COLOR TV MANUFACTURING FROZEN

United Paramount Spokesman Is ATS Speaker

Declaring that on-the-air television and theater television supplement each other and that he favors both types of TV, Robert H. O'Brien, secretary-treasurer, United Paramount Theaters, was the first guest speaker at the opening luncheon meeting, yesterday, of the American Television So-
(Continued on Page 7)

Truman Signs Law Covering Radiations

Washington Bureau of RADIO DAILY
Washington — President Truman has signed into law an act requested by the Defense Department to give the President authority to close down any device that might emit electromagnetic radiations that could be used by an enemy. This includes all broadcasting and tele-
casting. Under the war emergency (Continued on Page 3)

Watch Co. To Sponsor Special TV Program

The Longines-Wittnauer Watch Co. for the third successive year will sponsor a musical “Thanksgiv-
ing Day Festival” over the CBS television network, Thursday, Nov. 22, from 5:30 to 8:30 p.m., it was an-
nounced yesterday.
(Continued on Page 2)

Speed Merchant

NBC’s Dave Gorovoy, cu-
rently heard on the radio net-
work each weekday morning (11:45 a.m., EST) on “Dial Dave Goroway,” will drive his 1938 Jaguar SS 100 sports car in the annual Mount Equinox hill climb near Manchester, Vt., on Sunday, Oct. 28. This is the same car that won first place in the 1948 Wat-
kins Glen Race.

Broadcasters Reclassified

Washington—The National Production Authority yesterday reclassified radio and television broadcast facilities from “commercial” to “indus-
trial,” confirming yesterday’s story in RADIO-TELEVISION DAILY. The classification permits firms to increase self-authorizations of controlled materials from two to 25 tons of steel and from 200 to 2,000 pounds of copper per quarter.

Radio-TV Production Theme Of 4A Session

Low-budget TV, talent and costs, agency-produced programs, commercials and other facets of sight-
and-sound advertising will be scan-
ed at the radio and television produc-
tion session of the 1951 Eastern annual conference of the American Association of Advertising Agencies next week. The radio-TV meeting, scheduled for Tuesday afternoon in the grand ballroom of the Hotel Roosevelt, is one of nine group ses-
sions at this year’s event, which is on the theme of “Advertising Under
(Continued on Page 7)

RCA Thesaurus Reports Heavy Musical ET Sales

Heavy sales of RCA’s Thesaurus release of the “Wayne King Seren-
ade” and “The Hour of Charm” is reported, with sales of the two pro-
grams totalling over $698,000 in time charges and talent fees, recorded by subscriber stations in less than five months. A. B. Sambrook, manager of RCA, Recorded Program Services (Continued on Page 2)

Public Relations Use Of Radio-TV Urged

Providence—The ability of radio and TV shows to strengthen the public relations messages of large companies was emphasized yester-
day by J. Carlisle MacDonald, as-
(Continued on Page 3)

DuMont To Be Honored By N. J. Community

Dr. Allen B. DuMont and the Du-
Mont Laboratories will be feted as the outstanding company in the de-
velopmen and progress of the TV industry on Nov. 14 at a special din-
ner given by the Passaic (N. J.) Chamber of Commerce. The dinner will commemorate official adoption of the slogan, “Passaic, Birthplace
(Continued on Page 3)

“Objective Self-Analysis” OAB Conference Theme

Cleveland, Ohio — Objective self-
analysis with a determined view to-
wards giving prospective clients the radio story based on researched facts was the keynote of the Ohio Association of Broadcasters sales conference at the Carter Hotel yester-
(Continued on Page 3)

Columbia Records

In announcing Columbia’s partic-
(Continued on Page 6)

Russia To Get Sample Of Own Radio Interference

Washington Bureau of RADIO DAILY
Washington—Soviet Russia will get a taste of its own radio inter-
ference under a new authorization dubbed the Bavarian radio by the
(Continued on Page 8)

TV Exclusive

Chicago—Exclusive TV rights in the Chicago area to 174 Re-
public Pictures Corporation films for two years have been obtain-
ed by WGN-TV. This represents the first release of films to tele-
vision by Republic studios and the package will be a notable addition to the WGN-TV film li-
(Continued on Page 8)
"LACY ON THE LOOSE"
Monday thru Friday
9:00 - 10:00 A.M.

BY FRANCES CLOW

BOB HIBBARD, director of operations for WGN-TV, has been recalled to active duty from the reserves by the U. S. Army for assignment in psychological warfare. Bob started with WGN in May, 1937, and served in the Army during World War II from March, 1941, until he was discharged with the rank of captain in September, 1945. "Feature Foods," WLS home-makers' favorite for seventeen years, presents something really new this season—with National Barn Dance singing and comedy stars Lu and Scotty Wiseman joining Martha Crane daily from 2:30 to 3:00 p.m. The Carolina Sweethearts appear essentially as Mr. and Mrs. Scott Wiseman rather than entertainers, with Lu mentioning incidents of their home life and Scotty handling the point of view of the man of the house. Program Director and Harold Safford says WLS executives believe this homemaker show could start a brand new trend in this type of program.

Jack Brickhouse, who completed his fourth consecutive season reporting the home games of the Chicago Cubs and the White Sox, was named the recipient of one of the first television awards made by The Sporting News. Brickhouse, sports reporter for both WGN and WGN-TV, has started a new program, "Jack Brickhouse—Sports Review," to be aired from 10:00 to 10:15 p.m., Monday through Friday.

According to Harry Kopf, NBC vice-president and general manager of Chicago operations, NBC intends spending upwards of a half million dollars building a new TV studio in connection with its headquarters in the Chicago's Merchandise Mart. The new studio is expected to be in service for programs by the first of the year.

Station WCFL, in cooperation with Loyola University, will present a new series of "Prisoner Seeks An Answer," Sundays at 10:45 p.m. By arrangement with leading American publishers, pre-publication copies of selected books scheduled for publication during the coming months will be reviewed in panel discussion by members of the faculty.

WGN-TV has started a feature half-hour of complete local and national news coverage from 6:30 to 7:30 p.m., Monday through Friday. The first fifteen minutes presents "Spencer Allen and the News" with Acme and Telenews pictures, top sports coverage and closing quotations from the stock market.
ARGENTINA'S TV SEEN A SUCCESS

Canadian Industry To Make Radar Screen

Montreal—Bulk of the equipment for the secret North American radar screen will come out of Canadian plants, Production Minister C. D. Howe, announced. He told the Canadian House of Commons that the Government has launched a $560,000,000 electronics program and part of it will be for the development of the equipment for the screen. Result of the program likely will not be felt until “the last month of 1962.”

“Canadian plants now are being called on to produce the bulk of the equipment to be installed in the North American radar screen and to furnish the equipment necessary to complete the network of the communications vital to the defense of this continent. “Because of the development required in this program, before production can be undertaken,” said Mr. Howe, “it is unlikely that its full impact will be felt by industry until the last months of 1962.”

Cost of the screen is to be borne by both Canada and the United States.

New Multi-Purpose Tube Designed For UHF Tests

Foreshadowing the day when the nation’s TV facilities will be multiplied by new stations telecasting in the UHF band, the RCA tube department disclosed the development of multi-purpose test equipment for designers and engineers experimenting with UHF home TV receivers.

The disclosure, made by J. F. Sterner, RCA engineer, at a session of the National Electronics Conference in Chicago, described the laboratory test equipment as specifically designed to determine the characteristics of experimental filters.

Improved TV Pix

Chicago—A new detector that produces improved TV pictures was described by W. K. Squires of Sylvania Electric Products Inc. before the seventh annual National Electronics Conference at the Edgewater Beach Hotel. Squires claimed that the new detector for TV will avoid interactions with TV reception. Squires calls his new device a constant input impedance second detector.

G. E. Official Comments On Government Practices

The Congressional practice of imposing progressively higher tax rates on a retroactive basis and the failure of the executive branch of government to establish procedures permitting corporations to obtain price relief were cited by Ralph J. Cordiner, president, General Electric Co., at the Twelfth annual Government Practices conference. The major factors confronting American business which “will make it impossible” for corporate management to function effectively.

Cordiner’s statements followed an announcement of G. E.’s record sales for the first nine months of this year, exceeding the previous record level attained last year, by 25 per cent. Pre-tax earnings, during the period exceeded another record set last year by over 35 per cent.

The net profit of the company, Cordiner said, was 24 per cent less than last year due to the increase of 105 per cent in the provision required for federal taxes on income. G. E. sales totaled $1,694,048,000 with the net profit of only $85,026,000. Its pre-tax earning was $386,959,000 for the year.

Buenos Aires TV Station Has Highest Radiated Power

Ultra-Modern Studio Includes Latest Techniques, Two Mobile Units, And Motion Picture Equip.

Argentina’s first TV station, reportedly among the largest and most modern in the world, has the highest effective radiated power of any TV station in the western hemisphere, it was revealed this week. The station, owned and operated by Radio Belgrano y Primera Cadena Argentina de Broadcastings, was supplied through International Standard Electric Corp., an associate of the International Telephone & Telegraph Corp.

Operating on channel 7 as LR-3TV, the Buenos Aires station has been on the air experimentally since September 10 and went on officially on October 17. Transmitters, installed in the 22-story Ministry of Public Works Building overlooking Buenos Aires, is designed to receive both sound and picture programs from the station’s ultra-modern studios by means of a microwave radio relay link. The studio is approximately two miles from the transmitter site and includes a theater capable of seating 600 persons.

Incorporating the latest techniques in TV broadcasting, the new station includes two complete studios, furnished with the most modern studio, lighting, and camera equipment. Each studio is equipped with cameras, lenses, directors, dolly and lighting units, and is capable of seating 600 persons.

New Headquarters

Louisville, Ky.—The major appliance division of General Electric has now officially established headquarters in this city, Clarence Lin- der, division general manager has announced. The division formerly was located in Bridgeport, Conn.

PERSONALITY PARADE

- • • Appointment of Warren Ullom as purchasing agent for Westinghouse effective immediately. . . . Murray Weinstein now associated with Regal Electronics Corp. . . . Phillip I. Wood named regional sales manager for the far southwestern area for the Stewart-Warner Corp. . . . New sales agents for the entire line of Stromberg-Carlson radio-TV products will be Hynes and Walker, Washington, D. C. . . . Former field sales rep. RCA. William E. Bass, appointed staff assistant to J. B. Elliott, v.p. in charge of company’s consumer products. . . . George F. Petelin, J. was appointed assistant sales manager of Pickering & Co., New York, for its line of phonograph magnetic cartridges. . . . Allyn J. Cardwell died last week in Nossau Hospital, Moline, Ill. N. Y. Cardwell was the well-known inventor and experimenter in the electronics field. . . . Robert J. Reigel joins Standard Transformer, Chicago, as distributor sales coordinator. . . . W. D. Renner, former chief field engineer and technical advisor on Howard W. Sames Photocell publications, was promoted to post of manager of sales engineering. . . . Frederick J. Robinson promoted to the post of director of the International Sales div. of Sylvania. . . . E. G. Shower joins Radio Receptor Co., New York, as chief engineer of the new Germanium line. . . . Arthur Richenthal was elected secretary of Standard Coil Products, Chicago.

Scott, Meck Merge

Chicago—Shareholders of Scott Radio Laboratories, Inc., approved a merger with John Meck Industries, Inc. Plymouth, Ind., manufacturer of TV receivers, at a special meeting this week. The merger calls for an increase in the authorized $1 par value common stock of Scott from $500,000 to $1,500,000, the exchange of 1.3 shares of Scott for each of the 552,850 shares of Meck stock currently outstanding, and the surrender of 131,600 shares of Scott stock now held by John Meck.
Columbia Records Joins Association
(Continued from Page 1)

Another BMI Pin-Up Hit!
ALWAYS, ALWAYS
Published by Hal Eis
Recorded by
JUNE VALLE
HUGO WINTERMALTHER
PERCY FAITH
VICTOR YOUNG
BROADCAST MUSIC, INC.

A "HIGHLIGHT" For Every Program
FOR ALL WE KNOW
LEO FEIST, INC.

"POWDER BLUE"
FRANKIE CARLE—VICTOR
DON CHERRY—DECCA
HARRY BARBITT—CORAL
MARTHA TILTON
FORSTER MUSIC PUB., INC.
1619 B'way, N. Y. 216 S. Wab. Ar. Chi.

"I'LL HOLD YOU IN MY HEART"
EDDIE FISHER—VICTOR
TONI ARDEN—COLUMBIA
EDDY HOWARD—MERCURY
EDDY ARNOLD—VICTOR
ADAMS-VEE and ABBOTT, INC.
216 S. Weebah Ave. Chicago 4, Ill.

Columbia Records
Releases Four New LP Albums


Records on Parade—Columbia Records is doing nip-ups about Frankie Laine's latest waxing "Jealousy." 136,000 orders have been placed in less than 48 hours that the disc has been on the market. . . . Mel Torme plays the piano on his next four sides for Capitol. . . . Bill Raymond's vocal rendition of "Just Say I Love Her" with the Tex Beneke orchestra makes great hopes for "Nickelodeon Ray" which the jockeys are giving a great many spins. Dorothy Loudon vocalizes and Lawrence 'Piano Roll' Cook plays on the Abbey label. . . . Bill Miller's Riviera Revue, appears this week on the Roxy stage in New York, also on the bill is comedian Jackie Miles.

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R. H. O'Brien Of UPT Discusses Television

(Continued from Page 1)

ciety, Inc., held at the Hotel Roosevelt. He was followed by Paul Raibourn, vice-president of Paramount Pictures Corp. and chairman of the board, International Tele-

O'Brien, in his statement, said: "I favor both broadcast and theater TV, and believe they can be as fulfilling and developside-by-side. If they should supplement each other, each is aimed at a different audience."

In developing his theme, O'Brien declared that theater TV has three categories of programs: public service, entertainment in the form of newsreels and non-entertainment of an institutional sort for selected audiences—with the latter type also employed for budget entertainment in the form of newsreels and non-entertainment of an institutional sort for selected audiences, and the last type employed for budget entertainment in the form of newsreels and non-entertainment of an institutional sort for selected audiences.

Such events of prime importance as the United Nations sessions, presidential speeches, appearances before the Senate Crime Investigating Committee, which were telecast simultaneously over-the-air and on theater TV, bringing about the widest possible information and circulation were cited by O'Brien as examples of the two systems living together.

Educational Programs

He also said that theater TV is uniquely suited to carry educational programs for selected audiences and is a "natural" complement to the impact of sight and sound on the large screen for instruction. With reverse lines on television's own circuit, O'Brien also said, it enables a question-and-answer period, so that students can clear up any doubts about the televised instruction.

O'Brien also said that dramatic and comedy programs, yet to be tried on theater TV, deserve to be experimented with, but such programs would entail special promotion and the employment of top talent.

Raibourn, in commenting on the several aspects of paid TV, detailed several reports on the decline of use of TV, due said, in part to programming. His principal theme was that paid TV could afford to give better entertainment as well as educational features.

RADIO DAILY TELEVISION DAILY

Radio-TV Production Theme Of 4A Session

(Continued from Page 1)

Edwards.

R.F. 20 — Fast Ridin' — Hard Shootin' — Excitin' Serials

Every Chapter Caitl-Ropes the Audience for Your Station

NOTE FROM THE WEST COAST: Gene Lockhart, Regis Toomey and Max Clarke have been signed for leading roles in "That I May See," to be filmed by Jerry Fairbanks Productions as a Family Theater presentation. Program is for special Thanksgiving Day presentation, and will be produced by Father Peschley and directed by Max Clarke. "Ladies Mollineux" with Jack Russell as emcee has just completed its first Broadway performance. Show is directed by Dave Harvey and sponsored by Thrifty Drug Stores, Inc. who have just picked up the series for 36 weeks. The Red Roach Studio, first major Hollywood company to go over to TV, is operating in the fall, according to Hal E. Roach, president. The studio is currently producing six half-hour shows and went into TV a short two years ago. The studio has also completed approximately 250 commercial films this year. Latest release from the San Francisco Television Stations Committee places the number of TV sets in the Bay area at 333,025 as of Sept. 1. Louis D. Snader has signed Lawrence Welk and his orchestra, plus the Bobcats for a series of TELLESCRIPTions on each at General Service Studios.

JUDITH EVELYN will appear with Hollywood candidates James Aylmer and Jane Lipman in "Lock Every Door" on Hollywood Screen Test, Monday, Oct. 25 at 6:30 p.m. over ABC-TV. . . . The Mary Kaye Trio, currently appearing at the Copacabana, will guest on "The Steve Allen Show," at 12:45 p.m. Friday, Nov. 2, Messmore Kendall will play the part of host in a new TV series of historical dramatizations to be written by Maurice Barrett and produced by Elaine Smith, Inc. . . . Ray Savich, CBS-TV, press dept., will stage the Old Timers Dramatic Club production of "Raid" at the Fifth Avenue Hall, Sunday, Oct. 18. . . . Six tips on how to prevent floor boards from squeaking will be given to the audience, Saturday, Nov. 1 over ABC-TV when Norman Brokenshire—that old handy-man of radio and TV presents his "The Better Home Show" at 6:30 p.m.

HAVE YOU HAD YOUR "SERIAL" TODAY?

20 — Fast Ridin' — Hard Shootin' — Excitin' Serials

Every Chapter Caitl-Ropes the Audience for Your Station
Color-TV Manufacturing
Out For The Duration

(Continued from Page 1)

operation with the nation's defense program," Wilson's office announced.

They asked that the defense mobilization's freeze of color TV manufacture "be carefully watched by the mobilization officials so that, when materials later become available, they would be allocated to the industry so that production could be resumed," the announcement stated.

With color TV on the shelf for at least three years, assuming the defense production program runs its full course, there was speculation in industry circles here last night that the field sequential system of CBS approved by the FCC over protests of RCA, may never become the standard method of color TV.

Improved Color

Industry leaders pointed out that since research and development of color TV may continue, engineers in all likelihood will be able to greatly improve color in the next 10 years and come up with something not now available.

The meetings yesterday's conference were the following:


Russia To Get Sample Of
Own Radio Interference

(Continued from Page 1)

U. S. High Commissioner for Germany.

The State Department announced yesterday that the commissioner has authorized the Russian radio to devote from its 800 kc frequency and permit operation on this frequency as a Soviet station at Erfurt.

"It had been our hope that we would not be necessary for us to take this action and that the Soviet authorities responsible for the interference to the Russian radio would realize nothing could be gained by this type of radio interference," said a statement by Shepard B. Potts, public affairs officer for the high commissioner.

The new operation will cause interference to Luxembourg but Stone added that it "can be overcome if the Soviets choose by placing Erfurt on the exact frequency 800 kc or select another frequency for the producer."