the Biggest News That's Hit Television!!

HOOPER RATINGS

At the beginning of the second week of

AL JARVIS MAKE BELIEVE BALLROOM

The first television program that dares to be different!

HOOPER RATINGS SHOW . . .

Average tune-in	10.1%	KLAC-TV average share of audience	76.5%
Highest two-hour average tune-in	12.9%	KLAC-TV highest two-hour share of audience	80.8%

PULSE RATINGS SHOW . . .

Average tune-in	15.6%	KLAC-TV average tune-in	77.6%
Highest tune-in	20.5%	KLAC-TV highest tune-in	84.6%

Everybody's Climbing Aboard the KLAC-TV Band Wagon!!

Your Best Buy In Television and

GOT

IN THE BOTTLE

EVERYBODY'S LISTENING TO

KLAC

Represented by ADAM J. YOUNG—NEW YORK

570 ON YOUR DIAL

DAYTIME PROGRAMMING

Take a Look at These Batting Averages!!

HOOPER RATING SHARE OF AFTERNOON AUDIENCE

KLAC 10.1

Network Station A	8.0	Independent Station A	5.6
" " B	11.8	" " B	6.6
" " C	23.4	" " C	3.2
" " D	13.0	" " D	2.2

(Latest available HOOPER figures as of August and September)

The Fastest Growing Radio Station In America

Radio Is **KLAC** and **KLAC-TV**

Broadcasters Report Southwest Biz Good

(Continued from Page 1)

tions large and small in competitive and non-competitive markets, approve the NAB decision to keep Broadcast Advertising Bureau within the fold and look forward to receiving some sales and promotion guidance from BAB during the coming year. BAB, they feel, is important as a department of NAB and without it the industry organization would find it difficult to retain its paying membership.

Calvin Smith, general manager of KFAC, Los Angeles, district director, was among the early arrivals at Paradise Inn for the two-day session. Smith said that advance reservations indicated good attendance and that the meeting would be "a down-to-earth, grass roots, business session."

Other early arrivals include Carl Haverlin, president of BMI, Inc., A. E. Joscelyn of CBS, Hollywood; Ken Baker, acting president of Broadcasting Measurement Bureau; Maurice Mitchell, director of BAB; Don Lee's Don Tatum of Los Angeles and Kolin Hager, representing SESAC of New York.

Sessions Start Today

The first session will be called to order at 10 a.m. today by the NAM district director, Smith. The morning program will include a preview of the BMB study by Dr. Kenneth Baker, NAB director of research and acting BMB president, and a sales pow-wow presided over by Austin Joscelyn of KNX.

Sales techniques and aids will occupy the opening part of the afternoon meeting with an address by BMI president Carl Haverlin on music matters concluding the business for the day. A cocktail party and dinner are scheduled to follow and wind up the first day.

The cost of labor, personnel, technical, and programming will be covered in tomorrow morning's session. The broadcasters will hear an address by Justin Miller, NAB president, during the final gathering in the afternoon. This will be followed by a forum, discussion, resolutions, and the homeward trek.

Among Early Arrivals

Among the week-end arrivals of the California delegation were:

Frank Samuels, manager ABC and ABC-TV; Lewis S. Frost, assistant to vice-president, NBC; Merle S. Jones, manager KNX and Columbia Pacific network; William J. Beaton, manager KWKW, Pasadena and president Southern California Broadcasters Association; Arthur H. Groghan, manager KOWL, Santa Monica; Gene DeYoung, manager KERO, Bakersfield; Galen O. Gilbert, manager, KGER, Long Beach; Robert J. McAndrews, managing director SCBA; John C. Merino, manager, KFSD, San Diego; Mort Werner, manager and Harry Engle, sales manager, KVEN, Ventura; Clifford Ogden and William T. Stubblefield, Capitol Records;

★ THE WEEK IN RADIO ★

Movie Spot Business Shows Increase

By BILL SILAG

A RADIO DAILY survey revealed a large scale plans by the movie industry to utilize radio advertising to promote interest in the premieres of new pictures in key cities throughout the nation. MGM, Universal, United Artists, RKO, and Paramount were shown to be using radio spots, station breaks, and programming in more than 65 markets at the present time in connection with picture openings. . . . CBS claimed an increase of \$5,000,000 in radio and TV billings and the NAB told the Supreme Court that a Little Rock, Ark., municipal tax on radio stations and time salesmen overturned all previous Court rulings which had held that radio stations are immune to privilege and occupation taxes levied by cities and states. The NAB asked for a rehearing of an Arkansas case dismissed by the U.S. Supreme Court two weeks ago. . . . And, in another legal action, the American Federation of Musicians accused the CBC of being "primarily interested in a profitable operation, and not too greatly, if at all, concerned with the development of Canadian artists."

The Department of Justice has completed its investigative work prior to filing an anti-trust action against three major webs (NBC-CBS- and ABC) Standing Committees of the NAB were out to nine in line with association's streamlining process. . . . Mutual's billings were increased by \$3,800,000 and CBS took the first four top flooperatings and twelve of the first seventeen positions. . . . A Broadcast Advertising Bureau revealed a similarity in Radio, TV rate practices. . . . Raymond F. Guy was elected president of the Institute of Radio Engineers and George Benson resigned as Mutual's national sales manager after a four-year association.

The major webs announced extensive special programming in connection with Thanksgiving Day utilizing Radio, TV, and simulcast transmission. Most weekly shows were tied into the holiday spirit and Radio and TV big-name talent made appearances in one-shot holi-

day shows. Milton Berle headlined Macy's Thanksgiving Day parade. . . . Recent figures revealed that production of home AM and AM-FM receivers probably exceeded six million sets in the first ten months of the year. . . . WIS, Columbia, S.C. opened large new studio and office quarters and received a tribute from the entire NBC web. . . . And the Protestant Radio Commission announced plans to spend more than one million dollars in TV programming.

Stanley Pratt was elected president of the Michigan Association of Broadcasters and the Radio Farm Directors met in a two day session in Chicago. . . . The All Canada Mutually-Operated Radio Stations urged the establishment of a new regulatory body to license and regulate Canadian radio.

Negotiations for the purchase of KMBC, Los Angeles, by NBC were called off by mutual agreement when the web asked certain guarantees that KMBC's present owners felt were too difficult to fill. NBC has long wanted its own outlet in LA, and G. A. Richards, present KMBC head, wanted to retire. . . . RADIO DAILY, in a front page editorial, took a Washington, D. C. press agent to task for neglecting to report all angles of the story on how all Washington Radio and TV stations went to bat for Washington NBC engineer who needed blood transfusions following an operation.

Frederick H. Lewis, executive director of the Herald-Tribune Fresh Air Fund, lauded the 275 radio stations in the Fund's primary thirteen-state area who devoted free time to building interest in Fund's activities. Lewis said that, in some instances, radio publicity accounted for as much as 60 per cent of the homes found for the more than 10,000 needy New York kids who will have been given free vacations in the country this year.

The Southern California Association for Better Radio and Television again attacked crime programs on the air.

Ralston H. Coffin was named director of advertising for the RCA Victor Division.

Zwahlen WMRC Mgr.

Greenville, S. C.—Guy Zwahlen, formerly North Carolina representative for the Frederic W. Ziv Company, has been named general manager of WMRC, 5,000-watt ABC affiliate in Greenville.

Louis Teagarden, Standard Radio; Walter Davison, Lang-Worth Transcriptions; Tracy Moore, Robert Black, KONA; Bert Horswell, of C. P. MacGregor Transcriptions; Lee Little, KTUC; Garry O'Brien, KTUC; Wayne Sanders, KONA; Stan Spero, KFAC; Jack Gross, KFMB; Leo Schemblin, KPMB; Paul Bartlett, KERO and David Milsten, SESAC.

WMGM Sells Two More

WMGM, New York, has announced two more sales of transcribed program series featuring Metro-Goldwyn-Mayer stars and screen properties.

One Show Has Started

Sales Affiliates, Inc., sponsoring "The Adventures of Maisie," starring Ann Sothern, Thursday, 7:30-6 p.m., started Nov. 24, for Zotoz Fluid Wave. Getchal and Richard, Inc., is the agency. Transvision Television is sponsoring the "M-G-M Theater of the Air" series on WMGM, Friday, 7:30-8:30 p.m. H. J. Gold Co., handles the Transvision account.

Farm Directors Meet For 3 Days In Chicago

(Continued from Page 1)

RFD Television" and discussion viewpoints were provided by Bill Givens, WGY; Layne Beaty, WBAP; Tom Page, WNBC.

Saturday evening the A&P Company served as host of a buffet supper. Highlight of the evening was a speech by Maurice B. Mitchell, director of the Broadcasting Advertising Bureau, on the subject "Farm Programs and Advertisers."

On Sunday, the day's activities opened with a breakfast given by the Foundation for American Agriculture which was followed by the annual business meeting of the NARFD. Highlight of the afternoon session was the discussion topic, "Selling Farm Programs," during which Roy Battles, of WLW, Cincinnati, served as moderator.

Others on the program included Joseph G. Bumgarner, agricultural account executive, E. H. Brown advertising agency, Chicago; Lew Van Nostrand, sales manager, WMT, Cedar Rapids, Ia.; Lowell Watts, KLZ, Denver, and Leo Olsend, De Kalb Agricultural Association, De Kalb, Ill.

Following this discussion the subject of "Servicing the Farm Program and Keeping It Sold" was held under the mentorship of Chuck Worchester, WMT, Cedar Rapids, Iowa. Participating in this discussion was Charles N. Karr, sales promotion manager of the tractor division, Allis-Chalmers Manufacturing Company, Milwaukee; Ross Wallace, Wallace Advertising Agency, Des Moines, Iowa; Don Sullivan, commercial manager, WNAX Yankton, South Dakota, and John C. Drea, director, sales promotion and publicity WLS, Chicago.

Armour and Co. hosted at a cocktail party that evening. This was followed by the annual NARFD banquet, during which Larry Haeg, WCCO, first president of NARFD, served as toastmaster. Speaker for the banquet was Dr. Kenneth McFarland, superintendent of Kansas Public Schools, Topeka, Kansas.

English Teachers' Award Goes To 'NBC Theater'

(Continued from Page 1)

at the 39th annual meeting of the organization in Buffalo, N. Y.

Among other programs given honorable mentions were "You Are There" and "Invitation To Learning," both CBS.

The award was presented by Leon C. Hood, chairman of the teachers group Radio Committee. "NBC Theater" originates in Hollywood and is directed by Andrew C. Love.

Stork News

Harrison "Chick" Kimball, director of artist bureau at WSB, Atlanta, is the father of a son born to Mrs. Kimball Nov. 13. Baby will be named J. Carlton.

TELEVISION DAILY

Section of RADIO DAILY, Monday, November 28, 1949 — TELEVISION DAILY is fully protected by register and copyright

TELE-RECEIVER MARKET BOOMING

TELE TOPICS

ON RADIO, the Longines - Wittnauer special Thanksgiving Day show on CBS, probably was very pleasant listening. On TV, most of it was sheer boredom. Featuring the Longines Symphonette, conducted by Mishel Piastro, and the Wittnauer Choraleers, under Eugene Lowell, the program was primarily audio and under the restrictions of AM duplication, did not belong on video. There were three dance numbers, featuring Bambi Linn, during the hour-long stanza and the remainder was merely orchestral and choral music. There were many unimpressive shots of the orchestra and singers, with the latter reading from a score. Apparently cognizant of the fact that music cannot be seen, the producers tried to gimmick the show by screening film clips to illustrate various songs. Thus we saw pictures of hills for "Hills of Home," a man in a horse-drawn cart for "Going Home," and other films, all equally imaginative. . . . Show was produced and directed by Alan Cartoun, with choreography by John Butler. Frank Knight was the announcer.

THE SECOND special holiday show seen by this reviewer was also a bit disappointing. Although much better than last year's counterpart, the Elgin - American show on NBC was at best a spotty affair. With the exception of the Ritz Bros., none of the stars showed to best advantage and the high spots were supplied by lesser-known performers. Emcee George Jessel offered his usual supply of quips about Jo'son, Cantor and Zanuck as well as plugs for his pictures. Milton Berle, who had done an excellent job that morning on the Macy parade pickup, used many of the oldest jokes at his command. Phil Regan and Frances Langford sang two songs each, and neither seemed very happy when Jessel got in on the act. The broad comedy of the Messrs. Ritz registered very well in their opening song routine, but became quite flat in a bit about "Snow White."

STANDOUTS IN THE 90-minute show were Los Gatos, a sensational tumbling trio, and Florence Hin Lowe, a graceful, amazing contortionist. Miss Lowe, incidentally, was unannounced because Jessel was building up an intro for the Ritz Bros. when she came on. Similar treatment was received by Avon Long, who danced to a song by the Charioteers. The concert hall routine of Mata and Hari was good, but has been on video several times now. Dance numbers were excellent, thanks to Esther Junger's choreography and the efforts of a group of spirited young dancers. Production was a bit sloppy, with closing production number interrupted for the end commercial followed immediately by chain break.

New Film Recording Developed On Coast

Development of a new automatic system making possible simultaneous recording, on original film, of a live broadcast without interruption of the show or additional personnel was announced at the weekend by the Wootten Engineering Co., of Hollywood, Calif.

System consists of a "coordination unit" that converts a standard 16 mm. Mitchell camera into an automatic unit controlled by the video camera.

Two additional automatic instruments, used in the laboratory, convert the films into release prints suitable for rebroadcast, eliminating necessity for splicing, editing, etc., Wootten said. Release prints are obtainable in a matter of minutes after processing of the negatives has been completed, it was said.

System was invented by William A. Wootten, Los Angeles 16-mm. film producer. Arthur Michaud is business manager of the firm.

New Musical Film Series Planned By Fairbanks

New series of 26 film musicals starring Danny O'Neil was scheduled yesterday by Jerry Fairbanks Productions for production early next year. The 15-minute featurettes are planned as a sequel to "Paradise Island," now being aired by 33 stations.

Untitled as yet, series theme will be western in contrast to tropical settings of "Paradise Island."

Filming is tentatively slated for

Receiver Production Under Way In Can.

Montreal—Television sets destined for Ontario are coming off assembly lines in Montreal. This city is still without TV facilities apart from freak reception over long distance but has a station at a local plant, where only technicians and employees of the company compose the audience. There is no license to transmit, so there is no reception outside the four walls of the plant.

About 12 Canadian firms have inaugurated or plan receiver production, and by the end of 1949 Canadian output may reach 7,000.

Canadian Marconi Busy

Canadian Marconi Co. is turning out sets at its Montreal factory. S. M. Finlayson, general manager, said that not only had the company been producing sets since late summer but that cross-Canada experiments were being made to test reception possibilities under present conditions.

"We are very keen to obtain a license to operate a television station here in Montreal," he said, "If private licenses were granted now, areas could be opened up and Canadian stations in operation by the end of next year."

At RCA Victor, Canada's only operative 12 channel test transmitter provides tests for receivers now in production.

the producer's facilities at Churubusco studios in Mexico City where "Paradise Island" was shot early this year. Work on scripts for the 26 quarter-hour shows was started early this week.

Nine Months Of '49 Exceeded Whole Of Last Year

(Continued from Page 1)

sold in the third quarter of 1949 was from 12 to 13.9 inches, constituting 44 per cent, but tubes of 14 inches and over represented 21 per cent.

Manufacturers reported sales of 648,823 units valued at \$17,154,450 during the third quarter of this year, a slight decline from the 777,054 units valued at \$23,123,698 sold in the second quarter of 1949.

A breakdown of the RMA cathode ray tube statistics shows 609,517 tubes valued at \$15,926,047 sold to equipment manufacturers in the third quarter bringing the total for the three quarters to 1,992,541 units valued at \$58,253,474. Tubes sold to users and distributors, the U. S. Government, and for export comprised the remainder.

700,000 to New York-Newark

TV receiver manufacturers reporting to RMA have sent more than 700,000 sets into retail stores in the New York-Newark area. RMA reported Friday, with 503,352 sets having gone out to 49 cities during the third quarter of this year. A total of 2,209,724 sets are said to have been shipped thus far to these areas (since Jan. 1, 1947) by RMA members, with 1,255,346 having gone this year.

More than 100,000 sets have gone to six cities, with Philadelphia reporting 253,303. Chicago 209,600, Los Angeles 190,294, Boston 119,928, in addition to New York's 505,703 and Newark's.

RMA members account for approximately 80 per cent of the sets manufactured.

New York was the destination of 90,055 sets in the third quarter, with 33,842 for Newark. Los Angeles received 52,962, and Chicago 52,906, while Philadelphia was the shipping terminal for 48,842 sets and Boston for 30,695.

Radio Aid Emphasized In Xmas Seal Drive

Radio has been called "a vital factor" in the fight against tuberculosis by Dr. James E. Perkins, managing director of the National Tuberculosis Association. He pointed out that radio has assisted health education programs of the tuberculosis associations and the annual Christmas Seal campaign. Said Perkins: "We wish to express our sincere thanks to radio for its splendid support."

The Week In Television

FCC Concludes First Phase Of Color Hearings

The FCC concluded the initial phase of its color hearings with two days of comparative demonstrations of CBS and RCA color and Du Mont black and white. The Commission proposed that the proponents of the various color systems conduct field tests for at least one hour a day for 30 days "with a reasonable number of receivers distributed both to technical and non-technical persons not connected with the development of the system." At the same time, Dr. Allen B. Du Mont revealed that his firm is working on a 441-line color system, still in the experimental stage, but with greater color fidelity than either the CBS or RCA systems. . . . A plan to syndicate two hours of daytime programming daily to stations on and off the cable was announced by Du Mont. Stations would pay for the shows, not more than \$100 an hour, and sell local participations. . . . A large degree of similarity between AM and TV rate customs was reported by a BAB survey, with shorter rate guarantee periods, higher charges for shorter program periods in relation to basic hourly rate and extra charges for studio use the major differences.

Five Stations Tell FCC Their Petition Yr. Old

(Continued from Page 1)

petition for immediate consideration, pointed out that there has been no action at all on either of his two filings.

The stations include WNYC, New York; WOI, Ames, Ia.; WKAR, East Lansing, Mich.; WNAD, Norman, Okla.; and WHCU, Ithaca, N. Y.

Cohn wrote that:

"The inactivity of the Commission in connection with this matter has had the effect of denying to the public an opportunity of hearing programs in the public interest. Equally important, this very inactivity has effectively denied the petitioners their rights under Section 4 (d) of the Administrative Procedure Act and Section 1.702 of the Commission's rules which specifically provide that petitions may be filed to institute rule making proceedings. I am aware of the great volume of work before the Commission. Nevertheless, I think it is unfair to the petitioners effectively to deny their petition by inactivity. If the Commission desires to deny the prayers of the petition, it should act upon the petition and deny them rather than to continue to ignore them."

More Co-operation Urged By Missouri Newsmen

Jefferson City, Mo.—The Missouri Association of Associated Press Broadcasters, meeting here, emphasized radio's role in the exchange of news and directed that the Association's Continuing Study Committee explore the matter further. The greatest challenge, according to the meeting, lies in developing a cooperative spirit on the news front.

The news broadcasters agreed, by a majority hand vote, to accept collect calls from other members when the members wished to relay news of primary importance to the accepting station.

Bruce Barrington, news director of KXOX, was elected president of the group and Jim Monroe, KCMO, vice-president. Merrill Chilcote, managing editor of the St. Joseph News-Press was guest speaker. He discussed the prejudice, among newspapers, against sharing a story with another member in the same territory.

Emerson Dividend

Emerson Radio stockholders will receive a 10 per cent stock dividend on December 23, 1949, the company has announced. The board of directors in voting the dividend said that rapid expansion of television dictated the necessity of conserving funds to meet any requirements that might arise. The Emerson Radio and Phonograph Corporation paid cash dividends of \$1.30 per share in the fiscal year ending October 31, 1949.

COAST-TO-COAST

WTTM Editor Interviews Guest

Trenton, N. J.—Commemorating the 204th broadcast of the Rutgers University Forum, aired over WTTM each Saturday at 12:30 p.m. Arnold Snyder, station news editor, will act as one of three interviewers on the Saturday, November 29th broadcast featuring as guest speaker Dr. Charles R. Erdman, Jr., commissioner of the Department of Conservation and Economic Development.

Disc Jockey Defeated

Washington, D. C.—Jerry Strong, WINX morning man and disc jockey, has been spinning the records his listeners want to hear for the past ten years. However, Strong was forced to admit defeat recently, when he received the following from a request listener. "Please play Margaret Truman's recording of 'Mule Train.' Any morning between 7 and 8 will be fine."

WDAR Covers B-29 Search

Savannah, Ga.—WDAR sent its Program Director, Milton Bellah, and Chief Engineer, Howard Jewett, out to cover the search for the survivors of the B-29 which crashed while flying to Bermuda. These two men were airborne for seventeen hours, and while the plane they were on did not locate the survivors, they came back with an interesting story for a fifteen-minute broadcast.

Urges More Simplicity In Planning Advertising

Roanoke, Virginia—The need for simple and straightforward advertising was emphasized by Leonard W. Trester, chairman of the Advertising Committee of the United States Chamber of Commerce, in an address before the Roanoke Advertising Club last week.

Trester said there is a challenge to those engaged in advertising to answer critics "not only by creating a better public understanding of the purpose and function of advertising, but also by cleaning the stables where necessary." He continued "The Federal Trade Commission has been looking with a jaundiced eye on distribution methods which in particular lines are inseparable from nationally advertised brands."

The Chamber of Commerce representative told the club that "Consumer publications, generally critical of our distribution system and of its keystone-advertising have tripled in circulation since the war. Also, according to the Psychological Corporation, the number of people who believe advertising increases the cost of goods is at an all-time high."

Trester, who is also Director of Public Policy for the General Outdoor Advertising Co., Inc., said public opinion was made locally. He urged clubs to reach people through local action.

U. S. Rep. Speaks On WDRC.

Hartford, Conn.—United States Representative A. A. Ribcoff, who has just returned from a six-week's tour of Europe, describes his reactions and his opinions on foreign policy in a broadcast over WDRC, Monday, Nov. 28, at 6:30 p.m. The broadcast was arranged by the Foreign Policy Association.

Lux Contest Results

Dayton, O.—The WHIO-Lux Radio Theater "Prettiest 15-Year-Old Girl Contest" came to a climax in the WHIO listening area November 21, with the announcement of Betty Jean Tompkins as local winner during Bob Campbell's "Teen Time" program on WHIO-TV.

Holt Resigns WHAY Post

New Britain, Conn.—Hillis W. Holt has resigned as general manager of radio station WHAY to become chairman of the board of directors and chief engineer. This announcement is made by the stockholders of the Central Connecticut Broadcasting Company.

WCSI Aims 1C Contest

Columbus, Ind.—Radio Station WCSI-FM again this year has completed arrangements to broadcast the Big Four Christmas basketball tournament, The Indiana Classic, to be held in Butler Fieldhouse, Indianapolis. This is the second year that WCSI has broadcast the event.

Five New Programs Being Packaged By CBS

CBS has packaged five new shows which have been auditioned and may become part of the web's schedule within the next few months. All were created by the network's program department under veepee Hubbell Robinson.

"The Show Goes On," full-hour variety series starring Robert Q. Lewis will be auditioned as a simulcast on Dec. 1. If it clicks, CBS may spot it in the 10 P.M. period on Tuesdays. "Up For Parole," a half-hour dramatic series based on case histories of decisions granted by state parole boards, has been developed and now waits programming action.

A five-a-week daytime serial "Halfway To Heaven" also awaits action as do two 5-minute quiz shows, "Spell A Tune" and "How Do You Rate."

Round Table Discussion Set

Cambridge, Mass.—"Are Christianity and Capitalism Compatible" will be the topic of a special ABC forum from Cambridge High and Latin School on December 3. Author Clare Booth Luce and Dr. Reinhold Niebuhr of Union Theological Seminary will speak. A students' round table will follow the discussions on the full-hour broadcast.

Hyde Reports To FCC On NARBA Problems

(Continued from Page 1)

tatives, and that he cannot tell yet how it will come out. The NAB resolution of last month, by NAB's Fourth District, did not help matters at all, he said. The NAB group had called for economic sanctions against the Cubans, and for permission to American stations now bound to protect Cuban broadcasters up to their power and effectively spoil the Cuban signal because of charges that Cuban stations have for several months been interfering with American stations in contravention of the expired agreement.

Statement by Hyde

"I have no desire to spat with NAB" Hyde said, "but it is unfortunately true that the resolution did make it more difficult for us to negotiate with the Cubans."

He said that although Mexico is not formally participating, there is a Mexican observer on hand and that he is hopeful there will be no great difficulty with Mexico once a new agreement is achieved.

Big Brother Group Seeks Aid Of Radio

Philadelphia—The Big Brothers of America, a leading volunteer agency in the fight against juvenile delinquency, has enlisted the aid of sponsors and stars of network radio shows to promote the observance of Big Brother Week throughout the U. S. and Canada Jan. 15-21. Members of the Public Relations Advisory Committee for Big Brother Week include Donald W. Thornburgh, president of WCAU; H. A. Batten, president, N. W. Ayer and Son, and Norman W. Geare, of Geare-Marston, Inc. The Advertising Council is also cooperating in the observance.

NAB Sends FM Members Revised Ownership Study

Washington Bureau of RADIO DAILY
Washington—NAB announced Friday that it is sending FM members a revision of its 1948 study "Procedures for Determining FM Set Ownership by Communities." The study is by Dr. Kenneth H. Baker, research director, and outlines inexpensive methods to estimate set ownership for those stations which need special circulation figures.

It was suggested that now or early next year is an excellent time for such studies.

Patton Joins ABC, Chi.

Chicago—Appointment of Phillip G. Patton as executive producer for ABC here was announced last week by Fred Killian, Central Division program director. Patton will be in charge of directors and program assistants and will maintain general supervision over continuity and film departments.