



RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 49, NO. 41

NEW YORK, FRIDAY, DECEMBER 2, 1949

TEN CENTS

COY DISCUSSES FREEDOM, AND PROBES

NAB Election Forms For Directors Mailed

Washington Bureau of RADIO DAILY
Washington—NAB said yesterday that certification forms for the nomination and election of directors have been mailed to all members. The election is to be completed by March 17, with directors to be elected from the even-numbered NAB districts. Actual district elections may be made by mail or at special meeting, at the option of the district directors.

NAB said also that its members, voting in a mail referendum, have overwhelmingly approved an amendment to the NAB by-laws which

(Continued on Page 3)

Book Publisher Buys Sat. Half-Hour On ABC

Doubleday & Company has purchased the quarter-hour periods immediately preceding and directly following broadcasts of the Metropolitan Opera for two one-shot programs on Dec. 5 over 70 stations of the ABC network.

Programs will feature Jacques Fray with recorded music. Decision by the book company to buy the net time was arrived at fol-

(Continued on Page 3)

Oil Co. Buys Newscast On Alaskan Stations

The Union Oil Co. will sponsor a 15-minute daily newscast six days a week over the Alaska Broadcasting System, it was announced yesterday.

The contract is for one year and represents more than \$27,000 in gross billings. Union is third major

(Continued on Page 2)

Bowles Naming Benton to Senate

Governor Chester Bowles of Connecticut is expected to name his only advertising agency partner, William Benton to the post of Senator succeeding Raymond E. Baldwin, Republican, who resigned to go to the State Supreme Court. Benton's appointment as an independent is said to have the approval of Senator Brien McMahon, Democrat, of Connecticut. Gov. Bowles' association with Benton dates back to 1929 when they formed the advertising firm of Benton & Bowles.

Fire Destroys WDMG Stations Offer Aid

Douglas, Ga.—The generosity of neighboring radio men has prevented the interruption of broadcasts by WDMG whose studios and offices were destroyed by a fire on the night of November 25.

The fire began in the Radio Centre Building after the one kw. sunrise to sunset station had signed off for the day and swept through

(Continued on Page 3)

Int'l Harvester Buys Time On WMCA For New Prod.

International Harvester will introduce a new line of refrigerators in the New York area with a special radio offer over WMCA starting tomorrow.

The company, in a co-op show

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New Hooper Measurement Outlined At Press Luncheon

C. E. Hooper, president of C. E. Hooper, Inc., told a press gathering yesterday at a special luncheon, of a new measurement service, whereby the results of network radio program listening can be effectively measured with regard to the sale of a particular sponsor's product on a given program, in terms of those who listen to the program and those who do not.

Labeled "Sales Impact Ratings,"

FCC Head Says Commission Is Eager To Scan All Operations; Stresses Broadcaster-Responsibilities

Bryson Steps Down, Mickelson In, At CBS

Sig Mickelson, director of public affairs and production manager of CBS station WCCO, Minneapolis-St. Paul, has been named director of the CBS division of discussion, succeeding Dr. Lyman Bryson, effective Feb. 1, 1950, it was announced by CBS vice-pres. Davidson Taylor yesterday.

Dr. Bryson, who has also been a

(Continued on Page 4)

Cedric Adams Signed For CBS Commentary

Pillsbury Mills, Inc., Minneapolis, sponsor of "House Party" Monday through Friday over CBS at 3:30 to 3:55 p.m., has added an additional five minutes to the time segment to present Cedric Adams in

(Continued on Page 3)

ABC To Cover NAM Industries Meet In N. Y.

ABC will carry the highlights of the 54th Congress of American Industries from the Waldorf Astoria in three quarter-hour broadcasts December 7, 8, and 9.

The Congress is sponsored by the

(Continued on Page 2)

Amherst, Mass. — FCC Chairman Wayne Coy repeated last night that the Commission is anxious to undertake a full-scale study of network operations, with FM, TV, talent-bureau and recording-company practices studied, along with the overall problems of network relations

(Continued on Page 6)

Radio's Future Okay, Broadcaster Reports

Trenton, N. J. — "Paraphrasing Mark Twain," declared Carl Mark, executive vice-president and general manager of WTTM, NBC affiliate in Trenton, "reports of radio's phenomenal growth in the face of the upsurge of television are not exaggerated."

Mark pointed to the fact that radio stations all over the country in television markets are racking

(Continued on Page 4)

'Radio Theater' Continues To Lead Nielsen Ratings

"Radio Theater" continued to lead the Nielsen sweepstakes with a 27.2 rating while "Arthur Godfrey's Talent Scouts" nosed out Jack Benny for second position with a 22.5 rating, according to the latest Nielsen-Rating Top Programs' re-

(Continued on Page 2)

Service

In response to an assistance plea made by the Greensboro, N. C., Junior Chamber of Commerce, WCOG, Greensboro, raised \$2,000 from listeners within twenty-four hours to pay for an operation which meant the difference between life and death to six-year-old "blue" baby Phyllis Carter. Plea was made on Friday evening.

Santa's Helper

Stamford, Conn. — Twenty minutes before the arrival of Santa Claus at the C. G. Murphy store here, station manager William Morris of WSTC, decided to broadcast the event. A line was dropped out the window to the nearby store and the program was on the air. It proved so successful that the store manager ordered a repeat.

(Continued on Page 3)



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

WASHINGTON BUREAU
 Andrew H. Older, Chief 6417 Dahlonaga Rd.
 Phone: Wisconsin 3271

CHICAGO BUREAU
 Hal Tate, Manager,
 612 N. Michigan Ave.
 Phone: Superior 7-1044

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

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FINANCIAL

(December 1)

NEW YORK STOCK EXCHANGE				
	High	Low	Close	Net Chg.
ABC	7 3/8	6 7/8	7 3/8	+ 3/8
Admiral Corp.	29 1/2	29 1/2	29 1/2	+ 1/4
Am. Tel. & Tel.	147 1/4	147	147 1/4	+ 1/4
CBS A	24 7/8	24 3/4	24 3/4	—
Philco	29 1/4	29 1/8	29 1/8	— 1/8
RCA Common	12 1/2	12 1/4	12 3/8	—
RCA 1st pfd.	73	73	73	+ 1/4
Stewart-Warner	12	11 3/4	12	+ 3/8
Westinghouse	28 1/4	27 7/8	28	+ 1/8
Westinghouse pfd.	101 7/8	101 7/8	101 7/8	—
Zenith Radio	28 7/8	28 5/8	28 7/8	—
NEW YORK CURB EXCHANGE				
Hazeltine Corp.	15 1/2	15 1/2	15 1/2	—
Nat. Union Radio	2 5/8	2 1/2	2 1/2	—
OVER THE COUNTER				
DuMont Lab.			13 3/8	14 5/8
Stromberg-Carlson			13 1/2	14 3/4

New Musical Series

Elliot Lawrence, bandleader, starts a new series tonight at 9, over WNEW, on which he will discuss progressive music. His talks will be illustrated by recordings by well known vocalists and orchestras. Lawrence has been lecturing on progressive music at various colleges throughout the country and is recognized as one of the foremost authorities on the subject. Though the series is originating at WNEW, it will be syndicated to stations all over the country by Stan Lee Broza, Lawrence's manager.

Tony Bello Joins KWK

St. Louis, Mo.—Tony Bello has recently joined the announcing staff of KWK. Bello came to KWK from WCNT, Centralia, Ill., where he was news and sports editor.

★ COMING AND GOING ★

JERRY DEVINE, producer of "This Is Your FBI" on the American network, will arrive in New York today with **MRS. DEVINE** and their son, **MICHAEL**. While here, he'll confer with ABC officials and will make a side trip to Washington, where he'll meet with J. Edgar Hoover to check FBI files for authentic data, which will be used on Devine programs of the future.

JOHN T. MADIGAN, director of news for the American network, has returned from Erie, Pa., where he produced Martin Agronsky's Thursday program.

NANCY CRAIG, American network's women's service commentator, is expected back Monday from a trip to Europe.

MORRIS S. NOVIK, public service radio consultant, left yesterday by plane for Los Angeles for conferences regarding forthcoming AFL programs.

DONALD A. STEWART, general manager of WDTV, DuMont television outlet in Pittsburgh, is back at the station following a trip to New York on network business and for talks with DuMont officials.

MARY C. WILSON, commentator on "Meet Mary" program heard Monday through Friday on WTTM, Trenton, N. J., has arrived in Europe, where she'll spend two weeks touring Norway, Sweden, Denmark, Finland and Iceland.

E. Z. WALTERS, comptroller for Altec Service, has arrived in town from Hollywood on a short business trip.

H. R. BAUKHAGE, American network commentator, will leave Dec. 12 on a two-week vacation. Albert Warner, ABC's Washington correspondent, will substitute for him during the first week. Baukhage will return December 26.

ABC To Cover NAM Industries Meet In N. Y.

(Continued from Page 1)

NAM and will have as its theme "New Strength for America." Paul Hoffman, head of ECA, will speak at the opening session on Wednesday and his speech will be broadcast over ABC from 1:45 to 2 p.m., EST.

A talk by Emil Schram, New York Stock Exchange president, will be broadcast at the Thursday session from 4:15 to 4:30 p.m., EST.

The newly elected president of the NAM will be on the third ABC program from 4:15 to 4:30 p.m., EST, on Friday.

Naumburg Winners On Telephone Hour

Guests on the Telephone Hour on December 12 over NBC will be Lorne Munroe, cellist and winner of the 1949 Walter W. Naumburg Musical Foundation Award, and Carroll Glenn, violinist and former Naumburg winner.

Munroe is the only single winner of the award since 1938 when Miss Glenn took the solo honors. The contest is open to persons between the ages of 16 and 30 in the Western Hemisphere. The winner is given a recital in New York's Town Hall as a prize.

The Telephone orchestra conducted by Donald Voorhees will assist Munroe and Miss Glenn. They will join together in the major work of the evening, the "Finale" of Brahms' "Double Concerto in A Minor."

Goldman Heads Agency

Albany—Jack Goldman has been elected president and Ralph Kanna, vice-president, of the Goldman-Walter Advertising Agency, Inc. The board of directors also announced the change of the firm name to Goldman, Walter & Kanna. Goldman has been vice-president of the agency for several years. Kanna joined the firm as a director last September. He formerly was vice-president of the Julian Gross Advertising Agency and manager of WONS, Hartford.

'Radio Theater' Continues To Lead Nielsen Ratings

(Continued from Page 1)

lease covering the period October 23-29. Benny won third place with 21.5.

Other shows in the "Top Twenty" are: "My Friend Irma," 19.1; "Charlie McCarthy," 17.4; "Mr. Keen," 17.1; "Inner Sanctum," 16.7; "Amos 'n' Andy," 16.4; "Mystery Theater," 15.9; "Dr. Christian," 15.7; Bob Hope, 15.5; "Crime Photographer," 15.2; "Mr. & Mrs. North," 14.9; "Suspense," 14.9; "FBI In Peace and War," 14.9; "Truth and Consequences," 14.9; "Fibber McGee and Molly," 14.8; "Mr. Chameleon," 14.2; Theater Guild On the Air," 14.2; and "This Is Your FBI," 13.9.

This rating marked the first time Theater Guild placed in the top twenty. It was previously in position 36.

Int'l Harvester Buys Time On WMCA For New Prod.

(Continued from Page 1)

with Dynamic Electronics, will offer a chest of silver valued at more than \$100 with every radio sale of their \$189 refrigerator. A phone call to the station will bring a Dynamic salesman for a home visit.

International Harvester will use 14 half-hour musical programs each week exclusively over WMCA.

Oil Co. Buys Newscast On Alaskan Stations

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advertiser to sign with the six-station ABS network in recent weeks. The System is represented by the Pan American Broadcasting Co. of New York.

"Housing" Talks On WFDR

The talks of U. S. Solicitor General Philip B. Perlman and Stanley Isaacs, minority leader of the City Council, before the Conference on Housing at the Hotel Martinique today will be broadcast over WFDR at 9:30 p.m. Talks will be taped at the luncheon session and aired the same evening exclusively on WFDR.



Watch the birdie!

Most cats would make a quick meal off an injured bird. But this cat seems to sympathize with the little bluejay that broke its legs.

We sympathize with advertisers who have a tough sales problem in the highly competitive market of Baltimore. And we've got the solution for them, too.

You just put your advertising message on W-I-T-H, the BIG independent with the BIG audience. W-I-T-H, you know, delivers more listeners-per-dollar than any other station in town.

That means you can accomplish BIG results from SMALL appropriations on W-I-T-H. So if you want low-cost results in Baltimore, call in your Headley-Reed man today.



W-I-T-H

Baltimore 3, Maryland

TOM TINSLEY, President
 Represented by Headley-Reed

New Hooper System Described To Press

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have invalidated previous efforts in this direction, he said.

Hooper told the press gathering that at this time "Sales Impact Ratings" are available only for network radio programs (a) of average size or above in national audiences, (b) sponsored by products of established consumer brands and of frequent purchase, (c) for which matched samples can be drawn. However, the same method can be applied to TV network programs, local radio, as well as local TV programs.

"Sales Impact Ratings," Hooper said, have already been applied to 80 network programs, with actual completed reports on selected programs already having been prepared.

According to the researcher, "the key which unlocked this treasure was a method of supplying information for two elements on all network programs on a truly 'national' cross-section basis: (1) The fact of listening or non-listening in an individual home, and (2) The fact of currently using or not using the advertised product in that same home."

Hooper concluded his explanation by saying that a rate for his new "Sales Impact Ratings" was currently being worked out by his organization and would be made available to all subscribers within the near future.

It was recalled that several years ago the A. C. Nielsen Co. had worked on a system for measuring the results of listeners' habits with respect to their purchase of products sponsored on network programs. However, the Nielsen system failed to gain sufficient support to warrant its being put to actual use.

KIT, Yakima, Joins NBC

KIT, Yakima, Wash., will become the 72nd affiliate of NBC on Jan. 1, 1950, it was announced yesterday by Easton C. Wooley, director of NBC stations department. Owned by Carl E. Haymond, KIT broadcasts on 5,000 watts during the day and 1,000 watts at night.

Stork News

Taylor Grant, editor-narrator on ABC's "Headline Edition," became a father for the third time last Sunday with the birth of a son, Wayne Terrance at South Nassau (L. I.) Hospital. The Grants also have a daughter, Mary Letitia, age 13; and another son, Taylor Jr., 11.

Listeners Prosecuted

Montreal—A total of 7,573 Canadians have been prosecuted since January 1 for having allegedly failed to take out radio licenses, it has been disclosed in a Government return tabled in the Canadian House of Commons.

Fire Destroys WDMG: Stations Volunteer Aid

(Continued from Page 1)

three studios, the control room, auditorium, music library, and offices of the station. Lee Nance, staff announcer, tried to salvage some equipment, but was thwarted by dense smoke. Neither a sheet of continuity nor a tube was remaining when the fire was brought under control near midnight.

Temporary headquarters were set up at WDMG's transmitter, but little equipment was available and an emergency call was sent out. Ralph Dennis of WGOV, Valdosta, Ga., Jim Hayes of WNER, Live Oak, Florida, and John Bartlett of WKMA, Quitman, Ga. responded.

Broadcasters Volunteer Aid

The station signed on the air at its regular time of 7 a.m. with a 15-minute sponsored newscast. Wires and telephone calls brought offers of assistance from WVOP, Vidalia, Ga., WBBQ, Augusta, Ga., and WFRP, Savannah.

Advertising agencies and transcription services offered help and nearly all commercial commitments were met. Temporary offices for WDMG were set up in the Coffee County Chamber of Commerce in Douglas.

\$200,000 Damage Reported

Fire damage is estimated at more than 200-thousand dollars. The station which occupied the second floor of the Radio Centre Building was declared a total loss.

WDMG's chief engineer, Al Woodson and his assistant, Clem Vaughan, worked many extra hours to keep the station going. Other departments were also busy on a full schedule.

Downing Musgrove, president, and Brody Timm, general manager, have announced that building plans for the new station will be decided upon at an early date.

Agency Art Exhibit

The fifth annual exhibit of paintings and drawings by Benton & Bowles, Inc. began yesterday at the agency's offices, 444 Madison Ave. The show will run for two weeks and displays non-commercial work of the agency's art department. Paintings by persons in other departments are also included this year.

No prizes are awarded for the art pieces but the event gives the agency an opportunity to meet with its friends. The show was first started in 1945.

Set Sales Increasing

Montreal—Radios are still selling on the increase in Canada. Producers sold 49,568 sets in August, valued at \$3,383,122, compared with 45,752 sets, valued at \$3,350,483, in August of last year, the Bureau of Statistics reports.

Sales for the first eight months of the year were 396,559 sets, worth \$28,093,312, compared with 271,485 sets valued at \$23,459,950 in the same period of 1948.

Cedric Adams Signed For CBS Commentary

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a "cozy chatter and philosophical commentary, starting Jan. 3. Adams will be heard five-times-a-week from 3:55 to 4:00 p.m.

Adams is currently heard for a total of 16 hours a week over WCCO, Minneapolis and also does a daily column for the *Minneapolis Star*. Agency is Leo Burnett, Inc., Chicago.

Book Publisher Buys Sat. Half-Hour On ABC

(Continued from Page 1)

lowing a special test on WJZ in the same time periods last week. Test program also featured Fray. Huber Hoge & Son, New York, is the agency.

New WLIB Series

Betty Granger, former woman's editor for *Our World* magazine, will start a series of programs on December 5 over WLIB from 9:00 to 9:30 a.m. Miss Granger will feature material on the Monday through Friday programs on shopping news, child care, community activities, and news as they affect Negro women. She will interview guests on various topics from time to time.

NAB Election Forms For Directors Mailed

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will alter the date of determination of membership dues by the board of directors, matching a recent change in the fiscal year.

The NAB's fiscal year formerly was the same as the calendar year, but has been changed to run from April 1 to March 31.

The amendment alters the dues provision of the by-laws to read:


"The board of directors shall determine the dues applicable to each of the classifications set forth in Section 2 above and to such special or hardship classifications as it may have established pursuant to the provisions of Section 1. Dues shall be paid in advance annually, semi-annually, quarterly or monthly."

The "special or hardship classifications" portion of the amended section refers to provisions adopted by the board last July, and approved in a membership referendum, under which television stations affiliated with rural stations already members of the NAB for \$10 a month. Television stations not so affiliated pay \$1,500 a year in dues.

The by-laws amendment was adopted in the mail voting with only 17 votes opposed.

• faces • facts • figures • wins •

• faces • facts • figures • wins •



**AMERICANS,
SPEAK UP!**

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

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

• faces • facts • figures • wins •

WINS
50KW NEW YORK

CROSLY BROADCASTING CORPORATION

Bryson Steps Down, Mickelson In, At CBS

(Continued from Page 1)

CBS Counselor of Public Affairs, asked to be relieved of his administrative and counseling duties to devote more attention to broadcasting, writing, and teaching. He will continue at CBS as a broadcaster.



BRYSON

licity director and teacher prior to WCCO. He has just finished a term as president of the National Association of Radio News Directors.

In announcing Dr. Bryson's resignation, Taylor said, "We are happy that Dr. Bryson will continue in association with CBS as a broadcaster."

Mickelson has been with WCCO since 1943. He was a newspaperman, publicity director and journalism school entering radio at WCCO.



MICKELSON

Hollywood's New

COUNTRY CLUB HOTEL

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

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

COUNTRY CLUB HOTEL

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

Telephone: HOLLYWOOD 9-2701



Man About Manhattan . . . !

● ● ● FRIDAYDREAMING: "The Railroad Hour" is heard on NBC but the progressive New York Central carries car cards on Brewster division commuter trains advertising the show as an ABC attraction. . . . Wendy Barrie's new AEC contract for both AM and TV can gross her \$150,000 when sold out. A female Godfrey in the making. . . . When the "Dr. Christian" show comes east after the first of the year, it'll take a test fling at TV with John Wilkinson, of McCann-Erickson, directing. . . . Herb Sanford, former N. W. Ayer producer and veepee in H'wood, joining CBS-TV here in N. Y. . . . Continental Baking Co. planning an hour radio show on CBS plugging importance to economy of small business. . . . Mickey Rooney set for "Suspense" on the 8th, and then comes on to N. Y. for "Cavalcade of America" on the 13th. . . . American Medical Ass'n planning a nationwide ad campaign in '50 to back its fight against socialized medicine. . . . Roger Kay planning an hour-long video series for Paul Lukas tagged "The Cheater." . . . The Bill Snapers (Eleanor Kilgallen) have named her Susan Dorothy. . . . At Lindy's, Jack Gilford's companion was wondering why a waiter was acting so polite to them. "Why shouldn't he be polite to us?" explained Gilford. "This isn't his table."

☆ ☆ ☆ ☆

● ● ● Making her mark in radio and TV circles through sheer ability and talent (and not via her famous name) is Jacqueline Billingsley, lovely blue-eyed blonde daughter of the Stork Club prop. Jackie has been heard on most of the top soapers such as "Stella Dallas," "Perry Mason," "Front Page Farrell," etc. Look for her to be one of TV's brighter ingenues.

☆ ☆ ☆ ☆

● ● ● TIM MARKSMANSHIP: TV producers live in a clock-eyed world. . . . The most marked advance in the 1950 TV shows will be on the price tags. . . . The AM policy toward TV is more-or-less of an endowment policy. . . . Those evening gowns worn on TV are the revelation type—low and behold. . . . Fight clubs are asking bigger TV percentages hoping to make money hand over fist. . . . Never scold your child for copying from another kid's paper during school exams. He may grow up to be a successful TV producer.

☆ ☆ ☆ ☆

● ● ● MAIN STREET TREATS: Herb Shriner's five-minute nitely session for Philip Morris. . . . Peter Donald's kiddie record album, "Chummy." . . . "Party Games," a boon for harassed party-givers edited by Maggi McNellis and Hubie Boscowitz. . . . The Mariners Quartet on the Godfrey TV'er. . . . Ed Farley's music-making at the Meadowbrook. . . . Hank Sylvern's high-grade musical arrangements and batoning on "This is Show Business." . . . Danny Scholl's rollicking in "Texas, Li'l Darlin'."

☆ ☆ ☆ ☆

● ● ● SMALL TALK: Menasha Skulnik, the great comedian of the Yiddish theater, in anticipation of his own TV series, will make a guest shot on "This Is Show Business" Sunday. . . . Also on the show will be John Cameron Swayze, one of the better TV news commentators. . . . Eugenie Baird introducing a new tune, "New York Blues," on the Paul Whiteman revue Sunday. Lyrics of the tune were penned by Herb Rikles, editor of TeleVision Guide. . . . Leo De Lyon gets his big H'wood cabaret break on the 13th when he opens at the Mocambo. . . . Recommended Reading: Carol Hughes' article in the current Coronet tagged "What's the Secret of King Arthur Godfrey?" . . . Larry Markes set as one of the comedy writers for the Kay Kyser TV'er. . . . Winnie Garrett sums up radio gagwriters this way: He whose laughs last lifts best.

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Radio's Future Okay, Broadcaster Reports

(Continued from Page 1)

up all kinds of highs in advertiser billings. In the case of Trenton, which is on the fringe of TV reception from both New York and Philadelphia, WTTM national spot business is up over 50 per cent and local business well ahead of the same period last year, he said, and added:

"Sure, TV is going to grow, but I predict that its growth will be more at the expense of other media than of radio. In the vast field of daytime radio, for example, TV won't make any real dent until the vacuum cleaner manufacturers figure out a way to hook up a 60-inch screen to the handle of the cleaner, from which no housewife can take time out during her busy day to look at TV for very long without courting divorce.

"Grave Misconception"

"There is a grave misconception about the TV-AM relationship. Too many people, including those in the broadcasting business, think of TV as radio with pictures. Actually the two media are entirely different in concept and execution. Radio has one element that can never be supplied by TV—an all-encompassing intimacy. Radio is infinitely more personal than TV. It requires the listener to draw on his own imagination to envision the dramatic scene, the comedy sketch, the news commentator recreating a graphic story. Radio serves as an accompaniment to almost every phase of human life, not to mention away-from-home activity, such as driving, picnicing, etc., which are beyond the scope of TV's potential influence. It is all-pervasive, pleasantly inescapable.

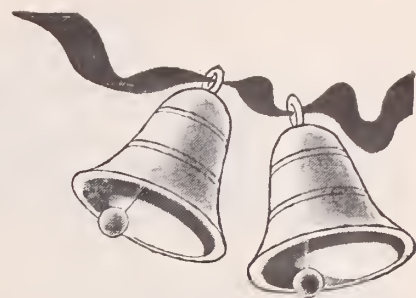
"TV, on the other hand, demands your undivided attention. It pulls your concentrated interests right into the picture tube and demands that you hold it there until you or your oculist cry uncle."

Broadcasting is due for a wholesale readjustment as a result of TV growth, predicted Mark, with the end result that both radio and TV will be firmly entrenched as the two most potent forces for human persuasion in the history of mankind.

Dairy Firm Contracts For Tex And Jinx Seg

Frederick Lowenfels & Son have purchased a part of the Tex and Jinx program over WNBC to advertise their Hotel Bar Butter. John C. Warren, sales manager of the station announced yesterday. The contract is for 13 weeks and covers the 9:00 to 9:15 portion of the show on Wednesdays and Fridays. The first broadcast under the new sponsors is today. The advertising was placed by the Al Paul Lefton Agency.

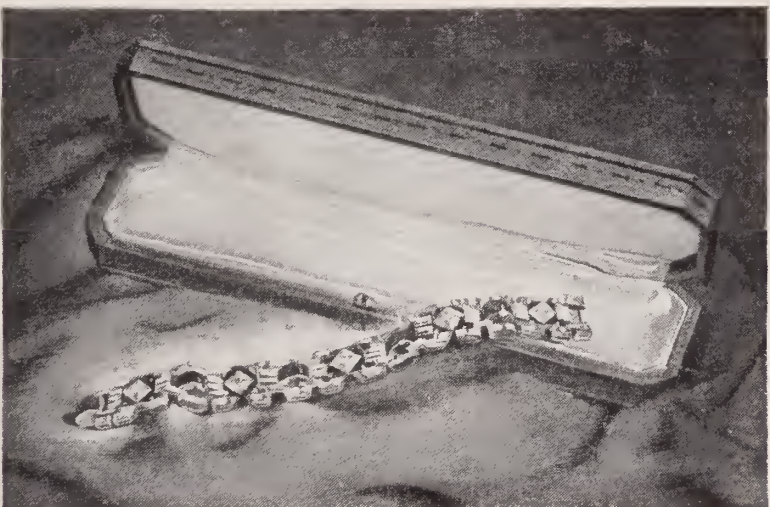
What other Christmas present
can you name that...



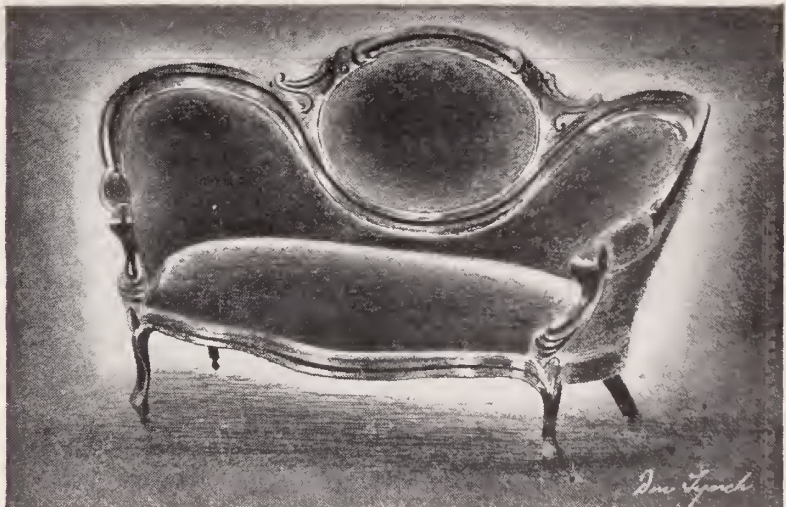
... you wouldn't want to exchange



... comes in so handy on rainy days



... never wears out



... keeps increasing in value

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



U.S.
Savings Bonds

Automatic Saving is Sure Saving



THIS SPACE CONTRIBUTED BY RADIO DAILY

AGENCIES

MMARTIN J. MURPHY has become a senior time buyer with Young & Rubicam, Inc. He was formerly with Pedlar & Ryan and Ruthrauff and Ryan.

C. H. KIBBEE has been appointed assistant treasurer and secretary of Philip Morris & Co. Kibbee has been assistant treasurer of the American Airlines for the last four years. He will assist the company's chief financial officer, L. G. Hanson.

KANNENGIESSER & CO. has chosen Paris & Peart to promote Kanana banana flakes, a new syrup product, effective Jan. 1.

CIBA COMPANY, INC., chemical producers, has named Briggs & Varley, Inc. Joseph Boland, Jr. is the account executive.

Bojangles Tribute Set

WMCA will run a tribute to Bill "Bojangles" Robinson this Sunday, December 4, from 4:30 to 5:00 p.m. Ed Sullivan will narrate the show which includes sequences from Robinson's life and tributes paid to him by Mayor O'Dwyer and Rev. Adam Clayton Powell. Bubbles, of the team of Buck and Bubbles, will portray Robinson in the dramatization.

Send Birthday Greetings To—

December 2

Earl Glade Dorothy Andrews
Bernice Judis Bill Perry
Homer Smith Peter C. Goldmark
Ed Burns Bob Convey
Linda Ellen Kessler

December 3

Connie Boswell Rosaline Greene
Kathleen Stewart Charlie Pittman
Charles F. McCarthy

December 4

Charlie Basch Helen Baylis
Ann Morath Isabel Randolph
Larry Rothman Bill Slater
Charles G. Burke

December 5

Archer Gibson Lyn Murray
Ned Tufts Jean Sothorn

December 6

Ira Gershwin Jeannette Land
Agnes Moorehead John Ravencroft
Gertrude Gordon Sachs
Ernest E. Stern
J. L. Van Volkenburg

December 7

Bob Brown Viola Philo
Arch Oboler Al Schenkeim
James Joseph McCann

December 8

John Babb Mary Patton
Frankle Basch Lionel Colton
Howard Meighan

'Freedom With Responsibility' Stressed By Coy At Amherst

(Continued from Page 1)

with AM stations. In an address at Amherst College he said "It is entirely possible that the conditions in FM and television are sufficiently different from those in AM that other or additional regulations are needed to protect against monopoly."

Coy spoke on the general subject of the First Amendment, and freedom of radio. He reviewed recent Commission history with regard to the network problem, the "Mayflower" decision, newspaper ownership of radio stations, giveaway programs, the rights of labor unions to time on the air, and the blue book.

"It Is Human Nature"

"It is human nature," Coy said, "to want freedom without responsibility." He stressed the importance of assumption of responsibility by broadcasters, and explained that the "Blue Book" represented the Commission's notice that it would expect broadcasters to exercise their responsibility for the public interest.

The FCC leader added that "for these efforts to expand the public interest concept for the benefit of 150 million American people as opposed to the unbridled freedom of expression for broadcasters, the Commission was widely applauded by many elements in our society which had been gravely concerned with the increasing degradation of service. The president of the National Association of Broadcasters, however, promptly branded the Commissioners as violators of the First Amendment, stooges for the communists' 'obfuscators,' 'intellectual smart-alecks,' 'professional appeasers,' 'guileful men,' 'astigmatic perverters of society.'

"The Commission has somehow managed to survive these characterizations."

Likes Pennsylvania Decision

Coy hailed the recent Pennsylvania decision holding that TV programs are not censorable by a state body before broadcast as a "clear and unmistakable" interpretation of the Communications Act as written. The issue here is similar, he said, to the issue involved in attempts by broadcasters to censor political speeches, and added: "The Act says there shall be no censorship; the Commission says there shall be no censorship; Judge Kirkpatrick (in Pennsylvania) says there shall be no censorship."

Coy had praise for broadcasters for their able handling of the difficult problems arising over the allocation of time for political broadcasts. He said he thinks the industry has made its best record in this field, as it seeks to practice the equal treatment principle.

"In the heated presidential campaign of 1948 the complaints reaching the FCC numbered less than

six," he said. "And so far as I know all of them were adjusted during the progress of the campaign."

"You must bear in mind that not only did the older political parties get equal time for their candidates, but the new political parties—the parties of Governor Thurmond of South Carolina and Henry Wallace of New York—likewise received equal treatment with the older political parties. Minority parties do not have to establish themselves before they have access to American radio."

He pointed to the difference in operation between many violently partisan newspapers and the radio stations they own. This difference, he said, "is not due to any self-restraint inherent in the operation of a radio station, but rather can be attributed almost entirely to the legislative mandate that radio stations must treat all political parties fairly."

Clarifies "Restrictions"

Coy said he "would of course be the first to agree that some of the Commission's actions restrict the licensee's freedom. They restrict his freedom to be unfair. They restrict his freedom to use his publicly-owned frequency for his own whims, or caprices. They abridge his freedom to use a scarce frequency that belongs to all the people to dole out time to his pets or to use it for himself and his own interests and to withhold it from those groups with whom he happens to differ. They abridge his freedom to dodge his responsibility to operate his station as an open forum for all the conflicting interests of the community instead of as a private chattel to do with as he will. They abridge his freedom to evade his responsibilities as a trustee."

"For my part, I conceive it my duty to make every effort to curtail the freedom of radio station licensees to be unfair or to use their licenses solely for their own private benefit rather than for the public interest."

Coy declared, however, that "despite deviations and derelictions such as I have discussed, the total performance of American broadcasting has resulted in the presentation of a breadth and diversification of opposing viewpoints that has established it as a people's forum of high utility to the functioning of our Democracy."

Wants Vigilance Against Abuse

Turning to the problem of restrictions on freedom by Government, Coy said eternal vigilance is essential to guard against abuse of power by Government. But he added that it is not safe "to rely on the broadcasting industry alone to resist any tendency to undue control of access to radio facilities. In

COAST-TO-COAST

Labor Reports Aired

Detroit, Mich.—WDET airs summaries on the World Labor Conferences now being held in London to organize a new, free non-communist world labor organization. The reports on the meetings are aired Tuesday through Saturday, at 6:25 p.m., by Harold Hutchinson, labor editor of the "London Daily Mirror." The weekly resumes of the conference proceedings, also done in London, are also being broadcast on Sundays at 5 p.m., and are handled in the British capital by BBC's Labor Specialist, George Darling.

KBON Signs Members

Omaha, Neb.—Beverly Bush has joined the KBON staff in the publicity and promotion department, and Eric Ross has joined the sales department.

"Over-Sixty Club" Parties

Stamford, Conn.—Monthly birthday parties of the "Over-Sixty Club" are being scheduled by WSTC and WSTC-FM. The Stamford Home for the Aged sponsors the organization membership which is limited to all residents who are 60 or over. Birthday celebrants are special guests during each program. The club was designed to provide social contact for lonesome older people.

KFH Lad With Heidt

Wichita, Kan.—Larry Patterson, 21-year-old vocalist on the half-hour "Five O'Clock Date" heard over KFH and KFH-FM, five days a week, will appear with the Horace Heidt Christmas Night Show broadcasting from New York City. Larry appeared on the talent show several weeks ago in Memphis, Tenn., after tying for first place in the local contest, and was paid tribute by Heidt, who booked him for the Christmas night broadcast.

this industry, as in other enterprises, there always will be those who are willing to sacrifice principle for private advantage.

"Further, the industry cannot be counted on to discipline itself or to see to it that its members do not impose arbitrary restrictions on free access to radio facilities. Only the Government can prevent such arbitrary restrictions. But it must have the aid of an enlightened public on this score. For the private pressure groups that exist are rarely interested in seeing that all sides are fairly treated—they are anxious to see that their own point of view is presented to the public. Thus, an organized and informed public is doubly necessary for a truly free radio—to make sure that the Government shows no tendency to utilize its licensing power as a means of controlling radio and to aid the Government in its efforts to remove any arbitrary restrictions on the free use of radio that may be advanced by the industry or pressure groups."

TELEVISION DAILY

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PUBLIC SEEKING 'TV-TEST' SETS

TELE TOPICS

ENCOURAGED BY favorable press reception of the new Paul Whiteman show and mentions of the production advantages of its huge 66th Street studio, ABC is planning to make fuller use of the converted stable when the 1950 budget goes into effect. Several new shows are in the works as well as revamped formats for some present aires which will be changed to make use of the facilities. The web has spent piles of dough on studio facilities—witness the 66th St. installation and the old Vitaphone lot in Hollywood, which dwarfs the N. Y. building—in the belief that they will pay off in the long run. This has been recognized in the trade for some time now, and yesterday it was spread to the general press by John Crosby in his syndicated column. Speaking of the ABC studio he said: "It is one of the few spots in central Manhattan with enough ceiling height and floor space to give the electricians and cameramen a little elbow room. The Whiteman show is evidence that ABC's heavy investment on 66th Street may eventually pay dividends." . . . ABC received a backhanded compliment in this respect last spring when an agency, about to debut a major variety show on another web, asked ABC if they could originate the stanza at the ABC plant. The web's answer was, of course, "Sure, if you place the show on ABC." Contract had already been signed with the other net, however, and the program went on from a theater.

MILTON BERLE will make his first appearance on CBS tonite when he takes part in an hour-long variety show originating at a new Winston Television Store in Flatbush, 11 p.m. Pickup will be bankrolled by the store and will include Henny Youngman, Vincent Lopez, Sam Levenson, Esy Morales and representatives of the major set manufacturers. Production is being handled by Scheck, Dahlman and Black. . . . The terrible fate of a TV producer who revised an author's work is the theme of a drama written by Fred Coe, NBC manager of new program development, to be aired on "Lights Out" Monday nite. Script was adapted for tele by staffer Ethel Frank.

LARAINÉ DAY arrived from the Coast yesterday with Mr. Durocher to make her TV bow opposite Peter Lind Hayes on "Inside U.S.A." next week. . . . Nine Saturday nite Roller Derby remotes from various points in New Jersey will be aired by ABC beginning Jan. 21. . . . John Horstmann, Jr., formerly with WCAU-TV, has moved to WOR-TV as assistant director in sports remotes. . . . New series of Pepsi Cola spots, combining live action with stop motion, has been completed by Barra for the Biow agency.

John Allen TV Head For Lever Brothers

John R. Allen has been named to fill the newly-created post of television manager for Lever Bros., it was announced yesterday by James A. Barnett, vice-president of the company in charge of advertising, who also told of four other appointments to the Lever advertising division, all effective Dec. 5.

Allen will come to Lever from Grant Advertising Agency, New York, where he is vice-president in charge of TV. He will co-ordinate and supervise all Lever video activities.

Howard R. Bloomquist, advertising manager of the Toni Company, Chicago, Illinois, will join Lever as advertising manager for a group of Lever brands. Appointed as advertising manager for another group of Lever brands is George B. Smith, who will come to Lever Brothers from his post as package goods account executive with Foote, Cone & Belding, New York.

Named as assistant advertising manager for a group of Lever brands is Paul Laidley, Jr., now with the Fred Gardner Agency.

George T. Duram, now media director, New York office, of Dancer-Fitzgerald-Sample, Inc., has been appointed media director for the Lever organization.

Industry Leaders To Attend Second Chicago TV Confab

Chicago—The second annual Television Conference sponsored by the Chicago Television Council to be held March 6-8 is expected to draw top executives from all over the country, according to George Harvey, WGN-TV sales manager, president of the local TV council group. Harvey said that FCC Chairman Wayne Coy, Allan B. Du Mont, Senator Edwin C. Johnson and other nationally known figures have been invited to attend.

Short cuts to video progress with case histories, practical tips on management, production and engineering will be the aim of this year's meeting, Harvey said.

He pointed out eleven panel discussions have already been scheduled and plans are for three luncheons, each being addressed by a figure of national prominence. Kay Kennelly, Olian Advertising, Chicago, is in charge of reservations.

Circulation Boost

Hearst Radio chief Tom Brooks yesterday predicted that Baltimore, now boasting 100,000 receivers, will have 150,000 by spring and 200,000 by next fall-winter. He attributed part of the credit for the boost to manager Harold Burke's 60-hours-a-week program sked on WBAL-TV. Brooks said that overall output next year will reach 4,000,000 sets, all of which will be channelled into existing markets.

"Crusade" Films Sold By Two ABC Outlets

The Detroit Edison Company has signed with WXYZ-TV as sponsor of the entire 26-week series of Dwight D. Eisenhower's "Crusade In Europe" starting in early January, it was announced yesterday by James G. Riddell, general manager of the station. The "Crusade In Europe" video sale marks the first in a series of sales of the co-operatively sponsored program, according to ABC.

The films will be sponsored by Stromberg-Carlson over WHAM-TV, ABC's Rochester, N. Y. TV affiliate starting during the second week in January. The WHAM-TV account was placed directly.

Would Aid FCC In "Field-Judging" Polychrome

Washington Bureau of RADIO DAILY

Washington—The FCC has had a raft of requests from the general public for placements of color sets during the field testing the Commission has asked. Indicative of high public interest, hundreds of people have sought, on the basis of reports in the general press, to have demonstrator sets installed in their homes.

Actually, there are probably not more than a dozen sets which could be installed at this time. A mere handful of sets have been readied both by CBS and RCA, with no definite indication on the sets prepared by Color Television, Inc.

Arco Electronics has applauded the Commission's decision to have the public participate in field testing, and has spoken of making available kits containing the components for conversion of present home sets to color—or for construction of color sets. As yet, however, there is no indication that such kits can be readied in the near future.

Fifth Annual TV Institute Expected To Draw 1,000

About 1,000 industry registrants from all parts of the country are expected to attend the fifth annual Television Institute and trade show to be held at the Hotel New Yorker, Feb. 6-8, according to Irwin A. Shane, general chairman of the event and publisher of *Televiser*, which sponsors the meet.

An additional 50,000 persons are expected to visit the two floors of receiver and equipment displays open to the public, Shane said.

The Institute will be combined with the annual Television Film Conference, which is expected to draw some 500 representatives of producers, distributors and film directors of stations and agencies. The film sessions will be held Feb. 8.

Panel speakers at the Institute will include representatives of the FCC, stations, networks, agencies, advertisers, producers, manufacturers, researchers and engineering and education groups.

Makes Bid For Plant

Chicago—A bid of \$1,250,000 has been made for the plant of the bankrupt Majestic Radio and Television Corp. in Elgin, Illinois. A Chicago attorney, Joseph Schwartz, made the offer, but refused to say whom he was representing.

AM TV EQUIPMENT FM FAX

Section of RADIO DAILY, Friday, Dec. 2, 1949

Complete AM-FM For Hotels By RCA

Hotel radio and sound distribution systems, radically different from previous equipment of this type, has been announced by the Sound Products Section of the RCA Engineering Products Department.

The complete new line, designed for either revenue or non-revenue operation, employ up to six program channels. Normally four of these channels are tuned to the four radio networks, a fifth channel transmits entertainment from a local station or from the hotel's dining room or cocktail lounge, and the sixth may be tuned to an FM station or used for music service or reproduction of recorded material. The systems also provide a general and emergency announcement medium for use by the hotel management.

The new sound systems consist of basic units which can be combined in building-block style to meet requirements. Some 59 packaged "blocks" may be chosen and used in combination to provide varying facilities for a hotel of any size, old or new.

The varied equipment which comprises the new systems has been tried and tested in the Fort Hayes Hotel at Columbus, Ohio, and has been checked and approved by the National Board of Fire Underwriters, RCA disclosed.

AUTO-CITY'S MOBILE TELE



Leaders of the Radio Farm Director's Association who used the WJR in charge of the mobile studio, and Phil Alampi, WJZ, new sec-
retary. During the first two days of the 4-H Club Congress, the Goodwill Station's mobile unit accommodated 25 different stations from 14 states.

Sahloff To Manage G. E. Receiver Div.

Syracuse, N. Y.—Willard H. Sahloff will assume the post of manager of the General Electric Co. receiver division at Electronics Park here the first of the year, according to an announcement made by Dr. W. R. G. Baker, G.E. vice-president and general manager of its electronics department.

Sahloff comes to his new post with G.E. with top merchandising and executive experience, having formerly been merchandise manager and a vice-president for Montgomery Ward & Company and more recently president of the National Enameling & Stamping Company. The G.E. receiver division, which he will manage, engineers and builds a wide variety of radios, radio-phonograph combinations, and TV receivers for the public, and parts for other manufacturers and distributors.

A native of Kingston, N. Y., Sahloff is a graduate of Rutgers University. From 1930 to 1933 he was advertising manager of the Perth Amboy, N. J., Evening News and then became a buyer, specializing in housewares and appliances for L. Bamberger & Company, Newark, N. J. Subsequently he became associated with Montgomery Ward, leaving there to become president of the National Enameling & Stamping Co. at Milwaukee, Wis., in May, 1949, the position he held until his new appointment at G.E.

Skywave Recording Equip. Seen At Canada NARBC

Montreal—Claiming no equivalent to any other type of equipment like it in the world, the latest electronic device for measuring skywave signals from radio broadcasting stations was on view here last week, to delegates to the current North American Regional Broadcasting Conference at the Windsor Hotel. The equipment was designed by W. B. Smith, engineer in charge of the Radio Standards Laboratory of the Federal Department of Transport. Called skywave recording equipment, it is designed to make assignments of new broadcasting stations, and to change other stations in operation without increasing interference.

Aerovox Corp. Acquires Electrical Reactance Co.

All outstanding stock of Electrical Reactance Company has been purchased by Aerovox Corporation, New Bedford, Mass., it was announced by W. Myron Owen, Aerovox president. Electrical Reactance, with plants at Franklinville, N. Y., Jessup, Pa., and Myrtle Beach, S. C., will be operated as a wholly-owned subsidiary under the continuing management of Charles E. Krampf as president, who also becomes a director of Aerovox Corporation.

According to Owen, "This acquisition places Aerovox in the unique position of being the only producer of a complete line of fixed capacitors."

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PRODUCTION PARADE

Trio Yagi For Fringe Areas

A new Yagi, double folded dipole TV antenna, which the Trio Manufacturing Company, Griggsville, Ill. claims provides improved performance with unusually light weight, has just been announced. The antenna is available for each of the 12 TV channels, although considerable gain is achieved on adjacent channels. The double folded dipole feature permits exact impedance matching to conventional 300 ohm line.

Philco Accessory Products

Three types of biconical tele aerials, for installations requiring outdoor antennas, six handy alignment jigs for simplifying the servicing of Philco tele receivers, and the Philco Model M-20 three-speed record changer and 45 rpm record adapter discs and non-slip driver are among the new products which are now being made available to the public through Philco dealers, according to Jack Cherry, sales manager, Philco accessory division.

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