

RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 45, NO. 1

NEW YORK, FRIDAY, OCTOBER 1, 1948

TEN CENTS

COY CLARIFIES TELE 'FREEZE' ACTION

Eight New AM Outlets OK'd By Commission

Washington Bureau, *RADIO DAILY*
Washington—The FCC yesterday announced that it has issued construction permits for eight new AM stations—four daytime-only and the rest on unlimited time with 250 watts. The latter are assigned to the following applicants: Bauer Broadcasting Company, Sand Point, Idaho—1,400 kc., with the cost estimated at \$13,330; Balen Broadcasting Co., Balen, N. M.—1,230 kc., with cost estimated at \$15,500; Sandhills Broadcasting Company, Alliance, Nebr.—1,400 kc., with
(Continued on Page 6)

Four ABC Affiliates Given Power Increases

Four affiliates of ABC have been granted construction permits by the FCC authorizing power increases. The stations are KITO, San Bernardino and KTMS, Santa Barbara, Calif.; WAGE, Syracuse, N. Y., and KRBC, Abilene, Tex.

KITO has been authorized to operate with 5,000 watts full time on 2,290 kilocycles. KITO now operates with 1,000 watts on the same frequency; KTMS to increase its power
(Continued on Page 8)

New Philco Vice-Pres. Announced By Carmine

Leslie J. Woods yesterday was named vice-president of the Philco Corporation's Industrial Division, according to James H. Carmine, v.p. of distribution.

Mr. Woods has been with Philco since 1925, working in various positions of responsibility in engineering and sales and acquiring his reputation
(Continued on Page 2)

TV Minded

Hollywood—Bing Crosby and his brother, Everett, have taken steps to launch a regional television network in the Pacific Northwest. Application has already been made to the FCC for a station in Tacoma, Wash., and additional stations are planned for Spokane and Yakima.

Lack Of Data On FM Makes Agencies Wary

Many advertising agencies are not buying time on FM stations because of a lack of validated data to determine cost per thousand listeners and to compare AM and FM values, according to an informal survey made by the 4-A's. A report on the findings was made at the FMA convention in Chicago by Kenneth Godfrey, 4-A staff executive.

Survey showed that only three of the 48 agencies which answered the questionnaire are now buying FM time. Only four agencies expect to do so in the foreseeable future. A total of 76 agencies were questioned
(Continued on Page 8)

McGrath Elected President Of New Boston REC Group

William B. McGrath, general manager of WHDH, Boston, was elected president of the newly organized Radio Executives Club of Boston at an organizational meeting held Wednesday noon in the Hotel Touraine in Boston. Other officers elected were Craig Lawrence, WCOP, vice-presi-
(Continued on Page 8)

FCC To Discontinue Processing Tele Applications Pending Revision Of Channel Allocations

Sponsors Seek More Merchandising Aids

Sponsor demands of networks for increased promotion and exploitation of commercial programs have been stepped up considerably this fall with agency press departments working closely with the web department heads.

Among the leading advertisers who have become merchandising conscious in their radio campaigns are
(Continued on Page 2)

New Radio Department Added To United Nations

Olive McHugh, radio educator of Toledo, Ohio, will join the staff of the radio department at United Nations, Lake Success, on next Monday to coordinate a new UN radio service. Miss McHugh will have charge of the production of a weekly kit of
(Continued on Page 2)

Chandler Authorizes Summaries Of Series

A. B. Chandler, baseball commissioner, declared yesterday that radio stations not carrying the World Series may give a three-minute summary after each 3 innings, thus re-
(Continued on Page 2)

Surprise Giveaway Stunt Forecast For Allen Show

Fred Allen has been very secretly planning for a sensational surprise, based on a giveaway of several thousand dollars in cash or prizes, when he returns to NBC next Sunday night at 8:30 p.m., EST. In his own special way, Allen plans to make a stab to "Stop the Music," his opposition on ABC.

It's strictly a hush-hush matter as to how Allen plans to work the big surprise into his show, but it's known

that within the last two days the comedian's representatives have made an attempt to get a \$5,000 bond through insurance companies. So far three companies have, with some reluctance, turned down the deal, fearing it might not be good policy for them to go along with it. Purpose of bonding the prize was to assure the listening audience that the whole thing was not another
(Continued on Page 3)

Washington Bureau, *RADIO DAILY*
Washington—FCC Chairman Wayne Coy yesterday announced that no further TV applications will be processed for a period of anywhere from a few months to a year or more, pending revision of the engineering standards and the allocation table. At the same time he insisted that the Commis-
(Continued on Page 3)

State Dept. Takes Over "Voice" Series Today

Preparation and broadcast of the "Voice of America" programs which previously have been handled by NBC and CBS under contract with the Department of State will be undertaken by the State Department beginning today.

In making the announcement, George V. Allen, assistant secretary for public affairs, said that the transfer of functions is being effected un-
(Continued on Page 8)

Mullen Names Agency For KMPC On West Coast

Frank E. Mullen, president of KMPC, Los Angeles, and other Richards stations announced that, effective immediately, C. J. LaRoche and Company, Los Angeles will
(Continued on Page 2)

New CBS Series

"The Family Hour of Stars," new dramatic series to be presented over the CBS network by Prudential Insurance Company of America, starts Sunday, 6:00-6:30 p.m., with Gregory Peck starred in an original radio play, "John Jones, Vice-President." Other guest stars to follow are Humphrey Bogart, Bette Davis, Ginger Rogers, Barbara Stanwyck, Bob Taylor.

Danish Station Set

King Frederik IX of Denmark will dedicate the new 50,000 watt Danish shortwave sender today, 12:30 Danish time. Prime Minister Hans Hødtorf, Minister of Education, Hartvig Frisch, and Julius Bomholt, chairman of the Danish Radio Council are set for a special program in honor of the event. Regular transmission weekdays to America set at 0:00-1:30 GMT.

RADIO DAILY



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JOHN W. ALICOATE : : : Publisher
FRANK BURKE : : : : : Editor
MARVIN KIRSCH : : : Business Manager

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WEST COAST OFFICES
Ralph Wilk, Manager
6425 Hollywood Blvd. Phone: Granite 6607

WASHINGTON BUREAU
Andrew H. Oiler, Chief, 647 Bahlonega Rd.
Phone: Wisconsin 3271

CHICAGO BUREAU
Nat Green
1417 Ashland Bldg. 155 No. Clark St.
Phone: State 2332

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

FINANCIAL

(September 30)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
ABC	7 1/8	6 7/8	7	— 3/8
Admiral Corp.	15 1/4	14 7/8	14 7/8	— 1/4
Am. Tel. & Tel.	151 7/8	151 3/4	151 3/4	— 1/4
CBS A	23 1/4	22 7/8	23 1/4	— 1/8
CBS B	22 7/8	22 7/8	22 7/8	— 1/8
Farnsworth T. & R.	6 3/8	6 1/8	6 1/8	— 1/4
Gen. Electric	39 3/4	38 7/8	39	— 1/4
Philco	38	37 5/8	38	+ 1/4
RCA Common	11 1/2	11 7/8	11 1/4	— 1/4
Stewart-Warner	13 1/4	13	13	— 1/4
Westinghouse	27 1/8	26 5/8	26 5/8	— 3/4
Westinghouse pfd.	89 1/2	89 1/2	89 1/2	— 1/2
Zenith Radio	25 1/4	24 3/4	24 3/4	— 1/2

NEW YORK CURB EXCHANGE

	Bid	Asked
Nat. Union Radio	2 1/4	2 1/4
OVER THE COUNTER		
DuMont Lab.	11	12
Stromberg-Carlson	13 3/4	15 1/4

New NBC Sponsor

The Faultless Starch Company, through the Bruce B. Brewer Agency, bought a musical program to be carried on a split network of 40 NBC stations for 52 weeks beginning Sunday, Oct. 10, 10-10:15, CST. The show will feature the singing of Judy Perkins and Ernie Lee and a vocal-instrumental quartet called the Browns' Ferry Four. It will originate in Cincinnati's WLW.

ARTHUR EDDY

Public Relations — Publicity

812 Taft Building
Hollywood

GLadstone 5305 — GLadstone 9082

Sponsors Seek More Merchandising Aids

(Continued from Page 1)

those handling foods and food beverages, drugs and toilet goods, home appliance manufacturers and cigars, cigarettes and tobacco manufacturers. A wave of station promotion contests is under way and regional branch offices of the sponsors have been instructed to work closely with the broadcasters.

One network spokesman said at last the sales promotion boys are coming into their own and the techniques which have been used so effectively in motion picture exploitation are finding use in radio merchandising. Another reported that the coming of television—visual selling—opens up new avenues for showmanship and product promotion and that agencies as well as television stations are giving a great deal of thought to this phase of merchandising.

New Philco Vice-Pres. Announced By Carmine

(Continued from Page 1)

as a radio industry pioneer. During the war he worked in Washington to help direct Philco's war work there. In 1942 he became vice-president and general manager of the National Union Radio Corp., Philco subsidiary. He assisted in that company's expansion to meet increased wartime demands of the Armed Forces.

After the war Mr. Woods returned to Philco as manager of the Industrial Division.

Mullen Names Agency For KMPC On West Coast

(Continued from Page 1)

handle the expanded advertising and promotion campaign for this 50,000-watt Southern California indie station. Jack Reeder, Pacific Coast v.p. for the La Roche agency will direct it. Mr. Mullen also made known the appointment of Larry Smith, wartime NBC news commentator and foreign correspondent for INS as manager of KMPC news and special events activities.

10 YEARS AGO TODAY

(From the files of Radio Daily)

The Texas Co. has lined up 148 stations for its dealer co-operative disk series which is due to get under way immediately. The outlets, expected to exceed 200 as additional dealers line up, carry the disks on a one to three times weekly basis with dealers paying half the charges and Texaco footing the other 50 per cent. Recordings are being cut by the NBC Transcription Service. . . . New York Philharmonic Symphony Orchestra will make its debut for the 1938-39 series over the CBS network with 102 musicians. John Barbirolli, soon to return from Europe, will conduct the series.

Chandler Authorizes Summaries Of Series

(Continued from Page 1)

versing a decision, announced last night by Walter Mulbry, secretary of baseball, that the bare score only would be permitted for non-Mutual stations. Mutual holds sole rights to give play-by-play accounts from the ball park, having spent \$150,000 for them.

In a letter to W. B. Wingo, superintendent of the Western Union Telegraph Company in Cincinnati, Chandler wrote:

"You may notify all subscribers to your 1948 world series descriptive service, including the various press associations and radio services, that reports of the world series are not to be broadcast until after the complete termination of the game, except to the extent only that scores and a three-minute summary may be broadcast at the end of each three innings of play on non-sponsored broadcasts. Descriptive broadcasts must not be made from these reports. You will advise the press associations, radio stations and others interested of this arrangement."

New Radio Department Added To United Nations

(Continued from Page 1)

material which will go to 100 school systems throughout the country. Plans for the new service were developed at a meeting of radio educators at the Ohio State University conference last May at which time Dorothy Lewis of United Nations gave an insight into the operations of the organization.

Send Birthday Greetings To—

- October 1
Curtis Arnall
- Adele Hunt Joe Rines
- October 2
Groucho Marx Ray Shield
Cecil Ray Joan Shields
Martha Atwood
- October 3
Gertrude Berg Ben Gage
Vincent Lopez Jane Crusinberry
- October 4
James R. Curtis John Conrad
Lenore Kingston Kathryn Card
- October 5
James S. Appell A. A. Klinger
J. W. Bixler, Jr. Renee Bernstein
Bob Bryon
- October 6
Charles Pearson George Crandall
John Reber Arthur H. Ashley
- October 7
Andy Devine Frances Moore
Alfred Wallenstein
Marjorie Carroll
Charles Pekar Harold Davis



The little ones do the work!

See those little tugs alongside that battleship? They're mighty powerful . . . powerful enough to shove that big ship around! What's it prove? That SIZ isn't everything.

Take radio stations for example. Just because a station has big wattage doesn't make it the best buy. Not by a country mile. Here in Baltimore, WITH has proved it to some of the sharpest time-buyers in America!

Sure there are larger stations in town. But WITH is the independent that delivers more listeners-per-dollar than any other station . . . bar none! That's right . . . more listeners-per-dollar!

If you buy time on results, not wattage—WITH is your best buy. We say so. Advertisers say so. Time-buyers say so. So how about getting the full story from your Headley-Reed man?



Baltimore 3, Maryland

TOM TINSLEY, President
Represented by Headley-Reed

Travers Joining MBS As Web Vice-Prexy

Linus Travers will give up his job as general manager of the Yankee Network on Nov. 1 to become a vice-president of MBS with special concentration on programs and sales. Following the joint announcement made by MBS and Yankee, Edgar Kobak, Mutual president, said Travers is being brought in to strengthen the web's top level executive staff.

When Travers moves into the Mutual setup, both Phillips Carlin, program veepee, and Jess Barnes, sales veepee, will report to him. Kobak said Travers will work on co-ordinating the activities of both departments. He is expected to exert his efforts toward strengthening Mutual's program schedule and the selling of programs.

Kobak said he had been searching

many months for a top level executive to bring into the Mutual operation and that he was delighted to get Travers who is thoroughly familiar with MBS. The official announcement of the switch said Travers will remain on the board of directors of the Yankee Network, a 20 per cent



TRAVERS

stockholder in MBS, and also continue to represent Yankee on the Mutual board.

There is a possibility, however, that Travers may not continue on the MBS board beyond next December, the date when the board holds its next meeting. So far, only one member of the MBS executive staff has served on the board—Kobak himself. But whether Travers stays or remains on the board is something for the group itself to decide.

There has been no announcement as to who will succeed Travers at the Yankee Network. It's believed that Thomas F. O'Neill, Yankee veepee, may be in line to take over Travers' duties. The Yankee web, however, is beginning a decentralization move and there may be a considerable realignment.

Travers, who will move his family to New York, has been in radio for 22 years. He joined WEAN, Providence, R. I., a Yankee member, in 1926, one year before graduating from Brown University. After a year at that station, he transferred to WNAC, Boston key outlet for the Yankee chain, and in a short time became production chief.

Travers later became veepee in charge of sales and production at WNAC and in 1943 was elected executive veepee and board member of the Yankee Network. He is considered to be one of the best informed men in the industry and is an expert in regional and spot broadcasting. Travers will continue to be available to the Yankee web for consultation.

FCC Chairman Clarifies Freezing TV Applicants

(Continued from Page 1)

sion's present action is in no way affected by the Commission's decision that channels in the UHF band will be opened up to TV, the latter development announced exclusively in RADIO DAILY yesterday.

The Commission does not intend to shut out TV from its present channels and present TV permittees will not be affected by the freeze, Coy said—which means that 37 stations now on the air may continue functioning as at present and 86 permittees may proceed with their construction. Any possible reallocation of channels among the cities will not affect pres-

channels will clearly have to come from the UHF.

The FCC will shortly turn over to the industry all its information on tropospheric propagation, and Coy said he hopes to hear industry proposals for standards revision in November. After that the revised standards will have to be proposed and adopted, with reallocation of frequencies to follow. It was obvious that the Commission is not thinking in terms of disturbing present TV stations, although even that assurance could not be given for a term beyond the present license term.

Elucidation

Washington — FCC Chairman Wayne Coy, neither an engineer nor a lawyer, yesterday came up with the layman's answer when asked by a reporter to define tropospheric propagation. It is, he said, "A thing that causes television stations to be located farther apart than they would otherwise be."

ent permittees, Coy said—but then he added that the guarantee need not apply after the expiration of the current license term.

In a press conference lasting the better part of an hour Coy insisted upon maintaining the separation of yesterday's action from the whole question of how soon the UHF will be opened to commercial TV. "It is not a first step toward the utilization of UHF," he repeated.

Comments on Set Situation

The confusion was complete, however, when after Coy said he would advise the public to buy TV sets today he refused to offer any assurance that as little as five years from now it might not be necessary to move the whole TV service into the ultra-high frequencies.

He spoke of the man who holds off on buying an automobile because each year he thinks a better model will appear the next year.

Asked if the Commission has definitely anchored TV to the VHF band, with UHF to be simply an extension of the service, Coy said he could answer only that the Commission would not be calling for maximum service in VHF "if it were expecting that service to cease in the morning."

But he refused to offer any further assurance that the present TV band will not be rendered obsolete.

The Commission is thinking today in terms of reducing the available channels in the VHF bands, Coy admitted, in order to reduce tropospheric propagation interference. This will increase the pressure for TV channels, and Coy said these

Sunoco Show Year Old

"Sunoco 3-Star Extra," heard on the NBC network Monday through Friday at 6:45 p.m., this week is celebrating its first anniversary on the air.

Fred Allen Planning Surprise Giveaway

(Continued from Page 1)

Allen gag but strictly on the up and up. New York office of the Continental Casualty Co. made out all the papers necessary in bonding the prize but when the plan was sent to the company's home office in Chicago it met with disapproval. It was first planned for a Continental executive to make an actual appearance on the show.

Allen and his co-workers then tried United States Fidelity & Guaranty of Baltimore but this firm also nixed the plan. It was further learned that when the giveaway idea was first presented to the NBC legal department, attorneys were not sure as to whether it could be cleared.

Allen representatives made another attempt to a bond through Albert N. Butler, Jr., writer of excess and surplus insurance who is in a position to write the deal with Lloyd's of London. It's understood that Butler was unable to dope out a way to handle the matter but is trying to put Allen in touch with a Chicago firm who might do the trick.

It appeared last night that Allen had been, so far, unable to get the prize bonded via insurance companies but it is believed that he will retain some kind of giveaway surprise idea in his show Sunday night. The comedian and his production assistants have been working on a variety of angles for presentation of the gimmick, one of them being a telephone giveaway.

Harris-Faye Returning

When Phil Harris and Alice Faye begin their new season for NBC on Sunday, Oct. 3, they will have a new sponsor, the Rexall Drug Co. No major changes are planned for the show's format. In between the comedy situations, Harris will offer his song-skits and Alice her songs. Announcing will be handled by Bill Forman, music by Walter Scharf. The producer-director is Paul Phillips.

**CKLW can put
your brand OVER
in the Detroit Area!**

5,000
WATTS at
800 Kc.
MUTUAL


CKLW

J. E. Campeau, President

Adam J. Young, Jr., Inc., Nat'l Rep. • Canadian Rep., H. N. Stovin & Co.

Television Strides Forward

with the Premiere of the

PHILCO 

TELEVISION

PLAYHOUSE

SUNDAY, OCT. 3RD * 9 TO 10 P.M.

NBC TELEVISION NETWORK

bringing to television receivers the all-time dramatic and musical hits of Broadway, with the leading stars and featured players of the Broadway stage



With the "Philco Television Playhouse", television comes of age . . . fulfilling the promise of this new and vital medium of entertainment.

Every Sunday evening from 9 to 10 P.M., over the NBC Television Network, the PHILCO TELE-

VISION PLAYHOUSE will present a full hour of theatrical entertainment on the highest professional plane. It will bring to the television screen the all-time smash hits of the Broadway stage, plays and musical productions which have entered the classic repertoire of the legitimate theater. Each week the cast will include the foremost stars and featured players of Broadway . . . whenever possible, those who were identified with the original success of the play.

PREMIERE PRESENTATION

Sunday, Oct. 3rd

*The George S. Kaufman
and Edna Ferber Success*

"DINNER AT EIGHT"

starring

Peggy Wood * Dennis King * Mary Boland * Vicki Cummings

Philip Loeb * Matt Briggs

featuring

Royal Beal * Jane Seymour * Judson Laire * Joyce Van Patten

Sunday, Oct. 10th

Daphne Du Maurier's

"REBECCA"

starring

Florence Reed * Bramwell Fletcher * Mary Anderson

and a brilliant supporting cast

ON SUCCEEDING SUNDAYS arrangements are in progress to present such plays as *Street Scene*, *Cyrano De Bergerac*, *Counselor at Law*, *Anna Karenina* and others of the all-time hits of Broadway. As these arrangements are completed, announcements will be made of dates, plays and players.



To achieve this milestone in the progress of television entertainment, Philco has enlisted the services of the Actors' Equity Association, under whose auspices each play will be produced and directed. Bert Lytell, Honorary Life President of Equity and Shepherd of the Lamb Club, will be Philco's host each week, narrating the action and giving intimate insight into the play and players. From this rich source of talent and material, the Philco Television Program will bring mature theatrical entertainment to television.

In this Sunday Evening Hour of Television, Philco takes a major step toward the development of television entertainment and to bring worthwhile programs to television viewers all over America. For this Philco program will be the *Philco Television Program*.

to every city where a television station has been established. Thus, for the first time in history, the foremost plays and players of the legitimate theater will expand their audience from Broadway to the far-flung homes of the nation, from coast to coast.

Finally, no small part of the satisfaction which Philco derives from this enterprise is the knowledge that a substantial part of the proceeds will go to the Actors' Fund, the charitable organization through which the theatrical profession takes care of its own.

So here's the promise of television entertainment fulfilled! Tune in every Sunday evening to the

Philco Television Program

The Sunday Evening Hour of Television

PHILCO *Time for Quality the World Over*

Eight New AM Outlets OK'd By Commission

(Continued from Page 1)

cost estimated at \$15,400, and Culpeper Broadcasting Corp., Culpeper, Va.—1,490 kc. with cost estimated at \$25,000.

Okayed for one kilowatt daytime operation were the Christian County Broadcasting Company, Taylorville, Ill., on the 1,410 band, with cost estimated at \$14,561; The Central Pennsylvania Broadcasting Co., Lewistown, Pa., on the 920 band with cost estimated at \$38,000; and Radio Hanover, Inc., Hanover, Pa., on the 1,280 band with a cost estimate of \$17,560.

Texas Firm Gets Nod

A permit went out also to the Brazos Broadcasting Co., Bryan, Texas, for daytime operation on the 1,440 band with 500 watts. Estimated cost of construction is \$13,662.

The Commission also approved the transfer of a 25 per cent interest in KVOW, Littlefield, Texas, from J. C. Rothwell to J. B. McShan for \$4,885. KG-CX, Sidney, Mont., was granted its application to boost its power from one kilowatt daytime to five kilowatts daytime on the 1,480 band.

Book Publisher To Sponsor Classical Disc Jockey Show

Doubleday & Company will sponsor Jacques Fray, classical music disk jockey, in a new show over WJZ, New York, Sundays and Wednesdays, 11:15-11:30 p.m. for 13 weeks from Sept. 26. Agency is Huber Hoge & Sons.

Fray, who is heard on WQXR each Monday and Wednesday, from 7:30-8:00 p.m., for Coty and the French Lines, begins a weekly Friday evening show via that outlet, same time, today.



Mainly About Manhattan. . . !

● ● ● AROUND TOWN: Ralph Edwards had to disconnect his phone until after the completion of his "Mr. & Mrs. Hush" contest which kicks off tomorrow nite. . . . Aside to Ed Sullivan: Your boy, Russ Morgan, is the first name bandsman to get his own video commercial. He starts Sunday nite over WNBT for Admiral Radios. . . . The baseball version of Al Schacht's clown routine shortly gets an added touch—a comic football routine for the winter. . . . Look-Alikes: Bobby Doerr & Bill Berns. Sound-Alikes: Bill Corum & Stu Erwin. Smile-Alikes: Celeste Holm & Gypsy Rose Lee. . . . Jack Barry may land a daily hour variety show on Mutual. . . . As a result of extensive research, Marty Abramson has discovered for Pageant's Nov. issue that today's typical show girl is pretty and shapely, hard-working, college bred, union-conscious and misunderstood. (Furthermore, she is apt to be unemployed). . . . Roosevelt Raceway to run week-long mid-winter meet with the trotters on ice. . . . \$50,000 to go into buildup of Gene Williams' ork. . . . Despite his well-known rep. as a fighter against Communism, Bill Sweets resigned as president of the RTDG rather than sign the non-Communist affidavits which was the only block to complete unification of the Guild and its impending negotiations for free-lance contracts. . . . Listening Post fading on ABC at the end of October.



● ● ● The Original Amateur Hour, sponsored by Old Gold, came back to the airwaves Wed. nite via ABC, with Ted Mack at the helm. Latter's voice and mannerisms are highly reminiscent of the late Major Bowes, founder of the program, and he is adept at putting the contestants at their ease. Mayor O'Dwyer, Messmore Kendall and Bert Lytell were among the well-knowns who showed up at the opener to give it a solid kick-off, and Bing Crosby wired in from the coast welcoming Mack to the web.



● ● ● Eddie (Your Man Friday) Cantor has lined up a sock show for his opener tonite on NBC, with Wm. Powell as guestar. Added attraction will be Dinah Shore, signed as a special guestar for an indefinite period. Bert Gordon, the Mad Russian, and Billie Burke will be back with Eddie for the season, along with Harry Von Zell and Edgar (Cookie) Fairchild. Eddie this week was presented with the 1948 Distinguished Humanitarian Service Award by the United Jewish Appeal for his efforts in helping to create the new State of Israel and for his services this past summer for the UJA in a 22-city speaking tour.



● ● ● LUV 'n' KISSES: Helen Hall's click on WOR as "Barbara Welles". . . . Taylor Grant's News & Views via ABC-TV Sat. nite. . . . Gloria Swanson's fashion commentaries on WPIX. . . . Willie Bryant's "After-hour Swing Session" on WHOM. . . . Bernie George's terrific impressions via his own ABC coast-to-coaster. . . . The Texaco commercials on the Milton Berle video stanza—easily the smartest we've yet seen on the new medium. . . . Carol Ames, who's packing them in at the Warwick's Raleigh Room.



● ● ● SID-BITS: T. Dorsey has another "I'll Never Smile Again" in his recording of "Until". . . . Al Priest (husband of Rockette Betty Vincent) has taken over the restaurant end of the Chelton Inn on 23rd St. and is luring the theater trade down there. . . . Ted Nelson, who owns the radio-video rights to the American Pro-Basketball League, has made a deal with NBC to televise the games of the N. Y. Gothams starting Nov. 13th. . . . Disc jocks in the N. Y. area all received steaks (delivered by eyeful Jerri Anne Fortwood, of the Rodeo) in a tie-up with the opening of "Red River" at the Capitol. . . . And WMCA's Ted Warner sent the scribes a neat hunk of apple strudel baked by one of the sponsors of their "Music of the Continents".

STATEMENT OF THE OWNERSHIP, MANAGEMENT, CIRCULATION, ETC., REQUIRED BY THE ACT OF CONGRESS OF AUGUST 24, 1912, AS AMENDED BY THE ACTS OF MARCH 3, 1933, AND JULY 2, 1946
Of "RADIO DAILY" published daily except Saturdays, Sundays and Holidays at New York, N. Y., for October 1, 1948.
State of New York
County of New York } ss.

Before me, a notary public in and for the State and county aforesaid, personally appeared Marvin Kirsch, who, having been duly sworn according to law, deposes and says that he is the Business Manager and Vice-President of RADIO DAILY and that the following is, to the best of his knowledge and belief, a true statement of the ownership, management (and if a daily, weekly, semi-weekly or tri-weekly newspaper, the circulation), etc., of the aforesaid publication for the date shown in the above caption, required by the act of August 24, 1912, as amended by the acts of March 3, 1933, and July 2, 1946 (section 537, Postal Laws and Regulations), printed on the reverse of this form, to wit:

1. That the names and addresses of the publisher, editor, managing editor, and business managers are:

Publisher, John W. Alicoate, 300 Park Avenue, New York, N. Y.; Editor, Frank Burke, 51 Choate Lane, Pleasantville, N. Y.; Associate Editor, Val Adams, 43-07 42nd St., Sunnyside, L. I.; Business Manager and Vice-President, Marvin Kirsch, 1616 E. 29th St., Brooklyn, N. Y.

2. That the owner is: Radio Daily Corp., 1501 Broadway, New York, N. Y.; John W. Alicoate, 1501 Broadway, New York, N. Y.; Donald M. Mersereau, 1501 Broadway, New York, N. Y.; Marvin Kirsch, 1501 Broadway, New York, N. Y.; Chester B. Bahn, 1501 Broadway, New York, N. Y., and Charles A. Alicoate, 1501 Broadway, New York, N. Y.

3. That the known bondholders, mortgages, and other security holders owning or holding 1 per cent or more of total amount of bonds, mortgages, or other securities are: None.

4. That the two paragraphs next above, giving the names of the owners, stockholders, and security holders, if any, contain not only the list of stockholders and security holders as they appear upon the books of the company but also, in cases where the stockholder or security holder appears upon the books of the company as trustee or in any other fiduciary relation, the name of the person or corporation for whom such trustee is acting, is given; also that the said two paragraphs contain statements embracing affiant's full knowledge and belief as to the circumstances and conditions under which stockholders and security holders who do not appear upon the books of the company as trustees, hold stock and securities in a capacity other than that of a bona fide owner; and this affiant has no reason to believe that any other person, association, or corporation has any interest direct or indirect in the said stock, bonds, or other securities than as so stated by him.

5. That the average number of copies of each issue of this publication sold or distributed, through the mails or otherwise, to paid subscribers during the twelve months preceding the date shown above is: 6,535.

MARVIN KIRSCH,

Business Manager and Vice-President.

Sworn to and subscribed before me this 30th day of September, 1948.

(Seal) JEANNETTE HANDIN,
Notary Public in the State of New York, Res. in Kings Co. Kings Co. Clk's No. 162, Reg. No. 226-H-O N. Y. Co. Clk's No. 460, Reg. No. 281-H-O. Commission Expires March 30, 1950.

Opening Date Switched

Premiere date of "Amos 'n' Andy" over the CBS network has been changed from Oct. 3 to Oct. 10. Program sponsored by Lever Brothers Company will be aired Sundays, 7:30-8:00 p.m., EST.

GIRL FRIDAY

Experienced; Motion Picture, Television scripts; Production—Rapid stenographer—background publicity, editorial—college; attractive; capable. SC. 4-6664 or ENG: MU. 9-0565.

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TELEVISION DAILY

Daily section of RADIO DAILY, Friday, October 1, 1948 — TELEVISION DAILY is fully protected by register and copyright

TBA PRAISES FREEZE ORDER BY FCC

TELE TOPICS

ABC is negotiating for a Hollywood motion picture studio to house its West Coast video headquarters. Web's Los Angeles and San Francisco outlets, KECA-TV and KGO-TV are expected to be on the air by the end of the year. . . . Steel box containing symbols of current life in Erie, Pa., will be placed for posterity in the cornerstone of publisher Ed Lamb's WICU. . . . North American Video has completed the first in the Maggi McNellis "It's A Woman's World" series and is starting production on the next four. . . . Singer Todd Manners was tapped for engagements in two Canadian hotels on the basis of his work in the "See the U. S. A. in your Chevrolet" commercials. . . . "Uncle WIP" kids show on WCAU-TV was renewed for 13 weeks and extended to three nites weekly.

DEMOCRATS' first TV time buy for a speech by Pres. Truman appears set for WATV when the Chief Executive stumps New Jersey next week. . . . The Newark outlet, by the way, has just about cleared up its early reception difficulties and should come through perfectly in most areas following installation of its new antenna, which it is getting cuffs from the manufacturer of its original tower. . . . Anomaly of the week: Met opera beauty Mimi Benzell guesting with Zero Mostel and Joey Faye on Martin Gosch's "Off the Record," Tuesday over DuMont. . . . Phones in the CBS-TV department get hooked up to the main web switchboard on Monday. The new number is PL. 5-2000. . . . William Ray, NBC news chief in Chicago, is due in New York next week to confer with Bill Brooks on the news staff for WNBQ, web's Windy City outlet.

CBS will scan five performances of the Rodeo at the Garden, with the Wrigley gum people picking up the tab. Web's ikes picked up the shindig last night as part of the 40-shot Camels deal. . . . Singer Dick Foote has been signed by KLAC-TV for his own weekly quarter-hour. . . . ABC's George Milne has assigned 15 engineers for the TV debut of "Town Meeting" Tuesday nite. . . . New York's Radio-Television Critics Circle starts its second season Wednesday eve with a meeting at the Park Ave. Restaurant. . . . Yachting mag. has come up with a story about a tele receiver installed aboard a 58-foot Diesel yacht which cruised off the East Coast from Maine to Norfolk this summer getting excellent reception at distances up to 150 miles.

JOSEPHINE SAVOCA, radio editor of the N. Y. Herald-Trib., leaves next week on a three-month tour of western Europe to report on the progress of video there. She'll concentrate on Great Britain, France and Italy.

WBAP-TV Goes On Air; First In The Southwest

Ft. Worth, Tex.—The Southwest's first station, WBAP-TV, began official operation here Wednesday night. Outlet was dedicated by owner Amon Carter, president of Carter Publications, who was introduced by Harold Hough, director of the station.

Opening night program, which was completely sold out, consisted of an NBC dedication film, Korda's "Scarlet Pimpernel," a live local show with the "Flying X Ranch Boys," and a local film newscast, with commentary by Lillard Hill. Latter show, with shots of Pres. Truman's arrival here and events in the Ft. Worth-Dallas area stole the show, in the opinion of most viewers.

Station, which will maintain a Wednesday-through-Sunday program sked has signed commercial contracts covering between 200 and 300 hours of air time, including high school and college football, newscasts and spots.

An estimated 1,000 sets are in the area.

Program Execs. To Speak At First ATS Meet Tues.

Program execs of the six New York stations will outline fall programming plans at the season's first American Television Society luncheon Tuesday at the Hotel Astor. Walter Abel, TV chairman of the Screen Actors Guild will speak on the union's video activities.

Slated to appear are Jim Caddigan, DuMont; Harvey Marlowe, WPIX; Charles Underhill, WCBST-TV; George Green, WATV, and representatives of WNBT and WJZ-TV.

Commission Defers All Video Hearings

Washington—All pending TV hearings, as well as such related policy questions as the eligibility of motion picture companies to go into TV in view of their anti-trust records and the separability of Paramount Pictures from DuMont for licensing purposes will lie over, so far as the FCC is concerned, until a new allocation plan for TV frequencies has been worked out, Chairman Wayne Coy said yesterday.

Perhaps the most important of the hearings to lie over will be that involving applicants for TV channels in San Francisco, with five applicants seeking two channels. Lucky is Don Lee, which can go ahead with construction on a third channel, after narrowly escaping being bracketed with Paramount, Fox, CBS, Ed Pauley and KROW in the bitter competitive hearings.

The possibility loomed that by the time these hearings are again opened, UHF frequencies may be available for assignment, with the Commission then in the position of having to decide each application on its merits alone rather than on a competitive, comparative basis.

McNaughten To WFIL-TV

Neal McNaughten, assistant director of the NAB engineering department, has been named manager of technical operations of the Philadelphia Inquirer stations, devoting most of his time to WFIL-TV, general manager Roger Clipp, announced yesterday. Prior to his association with NAB, McNaughten was a section chief in the FCC engineering department.

DuMont Also Hails Move Heralding UHF Advent

FCC order yesterday temporarily freezing action on TV applications was hailed last night by TBA as a move that "undoubtedly will result in better, interference-free reception by the ever-growing television audience." The announcement of the FCC decision was commended also by Dr. Allen B. DuMont, who said it was a constructive step necessary for the establishment of a truly competitive system.



(General feeling at NAB headquarters in Washington was that the FCC move was well advised, providing for a much needed breathing period during which the industry as well as the Commission can look over the TV picture).

Speaking on behalf of the TBA board of directors, J. R. Poppele, president of the organization, said:

"The presently operating 37 television stations in key cities of the United States and the 83 new television stations under construction in other sectors of the country are in no way affected by the FCC order."

"Manufacturers of television equipment will continue to supply millions of prospective set owners with all types of receivers and the number of new video programs being introduced almost daily will increase. . . .

"Mr. Coy firmly declared that the prospective set owner could go ahead with a purchase of a television set with confidence, and added that 'what we are doing is seeking to improve the present service and perhaps obtain a larger service area for stations.'

"The Television Broadcasters Association supports the Federal Communications Commission in its efforts to expand and better the television service to the public," said Poppele.

Dr. DuMont said the present 12 VHF channels can be maintained and 69 additional six-megacycle channels can be provided in the UHF band. He added that the Commission's move would not necessitate a change in the operating frequencies of existing stations and would help eliminate interference in the present VHF band.

Arkedis Joins CBS-TV

Appointment of George J. Arkedis to the CBS video sales staff, was announced yesterday by David Sutton, CBS-TV sales manager. Arkedis has been an account executive for WCB.

Press-Time Paragraphs

CBS Signs KLEE-TV, Houston

Primary affiliation contract with CBS has been signed by KLEE-TV, Houston, Tex., outlet slated to go on the air Jan. 1. Station is the first in Houston, and probably will be the only one for some time because of the FCC freeze on applications. Owned by W. Albert Lee, and managed by Sidney Balkin, outlet will be known as "The Eyes of Texas."

Hammann Heads WABD Day Sales

John S. K. Hammann, former ABC account exec, yesterday was named manager of daytime sales for WABD, which begins full-time operation later this month. Hammann has had 16 years experience in radio sales, previously was sales manager of KYW and an NBC account exec.

WENR-TV Debut Gets 66.3 Rating

Chicago—Personal interview survey by The Pulse reveals that the WENR-TV debut Sept. 17 was seen at some point during the evening in 82.8 per cent of homes called. Average quarter-hour rating for the kickoff was 66.3, with highest rating, 77.2, scored by the "Breakfast Club" stanza.

COAST-TO-COAST

To Air Georgia Univ. Games

Atlanta, Ga.—WSB, under the sponsorship of the Royal Crown Cola Co., will exclusively broadcast the 10-game football schedule of the University of Georgia. Furnishing the play-by-play account will be George Theringer, veteran sportscaster.

WPTR Entertains Baby Sitters

Albany, N. Y.—WPTR's platter spinner, Allan Carter, has started a new Saturday night ailer entitled, "Baby-Sitter's Ball." Program features the finest in pop music, aimed at the younger set. The new show is heard over WPTR from 9:00-10:30 p.m.

Hackmeyer Joins WCOP Sales

Boston, Mass.—New member of the WCOP sales staff is Irving Hackmeyer. A graduate of Boston University, where he specialized in advertising and selling and radio, Hackmeyer comes to WCOP from an announcer's post at WMEX.

To Air Show On Bowling

Columbus, Ind.—Bowling fans will have a treat in store upon the airing of WCSI-FM's new show entitled, "Ten Pin Parade." Heard each Saturday at 7:30 p.m., program features bowling team scores and other information of interest to bowlers.

McGrath Elected President Of New Boston REC Group

(Continued from Page 1)

dent; Mona Kirby, WLAW, second vice-president; Edmund J. Shea, James Thomas Chirurg Company, Inc., treasurer and Janet A. Gilbert, Harold Cabot & Company, Inc., secretary.

Approximately 100 members were present and the constitution and by-laws as submitted were unanimously accepted. The Boston Club is reported to be patterned after the Radio Executives Club of New York and is the first club of its kind to be organized outside New York City.

Sponsors WNBC News

American Home Products has signed to sponsor six 5-minute newscasts a week on WNBC, New York. Shows are the 7 a.m. news on Tuesdays, Thursdays and Saturdays and the 8 a.m. news on Monday, Wednesday and Friday. Clyde Kittell is the newscaster. The 26-week contract was placed through Dancer-Fitzgerald-Sample. Products are Bisodol and Anacin.

Stork News

Larry Pickard, news writer at WOR, New York, and his wife Ruth, formerly assistant to the program director at Muzak, are parents of a son born Sept. 24 at Doctors Hospital in Manhattan. Boy is named Mark Brian and weighed in at seven pounds, 14 ounces.

WFIL Airls Pub. Interest Series

Philadelphia, Pa.—"Public Hearing," a new series of public interest programs representing a cross-section of community thought, now is being heard on WFIL as a regular Sunday afternoon feature. Program's moderator will be John Roberts, program director of the Temple University Radio Workshop, who revealed that production phases of the broadcasts and the resulting programs will be handled by the Workshop's staff and students.

To Broadcast La. "U" Football

Council Bluffs, Ia.—All football games of the University of Iowa will be broadcast by KSWI and KFMX. Handling the play-by-play will be Gene Claussen with Herb Olson doing the color assist. Sponsor is the Retail Merchants Association of this city.

Directs Civic Center Concert

Denver, Colo.—KOA musical director, Milton Shrednik, recently directed a 32-piece concert orchestra for a free "pop concert" in Denver's Civic Center. Sponsored by the Denver Musicians' Association and the city and county of Denver, program featured several KOA artists including Virginia Quarles Knowles, cellist on the "Sketches in Melody" program; soprano Janet Fee and Ivan Schooley, baritone.

Four ABC Affiliates Given Power Increases

(Continued from Page 1)

to 5,000 watts daytime, 1,000 watts at night on 1,250 kilocycles. The station now operates on 1,000 watts, 1,220 kilocycles.

Authorization to WAGE grants 5,000 watts daytime power, 1,000 watts night-time on 620 kilocycles. WAGE now operates with 1,000 watts on the same frequency. Construction permit granted KRBC covers operations with 5,000 watts daytime and 1,000 watts night-time power on 1,470 kilocycles. The station now operates on 250 watts full time on 1,450 kilocycles.

Wedding Bells

Janet P. Thorsen, secretary to Robert Saudek, ABC vice-president in charge of public affairs, will become the bride of Harry F. Schroeder, assistant comptroller of Bankers Trust Company, Saturday, Oct. 9, in Plymouth Church, Brooklyn.

Budd Getschal, v.p. and partner in Stuart Bart, Inc., advertising agency, marries Evelynne Love Cooper today. Getschal was formerly an advertising executive at Paramount Pictures and Warner Bros. Marriage will take place at a friend's home in Manhattan.

Hartford, Conn.—Elizabeth Kelly, a member of the accounting staff of WDRC, Hartford, will be married October 16 to Thomas Russell.

Lack Of Data On FM Makes Agencies Wary

(Continued from Page 1)

and the 48 which answered are located throughout various sections of the country.

Commenting on results of the survey, Godfrey cited as typical the reply of one large agency, as to why it did not buy FM time: "No sets, no audience, no facts."

Among the 48 answering agencies, 41 said their need for facts is not being filled by FM research and promotion. Godfrey said agencies believe that FM broadcasters can supply needed information through validated research of their own, perhaps financed by FM stations jointly.

Only seven agencies (out of 32) think that FM will eventually supplant AM and others feel FM will find its best use in small community-service stations.

One 4-A member wrote: "I believe FM has been hamstrung. It has a great future, but must be 'organized' to rid itself of current shackles. FM must prepare to sell itself to the advertiser by giving agencies the material they need to popularize it."

Renew "Dr. Christian"

Chesborough Manufacturing Co., Consolidated, New York, for hair tonic and petroleum jelly, has renewed its sponsorship of the CBS "Dr. Christian" series, effective Oct. 20, it was announced by William C. Gittinger, vice-president in charge of sales. Agency is McCann-Erickson, Inc.

"Dr. Christian," starring Jean Hersholt in the title role, is aired Wednesdays, 8:30-9:00 p.m.

New CBS Station Managers

Changes in station managers of two CBS affiliates were announced by the network yesterday. John T. Gelder, Jr. replaces H. L. Chernoff as manager of WCHS, Charleston, West Virginia, and William N. Conine supplants Norman Paige as manager of KZPI, Manila, P. I.

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HOLLYWOOD BEACH HOTEL
940 Kc. — FULL TIME

JONAS WEILAND, President
Represented by: John H. Perry Associates

State Dept. Takes Over "Voice" Series Today

(Continued from Page 1)

der agreement between the department and the radio networks following their decision to withdraw from programming activities in the field of international broadcasting. The two networks have been preparing and broadcasting "Voice of America" programs in English, Spanish, Portuguese, French, Italian, German, Annamese, Malay and Siamese.

The department's international broadcasting division, which has charge of "Voice of America" operations, will continue to lease the shortwave facilities of private companies, including those of NBC and CBS.

Latin-American Shows Cut

The broadcast output to Latin America will be reduced tomorrow to two hours and 45 minutes daily from the present schedule of four hours and 45 minutes. Daily Far Eastern programs of 15 minutes each in Annamese, Malay and Siamese, which have been prepared by CBS up to the present, will be discontinued. The European schedule will remain virtually intact, with broadcasts continuing in Bulgarian, Czech, English, French, German, Greek, Hungarian, Italian, Polish, Rumanian, Russian, Serbo-Croat, Slovak, Slovene and Spanish.

Broadcasts will continue to the Far East in Chinese, Korean, Russian and English, and to Latin America in English, Portuguese and Spanish.

The "Voice of America" will increase certain existing broadcasts and will inaugurate programs in additional languages as soon as adequate staffs can be recruited. The output to Europe will be given added impetus October 3 when the relay of "Voice of America" programs through British Broadcasting Corporation facilities will be increased from nine to ten and one-half hours daily.

Give And Take To Boston

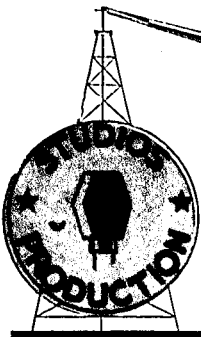
John Reed King and his "Give and Take" daytime quiz show move on with prizes and stunts into Boston, Mass., today, October 1 and Saturday, playing at Boston Arena. They plan three shows, each running two hours. Several charitable causes will sponsor the show locally and benefit from it directly.

'Juvenile Jury' Back Sunday

Jack Barry's "Juvenile Jury" returns to the air Sunday, October 3, 3:30 p.m. on MBS for the opening of the fall season.

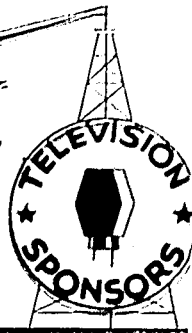
FOR SALE

Greenwich, Conn. Moving south and must sell immediately. On beautiful acre all one floor. Large living room, pic window, fireplace, dinette, cab kitchen, 3 bedrooms, bath. Full basement, attic. Oil burner, hot water heat, fully insulated, storm windows, screens. Two car garage. Excellent 45-minute commuting. Asking \$26,500. Want offer. Phone Greenwich 8-4943-M.



RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 45, NO. 2

NEW YORK, MONDAY, OCTOBER 4, 1948

TEN CENTS

NAB ESTIMATES GROSS REVENUE FOR '48

Educational Radio Survey Made By Indiana Univ.

An examination of the operations of 18 educational radio stations made in 1947 by George Willeford, graduate student in the radio department of the University of Indiana, was released the past weekend by Richard B. Hull, president of the National Association of Educational Broadcasters.

Twelve of the 18 stations studied were AM operations owned and operated by colleges or universities, ranging in power from 100 to 5,000 watts and with two exceptions operating on daylight frequencies only; (Continued on Page 5)

Winchell, Lux, Godfrey Lead Current Hooper

Walter Winchell, Lux Radio Theater and Arthur Godfrey's Talent Scouts continued their one, two, three order in the Sept. 30th "Program Hooperatings Report." Winchell hit 19.6 while Radio Theater and Talent Scouts chalked up 17.3 and 15.9, respectively.

Average sets-in-use was 7.1, up 1.0 over the last Hooper report. Available homes of 75.4 was up 5.5 from (Continued on Page 8)

Coffee Sponsor Buys 12 Additional Stations

The William B. Reily Coffee Co., New Orleans, has added 12 Georgia markets to their regional sponsorship of Frederic W. Ziv's 'Old Corral' program. This swells Reily's 'Old Corral' sponsorship to 62 southern markets or a total of 70 quarter-hours per week.

Agency representing the William (Continued on Page 2)

Cultural

The Mutual network's program department is planning a weekly radio show featuring outstanding critics and musical leaders, which is designed specifically to whet the musical appetites of teenagers and interest them in furthering their musical educations. One of the basic ideas of the program is to provide four-year music scholarships each month.

Mail Your Ballots

Washington—Four proposed amendments to the NAB by-laws dealing with representation, dues, election of directors and the president's annual report will be voted upon in a mail referendum by the membership this month, with ballots to be returned by October 22.

Radio-TV Set Sales Showing Increase

An increase in sales of radio and television receivers was reported in a survey of New York distributors and dealers the past weekend. The increase was attributed to the advent of the fall and winter season and coming World Series baseball and Election Day returns.

Radio set sales, off during the summer months, has stepped up considerably since Sept. 1. The models moving the fastest are portables and combination sets, according to New York dealers.

Television receiver sales have been (Continued on Page 3)

S-W Facsimile Receiver Ready For Production

The new home receiver for radio facsimile transmission developed by the Stewart-Warner corporation and shown for the first time this week at the FMA convention in Chicago is ready for production and will sell for approximately one-half the price of present receivers on the market, Sam Insull, Jr., vice-president for (Continued on Page 5)

Election Returns On 2 Webs Sold To Automobile Mfrs.

Sponsorship of election returns on the night of Nov. 2 over all four major networks—covering both AM and TV—is completely sold out following contract signings by NBC and ABC (for AM) with Chevrolet and Kaiser-Frazer, respectively. This means that on Election Night three different auto makers will be riding the same attraction over three networks, a unique situation which may put network production personnel

Increase Of 7.4% Over 1947 Predicted, With North-Midwest Leading Gains; Expect \$383,000,000 Time-Sale

Washington Bureau, RADIO DAILY

Washington—An increase of 7.4 per cent over 1947 will be seen in broadcasters' over-all gross revenue for this year, but the gain will be outweighed by a 10 per cent jump in operating expenses, the NAB estimated Friday. Basing its estimate on a survey of a sample of stations during the first eight months of 1948, projectable to the entire industry and the whole year, the NAB research

(Continued on Page 8)

Steffey Promoted By Yankee Network

George W. Steffey, vice-president and program director of WNAC, and the Yankee Network, Boston, was elected a member of the board of directors of the network Friday and in his new capacity will carry out the operations of the regional network. Steffey will take over the duties of Linus Travers, who resigned last week as general manager to become an administrative

(Continued on Page 8)

Many New Associate Members Signed By REC

Over 100 station executives in various parts of the country have already signed up as associate members of the Radio Executives Club of New York and new applications are coming in daily. A special drive, (Continued on Page 8)

Spot Campaign Planned For Jewelry Store Trade

Recorded spot announcements by Milton Cross are being distributed to retail jewelers by the Gemex Company of Union, New Jersey, manufacturers of Gemex watchbands; (Continued on Page 5)

Crosley Tele Web May Be Developed

Development of a midwest television network with stations in Louisville, Ky., Dayton and Cincinnati, Ohio, was forecast the past weekend following the consumation of the deal for WHAS, Louisville, by the Crosley Broadcasting Corporation.

The Crosley Company now operates a television station in Cincinnati, has a grant for Dayton, and acquires (Continued on Page 5)

Coast 'Breakfast' Show Will Be Sold As Co-op.

Hollywood—ABC's "Breakfast in Hollywood" program will be made available to all advertisers on a cooperative sales basis in quarter-hour segments, when the program bows in over ABC today, moving to a new listening time—1:00 to 1:30 p.m., PDT. Jack McElroy is emcee.

Political

Governor Earl Warren, Republican candidate for Vice-President of the United States, speaking at a campaign rally in the International Amphitheater, Chicago Stockyards, will be heard over the Columbia network, Wednesday, Oct. 6, (CBS, 10:30-11 p.m., EST, via WBBM, Chicago). Time for the broadcast has been purchased by Republican Nat'l Committee.

CHICAGO

By NAT GREEN

WMAQ-FM, the NBC Chicago FM service, begins regular broadcast operations on Thursday, October 14, according to Howard Luttgens, chief engineer of the NBC central division. Operating on 101.1 megacycles, the station will air the program schedule of WMAQ, its sister AM station. WMAQ-FM will be heard from 8:00 to 1:00 a.m. on Sundays, from 5:45 to 1:00 a.m. on Mondays, and 5:45 to 10:00 a.m. Tuesdays through Saturdays. The newest Chicago station to boast one of the most powerful signals in the city. Its RCA transmitter has an effective radiation power of 24 kilowatts, guaranteeing complete coverage of the Chicago area. The transmitter and other engineering facilities of Station WMAQ-FM are located in the NBC quarters at the Civic Opera Building. A weekly 15-minute round-up of the day's sports results, with scores and capsule descriptions of outstanding football games throughout the country, and latest sports news will be aired each Saturday evening at 10:15 p.m., EST. Titled "Tops in Sports," this new quarter-hour which began last Saturday will be presented by ABC's sports staff in Chicago, and will include in addition to the latest sports news and results, interesting and dramatic sidelights of the day's doings on the athletic fields and interviews with top sports personalities.

WGN will cooperate with the Community Fund in presenting a series of ten first-person, case history tape recordings as its contribution to the Community Fund campaign. These ten-minute case histories will be presented on WGN-WGNB's "Enraptured Hour" from October 14 to November 25. Don Herbert, radio director of the Community Fund, will conduct the tape recorded interviews. "Curtain Time," comedy drama sponsored by Mars, Inc., moves from 10:30 p.m., EDST, Saturdays, to 10:30 p.m., EDST, Wednesdays, beginning October 6.

Bill Romano, assistant to WIND publicity, back from a week-end trip to St. Louis.

Harold Christian of WXYZ spent several days in Chicago conferring with ABC execs.

American Radio Warblers, famed singing canaries, return to the air on Mutual on October 31 for American Bird Products Co.



California Commentary...!

• • • Two new shows being offered clients in Hollywood this week include a drama starring Shirley Temple and John Agar and a comedy situation show, "Morgan, the Pirate," starring Frank Morgan. . . . Announcer

Frank Goss and his wife catch a week's vacation at Yosemite, which started Oct. 2, sandwiching the holiday between his broadcasts of "Stars Over Hollywood" and James Hilton's "Playhouse." . . . Queenie Smith transcribed an interview for Carl Post's "Behind Studio Gates" program at International Recording Studios last week. The show will be heard locally over KLAC, and is played by 37 other stations throughout the country. . . . Al Simon, writer-producer-owner of the Mutual network interview show, "It's A Living," which features people who have unusual jobs and odd occupations, plans to tie his show in with newspapers in the key cities where his show is heard. . . . Jack Benny and his troupe traveled over 10,000 miles during the past summer entertaining in the United States, England and Germany. The comedian and his gang returned to the NBC microphone last night for his 17th consecutive year on the network. . . . Horace Heidt kicked off a series of one-nighters with the broadcast of Philip Morris Night With Horace Heidt from Long Beach (Calif.) last night. Heidt is booked solid until December 1 with only eight open dates for travelling. . . . The Association of American Railroads and the American Broadcasting Company tossed a party the other eve to introduce the personalities of their new program, "The Railroad Hour." Among those attending were Gordon MacRae, Carmen Dragon, Dinah Shore, Jane Powell, and a host of others. . . . Jack Meakin, music maestro for "The Great Gildersleeve," will also conduct and arrange Dennis Day's songs on the Jack Benny program.

Hollywood

at Yosemite between his broadcasts of "Stars Over Hollywood" and James Hilton's "Playhouse." . . . Queenie Smith transcribed an interview for Carl Post's "Behind Studio Gates" program at International Recording Studios last week. The show will be heard locally over KLAC, and is played by 37 other stations throughout the country. . . . Al Simon, writer-producer-owner of the Mutual network interview show, "It's A Living," which features people who have unusual jobs and odd occupations, plans to tie his show in with newspapers in the key cities where his show is heard. . . . Jack Benny and his troupe traveled over 10,000 miles during the past summer entertaining in the United States, England and Germany. The comedian and his gang returned to the NBC microphone last night for his 17th consecutive year on the network. . . . Horace Heidt kicked off a series of one-nighters with the broadcast of Philip Morris Night With Horace Heidt from Long Beach (Calif.) last night. Heidt is booked solid until December 1 with only eight open dates for travelling. . . . The Association of American Railroads and the American Broadcasting Company tossed a party the other eve to introduce the personalities of their new program, "The Railroad Hour." Among those attending were Gordon MacRae, Carmen Dragon, Dinah Shore, Jane Powell, and a host of others. . . . Jack Meakin, music maestro for "The Great Gildersleeve," will also conduct and arrange Dennis Day's songs on the Jack Benny program.



• • • For the first time in the history of radio the motion picture rights to an ether property has yielded revenue comparable with the film rights to hit plays and best-sellers. This was pointed out by Het Manheim, in charge of the marketing of CBS story properties to the studios, and he was referring to "My Friend Irma," by Cy Howard, which was bought by Hal Wallis, who also produced "Sorry, Wrong Number," based on a radio program. Manheim believes the reason studios are showing keener interest in radio properties than heretofore is that they are gearing their product for the domestic market and realize the value of programs that have high Hoopers and audience penetration. MGM recently completed "A Date With Judy," while there is keen interest in "Boy Of Mine," written by William N. Robson. Manheim will make a trip East to cull all of the CBS story properties and those found to have picture values will be attractively presented to screen producers. . . . Pat Weaver, vice-president in charge of radio and television for Young & Rubicam, will spend the first three weeks of October in Hollywood.



• • • After an attractive, unidentified blonde had been bombarded from all sides with photographers' flash bulbs for more than 30 minutes at the Brown Derby Sept. 24, the curiosity of the customers was finally satisfied when the beauty rose and started to leave with her escort. Don Searle, ABC Western Division vice-prexy. On the girl's sun-tanned back, neatly inscribed in large, white letters was "Richfield," which was ABC's way of reminding the Derby clientele that "The Richfield Reporter" would become an exclusive over the ABC Pacific Coast network. . . . The Sam Jaffe agency auditioned an adaptation of "The Man Who Came To Dinner," starring Frank Morgan, at NBC. Howard Dimsdale wrote the script and Sandy Cummings produced for the Jaffe agency. . . . Charles Lasher, Young & Rubicam Hollywood copy chief, to vacation in Phoenix.

SAN FRANCISCO

THE Standard School Broadcast is starting its twenty-first annual course over KNBC. The program is said to be the world's longest-established radio project of music-education and entertainment. More than 5,000 schools in the Far West use this program as a teaching aid in their classes in music, history and literature. Music is provided by the KNBC concert orchestra under the direction of Carl Kalash, with Clancy Hayes acting as musical guide for the programs. Dick Bertrandias of the KNBC staff is the producer, and Adrian Michaelis, program manager of Standard of California, is program supervisor.

Another popular school program, the San Francisco Examiner's "Schoolcast" show, is now in its eighth year. The program is being broadcast three times weekly over station KGO. Dwight Newton, Examiner librarian, presents an analysis of the news and its background for use in classrooms throughout Northern California.

WMGW Meadville, Pa.

WMGW - FM

SERVES! — THE RICH NORTHWEST AGRICULTURAL AND INDUSTRIAL TERRITORY.

SELLS! — WRITE FOR DETAILED SUCCESS STORIES OF OUR CLIENTS.

SAVES! — COMPLETE COVERAGE THRU WMGW + WMGW-FM AFFORDS SAVINGS FOR EVERY ADVERTISING BUDGET.

WMGW - WMGW - FM

FIRST NATIONAL BANK BLDG.

MEADVILLE, PA.

Victor C. Diehm, Vice-President and Gen. Mgr.

BRIGHT REMARKS"

Pithy Descriptions of Famous People!

TITO : "Nobody's Russian me".
FRANCO : "Pain of Spain".
BEVIN : "Schizophrenic Socialist".
DE GAULLE : "Joan of Darkness".
ANG KAI SHEK : "All's Still-Not-Well".

by **BOB BRIGHT**
VNJ — NEWARK, N. J.

RADIO DAILY

Survey Of Educational Radio Released By Indiana Univ.

(Continued from Page 1)

six were FM stations, operated by boards of education in large cities, and two by universities, using power ranging from 250 watts to 18,000 watts.

"With an average operating time of 8 hours, stations reported average operation on current expense cost at \$20,000, with salary budgets averaging \$38,000," the report states. "One station spent \$57,000 on operations, and another listed a salary budget of \$100,000.

"The average salary for the manager was \$5,580. These salaries ranged as low as \$3,600 and as high as \$10,000. Program directors pay ranged from a low of \$2,800 to a high of \$7,000 with an average figure of \$3,700. Chief engineers' pay ranged from a low of \$3,000 to a high of \$4,800.

"Thirteen of the stations offered to some degree 'extremely specialized' programs, and the majority devoted considerable time to semi-classical and classical music with music in the program day constituting from 36 per cent to 60 per cent of the material offered," the report stated.

Engineering equipment, in general was modern, and studios were either new or recently converted. Average number of studios per sta-

tion was between 3 and 4. All but one station indicated regular use of wire or tape recorders.

Fifteen of the 18 stations surveyed expressed interest in some sort of a national educational network. Doubt, however, was expressed as to its practicability.

The stations participating in the survey were: KOAC—Oregon State College, Corvallis, Oregon; KWLC—Luther College, Decorah, Iowa; KWSC—State College of Washington, Pullman, Wash.; WBAA—Purdue University, Lafayette, Ind.; WBEZ-FM—Chicago Radio Council, Chicago, Ill.; WBGO-FM—Newark Public Schools; WBKY-FM—University of Kentucky, Lexington, Ky.; WDTR-FM—Detroit Public Schools—new; WHA—University of Wisconsin, Madison, Wisc.; WHCU—Cornell University, Ithaca, New York; WILL—University of Illinois, Urbana, Ill.; WKAR—Michigan State College, East Lansing, Mich.; WNAD—University of Oklahoma, Norman, Okla.; WNYE-FM—New York Public Schools; WOI—Iowa State College, Ames, Iowa; WSAJ—Grove City College, Grove City, Pa.; WSUI—State University of Iowa, Iowa City, Iowa; WUOM-FM—University of Michigan, Ann Arbor, Mich.

S-W Facsimile Receiver Ready For Production

(Continued from Page 1)

radio of Stewart-Warner, announced yesterday.

Combining facsimile with AM and FM radio reception the set will use the John V. L. Hogan patents held by Radio Inventions, Inc., of New York City. The set which probably will sell for somewhere in the \$400 bracket will produce a dried facsimile reproduction on a continuous sheet of white paper eight inches wide.

Spot Campaign Planned For Jewelry Store Trade

(Continued from Page 1)

Three announcements by Cross are accompanied by suggested introductory and closing scripts for local announcers, featuring the local store's advertising. Total time required for each spot is one minute. Announcements were prepared for Gemex by their agency, Peter Hilton, Inc.

Comic Turns Sportscaster

WJBK, Detroit, signed a 52-week contract with three of that city's leading auto dealers, presenting Joe Gentile as a nightly sportscaster. Gentile is best known as a morning comedian and the shorts show is a new radio role for him. Always active in the sports world, he will now help WJBK provide Detroit fans with an expanded program of sports coverage to include all Red Wing hockey, J. of Detroit football and Lawrence Tech basketball games. Two sports broadcasts a day will supplement his evening show.

Crosley Tele Web May Be Developed

(Continued from Page 1)

another video station grant in the deal for WHAS. Proposed three-station network later may be expanded to embrace other outlets in the mid-west area with the Crosley station in Cincinnati originating most of the programs.

In acquiring WHAS for a reported \$1,925,000 from the Louisville Courier Journal and Louisville Times, Crosley gets their 50,000 watt AM station, TV grant and their FM and facsimile licenses.

Prohibitionist Asks FCC To Get Him KRLD Time

Washington Bureau, RADIO DAILY

Washington—Sam Morris, Prohibitionist, last week asked the FCC to see to it that he gets the right to buy the quarter-hour on KRLD, Dallas, from 6:45-7 p.m., daily, Monday thru Friday, to aid in his campaign for the Senate, or to revoke the KRLD license. Morris based his petition on the fact that George Peddy, Democratic candidate defeated in the primaries, used this period in his unsuccessful campaign. The time has been denied Morris, he said, in violation of the Communications Act.

Takes County Fair Post

Lee Vines, announcer, has been signed to handle the commercials on the CBS "County Fair" series sponsored by the Borden Company, effective Oct. 2. Vines replaces Tom Reddy, announcer on the show for the past three years, who is leaving for a Hollywood assignment.



UNITED AIR LINES

New Commuter-Ticket Plan

SAVES YOU 15%

United now enables you to obtain a 15% savings by means of a new Commuter-Ticket Plan* which is exempt from the 15% Federal Tax on public transportation.

You can effect this savings by making at least two round trips or four one-way trips within 30 days between the same two of any of the 80 cities on United's Main Line Airway. Tickets are non-transferable, and are issued to individuals only.

Being exempt from the 15% transportation tax, United's Commuter-Ticket Plan is an *additional* economy. This is over and above what you save with United's 5% round trip discount and removal of premium fares.

For example, if you make the equivalent of two round trips monthly between New York and Chicago, you save an *additional* \$25.14 . . . between Los Angeles and San Francisco, an *additional* \$12.00 . . . between New York and Los Angeles, an *additional* \$89.97.

**United is filing this Commuter-Ticket Plan with the Civil Aeronautics Board to become effective, subject to its approval, on October 15, 1948*

Your best dollar buy is when you fly

UNITED AIR LINES

Phone or write United today for additional information.

PROMOTION

CBC Musical Brochure

"CBC Music," program booklet issued by the Canadian Broadcasting Corporation, describes in concise and attractive pages the plans of the Trans-Canada Network for a full and stimulating musical season. Tracing musical development through the ages to the present, "The Layman's History of Music" starts the season off by giving the listeners a solid background for the concerts and operas to come. In the booklet, a simple diagram illustrates the chronological progress of music from the drums of primitive man to Shostakovich and should prove an effective guide for the radio course. Next is a description of the CBC Opera Company which was formed specifically for Canadian radio audiences.

Pigskin Plug

A pocket-size football schedule listing games to be played by 11 schools and colleges in the area as well as the Cleveland Browns itinerary, have been developed by the promotion department of WHBC, Canton, Ohio, on behalf of the Atlantic Refining Company and their local distributor, The Beaver Petroleum Co. Printed in bright red and picturing the Atlantic signpost trademark and the Beaver Petroleum "busy beaver" insignia, 10,000 of these schedules have been distributed to Atlantic stations in the area, sporting goods stores, schools, civic organizations and booster clubs.

Agency Press Book

The Hollywood office of Foote, Cone and Belding is sending out the Press Book of "The Lum and Abner Show" (CBS, Sunday nights), now sponsored by Frigidaire. The highlight of the brochure is a brief biographical sketch of Chester Lauck and Norris Goff, Lum and Abner respectively. It covers their 35-year-old friendship and points out that they are still going strong in their eighteenth year of radio. Amusing anecdotes about their struggles in the early days and some of their recent experiences provide fillers. There are short biographies of Bill Gay, the director and Wendell Niles, the announcer. A mat and a photo of the pair in a "character" pose make up the rest of it.

'Date With Judy' Back

Louis Erickson is again being starred on "A Date With Judy," which returned to NBC last Tuesday night at 8:30 p.m., EST. John Brown plays the head of the turbulent Foster household, Melvin Foster, and the cast is composed of Myra Marsh as Dora Foster, Dix Davis as brother Randolph, Dick Crenna as boy-friend Oogie and Sandra Gould as Mitzi. Hal Bourne will continue as musical director of the show which is written by Aleen Leslie. Production and direction of the show is by Helen Mack. Ken Niles announces.

The program is sponsored by the Lewis-Howe Company for Tums.

★ THE WEEK IN RADIO ★

FCC Temporarily Suspends TV Grants

By VAL ADAMS

NO more TV grants for interim period, according to FCC decision. Chairman Wayne Coy said freeze may last anywhere from few months to a year or more pending revision of engineering standards and allocation table. Total of 86 TV permittees may proceed with construction.

Petrillo accepted invite from record companies for Oct. 5 meeting in New York. Transcription firms have not answered proposal by AFM chief to set up trustee to administer royalty fund. . . . Wayne Coy told FMA convention, "Frankly, I don't know just where FM fits into the radio picture." He said it must be determined by the broadcaster. FMers heard survey report from 4-A's showing only three of 48 agencies, which answered a questionnaire, are now buying FM time. Only four expect to do so in foreseeable future.

NAB and all major webs except MBS filed briefs with FCC in connection with proposed anti-lottery rules. NAB, ABC and CBS challenged FCC's authority to rule in matter. . . . ABC's dollar volume billings for co-op shows running 30 per cent ahead of a year ago. Web's co-op department made 184 new sales in last two months.

Auto firm negotiating with CBS for sponsorship of Rose Bowl football game. New Year's Day event going commercial for first time under three year pact made with Columbia, both AM and TV. NBC had carried sustaining for 21 years. About \$15,000,000 in transmitting equipment bought by AM, FM and TV permittees in first half of '48, RMA announced. Sales to the government by RMA member companies amounted to over \$54,000,000 in first six months of this year.

Scripps-Howard seeking FCC okay to buy Happy Chandler's WVLK, Versailles, Ky., for reported \$300,000. Newspaper chain would move station to Cincinnati where it seeks more powerful radio voice. . . . Eugene S. Thomas, general manager of WOIC, Washington, said increased use of electricity by video set owners will help public utilities. Thomas stated TV set uses four times as much electricity as radio receiver.

William E. Ware, manager of KFMX, Council Bluffs, Iowa, elected president of FMA at closing session of second annual convention. . . . Sir Ernest Darwin Simon, board chairman of BBC, in New York for tour of radio and television industry. . . . CBS mailed promotion kits to affiliate on some 120 commercial and sustaining programs. . . . Toscanini resumes on NBC, Oct. 23.

Execs in communications industry held closed meetings with Signal Corps to study best plan for conversion in case of emergency. . . . Tom Tinsley, president of WITB, Baltimore, came out strongly against all types of giveaway shows. His attorneys, Paul Porter and Walton Hamilton, filed brief to that effect with

FCC. . . Baseballer Jackie Robinson signed by WMCA, New York, to do across-the-board evening sports show starting in November.

New England Major Markets Group officially established. E. E. Hill of WTAG, Worcester, Mass., as chairman. Motive is to provide coverage of New England's major markets with a single program and a single contract. . . . RMA AM set production at end of August was over eight million and nearly 400,000 for television receivers.

Application of FM broadcasting to commercial development of store-casting predicted by Stan Joseloff, president of Storecast, Inc. . . . Republicans continuing heavy spending for radio time in national and local campaigns. State and city GOP organizations making sure that listeners hear major speeches by Dewey and Warren.

CBS asked FCC to expand to eight the number of AM stations which might operate under single ownership. NBC maintained previous position against any rigid limitation. Paramount challenged the right of Commission to propound rules of limitation. No broadcaster has yet officially backed up FCC's proposed new limits of ownership.

Agencies Reject Proposal; Offer RWG Another Plan

A special advertising agencies committee sent a letter to the Radio Writers Guild Friday in which it rejected again the Guild's proposal that the agencies sign the present network Minimum Basic Agreement. The committee, however, offered what it said is a "way open for (NLRB) certification without delay to be promptly followed by negotiations."

Letter to RWG, answering the Guild's letter of Sept. 22, said the agencies cannot sign the same agreement which the writers group has with the networks because "our problems and those of the networks are not the same." The committee said the MBA would have to be revised in certain respects to be acceptable to all concerned.

Seeks Voting Procedure

The agency committee further informed RWG: "As further evidence of our desire to cooperate in a constructive way to work out our mutual problems, we are very happy to advise you that we are willing to devise with you a practical and simplified voting procedure to recommend to the NLRB for use in an election to empower you to negotiate a Guild shop covering one unit on a national basis."

Committee also stated: "We are willing and we offer to give to you a list of the free lance writers engaged by us who, in our judgment, are employees under the law and under our definitions." The letter added if there was any disagreement on the list, the matter could be arbitrated.

SOUTHWEST

ANNOUNCEMENT has been made by Charles "Bud" Lutz, manager of KYFM, San Antonio, that the station will boost its power to 72,000 watts on Nov. 1. Also on that date the station will observe its second anniversary. Open house will be held at the newly remodeled studios and at the recently completed transmitter building.

E. C. Davis, president of KRIC, Beaumont, has taken over the duties of manager of the outlet following the resignation of Phil Dusenbury who plans on opening his own agency in Houston, Tex.

Lee Hogg has been named manager of KCOH, Houston. He was formerly with the firm of Bozell & Jacobs, Inc., there.

Revis Taylor has been appointed chief announcer for KRIC and KRIC-FM in Beaumont.

George Scharman, newsman on the staff of K TSA, San Antonio, is recovering from a recent appendectomy.

A special variety musical program featured Jimmy Jeffries as emcee broadcast last Tuesday over WFAA, Dallas. Jeffries was for many years with WFAA as emcee of the "Early Birds" broadcasts. The program also featured Billy Mayo and his orchestra, songs by Eloise Kirkes, Cleo Landolt and Peg Moreland.

Hugh A. L. Half, president and general manager of WOAI, San Antonio, off to attend the NBC convention being held at Sun Valley. WOAI is San Antonio NBC affiliate.

A new daytime station has been granted by the FCC to the Oil City Broadcasting Co., at Electra. The new outlet will operate with 250 watts on 1050 kilocycles daytime hours and will be built at an estimated cost of \$11,425. Co-partners are C. C. Elkins Jr., head of the department of radio of the Texas Trade School at Dallas, and Bill Frank Lindsay, former AAF radio operator-mechanic.

Stork News

Jerry Lewis, writer of Jerry Devine's "This Is Your FBI" program, became the father of a baby boy Thursday, September 23, at 6:35 p.m. New arrival weighed in at 6 pounds, 14 ounces at Cedars of Lebanon hospital in Hollywood. New boy's name is David Mark.

11 W. 42nd St., New York, N.Y.

RADIO & TELEVISION REPRESENTATIVES

New York • Chicago • Los Angeles • San Francisco

TELEVISION DAILY

Daily section of RADIO DAILY, Monday, October 4, 1948 — TELEVISION DAILY is fully protected by register and copyright

ABC BUYS VITAGRAPH COAST PLANT

TELE TOPICS

WORLD'S SERIES DEPT.: DuMont's Tele-transcription department will record the classic—but there's a catch. Stations not on the live network desiring to air the transcriptions must obtain clearance from Lou Fonseca, former major league player, who holds motion picture rights. . . . Gillette has ordered 100 receivers from RCA-Victor for installation on Boston Common to pick up all games played in the Hub. . . . ABC will waive prior rights to the mid-west co-ax on the 9th to allow all stations to carry the game in Cleveland. Web had tied up the cable for the WXYZ-TV opener. . . . Braves' 1914 victory song, "Tessie," has been taken out of moth balls by Hub ork pilot Ranny Weeks and will be played on "Girl About Town" over NBC Wednesday nite.

"THE GREAT TRAIN ROBBERY," first movie ever produced with a complete plot, and other film primitives made in Tom Edison's Black Maria studio in Menlo Park, will be scanned by WCBS-TV tomorrow nite in cooperation with the Museum of Modern Art. . . . Danny Webb, of the WPIX "Comics on Parade" series, has signed a five-year contract with the Daily News outlet. . . . WJZ-TV flacks have tagged tonight's Walter Kiernan stanza Sybarites, Inc. Show will originate from the New Yorker's plush \$100-a-day suite. . . . John Guedel, producer of the Groucho Marx and Art Linkletter shows on that other medium, will film those and other packages for video.

NBC will do a simultaneous pickup of "Take It Or Leave It" over the eastern web next Sunday. Here's hoping Garry Moore is better on his own show than he was on the Texaco stanza last week. . . . Dorothy Doan's new series for CBS will have a magazine format with the title "Vanity Fair." Frances Buss, one of the few femme directors in TV, will meg. . . . Ray Arcel, famous fight second, gives the low-down on Tony Zale on Guy Lebow's sports show over WPIX tomorrow.

NEWSPAPER GUILD OF N. Y., negotiating a new contract with the Daily News, is seeking inclusion of WPIX personnel not members of regular craft unions, (IA, IBEW, AFRA, etc.) but management is agin' it. Guild claims many members among WPIX staffers who were transferred to the station from News posts. . . . WJBK-TV, Detroit, has a cute gimmick to give up its test pattern. Station airs various pieces of transmitter equipment in operation accompanied by brief non-technical explanations of their functions. It all began a few days ago when an engineer became bored with the pattern and turned a camera on turn-tables where transcriptions were being played. Response from viewers made the change permanent.

Final Argument Heard For Frisco Tele Bands

Washington Bureau, RADIO DAILY
Washington—Five applicants for two TV channels in San Francisco last week told the FCC they should be preferred. Each picked numerous holes in the arguments of the others, with considerable discussion of relative advantages of having radio and motion picture companies entering the TV field.

In view of the freeze on all TV applications and proceedings announced last week by the FCC, it is certain that many months will pass before the Commission will resolve the contest here. By that time additional frequencies elsewhere in the spectrum may be ticketed for early availability, relieving the competitive pressures.

Twentieth Century-Fox, through Attorney Vincent Welch, told the Commission that four of the six TV channels presently allocated to San Francisco have been awarded to the licensees of AM stations in the city, leaving only the two channels for which Fox and the other applicants are vying. With obvious reference to KROW and CBS, Welch remarked that "to grant the two remaining channels to standard broadcast licensees would constitute such an in-breeding of aural and visual broad-

No Paramount Control DuMont Assures FCC

Washington—Strong denial that the affairs of DuMont are controlled—in whole or in part—by Paramount was voiced here Friday at an FCC hearing by DuMont attorneys, who insisted that their client has neither sought nor received the benefit of Paramount's operating experience in television or other fields.

On the other hand, competing companies which seek TV licenses in cities where Paramount has also filed declare that the movie company holds "at least a veto power" over DuMont as well as effective financial control. Among these companies testifying Friday was Boston Metropolitan Television Co., whose attorney, Andrew G. Haley, said that Paramount funds enabled DuMont to ride out rough periods.

There is no chance for FCC action to resolve this issue for several months in view of last week's "freeze" on all pending video applications and all proceedings involving tele applicants. The Paramount-DuMont issue is part of the hearings on TV competition in several cities.

casting in the San Francisco area as to be unwise from the viewpoint of providing the best television service to the public."

The Week in Television

FCC Freezes Applications, 303 On File

FCC Chairman Wayne Coy announced that no TV applications will be processed for a period of anywhere from a few months to a year or more, pending revision of the engineering standards and allocation table. Possible reallocation of channels among the cities will not affect present permittees, he said, during the current license term. Coy firmly stated that the move "is not a first step toward the utilization of UHF." . . . While many segments of the industry were confused by the import of the FCC order, especially in regard to the future of the present VHF band, TBA hailed the move as one that will result "in better, interference-free reception. . . ."

Network tele sales increase of 50 per cent in 1949 and a comparable boost in the following year was predicted by Harry C. Kopf, NBC veepee in charge of sales. He also revealed plans for a strong NBC sales pitch to department stores via a special section to be set up in the sales department. . . . AM-TV webs stand to pick up an estimated \$400,000 by sale of election night coverage. Sponsors are ABC, Kaiser-Frazer; CBS, Nash; DuMont, Newsweek; NBC, Life. . . . Arrival of Detroit's second and third outlets within the next 30 days will focus unprecedented importance on the Motor City, with retailers and set manufacturers planning accelerated activity in the area.

Package of 40 CBS exclusives on the 1948-49 calendar at Madison Square Garden was sold to R. J. Reynolds Tobacco Co. . . . ABC signed its first 52-week full network contract with GE for sponsorship of "Stop Me If You've Heard This One," beginning in January. . . . Admiral Corp. placed a weekly variety show featuring the Russ Morgan ork on the NBC east coast net.

Plans Video Center On Warner Bros. 20-Acre Tract

American Broadcasting Co. has purchased the 20-acre Vitagraph lot from Warner Bros. for use as its Hollywood tele center, Robert F. Kintner, executive veepee, announced over the weekend. Web will take over the property shortly, and already has commissioned architects and engineers to begin work immediately on plans for renovation and remodeling.

The movie lot will house studios for KECA-TV, which the web hopes to put on air before the end of the year, and will serve also as general network tele headquarters and studios for ABC on the West Coast.

Price involved in the sale is believed to be in the neighborhood of \$100,000.

Kintner pointed out that nearly half the property is open land available for future development of additional indoor studios or outdoor sets.

Acquired by ABC in the transaction, which was completed for the web by Don Searle, West Coast veepee, are two giant theatrical sound stages—one the largest in the movie capital and the other only slightly smaller. These will be remodelled to suit the needs of TV programming.

Other physical properties include a smaller modern structure for recording, workshops for carpenters, painters, electricians and other technicians, two buildings housing dressing rooms, two former office bungalows and 13 class A film vaults. Vaults are still used by Warners, and will be turned over to the net in eight months.

Most of the shops and utility buildings will be razed and replaced with modern quarters and equipment, Kintner said.

Series Telecasters Named

Red Barber, Tom Hussey and Van Patrick have been chosen to handle the play-by-play and color for the pooled pickup of the World Series. Barber will work the entire series, and will be assisted in Boston by Hussey, who broadcast the Braves games over WNAC-TV, and in Cleveland by Patrick, who covered the Indians for WEWS.

WAAM Names F & P

Frederick L. Allman, executive vice-president of Radio-Television of Baltimore, Inc., Friday announced the appointment of Free & Peters, Inc. as exclusive national sales representatives. The firm owns WAAM, ABC affiliate on Channel 13, which expects to be on the air later this month.

1948 Gross Revenue Estimated By NAB

(Continued from Page 1)

department drew the following conclusions:

1. Over-all time sales will increase from \$357,000,000 in 1947 to \$383,000,000.

2. Station expenses will go \$212,200,000 to \$233,200,000.

3. National spot business will go from \$90,000,000 to \$99,000,000, a 10 per cent rise.

4. Revenue from local business will increase six per cent, from \$136,000,000 to \$144,800,000.

5. Network revenue will rise 6.5 per cent, from the 1947 \$125,800,000 to \$134,000,000 for 1948.

All the NAB estimates were made in terms of gross revenue—revenue to the industry after frequency or volume discounts but before agency commission deductions.

Station Revenue Up

The survey indicated also that station revenue will go from \$277,200,000 in 1947 to \$286,800,000 in 1948. Most of the increase coming from a rise in local business. For stations on the air since Jan. 1, 1947, the increase has been a mere three percent. The added local revenue will go mainly to stations which have gone on the air since Jan. 1, 1948.

Revenue from national spot business was largest in dollar volume and percentage, for the first time in several years.

"In the early days of spot business," said NAB, "a small dollar-volume increase could show a large increase percentage-wise. Now that spot revenue has attained considerable volume in the industry's income, an increase of 10 per cent over a previous year is even more significant."

Will Hypo Station Revenue

The survey added that the rise in network business will represent an additional three or four million dollars in station revenue.

Warning that the sample does not allow "fine breakdowns," NAB pointed to geographical differences, with national spot business showing greatest increases in the "East-North Central Region (Ohio, Indiana, Michigan, Wisconsin)." Most other regions reported losses, the survey showed.

Local business also varied throughout the country, with greatest increases reported by stations in the West-North Central Region (Minnesota, Iowa, Missouri, North and South Dakota, Nebraska and Kansas).

Operating expenses showed their greatest gains in the Middle Atlantic Region (New York, Pennsylvania, and New Jersey).

KDYL Signs Sports Sked

Salt Lake City—Contract for televising all home football and basketball games of the University of Utah in the Skyline Six conference—a package of 21 contests—has been signed by the University and KDYL-W6XIS. Five football games and 16 basketball games are covered in the Utah home schedule this year.

COAST-TO-COAST

S. E. B'casting Appointments

Clanton, Ala.—Southeastern Broadcasting Company, operators of WKLF, has appointed Robert B. Taber general manager and Jesse A. Culp, assistant manager. The former was affiliated with WFEB, Sylacauga, as program director and general manager, while the latter had been with WKLF as farm director until his recent promotion.

To Act As Play's Domestic

Canton, Ohio—WHBC promotion secretary, Phyllis Peters, has been cast as a domestic in the Canton Player's Guild production of Clarence Day's "Life With Father" which recently opened in this city. This is Phyllis' third appearance in the local boards, her first being "Joan of Lorraine," while her second was in "Dear Ruth."

WHTN Get New Musical Dir.

Huntington, W. Va.—WHTN has added Mrs. Lois Skeans to its staff as station musical director. Mrs. Skeans, well-known throughout the Huntington area for her artistry on pipe organ and piano, will direct musical portions on WHTN's weekly talent show, Parade Of Stars, heard each Sunday from 3:00-4:00 p.m.

Plays Host To Clergymen

St. Louis, Mo.—KWK recently played host to 20 clergymen of the Episcopal Church at a half-hour preview of "Great Scenes from Great Plays." The program, which begins today over that station, is sponsored by the National Council of Protestant Episcopal Churches.

Airs New Football Gimmick

Minneapolis, Minn.—WCCO recently inaugurated "Stadium Review," a quarter-hour program of football highlights based upon recorded three-minute telephone conversations between Babe LeVoor, former Minnesota All-American, and outstanding football experts who are on the scene at various games throughout the country. Program is aired over WCCO each Saturday at 6:30 p.m.

WMAR-FM Adds Webster

Baltimore, Md.—New staff member at WMAR-FM is Eugene H. Webster. Prior to his affiliation with this station, Webster spent five years in different phases of radio, including singing, acting, script writing and sales work.

KSL Show Gets New Sponsor

Salt Lake City, Utah—KSL's popular afternoon interview program, "At the Crossroads," is now being sponsored by Groves Cold Tablets on Monday, Wednesday and Friday. Ethel Baker Callis is conducting the interview for six months while the show's regular, Louise Hill Howe, is teaching at the University of Hawaii. Programs are aired Monday through Friday at 2:25 p.m.

To Present State History

Paterson, N. J.—The past and present history of the state of New Jersey will be brought to the public by WPAT in the new series, "This is New Jersey," to be presented each Thursday at 2:00 p.m. A feature presentation of the New Jersey State Department Economic Development Commission, the programs will be piped, at the time of their playing, into all North Jersey schools in the area as part of the curriculum.

Two Join WJR

Detroit, Mich.—WJR has added two new members to its staff. They are Lee "Old Doc" Lemon and Richard E. Burris. Lemon, a youthful veteran of radio and stage, will take over the early-morning "Dawnbuster" show. He was formerly with KRLD and KTOK in key announcing and dramatic roles. Burris, formerly with KSO, Des Moines, where he acted as news director, is doing the early-morning newscasts at the station, Monday through Saturday.

To Air Trinity College Series

Hartford, Conn.—WDRG will air a weekly series of Trinity College speaking programs, starting October 17 at 12:45 p.m.

Ken Mayer Gets Promotion

Boston, Mass.—WCOP staff announcer, Ken Mayer, has been promoted to station special events man. Mayer will handle all afternoon special events and the 11:00 a.m. Calso News Report. He will also continue as one of the duo-emcees on the "GE Boston Tea Party," heard over WCOP from 1:30-2:30 p.m.

KLZ Airs Football Forecasts

Denver, Colo.—Denver University Football Talks, a series of post-mortems and predictions on D. U. football fortunes, are now being presented each Tuesday evening from 10:45-11:00 by KLZ. Programs are handled by KLZ sports editor, Glen Martin and Roger Rambeaux, D. U. athletic publicity director.

Moderates Teen Age Show

Albany, N. Y.—Martin Ross, WPTR disc jockey, is now moderating the "Teen-Age Disc Jockey Contest" show, aired five nights weekly over WPTR. Programs each week feature two teen-age contestants, who compete for listeners' letter votes. Weekly winners meet during the 13th week of the program in competition for the title of "WPTR Capital District Teen-age Disc Jockey." Final winner gets prizes, a scroll and an opportunity to do a regularly scheduled WPTR disc show.

Guests On KDFC Show

Sausalito, Calif.—James Schwabacher, young San Francisco musician, teacher at Stamford University and currently singing minor roles in the San Francisco Opera Company, recently guested on KDFC's program, "On The Town."

Steffey Promoted By Yankee Network

(Continued from Page 1)

vice-president of Mutual network with headquarters in New York.

Steffey has been associated with the Yankee Network for more than 20 years. During this association he has served in several executive capacities and has worked closely with Travers who will continue to serve as a member of the Yankee's management board.

It was also announced that Yankee has renewed its affiliation contract with Mutual of which it is the New England representative.

Many New Associate Members Signed By REC

(Continued from Page 1)

opening associate membership for \$5 a year to execs outside of New York City, was launched recently by Carl Haverlin, president of REC and Broadcast Music, Inc.

REC officials anticipate that over 200 persons will have joined up under the new classification when the first luncheon meeting of the new season takes place next Thursday, Oct. 7, at the Hotel Roosevelt, New York. Milton Berle will be guest of honor.

Out-of-town members will receive a brief report of each meeting and stenographic reports of principal speeches. They also receive a membership certificate suitable for framing.

Winchell, Lux, Godfrey Lead Current Hooper

(Continued from Page 1)

last report. Average evening rating amounted to 7.1, a gain of 1.0 over the previous figure.

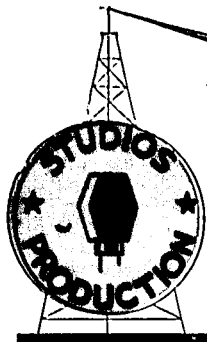
Other shows among the top 15 evening programs were listed in the following order: Stop the Music, Bob Hope, Mr. District Attorney, Mr. Keen, Suspense, Take It or Leave It; Break the Bank, Crime Photographer Gangbusters, Horace Heidt, This Is Your FBI, Mr. & Mrs. North.

Three of the major networks were closely bunched, extremely so, for top honors for average evening ratings on a weekly basis. The three top average evening ratings ran 7.2, 7.1 and 7.0.

Stork News

Mr. and Mrs. John F. Hurlbut of 211 Roxford Road South, Syracuse N. Y., are parents of a daughter, Gail Emerson, born Tuesday morning in Syracuse Memorial Hospital. Mr Hurlbut is promotion manager for WSYR, Syracuse, N. Y.

Hollywood—A daughter, as yet unnamed, was born September 25, to Mrs. Rod O'Connor at Good Samaritan Hospital, Los Angeles. Rod is the announcer on NBC's Red Skelton show, "Duffy's Tavern" and "People Are Funny."



RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 45, NO. 3

NEW YORK, TUESDAY, OCTOBER 5, 1948

TEN CENTS

NEWSPAPERS EXPAND TELE ACTIVITIES

U. N. Day Planning Getting Underway

Two specially transcribed dramatic programs, "Think of These Things" and "Report from U. N." are being made available to broadcasters by the United Nations organization in connection with the observance of U. N. Day on Sunday, Oct. 21, it was announced yesterday.

Both network and independent stations will aid U. N. in the special programming. Indies are being asked to use a special station break announcement on U. N. Day by Ted Cott, chairman of independent stations committee of NAB. The suggested announcement is "This is Sta-

(Continued on Page 6)

Radio-TV Leaders Will Lead Discussion

Leaders in radio and television will appear on "America's Town Meeting" on ABC, Tuesday, Oct. 12, when the topic will be "How Will Television Affect the Motion Pictures?"

Participating in the broadcast will be Mark Woods, president of ABC; Rouben Mamoulian, stage and motion picture producer-director; James H. Carmine, executive vice-president of Philco Corporation, and Walter

(Continued on Page 2)

WGST Joins Mutual As Atlanta Affiliate

Edgar Kobak, president of Mutual Broadcasting System, welcomed WGST, Georgia Tech station in Atlanta, to the family of Mutual affiliates over the weekend. WGST, 26 years old, gives MBS a new 5,000 watt outlet and brings to Atlanta

(Continued on Page 2)

Inaugural

The inaugural address of General Dwight D. Eisenhower and ceremonies marking his installation as President of Columbia university will be broadcast over CBS on Tuesday, Oct. 12, at 5 p.m. General Eisenhower's address will be recorded earlier in the afternoon for rebroadcast. Columbia network newsmen John Daly will describe the inauguration.

Disc Deliberation

Representatives of the recording industry are planning to meet with James C. Potrillo, president of the AFM, today in an effort to reach an understanding on the recording ban. The record company representatives will give Potrillo their reaction to the AFM's plan for royalties on commercial discs. Optimism concerning an early settlement of the disc problem prevailed in the industry yesterday.

Allen 'Bond' Gimmick Called Good Publicity

Agreement worked out by Fred Allen and the National Surety Corp. whereby any Allen listener is bonded for \$5,000 against missing out on a giveaway opportunity is viewed in the trade as a great publicity gimmick but it remains to be seen just how the deal will work out. As forecast in RADIO DAILY last Friday, Allen divulged the plan in his opening show Sunday night.

In an attempt to make the plan sound authentic, the comedian wrote into his script his visit to the bonding company office at 110 John Street, New York, where he met an officer

(Continued on Page 5)

Localized 'Quiz Kids' Series To Begin Tonight

Miles Laboratories and Louis G. Cowan, Inc., respectively sponsor and owner of the "Quiz Kids" show, have given their permission to NBC stations throughout the country to du-

(Continued on Page 2)

Play-Off Aired On AM, Tele Despite Sponsor-Web Mixup

Excitement and tension created by the photo-finish in the American League pennant race was small potatoes compared to the gusher of wild confusion which broke out yesterday over just how radio and television coverage was to be handled for the Indians-Red Sox play-off in Boston. Between interested sponsors and clamoring networks and stations, AM and TV went into their own

Co-op Deals Being Set With TV Stations Whereby News And Special Events Services Rate Tele Credits

Report Harness Reps. Going To Puerto Rico

Washington Bureau, RADIO DAILY Washington—Investigators for the Harness committee probably will be sent to Puerto Rico within the next week to investigate the complaint of island broadcasters that the Puerto Rican Government has been licensed by the FCC to enter commercial competition in the broadcast field. Ten-

(Continued on Page 6)

Four BB Announcers Get Sporting News Awards

Mel Allen and Harry Caray have been named the outstanding play-by-play announcers for 1948 in the American and National leagues, respectively, by the Sporting News, the national sports weekly. Runners-up are Harry Heilmann of Detroit and Frankie Frisch of New York.

Allen, a three-times award winner

(Continued on Page 5)

21% Increase Reported By Motorola President

A 21 per cent increase in sales, from \$32,060,236 last year to \$38,801,926 during the 9-month period ending August 28, 1948, was revealed yesterday in a stockholders' report by Paul

(Continued on Page 5)

Newspaper publishers, already the largest single group of TV permittees and applicants, are rapidly expanding their participation in the new medium via mutual exploitation tie-ups with stations now on the air or about to begin operation. Most of the pacts are for long terms—some as many as seven or ten

(Continued on Page 7)

Supreme Court Opens; Radio Cases Pending

Washington Bureau, RADIO DAILY Washington—The Supreme Court opened its fall term yesterday with two radio cases pending before it and a possibility that others will come in before Spring. Pending now are the WADC, Akron, Ohio, case against the FCC and the suit of WSAY, Rochester, against ABC and Mutual.

WADC challenges the right of the FCC to prefer WGAR, Cleveland,

(Continued on Page 6)

Crosley Elects Shouse Chairman Of The Board

Cincinnati—The election of James D. Shouse as chairman of the board of the Crosley Broadcasting Corp. to succeed Irving B. Babcock, who resigned recently as president of the

(Continued on Page 6)

Script Contest

Radio writers of the Rocky Mountain region will have an opportunity to win cash prizes in a script contest announced by the University of Denver. R. Russell Porter, director of the DU radio activities, said that \$50 would be awarded the writer of the 30-minute script which best typifies the part radio plays in American life. The best 15-minute script will win \$35,



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JOHN W. ALICOATE : : : Publisher
FRANK BURKE : : : Editor
MARVIN KIRSCH : : : Business Manager

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WEST COAST OFFICES
Ralph Wilk, Manager
6425 Hollywood Blvd. Phone: Granite 6607
WASHINGTON BUREAU
Andrew H. Older, Chief 6417 Dahloanea Rd.
Phone: Wisconsin 3271
CHICAGO BUREAU
Walt Green
1417 Ashland Bldg. 155 No. Clark St.
Phone: State 2332

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

★ COMING AND GOING ★

H. LESLIE ATLASS, vice-president of CBS in charge of the central division, who was in New York last week, has returned to his Chicago headquarters.

HUGH FELTIS, president of BMB, is in Fort Worth, Tex., where today he will address the members of NAB District 13.

WILLIAM B. LODGE, vice-president of CBS in charge of engineering; LAWRENCE W. LOWMAN, vice-president and general executive, and BILL SCHUDT, director of station relations, are in Cincinnati for meetings with four affiliates of the web. Schudt will return Thursday via American Airlines.

BENEDICT GIMBEL, JR., is back at his desk after having attended the FMA convention in Chicago.

FRED HAGUE, sales manager in the New York office of George P. Hollingsbery Co., station reps., and PAUL SENFT, of the sales staff, are out of town, the former vacationing, and latter on a business trip to Baltimore and Philadelphia.

HOLLIS SEAVEY, Mutual network producer, off by American Airlines for Washington.

DUSTY MILLER, scribe at Bryde, Richard & Pound, is back at her desk following a two-week trek through Canada.

THOMAS VELOTTA and IVOR KENWAY, vice-presidents of ABC, accompanied by TED OBERFELDER, director of advertising and promotion, and ANGUS MACKINTOSH, account executive for the web, are today in Detroit on network business.

THOMAS L. BROWN, general manager of WGVA, Mutual network outlet in Geneva, N. Y., is currently in New York.

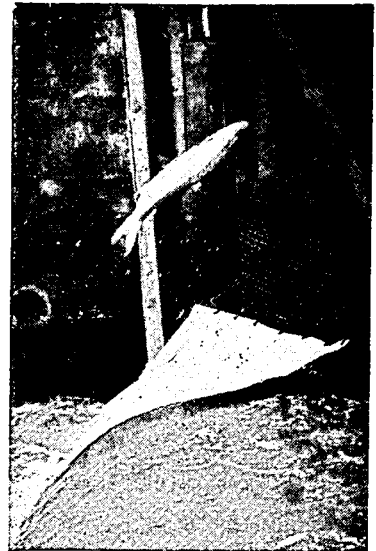
BOB MANBY, manager of WONS, Hartford, Conn., a visitor yesterday at the offices of the Mutual network.

RAY HENLE, editor of "Sonoco 3-Star Extra" heard on NBC from Washington, today is in New York to address the National Bituminous Coal Association.

M. B. F. MULLIGAN, program director of WRON, Ronceverte, West Va., an outlet of MBS, is spending a few days in Gotham on station and network business.

C. R. JACOBS, director of construction at CBS, left Friday for Chicago.

ART LINKLETTER, emcee of "People Are Funny," and JOHN GUEDEL, producer, are in Louisville, Ky., originating-point of tonight's broadcast, sponsored locally by the American Cancer Society.



Upstream

That Chinook salmon finally jumped five feet to get over that counting board at Bonneville Dam.

That's a fightin' species for you. And that's the kind of persistence, aggressiveness and spirit that business is going to need when markets really open up.

We can give your plans a big lift in the country's sixth largest market.

W-I-T-H, the successful independent in this big radio town, can and does deliver more listeners-per-dollar-spent than any other station.

That's a fundamental fact to keep in mind when you look at Baltimore radio. W-I-T-H is the big buy.



W-I-T-H

Baltimore 3, Maryland
TOM TINSLEY, President
Represented by Headley-Reed

WGST Joins Mutual As Atlanta Outlet

(Continued from Page 1)

listeners a wider range of radio programs.

Mr. Kobak told leading Atlanta citizens that WGST could count on full cooperation from Mutual in the development of program power.

U. N. Official To Speak

Dorothy Lewis, of the radio division of United Nations, leaves today for Pittsburgh where she will address a breakfast of 1,000 women Community Fund workers tomorrow at the William Penn Hotel. Mrs. Lewis will speak on "Cooperation—Pattern for One World."

Judy Cortada Doing Mag Series

Judith Cortada, formerly with ABC publicity, is writing a series of "true stories" about radio people for Radio and Television Best Magazine. The first, a "radio comedy-romance," will appear in the November issue.

10 YEARS AGO TODAY

(From the files of Radio Daily)

The FCC has issued NBC a license to cover a construction permit for a new television station, W2XBT. New outlet will operate with 400 watts on 175,000-180,000 kc. visual transmission and 100 watts, on 92,000 kc., aural transmission. . . . Four Hearst stations including KEHE, Los Angeles; KTSA, San Antonio; WACO, Waco, Texas and KNOW, Austin, Texas, have been sold, with the sale of more outlets pending. KTSA was sold to the Sunshine Broadcasting Corp., and KNOW and WACO to the Frontier Broadcasting Co. Shortly expected are the sales of WINS, New York; WISN, Milwaukee and KYA, San Francisco.

Localized 'Quiz Kids' Series To Begin Tonight

(Continued from Page 1)

uplicate, commercially or on sustaining, the original "Quiz Kids" format in a project to set up local versions of the popular program with children drawn from city schools. WRAK, Williamsport, Pa., will inaugurate the new "Quiz Kids" series with a localized broadcast tonight.

The plan will develop new talent for the national show as well as carry on its work of building up the prestige of school teachers and of emphasizing the American system of education as the finest in the world.

Wedding Bells

Anna Claire Petersen, secretary to commercial manager William Malo at WDRC, Hartford, has set the date for her marriage to Joseph F. Murtaugh, Jr., of Boston. It will be Saturday, November 27.

WEVD
5000 WATTS 1330 K.C.
PROGRAMS OF
DISTINGUISHED FEATURES in
• ENGLISH
• JEWISH
• ITALIAN
3 RESPONSIVE AUDIENCES
3 MARKETS WITHIN
THE NEW YORK
METROPOLITAN AREA
Send for WHO'S WHO
Among Advertisers on WEVD
WEVD
117-119 W. 46th St
HENRY GREENFIELD, Mgr. Director N. Y. 19

FINANCIAL

(October 4)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
BC	7	7	7	0
Admiral Corp.	16 1/2	15 1/2	16 3/8	+ 7/8
Am. Tel. & Tel.	152 1/4	152 1/8	152 1/4	+ 1/4
BS A	22	23	23	+ 1/4
BS B	23	22 3/4	23	+ 1/4
arnsworth T. & R.	63 1/2	63	63 1/4	+ 3/8
en. Electric	40 1/4	39 1/2	40	+ 3/8
chico	40	39 1/2	39 3/4	+ 1/4
CA Common	12 1/2	11 3/4	12 1/8	+ 1/4
CA 1st pfd.	71 1/2	71	71	+ 1/2
Stewart-Warner	13 3/8	13 1/8	13 1/4	+ 1/4
Vestinghouse	27 7/8	27 1/2	27 5/8	+ 1/4
Vestinghouse pfd.	90	89	89	- 1/4
Smith Radio	26 1/2	25 3/4	26 1/2	+ 1
OVER THE COUNTER				
DuMont Lab.			Bid 12 1/8	Asked 12 1/2
Stromberg-Carlson			Bid 13 3/4	Asked 15 1/4

Radio-TV Leaders Will Lead Discussion

(Continued from Page 1)

Abel, chairman of the television committee of the Screen Actors Guild.

George V. Denny, Jr., president of Town Hall and the program's regular moderator will preside over the second simultaneous AM-TV presentation of "America's Town Meeting."

Mel Allen Hospitalized

Mel Allen, Mutual network sportscaster who did yesterday's Boston-Cleveland game with a temperature of 103 and who is scheduled to broadcast the World Series starting tomorrow, has entered the Massachusetts Eye and Ear Hospital for a rest and observation.

EDWARD C. LOBDELL

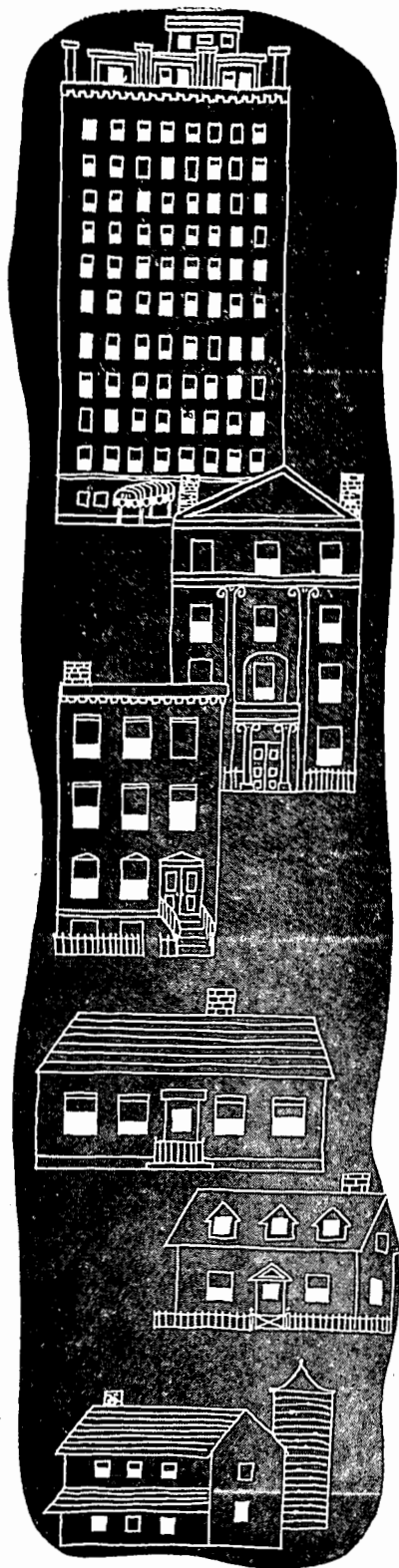
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PROGRAM PRODUCERS

17 East 48th St. PL. 5-1127
New York 17, N. Y.

*Largest nighttime total audience
of any Chicago station is yours on*

WENR



The biggest buy in the nation's next-to-the-biggest market—that's what you get on WENR. BMB figures* show that WENR leads all other Chicago stations in total nighttime audience. The count for this one single station is 3,411,890 radio families—10% of the radio homes in the whole nation! And what an audience! Last year the counties where these

people live accounted for 22% of all the goods sold at retail in the United States. Those are exciting figures for any advertiser.

But delivering big, bountiful audiences is only *one* of the services WENR performs for its advertisers. Ask your local ABC representative to show you *all* that WENR can do for you and your product.

These two shows, now available, offer large, alert audiences. They're both co-ops—you can sponsor either of them for only WENR's share of the network cost.

America's Town Meeting of the Air . . . 7:30 p.m. Tuesday. What prestige, what good will! This distinguished full-hour forum gives listeners both sides of the vital issues in the news. Famous speakers, exciting debate . . . and a huge, loyal, ready-made audience.

Mr. President . . . 1:30 p.m. Sunday. Direct from Hollywood—with MGM's popular Edward Arnold as its star—comes this stirring program of behind-the-scenes dramas in the White House! History, patriotism, suspense, mystery, thrills for every member of the family.

**Survey No. 1—March 1946. Retail sales figures are from Sales Management. Note: report from WENR is combined with WLS. Stations share time with same power and frequency.*

Call the ABC spot sales office nearest you for information about any or all of these stations:

WENR—Chicago 50,000 watts 890 kc

WMAL—Washington 5,000 watts 630 kc

KECA—Los Angeles 5,000 watts 790 kc

WXYZ—Detroit 5,000 watts 1270 kc

KGO—San Francisco 50,000 watts 810 kc

WJZ—New York 50,000 watts 770 kc

ABC—Pacific Network

ABC American Broadcasting Company

RADIO DAILY

LOS ANGELES

SOME of the Spike Jones-Dorothy Shay "Spotlight Revue" shows will be filmed, as television test during the first 15-week series being aired over the Columbia network from Hollywood.

With TV business in New Orleans growing by leaps and bounds, Larry Finley has leased additional office and studio space in the Southern City and has signed Podge Reed, well-known in the TV and transcription field, as general manager of that branch. Shows will be filmed as well as aired in the New Orleans set-up.

Don Lee director of publicity, Jim Parsons, has returned to his desk after a two-week vacation jaunt to Boston, Mass.

The agency in charge of the new half hour "Lum and Abner" show, Crote, Cone & Belding, is working in plans to have Chet Lauck and Morris Goff do their rural routines for both CBS and television simultaneously by the first of the year.

Bob Purcell, narrator of ABC's "California Caravan," has drawn the role of a master-of-ceremonies in MGM's "Berkleys of Broadway" movie which stars Fred Astaire and Ginger Rogers.

Harold J. Bock, manager of television for the western division of the National Broadcasting Company, left Hollywood, Sept. 29th for White Sulphur Springs, W. Va., where he attended the NBC management meetings Oct. 2, 3, and 4.

October 4th, marked the second year that "Behind Studio Gates," the weekly Samuel Goldwyn radio program, has been a feature of local airwaves. The ailer, dealing with news and chatter of all studios, started in KHJ-Mutual, moving over to KLAC 4 months ago. "Gates," which is heard transcribed on a number of stations across the country, is but one of the features of the extensive radio service emanating from William Hebert's publicity department. "Stars in Your Eyes," a weekly, written 15-minute script, is now a regular feature of more than 400 stations, extending as far as Honolulu and Shanghai. "Stars" also hit the completion of two years October 4th. Both programs are prepared by Carl Post, a staff member in Hebert's department.

THE ART SCANLON SHOW
LAUGHS! FUN!
1010 ON YOUR DIAL
WINS 6:30-8:15 AM
7:00 • WORLD NEWS • 8:15
CROSBY BROADCASTING CORPORATION



Windy City Wordage. . . !

• • • Ransom Sherman, former Chicago radio man who has been on the West Coast for several years, is visiting the old home town and may again become a Windy Cityan. . . . The championship rodeo at the Chicago Stadium, with Roy Rogers, king of the cow-

Chicago

boys, and Dale Evans (Mrs. Rogers), will be televised exclusively by WGN-TV Friday night, with Jack Brickhouse providing the color commentary and Don Cook directing. . . . Using a play on his name, Studs Terkel is launching a new quarter-hour platter show, "Voice of the Terkel," on WJJD. . . . Vogue China & Glass Co. is considering sponsorship of a video show in Chicago as a test measure. . . . Robert F. Hurligh, news director of WGN and a WGN-Mutual news commentator, recently got the farm "bug" and rented a 20-acre farm near Wauconda, Ill. As his first broadcast is heard at 8-8:15 a.m., he has to catch the 5:33 commuter's train each morning.



• • • The guy who has no technical knowledge of the field will be sort of lost at the National Electronics Conference to be held next month at the Edgewater Beach Hotel when he listens to talks such as "Tunable Waveguide Cavity Resonators for Broadband Operation of Reflex Klystrons." But to the electronics student the conference will have a world of interest.



• • • Jerry Walker, author and narrator of the award-winning religious radio series "Victorious Living," has joined the WBBM staff as a writer-producer. Walker was educational director of WLS for three years and since 1945 has been free-lance writing, directing and producing. . . . Don McNeill and the "Breakfast Club" cast will stage two personal appearance shows in the War Memorial Auditorium, Nashville, October 23 under auspices of ABC affiliate WSIX, for benefit of Youth, Incorporated, a teen-age club project. . . . Bob Elson and "Red" Grange will broadcast all the remaining home games of the National Professional Football League champs, the Chicago Cardinals, over WJJD. . . . "Teens and Touchdowns" is an interesting new half-hour weekly program of stories and scores from high school gridirons in the Chicagoland area to be heard each Saturday over WGN through the football season. . . . Starting this week, tele station WENR-TV will present filmed highlights of the regular league games of the Chicago Bears, with live commentaries by the Bears' coaches.



• • • Back in the late '20's WBBM ran lines from its studio to an obscure South Side cafe to pick up the music of an unknown orchestra. The remotes made Guy Lombardo famous. Today WBBM continues to lead in remote band pickups, with 26 a week on its schedule. Its latest is the Blue Note, which is making a name for itself as the home of classical jazz and "hot" instrumentation.



• • • Dan Schuffman, formerly head of continuity and assistant program manager of WSUL, U. of Iowa station, has joined ABC's central division continuity department; and Paul M. Enright, formerly an NBC staff producer, has joined the ABC production staff. . . . Lionel Hampton, jazz vibraphone artist, and his 20-piece ork, with guest stars from stage and radio, will be featured on the "Lionel Hampton Show" to be heard each Friday on WGN-WGNB. . . . Procter & Gamble have executed an agreement for use of the new recently announced national NRI service of A. C. Nielson Co. . . . New York choreographer Henry Le Tang headed for Chicago to rehearse original routines for a television musical and two Chi night spots. . . . Vicki Stevens, vocalist, introduced a new program of song and piano selections over WGN last week and will be heard five mornings a week. . . . Jack Pitman, former disc jockey with WEAW, Evanston, has joined WBAR to announce and write continuity.

SAN FRANCISCO

RAY HACKETT'S orchestra and The King's Guardsmen will be starred in a new half-hour weekly show titled Music On The Air and originating in the KQW studios Sunday afternoons at 2:30 p.m.

KFBK, Sacramento, will be dedicating its new 50,000 watt transmitter during the week of October 4th. KFBK is an ABC affiliate.

KFRC's Bill Niefeld has been elected to a two-year term on the Board of Directors of the Press Club of San Francisco. He is also chairman of the House Committee and a member of the Entertainment Committee. Bill was also recently elected to the Board of Governors of the Marines Memorial Club.

With California continuing on Day-light Saving Time while the rest of the country goes back to Standard Time, the San Francisco network stations are having fun in rearranging their programs to take care of network and locally originating shows. Some of the network shows are being transcribed to fit into the new schedules.

New FM Series

The program "FM School of the Air," (covering a wide variety of subjects for elementary grades,) has been launched through 50 counties and the metropolitan area of New York via the 14-station Empire State FM network and facilities of Rural Radio Network. Developed by public school educational leaders, the series is fifteen years old and still going strong, as proven by the fact that last year it gave instructions to more than 30,000 elementary school students.

IN BALTIMORE
WBAL
and only **WBAL**
OFFERS
BOTH!

The Greatest Shows in RADIO are on WBAL 50,000 Watts	The Greatest Shows in TELEVISION are on WBAL-TV Channel 11
NBC AFFILIATE	

Allen 'Bond' Gimmick Called Good Publicity

(Continued from Page 1)
of the firm, Ralph Lawrence. Latter appeared on the show.

According to the deal, any listener who can prove he missed an opportunity to win a prize on a giveaway show because of listening to the Allen show is insured up to \$5,000. The bond covers up to 10 people or a maximum of \$50,000. Claims must be submitted under a postmark no later than Monday midnight following the Allen broadcast.

It has not been publicly explained on just what basis the bonding company will pay off but National Surety did say "any claim made will be judged on its merits." The company also stated, "It is required merely that the listener prove he received a telephone call from a giveaway radio program and missed an opportunity to win a prize because he was listening to Fred Allen's program at that time. Neither in Mr. Allen's agreements stated in his program nor in the bond is there any reference to a question nor reference to the listener's ability to answer correctly a question."

Competes With "Stop The Music"
The only network giveaway program that Allen has as opposition is the last 30 minutes of "Stop the Music" on ABC. Recently there have been reports of telephone giveaway shows calling people several hours ahead of time and getting them set for a call when the show is on the air but the production of "Stop the Music" does not fall into this category. Normally, initial calls for this show are never made more than 10 minutes before it goes on the air. There have been two exceptions—on July 4 and the Sunday before Labor Day, both big holidays when many people are away from home. Usually, "Stop the Music" telephone operators continue making calls until about 8:45 p.m., EST.

Allen had no sooner revealed his highly original plan Sunday night than the wires and phone calls flooded in. A number of newspapers wired in asking if the stunt was on the level. Allen has said that if he gets any claims he may put the claimants on the air. Whatever the development, the comedian has a gimmick which he will be able to milk for laughs all season.

Decline In Receiver Sales Reported In Canada

Montreal—Sales of radio receiving sets in Canada continue to decline. The Dominion Bureau of Statistics reported during the weekend that producers' sales slumped in July to 19,363 units, compared with 50,143 in July, 1947. Sales in the first seven months of this year were 224,762, against 429,234 in the same period of 1947.

Provincial totals for the first seven months of 1948, with those of the same period last year in brackets are: Maritimes, 14,720 (37,157) units; Quebec, 48,552 (91,988); Ontario, 103,771 (104,707); Manitoba, 13,889 (32,498); Saskatchewan, 9,309 (20,480); Alberta 12,319 (25,166); British Columbia, 22,202 (37,238).

Four BB Announcers Get Sporting News Awards

(Continued from Page 1)
(1946-47-48), is the radio voice of the New York Yankees over WINS. According to the Sporting News, "his programs are credited with helping the Yankees top the 2,000,000 attendance mark" in each of the last three seasons. Allen's play-by-play, along with co-worker Russ Hodges, was sponsored by General Cigar Co. and Ballantine.

Caray described the play of the St. Louis Cardinals over a hookup of 54 stations in Missouri and adjoining states under sponsorship of Griesedieck Brothers Brewery Co. Broadcasts of day games originated at WEW, St. Louis, and night contests with WTMV, East St. Louis, Ill. Caray's mike partner is Gabby Street. This year marks the second time that Caray has been singled out by the Sporting News for a top award.

Heilmann, runner-up for the American League award, has broadcast the Detroit Tiger games for the last 15 years. His play-by-play is aired on a statewide hookup of 28 stations.

Frisch, named as runner-up in the National League did his first broadcasting in 1939. For the last two seasons he has been heard over WMCA, New York, doing play-by-play of the New York Giants.

21% Increase Reported By Motorola President

(Continued from Page 1)
V. Galvin, president of Motorola, Inc., radio and television manufacturers.

Mr. Galvin claimed the wide demand for Motorola television sets as the main reason for the sales jump. He concluded:

"Our plans for 1949 include the marketing of \$40,000,000 of TV sets. The volume of home radios, in our estimation, will be affected by television; therefore we are planning a smaller volume. However, with the increases in television and car radio production, we look for a very definite over-all increase in 1949 over this year."

Coming Up

- AM I ALL OF YOUR FUTURE (Fremart)
- CITY CALLED HEAVEN (Warren)
- CORNBELT SYMPHONY (Mellin)
- DON'T BE SO MEAN TO BABY (Campbell)
- FLOATIN' (Cherio)
- FLYING HOME (Regent)
- IT'S MY LAZY DAY (Encore)
- LAMENT TO LOVE (Wemar)
- MR. MIRACLE MAN (Commercial)
- NOBODY BUT YOU (Duchess)
- SEÑORITA MARACAS FROM CARACAS (Stuart)
- SUNDAY IN OLD SANTA FE (Pemora)
- THE CLICK SONG (Republic)
- WHY DOES IT HAVE TO RAIN ON SUNDAY (Duchess)

BMI Pin-up Sheet

HIT TUNES FOR OCTOBER

BOUQUET OF ROSES

(Hill & Range)
Dick Haymes—Dec. 24506 Eddy Arnold—Vic. 20-2806
Jimmy Wakely—Cap. 40107 Rex Turner—Varsity 8001

COOL WATER

(American)
CAPITOL—Tex W. Williams STANDARD—Texas Jim Lewis
CAPITOL—Shug Fisher NBC THESAURUS—Slim Bryant
LANG-WORTH—Coto Glee Club

CUANTO LE GUSTA

(Peer)
Andrews Sisters—Carmen Miranda—Dec. 24479
Xavier Cugat—Col. 30239 Eve Young—Vic. 20-3077

FOR HEAVEN'S SAKE

(Duchess)
CAPITOL—Eddie LeMar

HAIR OF GOLD, EYES OF BLUE

(Mellin)
WORLD—Monica Lewis WORLD—Red Gilliam

IN MY DREAMS

(Wizell)
Vaughn Monroe—Vic. 20-3133

I WANT TO CRY

(Excelsior)
Chris Cross—Sterling #004 Savannah Churchill—Manor 1129
Dinah Washington—Merc. 8082 Juanita Rios—Sp'n. 849
Phil Reed-Frank Picher—Dance-Tone 216

LONESOME

(Republic)
Sammy Kaye—Vic. 20-3025

PLAY THE PLAYER

(Marks)
NBC THESAURUS—Carlos Molina STANDARD—Paul Carson
NBC THESAURUS—Salon Orchestra STANDARD—Ed LeMar
NBC THESAURUS—Kato Mendelssohn STANDARD—String Ensemble
WORLD—Jose Morand WORLD—Jules Lande

RENDEZVOUS WITH A ROSE

(Jay-Dee)
Buddy Clark—Col. 38314 Bob Eberly—Dec. 24491
Pepper Nealy—Bullet 1056 Pied Pipers—Cap. 15216
Snooky Lanson—Merc. 5188 Fred Gray—Apollo 1131
Don Rodney—MGM 10272 Dick Wong—D & D 45-1903

TAKE IT AWAY

(Pemora)
ASSOCIATED—Enric Madriguera WORLD—Jose Morand
MacGREGOR—Vernace Stevens
LANG-WORTH—Marle Pitt-Al Trace

THE THINGS I LOVE

(Campbell)
WORLD—Harry James-Dick Haymes WORLD—Three Suns
MacGREGOR—Chuck Foster STANDARD—Henry Busse
ASSOCIATED—Carmen Cavallaro STANDARD—Eddie LeMar
ASSOCIATED—Blue Barron

TIME AND TIME AGAIN

(London)
WORLD—Bob Chester ASSOCIATED—Johnny Messner
STANDARD—Dyana Gayle NBC THESAURUS—Allen Roth

TUNE ON THE TIP OF MY HEART

(Encore)
Sammy Kaye—Vic. 20-2746

WALKIN' WITH MY SHADOW

(Johnstone-Monteil)
CAPITOL—Hal Derwin and Frank Devol
LANG-WORTH—Four Knights STANDARD—Lawrence Welk

WHEN YOU LEFT ME

(Porgie)
Russ Morgan—Dec. 24503 Larry Green—Vic. 20-2049

WITH A TWIST OF THE WRIST

(Patmar)
ASSOCIATED—Blue Barron STANDARD—Tallor Maids
ASSOCIATED—Bob Hannon STANDARD—Alvino Rey
MacGREGOR—Henry King NBC THESAURUS—Cy Walter
MacGREGOR—The Tomboys WORLD—Floyd Sherman

YOU STARTED SOMETHING

(BMI)
WORLD—Kay Little

YOU WALK BY

(Cavalier)
NBC THESAURUS—Vincent Lopez LANG-WORTH—Charlie Barnet
NBC THESAURUS—Allan Roth LANG-WORTH—Tommy Reynolds
CAPITOL—Jan Garber STANDARD—Henry Busse
CAPITOL—Clark Dennis WORLD—Floyd Sherman
MacGREGOR—Two Kings & A Queen ASSOCIATED—Isham Jones

YOU WERE ONLY FOOLIN'

(Barron & Shapiro-Bernstein)
Blue Barron—MGM 10185 Ink Spots—Dec. 24507
Kay Star—Cap. 15226 Eric Whitely—Col. 38323

BROADCAST MUSIC INC. 580 FIFTH AVE., NEW YORK 19, N. Y.
NEW YORK • CHICAGO • HOLLYWOOD

Supreme Court Opens; Radio Cases Pending

(Continued from Page 1)
 er it for a regional channel in Cleveland—WADC having sought to transfer to Cleveland. Most interesting point raised in the case is WADC's charge of censorship resulting from the FCC's clear expression of distaste for the WADC revelation that it planned to take everything CBS put on its network if granted the right to go into Cleveland. The FCC decided this was abdication of the licensee's responsibility and judgment and WADC claims the Commission is exceeding its authority and interfering in censorship.
 The second case involves the chain broadcast rules, with WSAY challenging the right of the two nets to switch their programs to competing stations, and the right of the nets to set time rates for affiliated stations. WSAY had carried programs from both nets during the war.
 Pending is a 12-million-dollar anti-trust suit charging the four networks with anti-trust law violations, but the present case is simply WSAY's move to enjoin the switching of programs from WSAY to its competitors.

Report Harness Reps. Going To Puerto Rico

(Continued from Page 1)
 utive approval for the completion of the probe, already well along, was given at the week-end by Chairman Ernest A. Harness, Indiana Republican.
 Also slated for early action by the committee are the FCC licensing and personnel policies, with an airing promised of charges that the Commission is partial to left-wingers both in licensing and in hiring, and the whole overall question of the Commission's right to issue the controversial "Blue Book."

ET Show Plugs U-I Film

Universal-International is making good use of a special 10-minute recorded radio show for "One Touch of Venus," featuring original plays and music from the picture. Approximately 500 stations are expected to use the recording as a sustaining program. The program opens with Iva Gardner and Dick Haymes singing "Speak Low," followed by Miss Gardner, Olga San Juan and Eva Gardner singing "That's Him," and Miss Gardner and Robert Walker singing "Don't Look Now But My Heart Is A-Nowing." Music on the program is supplied by the orchestra which recorded the music for the picture.

New Alabama Company

Montgomery—The Sand Mountain Broadcasting Service, Inc., of Albertville, Ala. filed for registration with the secretary of State Sybil Pool. The authorized capital was listed at \$5,000, with \$30,000 paid in. Incorporators are: Pat H. Courington, Edna W. Courington, and Iva Hall Parkman.

Play-Off Aired On AM, Tele Despite Sponsor-Web Mixup

(Continued from Page 1)
 had a change of heart and offered the game to any stations that wanted it on a sustaining basis. This decision followed, however, several hours of furious and very determined campaigning on the part of NBC.
 Yesterday morning DuMont was claiming an exclusive telecast of the play-off game, announcing it had lined up seven stations from Boston to Richmond. NBC, however, was not quite willing at that hour to say whether it would or would not air the event.
 While DuMont was still claiming exclusive, about 15 minutes after the game began WNBT in New York suddenly picked up Fenway Park in Boston. The picture remained on a few minutes and went off. NBC later said it was a "technical difficulty." It was 45 minutes after NBC made its first pickup of the game that DuMont notified all other stations that they could carry the event. This was at 2:30 p.m. about the time that Cleveland had jumped into a comfortable lead over Boston.
 WCBS-TV took a DuMont feed about half-way through the game. Late last night it was a very undetermined figure as to how many stations in the east had carried the game.

Gillette made a strong attempt to get television rights but apparently the American League finally ruled that the contest was part of the regular season and that season sponsors had first refusal rights. Atlantic Refining, through N. W. Ayer & Son, sponsored on DuMont. WBZ-TV, NBC outlet in Boston, also telecast the game under sponsorship of Narragansett Brewing Co. WNAC-TV made the pickup for DuMont. Early in the game, however, WBZ-TV was ordered to patch its audio signal into the AT&T line running to New York.

Not until the very last minute was it decided whether or not Gillette would sponsor the radio broadcast on Mutual. The announcement yesterday morning was that Gillette would sponsor, including WOR, New York. But at 12:30 p.m., one hour before game time, WINS, New York was notified from the office of Will Harbridge, American League president, that it had exclusive rights to the game since it had covered the American pennant race all season. This decision also applied to stations in all American League cities.

Consequently, no MBS affiliates in the eight American League cities broadcast the play-off game with the exception of WOR which took a feed

Michelson Buys Series

The entire rights to "The Sealed Book," half-hour transcription mystery series, which was produced and directed by Jock MacGregor, WOR mystery producer, have been purchased by Charles Michelson, Inc., New York transcription firm, who will distribute the show on a local basis throughout the country.

from WINS because the Crosley station sponsor, Ballantine, also wanted Mutual's key outlet in New York. It was at 12:50 p.m. that WINS notified WOR they both would carry the game under Ballantine sponsorship.

The Indians-Red Sox affair was sustaining on Mutual. Jim Britt did the first four and a half innings on Mutual and Mel Allen the last half of the game. Allen did the first four and a half innings for WINS-WOR and Russ Hodges finished it up. So confusing was the setting up of the whole operation that when Russ Hodges came on 15 minutes before the game he made the usual routine announcement that the broadcast was by "authority of the New York Yankee Baseball Club." He had forgotten to change the wording to "authority of the American League."

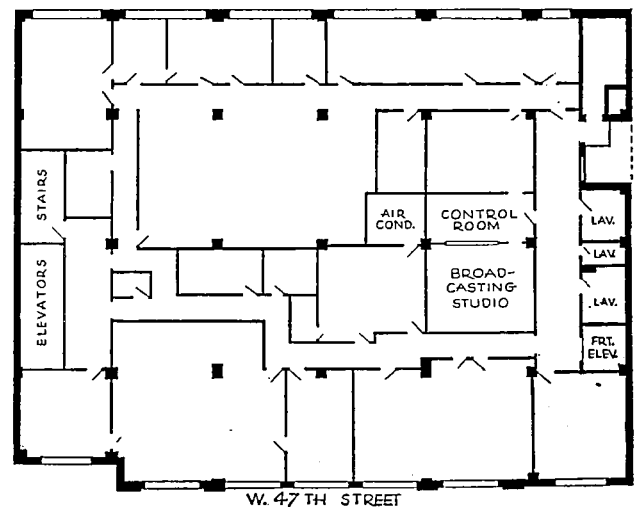
Presumably all arrangements are officially set for broadcasting the World Series which begins tomorrow when the Boston Braves meet the Indians at Braves Field in Boston. So far there have been no disputes that the classic is to be aired over some 500 MBS affiliates, plus all the TV stations that are ready, willing and able, and that Gillette will sponsor.

U. N. Day Planning Getting Underway

(Continued from Page 1)
 tion JDOE, U. S. A., member of United Nations."
 Special spot announcements are also available on request, according to the U. N. radio headquarters. These are for use on "U. N. Day" or at other times during the year. Background material on organization and a special bulletin for women broadcasters will also be provided by U. N.

Crosley Elects Shouse Chairman Of The Board

(Continued from Page 1)
 AVCO Manufacturing Corp. was announced yesterday. Shouse now becomes both chairman of the board and president of Crosley Broadcasting Corp.
 At the time of his resignation as AVCO president, Babcock also relinquished the Crosley chairmanship. Babcock is now AVCO consultant.
 The Crosley Broadcasting Corp. is a subsidiary of AVCO Manufacturing Corp. Shouse is additionally a vice-president and member of the board of directors of AVCO. His new position brings to a new climax the career he started in Cincinnati 11 years ago, when he was brought to Cincinnati by Powell Crosley, Jr., to head the broadcasting of the Crosley Corp.



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 Radio Office Space
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 in the
 Flint & Horner Bldg.**

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- Includes studio and control room.
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- Air conditioning if desired.

For further details contact
 E. M. Lowell, National Broadcasting Company
 Circle 7-8300

TELEVISION DAILY

Daily section of RADIO DAILY, Tuesday, October 5, 1948 — TELEVISION DAILY is fully protected by register and copyright

PRESS TIE-UPS WITH STATIONS GROW

TELE TOPICS

TELEVISION programming took a giant stride forward Sunday night with the televising of "Dinner At Eight" as an NBC-Philco presentation. . . . Bert Lytell was very much at home as the casual commentator and Peggy Wood, Dennis King, Mary Boland and Vicki Cummings again proved that talent from the legitimate theater have the know-how needed in television. . . . Camera work, lighting and production gave the first of the Actors' Equity dramatic presentations the finesse and flavor that makes for good theater. . . . Television programming has been enriched by the theater's contribution.

WORLD SERIES fever has been heightened by the visual impact of television on baseball. . . . Almost every set on the Eastern seaboard was tuned to the coverage of the Boston-Cleveland game play-off yesterday and dealers report a brisk sale of receivers for the opening of the Series on Wednesday. . . . Baseball, by the way, hasn't suffered any box office reverses this season as a result of the games being televised. . . . To the contrary most big league parks report the greatest attendance in the history of the national pastime.

FIRST survey made for a KSTP-TV, Minneapolis advertiser (Nutrena dog food) revealed a sponsor identification of 74 per cent. . . . Morey Amsterdam's five-and-a-half year old son, Gregory, will do a comedy routine on WABD's "Birthday Party" tomorrow night. . . . NBC has pacted exclusive video rights to "This Land of Ours," the Carl Dudley series of 26 travel films. Deal covers also "The World of Ours," just completed by Dudley in Europe. . . . Dunninger, the mentalist, makes his debut before the ikes Oct. 14 in "The Bigelow Show," a new weekly series co-starring Paul Winchell over the NBC east coast hook-up.

WRGB, Schenectady, is doing a fine job on behalf of the local Community Chest campaign. Station has been filming activities of the various agencies benefited by the Chest for scanning as a continuous series of one-minute spots. . . . Jerry Fairbanks office has inked a four-year pact with English Films, Inc., giving NBC rights to the British firm's output. . . . Czechoslovak government hopes to get TV rolling soon, has planned a group of community receiving stations, with first home receivers destined for workers achieving distinction in production.

TV Box Score

On the air	37
CP's	87
Applications	303

Four A's Plan Tele Clinic

Chicago—The annual meeting of the central council of the American Association of Advertising Agencies, to be held October 8 in the Crystal Ballroom of the Blackstone Hotel, will be devoted entirely to television. It is announced by Forqus Moad, chairman of the central council. Sidney N. Strotz, vice-president of NBC in charge of television operations, will be the speaker at the association's dinner. The central council includes AAAA members of the entire central west, and a large attendance is expected.

AT&T's Relay Stand Slated For FCC Action

Washington Bureau, RADIO DAILY
Washington—The FCC's determination of the fairness of the TV relay rates presently being charged by AT&T may be held up for some weeks yet pending a decision as to whether AT&T may properly refuse to handle TV programs carried part of the way on competitive or privately-owned cables or microwave. Philco programs carried from Philadelphia to New York on Philco's own microwave system are today not accepted by AT&T for relay to Boston.

DuMont, Philco, TBA and Western Union have all asked that the Commission decide upon the legality of AT&T's refusal. Until that question is determined, they are stymied on their own plans for relay or cable installation.

Receiver Sales Increase In D. C. And Baltimore

Surveys by the Television Circulation Committees in Baltimore and Washington show healthy increases in the number of sets in both areas, with Baltimore reporting an increase of 3,490 receivers during the past month for a total of 22,020. The Capital study reports 18,300 sets in the area, a boost of 1,700 over the Sept. 1 figure.

Committees are comprised of the three stations operating in each city.

NAB Video Report Offers Info On Costs

The NAB last week released the first part of its overall study, "Television, A Report on the Visual Broadcasting Art." The initial installment, containing a flexible formula for computing construction costs, goes to NAB members at a time when they were assured by the FCC a breathing space of several months in which to study it.

NAB said the growth of TV "is unlikely to be stopped by anything short of capricious action by the Commission, another war, a crippling depression or similar catastrophe." Spokesmen gave assurance, however, that NAB does not consider the freeze action by the FCC to be "extremely capricious."

The study contains a formula for figuring construction costs for any type of TV station, with sample calculations ranging up to \$380,000 for a metropolitan station for nothing but actual construction costs.

New Airlines Series

Colonial Airlines have included a television show on station WABD in their Fall schedule of advertising. Program titled "Swing Into Sports" will be narrated for the Colonial Airlines by Frank Elkins, ski editor of the New York Times. Negotiations have been completed by the Seidel Advertising Agency, Inc.

Forecasts Heavy Production Of G.E. Video Receivers

Syracuse, N. Y.—Predicting a television receiver industry-wide business in 1949 of \$330,000,000 at the factory and the sale of approximately 1,600,000 units, Ernest H. Vogel, manager of marketing, Electronics Department, General Electric Company, yesterday said that if picture tubes can be made available the sale of television sets may even reach 2,000,000.

Speaking at a conference of all

General Electric radio and television distributors here at Electronics Park, Mr. Vogel said that General Electric is now geared to share heavily in this field.

Walter M. Skillman, manager of sales for the receiver division, estimated that 70 per cent of General Electric's radio-television dollar volume business next year will come from sales produced by their sight-and-sound division.

Newspapers Swell Operations In Video Field

(Continued from Page 1)
years—and many of them are with network-owned outlets.

Part of a far-reaching trend toward rapprochement of non-newspaper stations and non-radio papers, deals in general are built around news coverage. Dailies help prepare news shows for broadcast, furnish news photos, etc., in return for air credit. In many instances, newspaper features, such as comics and forums are built by staffers of both organizations into regular program series, and papers give stations preferential listing and other space.

Newspaper Affiliates Grow
In some cities, such as Los Angeles, Philadelphia, Chicago, Detroit, San Francisco, virtually every newspaper has a connection with video, either through ownership or a mutual promotion contract.

ABC has newspaper tie-ups in four cities and negotiations are under way for a fifth. Pacts already signed are for KECA-TV and Herald-Express, Los Angeles; KGO-TV and Examiner, San Francisco; WXYZ-TV and Free Press, Detroit; WENR-TV and Daily News, Chicago. Deal is expected to be completed soon for WJZ-TV, New York.

CBS, on the other hand, appears reluctant to throw in with papers and has done so in only two cities, because of local exigencies. Web has an affiliation contract with KTV, Los Angeles Times-Mirror station, and recently sold 60 per cent controlling interest in WTOP to the Washington Post with the possible acquisition of a television license by the Post in mind.

Both NBC and Don Lee have two newspaper pacts, with additional deals reported to be in the offing.

About 150 newspapers are holders of tele grants or have applications on file.

Steck Gets Promotion

Philadelphia—Jack Steck, for three years program manager of radio station WFIL, has been named manager of programs and production for television station WFIL-TV. Herbert K. Horton will continue to serve as program director for the television station, Kellett said.

Johnson Gets WXYZ Post

Detroit—Ted Johnson, formerly with the public relations department of the Ford Motor Co., has joined WXYZ-TV as special events director. The ABC outlet is skedded to go on the air Oct. 9.

AGENCIES

ADVERTISING PRODUCTION CLINIC of Advertising and Selling Course, sponsored by the Advertising Club of New York, will be under the direction of Charles B. Kinselman, advertising manager, A. & M. Karagheusian, Inc. Among those who will serve as leaders at the various meetings are: Charles V. Morris, vice-president, Reinhold-Gould, Inc.; Roy Tillotson, art director, general publicity dept., Union Carbide and Carbon Corporation; Richard Matheis, production manager, Fuller & Smith & Ross, Inc.; Richard Messner, vice-president, E. E. Brogle & Company, Inc.; Edward N. Mayer Jr., president, James Gray, Inc., and Ed Brennen, N. Y. Representative, Better Homes & Gardens.

EUGENE GILBERT, director of Gilbert Youth Research, youth consultants to NBC, has announced the following appointment to his organization: Lance Harold Sobel, director of merchandising and public relations; William Quinn Sorsby, director of new research, and George Curtin Goldberg, research director. Sobel was formerly director of publicity for Cliffside Body Corp. of N. J. and was associated with the Russell Birdwell organization. Sorsby was with Young & Rubicam, Air Reduction Corp. and the Bureau of Applied Social Research before joining the Gilbert organization. Goldberg was on the staffs of Stuart-Dougall, Selling Research, Inc. and the Reuben Donnelley Corp.

GEORGE WEISSMAN, formerly with the publicity and advertising department of Samuel Goldwyn Productions, has joined the Benjamin Sonnenberg office.

SMITH DAVIS CORPORATION of New York City, the largest communication brokers in the United States, has appointed J. Robert Mendte, Inc., Philadelphia.

Standard Brands Buys Spot Campaign On WNBC

Standard Brands bought a schedule of announcements in the Norman Brokenshire and Mary Margaret McBride shows on WNBC, Donald A. Norman, sales manager of the station, announced yesterday. Royal Desserts spots run Monday through Friday on Brokenshire's 12:30 p.m. show for 52 weeks starting today. On the daily McBride program, Instant Tender Leaf Tea is the product which began Sept. 20 for 15 weeks.

Renew Sponsorship

The Tex McCrary-Jinx Falkenburg "Hi Jinx" show, WNBC, was picked up as of Sept. 6 for another year by the S.A. Schonbrunn Company. Savarin Coffee is the product to be advertised during the 8:30-8:45 a.m., EST, segment of the show on Mondays, Wednesdays and Fridays. Agency is Lawrence C. Gumbinner.

COAST-TO-COAST

Barbara Faust Gets Stage Role
Terre, Haute, Ind.—Barbara Faust of WBOW has one of the leading roles in the Tri Kappa stage show, "Girl Crazy," which will be presented at the Student Union Building, October 8th and 9th.

WTTM Represented At State Fair
Trenton, N. J.—During the New Jersey State Fair, WTTM was well represented with a specially constructed studio booth, enabling the station to carry a number of local programs in addition to special events for the benefit of visitors. An added feature to WTTM's program display was an amateur station in action, accepting and sending messages under the auspices of the Delaware Valley Radio Association and operated by the members of the club station, W2Z-Q. The public was given the opportunity to send messages free of charge and got a better insight as to what amateurs are doing in the radio field.

Scott Joins WKNB Sales Staff
New Britain, Conn.—WKNB's popular Man On The Street, Dave Scott, has become a member of the station's sales staff. Scott, who has been with the station since its opening two years ago, will combine his air work with this new position.

Air Truman & Dewey Speeches
Rock Island, Ill.—WHBF and WHBF-FM were the only quad-city radio stations to broadcast President Truman's and Governor Thomas E. Dewey's opening campaign speeches, both given in this city. President Truman spoke to an early-morning group from the platform of his special train, while Governor Dewey addressed a noon-time crowd of over 10,000 people gathered in Spencer Square.

New WGTM Astrological Show
Wilson, N. C.—WGTM is presenting an unusual program of predictions and prognostications based on astrological signs—what the stars hold for football. The weekly quarter-hour show, entitled, "Zodiac Predicts," is sponsored by the B. C. Remedy Company, and is presented exclusively by WGTM as an entirely new slant in the sports field, with nation-wide emphasis placed on the Atlantic Football schedule, carried each Thursday evening by the station.

Named WDVA General Manager
Danville, Va.—New general manager of WDVA is Emerson J. Pryor. Before his affiliation with this station, Pryor was manager of WRRN, Warren, Ohio.

Airs Ohio State Football Games
Cincinnati, Ohio—WLW is broadcasting the ten-game schedule of the Ohio State gridiron clashes. Handling the play-by-play actions and sidelights is sportscaster, Alvin Helfer. Broadcasts will be aired each Saturday afternoon.

WLAW Airs CYO Parade In Boston
Lawrence, Mass.—WLAW recently broadcast the gigantic CYO parade which was staged in Boston last Sunday to commemorate the 10th anniversary of the founding of the Catholic Youth Organization in the Archdiocese. Announcers described the pageant as it passed the Hotel Touraine at the corner of Boylston and Tremont Streets in the busiest part of Boston.

WJZZ Adds Ryan
Montgomery, Ala.—New member of the WJZZ staff is Red Ryan, who will be heard in a Monday through Friday, quarter-hour airing of the news and its analysis, under the sponsorship of Bradley and Dawkins Plumbing Company. Ryan, formerly with WCOV, just returned from a six-week tour of the Northeast.

"Mayor's Mailbag" Returns
Denver, Colo.—Quigg Newton, mayor of Denver, has resumed his weekly Sunday talks on KLZ's "Mayor's Mailbag." The program, marking the only regular radio appearance of the city's top executive, features questions sent in by listeners and answered by Newton during his quarter-hour stint.

Treacher Guests On WSB
Atlanta, Ga.—Popular stage, screen and radio actor, Arthur Treacher, recently made a guest appearance on WSB, and was interviewed by Enid Day, writer and producer of "Davison-Paxton Time." Treacher was in this city starring in a local production of "The Ghost Train."

Wilson Sponsors Champs
St. Louis, Mo.—The Commandos, sponsored by KWK emcee, Ed Wilson, won the baseball championship in the junior division of the St. Louis Municipal League. In recognition of their feat, Wilson presented each member of the Commandos with a good-looking sports jacket. He also gave each boy a hop in his airplane at a recently conducted party and barbecue.

N. J. Fair Honors WFIL Staffers
Philadelphia, Pa.—Three WFIL broadcasters have been named to receive annual radio blue ribbon awards at the New Jersey State Fair at Trenton. The recipients are Anice Ives, originator of the "Everywoman's Hour"; Tom Moorehead, WFIL sports director and Farmer Jones, who airs a weekday morning farm program from his country home located in Bally, Pa.

Sponsors Runyon Package
Salt Lake City, Utah—"The Damon Runyon Theater," a half-hour package show heard each Sunday at 6:30 p.m. over KSL, will be sponsored by the Utah Woolen Mills of this city. Program features the most popular Runyon stories presented with full regard to the limitations of the broadcast medium.

NEW BUSINESS

WCBS, New York: Snow Crop Marketers for Frozen Orange Juice has purchased a full participation in the Housewives' Protective League-Starlight Salute combination, Monday through Saturday, effective Nov. 15. Agency is Maxon, Inc. U. S. First Army Recruiting Service has purchased a half-participation in the HPL-SS combination effective Oct. 11, through A. W. Lewin. Personal Products Company for Yes Facial Tissues contracted for full participation in HPL-SS combination beginning Oct. 13 through BBD&O. Manufacturers Trust Company bought three participations per week in the 8:30-9:00 a.m. Margaret Arlen program, Monday, Wednesday and Friday starting November 1. Agency is Pearson Advertising.

WCOP, Boston: Sale of three ABC co-ops within a week, highlights the September business at WCOP, Boston. As announced by general manager, Craig Lawrence, contracts are with Lafayette Radio Corp. for Gangbusters; Chevrolet Dealers Association for America's Town Meeting, and Stetson Fuel Co. for the Harry Wismer Sport Show. Included also are new announcement schedules and participations in the Mildred Bailey Show and Ranny Weeks Record Rack set for the following advertisers: Standard Brands, General Foods Inc., Groves Laboratories, Penick & Ford, Cocolanna Inc., American Home Products, Personal Products Corp., Garrett & Co., and Cat's Paw Rubber Co., Inc.

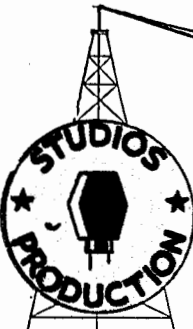
Comic Strip Author Gets Judgment In Suit

Montreal—For unauthorized use or a radio broadcast of "situations, words or plots" contained in a copyrighted series of French child's comic strips known as the Album of Becassine, Miss Alice Zlata, owner of the exclusive right of production in Canada of the work, was awarded damages of \$2,000 by Mr. Justice Elie Salvais in the Superior Court. The judgment was rendered against Lever Bros., Limited, sponsors of the broadcast given over a local radio station on February 10, 1944: J. Walter Thompson Co., Ltd., publicists who arranged the broadcast; Paul L'Anglais, director and Mrs. Pierre Thibeau who prepared the text of the broadcast.

Claiming that the broadcast contained material taken without authorization from the Becassine books, Miss Zlata asked for damages of \$10,000. She said she had obtained the exclusive right to reproduce in Canada for ten years material from the books at a cost of \$5,000.

Plans CARE Program

Mary Margaret McBride arranged for a two-way broadcast on WNBC between the U.S. and the Netherlands, in connection with the CARE campaign to send Christmas turkey dinners to European families.



RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 45, NO. 4

NEW YORK, WEDNESDAY, OCTOBER 6, 1948

TEN CENTS

RECORD COVERAGE FOR WORLD SERIES

Food Products Co. Buying Radio Sked

A million dollar ad campaign, with about \$200,000 going into radio, is being launched this month by the Taylor-Reed Corp. (food products) of Glenbrook, Conn. Client has signed with ABC Spot Sales for an extensive series of programs on the network's five owned and operated stations.

Commercials for the air campaign are in behalf of QT Pie Crust Mix and Cake Frosting Mix, handled through Tracy, Kent & Co., and Cocoa
(Continued on Page 8)

Electronics Industry Plans Midwest Meeting

Chicago—A varied and comprehensive program covering every phase of the electronics industry has been arranged for the three-day National Electronic Conference to be held November 4, 5 and 6 at the Edgewater Beach Hotel here. Technical sessions will be held daily from 9 a.m. to late afternoon, with experts in their various fields as speakers. There will be a large number of displays of manufacturers' new equipment, and of electronic components and systems.

Iowa Broadcasters Form Associated Press Group

Paul Loyet, vice-president and manager of WHO, Des Moines, was elected chairman of the executive committee of the Iowa Association of Associated Press Broadcasters at a meeting held at Cedar Rapids, the past weekend. Other members are Ben Sanders, KICD, Spencer; Jim
(Continued on Page 6)

Emergency
Florida stations, for the second time within two weeks, were called upon by the Weather Bureau and the Red Cross yesterday to issue hurricane warnings as the 132-mile-an-hour wind hit the Florida Keys and moved on towards Miami. Stations planned to remain on the air all night and emergency crews were called to man the newsrooms and transmitters.

Agencies Make Plans For Touring TV Units

Both the William Morris Agency and Music Corporation of America are reported readying touring units of radio and television artists for appearances in key center cities where television stations are now operating. The tours, according to reports, would combine personal appearances in theaters for a week as well as staging special live television shows.

Entertainment bookers have been
(Continued on Page 6)

FCC Today Will Argue Point-To-Point Radio

Washington Bureau, RADIO DAILY
Washington—More than 100 trade and industrial groups were poised this morning to testify regarding the FCC's proposed new allocation of frequencies for industrial and point to point radio. The American Newspaper Publishers Association an-
(Continued on Page 3)

750 Radio-TV Stations Linked By MBS For The Opening Game In Boston Beginning At 1 p. m. Today

Radio and television will combine forces today for the greatest coverage of a World's Series in the history of baseball. Approximately 750 radio stations and 19 television stations will be linked together when the Boston Braves and Cleveland Indians meet for the initial game of the Series at 1 p.m. The
(Continued on Page 7)

Educators Invited To Attend Convention

Invitations went out this week to the deans and directors of the major journalism schools in the United States to attend the annual convention of the National Association of Radio News Directors at St. Louis, November 12, 13, and 14. Letters from the NARND Board of Directors invited the journalism heads and the directors of their radio sequences to participate as fully as they wished at NARND sessions. This is the first
(Continued on Page 6)

ILGWU Buys Time For Political Series

First series of paid political network broadcasts to use Hollywood talent in the presidential campaign will be sponsored over ABC by the International Ladies' Garment Workers' Union campaign committee. The
(Continued on Page 3)

Spanish Broadcaster Here To Cover World Series

Buck Canel, former NBC shortwave broadcaster and for the past year associated with WIAC, San Juan, Puerto Rico, arrived in New York
(Continued on Page 6)

150 Stations Program New RCA Disc Series

Placing of "RCA Victor Story Time" on 150 stations as a sustaining feature which may be sold to local sponsors after January 1, was announced yesterday. The programs, heard five times a week in 15-minute and half-hour segments will be given over to the playing of children's records.

Broadcasters using the series agree
(Continued on Page 8)

Speakers Laud Service Rendered By BMB Reports

Fort Worth—Advertising executives told the 13th NAB District meeting here yesterday that Broadcast Measurement Bureau's service has aided materially in solving the problems of time buying.

Speaking of the need to buy time
(Continued on Page 2)

Disk Officials Meet Petrillo To Talk Recording-Ban End

First official negotiations toward ending the ban on phonograph records began yesterday when representatives of seven disc companies met with James Petrillo and the AFM's executive board in the union's New York office. Another meeting is scheduled for 4 p.m. today, Wednesday.

Following the two-hour meeting yesterday, members of the press were called into Petrillo's office to hear

an AFM spokesman make such statements as "very preliminary," meaning the discussions, and "no decisions of great significance." The spokesman also said the discussion had included possible ways and means of continuing free public music.

Petrillo himself, in a most agreeable and jovial mood, said, "Everybody here is satisfied they'd like to settle." At one point Petrillo started
(Continued on Page 3)

Naturally!
A new network was momentarily born yesterday morning at 9:30 a.m., when Red Hall, announcer and foil for Ivan Sanderson on the Ivan Sanderson program, WNBC, 9:15-9:30 a.m., discussing natural history, naturalists, nature, etc., in signing off the program at the end of the quarter-hour came up with this one: "This is the 'natural' Broadcasting Company."

Innovation
The Gillette Safety Razor Co., in co-operation with the Radio Allocation Plan of the Advertising Council, will present public service messages for such campaigns as Community Chests, Forest Fire Prevention, American Heritage and the Joint Armed Services Postage on its World Series broadcasts to be heard on more than 500 Mutual stations.



No. 4 Wed., Oct. 6, 1948 Price 10 Cts.

W. ALICOATE : : : Publisher
 ANK BURKE : : : : Editor
 ARVIN KIRSCH : : : Business Manager

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WEST COAST OFFICES
 Ralph Wilk, Manager
 6425 Hollywood Blvd. Phone: Granite 6607
WASHINGTON BUREAU
 Andrew H. Older, Chief 6417 Dahlonga Rd.
 Phone: WI 5035 3271
CHICAGO BUREAU
 Nat Green
 1417 Ashland Bldg. 155 No. Clark St.
 Phone: State 2332

Entered as second class matter, April 5, 1917, at the postoffice at New York, N. Y., under the act of March 3, 1879.

FINANCIAL

(October 5)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
General Corp.	163 3/4	161 1/2	163 3/4
Int. Tel. & Tel.	152 1/4	152 1/4	152 1/4
IBM	23 1/4	23 1/4	23 1/4	+ 1/4
Insworth T. & R.	6 5/8	6 1/4	6 1/2	- 1/4
Int. Electric	40	39 3/8	39 3/4	- 1/4
Radio	39 7/8	39 1/4	39 1/4	- 1/2
A Common	12 1/2	11 7/8	12	- 1/8
Warner	13 1/4	13 1/4	13 1/4
Radio	27 3/4	27	27 3/4	- 1/4
Radio pfd.	89	89	89
Radio	26 1/2	25 3/8	25 3/8	- 7/8

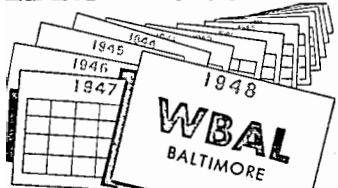
NEW YORK CURB EXCHANGE

	Bid	Asked
Mont. Lab.	11 1/4	12 1/4
Amberg Carlson	13 3/4	15 1/4
S. Television	1 1/2	2
AO (Baltimore)	26	28 1/2
R (Detroit)	8 1/4	9

Starting 18th Year

The American Album of Familiar Music, which was originated and is produced by Frank Hummert, begins its 18th year on the air with the broadcast of October 10. (NBC, 9:30-10 p.m., EST.). The current cast of the program includes Donald Ame tenor; Jean Dickenson and Margaret Daum, sopranos; Evelyn McGregor, contralto; Bertrand Orsch, violinist; Buckingham Choir and Gustave Haenschen's orchestra.

INS has served



SINCE 1935

★ **COMING AND GOING** ★

EAL GAMMONS, vice-president and director of the Washington office of CBS, is in New York. He is accompanied by **THEODORE KOOP**, director of the network's news bureau in the Nation's Capital.

WILLIAM E. RINE, managing director of WWVA, Fort Industry station in Wheeling, West Va., is in town for confabs with his national reps. and with Tom Harker, national sales manager of the Fort station.

HAMILTON WILSON, of Foote, Cone & Belding International, has arrived from the agency's London office to join the New York overseas staff.

WILLIAM B. LODGE, vice-president of the Columbia network in charge of engineering, will come in from Cincinnati today aboard an American Airliner.

EDYTHE MESERAND, assistant director of news and special features for WOR, has returned from Rochester, N. Y., where she attended the regional meeting of the AWB.

JOE HASEL, American network sportscaster, has returned by American Airlines from Washington, D. C.

GEORGE HICKS, correspondent-commentator on ABC, will go to Cleveland this week-end for Sunday's broadcast of the U. S. Steel's "Theater Guild On the Air."

MARGUERITE SEITZER, traffic manager of WESC, Mutual outlet in Greenville, S. C., visiting for a while in Gotham.

CORT LANGLEY, director of subscriber service for BMB, is in San Francisco, where yesterday he addressed a group of advertising agency men and today will hold a meeting with station personnel.

JAMES V. McCONNELL, director of the NBC national spot sales department, yesterday returned by American Airlines from a short business trip to Chicago.

DON SEARLE, vice-president of ABC in charge of the western division, left Hollywood by train yesterday for New York. He has stopovers scheduled at Grand Island, Neb., Omaha and Chicago. He is accompanied on the trip by MRS. SEARLE.

ANTHONY M. HENNIG, assistant treasurer of the American network, has returned by American Airlines from Hartford, where he spent a few days on business.

BERT HAUSER, director of co-operative programs at MBS, will leave today on a business trip to Chicago and Detroit.

CHARLES C. BARRY, vice-president of ABC in charge of radio and television programming, is back in town following an extended trip to the West Coast.

JUDSON BAILEY, of the CBS sports staff, leaves today for Cleveland, where on Saturday he'll produce the "Clubhouse" program from the World's Series city.

TED THIEME, sports director of WXBC, Bard College station in Annandale-on-the-Hudson, N. Y., a visitor this week at the headquarters of the Mutual network.

DAVIDSON TAYLOR, vice-president and director of public affairs for CBS, is back at the network following ten days of traveling on the Dewey train.

PETER ROBERTS, announcer on NBC, went down to Washington Monday and came back yesterday, making both trips on an American Airliner.

ROBERT SAMPSON, general manager of WSAI, Cincinnati, a recent visitor at the headquarters of the American network, with which the station is affiliated.

JAMES MELTON, **FRANK BLACK** and the program company of the CBS "Harvest of Stars," are in Fort Worth, Tex. The show will originate at the Will Rogers Memorial.

Speakers Laud Service Rendered By BMB Reports

(Continued from Page 1)

more intelligently, Dale C. Rogers, advertising manager of the Mid-Continent Petroleum Corporation, said "thanks to BMB, time buying is no longer guess work."

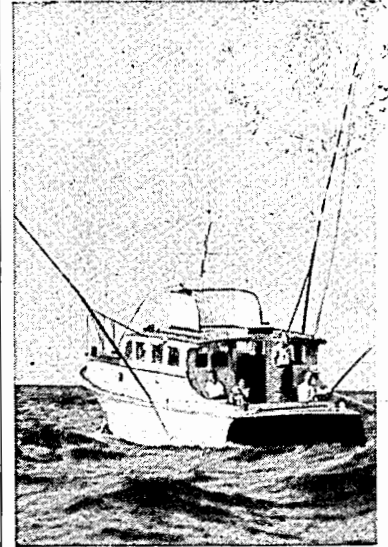
Ray K. Glenn, president of Glenn Advertising, Inc., said: "BMB has been a factor in increasing the use of radio by many regional advertisers who had previously not used this medium to any great extent."

Plans for the expanded station and network audience measurement which BMB will conduct in March were outlined by Hugh Feltis, BMB president.

10 YEARS AGO TODAY

(From the files of Radio Daily)

Formation of Inland Broadcasting Service, a new regional network in the Western and Prairie Provinces of Canada has been announced. Aimed at developing national advertising, the new network represents the following stations exclusively: CFQC, Saskatoon; CJGX, Yorktown; CFCN, Calgary; CFRN, Edmonton; CKOV, Kelowna and CJOR, Vancouver. . . WEVD will add 36 hours weekly to its present 79-hour schedule when it takes over WFAB's time next week.



Gulf Stream

That's a publicity picture we picked up. It was all about how lucky the southern state of North Carolina was to have the warming Gulf Stream so close to its shores. And how it was the source of a multimillion-dollar state fishing industry. Or words to that effect.

That's not a bad picture and story example for one of our W-I-T-H points.

Down here we've built not one business . . . but quite a few! And we didn't depend on the laws of nature either.

Hard work . . . good programming . . . good engineering . . . this is the trio that enables W-I-T-H to deliver more listeners-per-dollar-spent than any other station.

If you want to join other outfits looking for warm-weather sailing in sales volume in the 6th largest city . . . W-I-T-H in radio is the way to do it.

Put W-I-T-H on that list . . . and you'll hook the listening audience that can buy.

Teamed for
SERVICE

The KMBC-KFRM Team serves the Great Kansas City Trade Territory by

- Complete Coverage!
- Complete Programming Services!
- Unprecedented Audience Loyalty!

The KMBC-KFRM Team can produce the best results for your advertising dollar.

KMBC
 of Kansas City
KFRM

for Rural Kansas
 National Representatives:
 Free & Peters, Inc.



Baltimore 3, Maryland

TOM TINSLEY, President
 Represented by Headlev-Reed

FCC Today Will Argue Point-To-Point Radio

(Continued from Page 1)

nounced, in advance of the hearing, that it is against the new plan because it would exclude newspapers from the use of radio mobilphones for news and picture transmission.

ANPA characterized the plan as "a flagrant disregard of the public service nature of news dissemination," adding that "the American reading public should not be denied any facility for speeding the transmission of news and photographs."

"The development of American communications," said Cranston Williams, ANPA general manager, "from the telegraph to the teletype and from wireles to radio-photo transmission shows that American newspapers have been in the forefront in perfecting every device which would improve service by expediting the collection and distribution of local, national and international news. It is conceivable that newspaper wave lengths could be withdrawn entirely from this vital service to a free people."

General Support For ANPA

Supporting the ANPA position will be newspaper-radio specialists from the New York Times; the New York Journal American; the Baltimore Sun and other papers.

Individual presentations to the Commission will be made by the New York Daily News; the New York Daily Mirror; the Boston Herald-Traveler; the Douglas (Wyoming) Budget and other papers.

The newspapers will ask that the present experimental relay press wave lengths over which news reports and pictures are transmitted from reporters' cars be placed on a permanent basis.

Boston Braves, Red Sox On WHDH In '49 And '50

Boston—WHDH, Boston, has announced completion of rights contracts for broadcasting and televising of all home games of the Boston Red Sox and Boston Braves for the 1949 and 1950 seasons.

The Atlantic Refining Company, which has sponsored Boston baseball for the past 10 years and the Narragansett Brewing Company, now completing its fourth year, will continue as co-sponsors of the radio broadcasts.

A third advertiser, Goodall-Sanford, Inc., textile manufacturer, will join with Atlantic and Narragansett as a telecast sponsor. Television outlets will be announced at a later date.

★ AGENCY NEWSCAST ★

MAX UHLIG, formerly of CBS and Columbia Recording Co., has joined the sales staff of Empire Broadcasting Corporation.

PEPSODENT DIVISION of Lever Brothers Company, Ltd., announces the appointment of Ruthrauff & Ryan, Inc., as advertising agency in Canada for Lypstyl, a lip pomade.

RUSSELL WERNER, past president of the Peoria Advertising and Selling Club, was elected governor of the Sixth District of the Advertising Federation of America at the Edgewater Beach Hotel in Chicago during sessions held October 1 and 2. Werner, who succeeds Leah Anderson as governor, will be assisted by the following new officers: Andrew Hertel, past president of the Milwaukee Advertising Club, as lieutenant governor; Sewell P. Wright, past president of the Springfield (Ill.) Advertising Club, as second lieutenant governor; and Ann Bickerton, executive secretary of the Peoria Club, as secretary-treasurer.

ILGWU Buys Time For Political Series

(Continued from Page 1)

committee, backing the Truman-Barkley ticket, has signed with ABC for 15-minute periods on four successive Thursday nights, 10-10:15 p.m., EST, starting Oct. 7.

Initial broadcast tomorrow night will feature Humphrey Bogart and Lauren Bacall in a satirical husband and wife skit. A pickup will also be made from Toledo, Ohio, for comment by secretary of labor Maurice J. Tobin.

Lineup on Oct. 14 includes Ronald Reagan and Alexis Smith from Hollywood and Mayor Hubert Humphrey of Minneapolis. President Truman himself will be heard in the broadcast of Oct. 21 and also Talulah Bankhead. Sen. Alben Barkley is scheduled to appear on the program Oct. 28 while Melvin Douglas and Pat O'Brien will be heard from Hollywood. Morris Novik is supervising the series.

Sponsoring News Program

Bisodol and Anacin, American Home Products, will sponsor the 5-minute Clyde Kittell newscasts on WNBC for 26 weeks beginning Oct. 18. Donald A. Norman, WNBC sales manager, announced that Kittell's 7 a.m. news program for the sponsor will be heard on Tuesdays, Thursdays and Saturdays and that his 8 a.m. show will cover Mondays, Wednesdays and Fridays.

Brush To WHDH

Arthur T. Brush, well-known radio and newspaper sales executive in the New England area, has been appointed commercial manager of WHDH, Boston, it was announced by the station's managing director, William B. McGrath.

BANNER & GREIF, public relations, has been retained for the intensive one-month campaign of public information which will launch a new venereal disease control program to be conducted by the New York City Department of Health, in co-operation with the New York State Department of Health and the United States Public Health Service. Support for the program from business firms, labor unions, civic and fraternal organizations, and similar groups will be sought.

CLARKE R. BROWN has been named director of the radio and television department in the St. Louis office of Gardner Advertising Co. Prior to coming with Gardner, he had been active in radio direction and time-buying in Memphis, St. Louis and, most recently, in New York. **MAY KOHLER** has been appointed assistant director of the Gardner agency's St. Louis radio and television department.

PARFUMS EVYAN DISTRIBUTORS, INC. of Chicago have engaged McCann-Erickson, Inc., New York, to place all advertising for White Shoulders Perfume, White Shoulders Splash (Cologne), Gay Diversion Perfume, and Menace Perfume.

ET Officials, AFM Start Peace Confab

(Continued from Page 1)

to tell a joke, forgot the continuity but provoked a big laugh anyhow.

While there was nothing in the AFM chief's comment to indicate that a settlement is close, nevertheless, it is obvious that optimism is in order. In his statements Petrillo referred to only one obstacle toward writing new contracts, "the Taft-Hartley business" and other legislation. Although there are other points to be worked out, of course, the main question seems to be finding an agreeable and legal method of continuing the royalty fund.

It's also significant that the AFM executive board is here in New York participating in the discussions. Petrillo said they have made no reservations for leaving the city. This means that the top level AFM authority, with the power to make a deal on the spot, considers these discussions so important that it is sticking around waiting for something concrete to develop.

Record companies represented at Tuesday's meeting included Capitol, Columbia, Decca, MGM, Mercury, King and RCA-Victor. In attendance also were execs from the Phonograph Record Manufacturers Association.

★

By every measurement

WTIC

dominates the prosperous

Southern New England

Market

★

Paul W. Morency, Vice-Pres.—Gen. Mgr. Walter Johnson, Assistant Gen. Mgr.—Sls. Mgr.
WTIC's 50,000 watts represented nationally by Weed & Co.

KGW and KGW-FM

PORTLAND, OREGON

COMPLETE SCHEDULE
SIMULTANEOUS SERVICE

REPRESENTED NATIONALLY BY EDWARD FEERY & CO



VARIETY called it "the most star-studded sequence of programming ever to hit the air" ... Six solid nights of magnificent entertainment as all segments of the entertainment industry, from New York to Hollywood, joined in "SALUTE TO WMGM" as M-G-M's own station dedicated its million-dollar new Fifth Avenue studios. We will never forget those wonderful evenings (Sept. 15-22) when so many great personalities graced our studios and our airwaves. So, to all these individuals and organizations, for lending their talents and their tributes in a perfectly swell send-off, we take this means to say, "THANKS A MILLION!"

The Radio Station of
Metro-Goldwyn-Mayer

HAROLD ADAMSON
 AFRA
 FRED AHLERT
 MOREY AMSTERDAM
 HAL MARC ARDEN
 ASCAP
 JAN AUGUST
 EARL BAILEY
 RED BARBER
 BLUE BARRON & HIS
 ORCHESTRA
 BARRY SISTERS
 EILEEN BARTON
 COUNT BASIE
 WILLIAM BAUER
 RICHARD BEAVERS
 AL BERNIE
 BILL BERNES
 THE BILLBOARD
 RAY BLOCK
 BLOCK & SULLY
 ED BOBLEY
 BROADCASTING MAGAZINE
 NORMAN BROKENSHERE
 EDWIN BRUCE
 ARTHUR Q. BRYAN
 GENE BUCK
 FRANK BURKE
 WARD BYRON
 PAULINA CARTER
 NELSON CASE
 LEO COHEN
 GEORGE H. COMBS, JR.
 SARAH PALFREY COOKE
 ALAN CORELLI
 STAATS COTSWORTH
 ROSALIND COURTWRIGHT
 COMMISSIONER WAYNE COY
 VIC DAMONE
 DEEP RIVER BOYS
 KENNY DELMAR
 DELTA RHYTHM BOYS
 EUGENE DENOVI
 CONNIE DESMOND
 JOHNNY DESMOND
 GOVERNOR THOMAS E. DEWEY
 HOWARD DIETZ
 PETER DONALD
 NANCY DONOVAN
 LARRY DOUGLAS
 MORTON DOWNEY

CATHY DOWNS
 JIMMY DURANTE
 LEO DUROCHER
 FANCHON & ARNOLD
 FRANCES FAYE
 LEONARD FEATHER
 ERNIE FELICE QUARTET
 PARKER FENNELLY
 BENNY FIELDS
 IRVING FIELDS TRIO
 JACK FINA & HIS ORCHESTRA
 DICK FISHELL
 WALTER FLORELL
 HENRY FOLBERG
 HELEN FORREST
 FOUR TUNES
 MORT FRANKEL
 JERRY FRANKEN
 SYLVIA FROOS
 SARAH FUSSELL
 BEN GAGE
 MOE GALE AGENCY
 FRANK GALLOP
 TESS GARDELLA
 AVA GARDNER
 BETTY GARRETT
 GENERAL ARTISTS
 CORPORATION
 GEORGIA GIBBS
 MARTY GLICKMAN
 GOLDEN GATE QUARTET
 BENNY GOODMAN & HIS
 SEXTET
 MORTON GOULD
 PAUL GOVERNALI
 WARDELL GRAY
 LANNY & GINGER GREY
 FERDE GROFE
 JOHNNY GUARNIERI
 CONNIE HAINES
 CLIFF HALL
 FRED HALL
 OSCAR HAMMERSTEIN
 W. C. HANDY
 RADIE HARRIS
 JOY HATHAWAY
 BOB HAWK
 ERSKINE HAWKINS & HIS
 ORCHESTRA
 GEORGE HELLER
 ART HENLEY

50,000 WATTS 1050 KILOCYCLES CLEAR CHANNEL • WMGM-FM 18,000 Watts 100.3 MC. Channel 262

HARRY HERSHFIELD
 LOUIS HEYWARD
 NAT HOLMAN
 LENA HORNE
 BOB HOUSTON
 BOB HOWARD
 WARREN HULL
 TED HUSING
 ED JAMES
 GEORGE JESSEL
 VAN JOHNSON
 ERIC JOHNSTON
 BEE KALMUS
 IRVING KAUFMAN
 MILTON B. KAYE
 AL KELLY
 GENE KELLY
 CHARLES KENNY
 NICK KENNY
 RADIO STATION KFVB,
 HOLLYWOOD
 GENERAL JOHN REED
 KILPATRICK
 JEAN PAUL KING
 MURIEL KIRKLAND
 JOSEPH KOEHLER
 ALEX KRAMER
 PHIL KRAMER
 COLONEL O. C. KRUEGER,
 USMA
 MARIO LANZA
 JOE LAPCHEK
 JACK LATHROP & THE
 DRUGSTORE COWBOYS
 JOE LAURIE, JR.
 ELLIOT LAWRENCE & HIS
 ORCHESTRA
 BERT LEE
 GENE LEONARD
 HELEN LEWIS
 BOB LODGE
 CLYDE LOMBARDI
 GUY LOMBARDO & HIS
 ORCHESTRA

ART LUND
 FRANK LUTHER
 JOEY LYLE
 HARRY MAIZLISH
 PEGGY MANN
 JACK MARA
 GYPSY MARKOFF
 FREDDIE MARTIN & HIS
 ORCHESTRA
 CLEM McCARTHY
 JO ANN McCOY
 JACK McELROY
 JIMMY McHUGH
 DON McLAUGHLIN
 REGGIE McNAMARA
 MAGGI McNELLIS
 MODERNAIRES
 LUCY MONROE
 NANCY MOORE
 ESY MORALES
 NORO MORALES & HIS
 ORCHESTRA
 BUDDY MORENO & HIS
 ORCHESTRA
 FRANK MORGAN
 WM. MORRIS AGENCY
 HERB MOSS
 GEORGE MURPHY
 MUSIC CORPORATION OF
 AMERICA
 JULIAN NOAH
 MARGARET O'BRIEN
 VIRGINIA O'BRIEN
 EILEEN O'CONNELL
 MAYOR WILLIAM O'DWYER
 SANTOS ORTEGA
 PAUL OSBORNE
 LESTER PATRICK
 RED PATTERSON
 RUSSELL PATTERSON
 JACK PEARL
 BEATRICE PEARSON
 LES PETERSON
 GEORGE PETRIE

MARGARET PHELAN
 MOLLY PICON
 WALTER PIDGEON
 PIED PIPERS
 HERB POLESIE
 JANE POWELL
 JOHN ROBERT POWERS
 ANDRE PREVIN
 GEORGIE PRICE
 RADIO BEST
 RADIO DAILY
 GEORGE RAFT
 WILLIAM S. RAINEY
 PEE WEE REESE
 BETTY REILLY
 DON RICHARDS
 GRANT RICHARDS
 BRANCH RICKEY, JR.
 KEN ROBERTS
 RICHARD RODGERS
 SIGMUND ROMBERG
 PAT ROONEY
 GEORGE ROSEN
 JERRY ROSEN
 MAXIE ROSENBLOOM
 HERB ROSENTHAL
 BARNEY ROSS
 LANNY ROSS
 BENNY RUBIN
 DICK RUBIN
 JANE RUSSELL
 SPEC SANDERS
 VINCENT SARDI, JR.
 MARVIN SCHENCK
 EDITH SCHOOLMAN
 ARTHUR SCHWARTZ
 JOHN SEBASTIAN
 HERB SHELDON
 HAZEL SHERMET
 TOOTS SHOR
 BURT SHOTTON
 LOUIS K. SIDNEY
 JAY SIMS
 FRANK SINATRA

RED SKELTON
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 WALTER THORNTON
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 DICK TODD
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 BILL TREADWELL
 BOB TROUT
 VARIETY
 MARY JANE WALSH
 BOB WATERFIELD
 DAVID WAYNE
 GEORGE WELLS
 JOAN WHITNEY
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 BILL WILGUS
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 TERRY WILSON
 WARD WILSON
 LEE WOODS
 EARL WRIGHTSON
 NAN WYNN
 RUDY VALLEE
 GUS VAN
 SARAH VAUGHAN
 ROMO VINCENT
 BUDDY YOUNG
 GEORGE ZACHARY
 MEL ZELNICK

JOEL HERRON and HIS WMGM ORCHESTRA
 RAY BLOCH'S CHOIR, Directed by RAY CHARLES
 CALIFORNIA JUNIOR SYMPHONY ORCHESTRA, Directed by PETER MARINBLOOM
 GEORGE STOLL and THE MGM RECORDING ORCHESTRA
 THE MGM CHORUS

UNITED STATES AIR FORCES ORCHESTRA, Directed by MAJOR GEORGE S. HOWARD, and THE SINGING SERGEANTS



711 FIFTH AVENUE

MURRAY HILL 8-1000

Educators Invited To Attend Convention

(Continued from Page 1)

time such invitations have been extended. John Hogan, NARND president from WCSH, Portland, Maine, explained that it is the feeling of NARND that the organization must work closely with the schools of journalism which serve as a manpower pool, training radio news personnel.

Hogan believes that response to the invitations will be strong and that a substantial number of journalism teachers will be in St. Louis for the three-day meeting. Accent at the convention this year will be on television, documentary broadcasts, and new developments in radio news techniques. NARND officials are expecting some 200 radio news directors in addition to journalism school personnel and network and management representatives. They are making a special point that all radio news directors are invited to attend whether they are members of NARND or not.

Small Station Panel

A panel on small station news operation will be a feature of the convention. Announcement of the panel was made by WOW news director Soren Munkhof, Omaha, Nebraska, a national director of the Association and chairman of the convention program committee.

The panel will be headed by WLBC news director Fred Hinshaw, Muncie, Indiana. Included will be Paul Ziemer, news director of WKBH, LaCrosse, Wisconsin, on "Special Methods of Municipal Reporting." He will be followed on the program by Michael Hinn, news director of WKOW, Madison, Wisconsin, on "The State Capitol Newsroom," a discussion which will feature the policy of having newsmen rather than announcers broadcast the news.

Bill Tompkins, news director of WROW, Albany, N. Y., will discuss "Public Relations for the Newly-established Radio News Department." Also on that panel will be F. O. Carver, news director of WSJS, Winston-Salem, N. C., speaking on "Newspaper-Radio Cooperation."

Spanish Broadcaster Here To Cover World Series

(Continued from Page 1)

yesterday from San Juan to do a special daily redramatization of the World Series games. Canel's broadcasts, sponsored by Don Q distillers, will be done in Spanish by Canel over leased telephone lines and will be heard in the West Indies from 6:30 to 6:45 p.m.

SCRIPT WRITER—PRODUCER

Assistant producer and staff writer for top-ranking radio crime show wishes more productive position. Not interested in any offer less than five hundred per week, minimum thirteen-week contract.
BOX 174 RADIO DAILY
1501 Broadway, N. Y. C.



Mainly About Manhattan. . . !

● ● ● AROUND TOWN: Observation by WW: 119 radio programs are listed in the current Hooper—and "Hope of Peace" is last! . . . Major auto firm dickering with Kate Smith for a full hour variety show to be aired simultaneously on radio and television. . . . Plan cooking for WNYC to get itself an experimental video outlet. . . . Dick Haymes being set for a daily quarter-hour series. . . . Johnny Clarke is taking his platter-spinning session from WINS over to WNJR, Newark, on Oct. 25th. . . . Robert Q. Lewis to get a new television series over CBS in addition to his current air show. . . . Bill Goodwin's "Johnny Fletcher" ABC airtimer to get the axe next month. . . . News flash: Pete Donald passed a dept store and saw a man inside actually buying his own refrigerator. . . . Larry Roemer, prod. manager of "We, the People," leaving for Berlin, with a tape recorder, to cover the Berlin story for the program. . . . Fred Allen sez that everybody on television looks like Milton Berle—and probably is.

☆☆☆☆

● ● ● Frank Roehrenbeck, WMGM's genial general manager, is on the mend at the Park East Hospital. One of the most widely informed gents in radio, Frank was largely responsible for the construction of WMGM's new million dollar studios at 711 5th Ave. Industry biggies are saluting him for the many technical and other innovations he came up with at the M-G-M N. Y. radio outlet.

☆☆☆☆

● ● ● VIEWS AND REVIEWS: (Anent the summer replacement replacements): J. Benny's return is as welcome as new Fall colors, but his carefully worked out situation comedy would play even better if that studio audience could be controlled and told not to applaud every time a cast member makes an entrance. This kills the scene Benny & Co. are playing for the home audience. Honestly, everybody expects Day, Wilson, etc. . . . Charlie McCarthy and his mouthpiece still coax enuf laughs to provide competition for a refrigerator giveaway, Hooper or no. So-o-o-o, why bring in the Don Ameche-Marsha Hunt dramatic combo out of left field to slow things down to a walk and make one fidget for the dial? . . . Robert Merrill's shifting to a new time will mean more listeners. Can't think of a better before-Sabbath dinner appetizer than this lad's warm voice. In Bob's case, baritone is pronounced "betterlone". . . . Wed. nite on ABC is a happy a'f-air. Milton Berle, as always, keeps his pace at the Berle-ing point. Groucho Marx's quick quips ad-liberated a quiz format from less-than-mediocrity. Bing Crosby teed off with a show up to Crosby par, highlighted by a quartet number by the four little Crosbys, who seem to have the same fine pitch the old man has.

☆☆☆☆

● ● ● SID-BITS: Current Newsweek has a spread on Eddie Dunn and his emceeing of Mutual's "The Atom & You". . . . WHOM's Willie Bryant and Ray Carroll going into the Apollo theater Friday. . . . Staats Cotsworth rates a nod for his work opposite Marlene Dietrich on Theater Guild's "The Letter" Sunday. . . . John Bradford packaging a new quarter-hour stanza that will not include a giveaway gimmick. Congrats. . . . Video deal on the fire for Dwight Weist. . . . Something new in the disc jock field is "Music of the Continents" on WMCA, offering seldom-heard music in this country with Eugene Endrey and Patti Spears. . . . Doris Gaines, formerly of Benton & Bowles press staff, now with Mary Margaret McBride.

☆☆☆☆

● ● ● Walt Framer did a sneak preview of a brand new daytime half-hour audience participation show called "It's A Happy Day" the other nite with Todd Russell in the emcee slot. Show was based on the success of his "Blessed Eventor" series which has been on a few local spots for the past dozen years or so. According to the grapevine, the new series is up for a quick sale. On the program, people in the audience celebrate their happy ovents with a few surprise gimmicks.

Agencies Make Plans For Touring TV Units

(Continued from Page 1)
experimenting with talent on television in New York, Chicago and Los Angeles. These programs have proven audiences are interested in good variety entertainment.

Recently one New York booking agency proposed the touring television units to a Detroit automobile manufacturer for sponsorship. The automotive company's reaction was favorable and contracts may be signed within the next few weeks. This would give the first unit commercial sponsorship for their television appearances in cities which will be toured.

Iowa Broadcasters Form Associated Press Group

(Continued from Page 1)

Bormann, WMT, Cedar Rapids and Ralph Childs, KMA, Shenandoah.

The organization selected a news committee to study and analyze the AP news report to radio stations. Chairman is Chuck Miller, KRNT, Des Moines. Fifteen stations were represented. Co-hosts were stations WMT and KCRG of Cedar Rapids. The radio executives attended the Iowa-Marquette football game at Iowa City as guests of the University of Iowa.



TELEVISION engineers call this the "Test Pattern" of WMAR-TV.

Set-owners call it a sure identification of finest in television entertainment.

Businessmen are discovering that it means the best buy in television in Maryland!

WMAR-TV

The Sunpapers Station

CHANNEL 2 • BALTIMORE, MD.

TELEVISION DAILY

Daily section of RADIO DAILY, Wednesday, October 6, 1948— TELEVISION DAILY is fully protected by register and copyright

TELE TOPICS

MERGER of two of the biggest independent package firms in the business is getting warm. Outfits now have four shows in the air and several more in the works, in to combine operations as an expense-saving measure. . . . According to Pierre Masse, French Broadcasting System top man in the U. S., 20 manufacturers in Belle France are turning out video sets, and number of receivers in Paris has jumped from 2,550 to over 5,000 during the last year. . . . TV pickup of "Take It Or Leave It" by NBC Sunday nite has been scheduled. . . . CBS landed its 13th outlet yesterday with signing of a secondary affiliation pact with WNHC-TV, New Haven. . . . Don Feddersen and his KLAC-TV staff serve beaucoup bouquets for their 60-day record from ground-breaking to telecasting the outlet's first show.

WAYNE COY'S "alma mater," the Washington Post, reflected general newspaper reaction in praising the FCC freeze," but added the following stickler: "When these technical difficulties are settled, it is reasonable to hope that the FCC will turn its attention to an even larger question—What kind of television program standards will promote the best in education as well as entertainment?" . . . At the ATIS luncheon yesterday, George Green, program director of WATV, revealed that the outlet's program costs average \$2,500 per week. All films, natch.

AMERICA'S TOWN MEETING," which premiered as a regular ABC-TV feature last night, is the only duplicating show to date to maintain its effectiveness before the eyes without introduction of visual aids, although some gimmicks would have been welcome in spots. Faces of the speakers—as discussion of "How Is Peace With Russia Possible" warmed up—made interesting viewing, as did numerous close-ups of the audience. Pan shots of the assemblage at the beginning of the program showed merely a sea of heads. Long and medium shots of the stage were lost on a small screen. As in the radio version, the program became really interesting during the open discussion which followed the prepared speeches. We're looking forward to next week's topic, "How Will TV affect the Motion Pictures." Incidentally, Paul Tibbitt of Paramount has been added to the panel of speakers for that show.

NS-TELENEWS yesterday grabbed official syndication rights for TV newsreels of the Series, and will have two-minute highlights ready for distribution a few hours after each game. . . . Chuck Trantum, chief announcer at WABD, who weds Vernie and long Heffley tomorrow afternoon, will spend a four-day honeymoon in Bermuda. . . . The brief absence from the job, he says, is the standard TV worker's holiday. . . . Robert Flaherty, producer of the film classic "Nanook of the North," guests with Helen Gorton on Gloria Swanson's WPIX show tomorrow. Clip from his latest, "Louisiana Story," will be scanned.

East, Mid-West Stations Primed For Widest TV Series Coverage

FCC Skeds Hearing on WTVJ, Miami

Washington—The FCC yesterday ordered a hearing for October 25 in the case of WTVJ, Miami, with Commissioner Paul Walker to sit in Miami. The Commission is investigating reports that the heads of the Wometco theater circuit, now seeking approval to buy control of WTVJ, have actually controlled the corporation for more than a year. Hearing is to determine if the CP should be recalled. In the meantime, the station yesterday was denied special permission to stay on the air pending determination.

Nat. TV Film Service Established By UA

United Artists Corp. has become the first major motion picture distributing firm to organize a nationwide distribution set-up for tele films. Creation of a television sales department, to provide full releasing and sales service to producers was announced yesterday.

John H. Mitchell, veteran radio sales exec, was named to head the new department by Gradwell L. Sears, UA prexy. Service will be on a distribution fee basis, similar to the firm's operation in the movie field. Average UA fee for theater films is 27.5 per cent.

Film Library Begun

UA has already begun creation of a full film library, consisting of full length features and shorts which will be made available for video.

Mitchell previously was with Honel International, MBS and Erwin Wasey agency. During the war he was in the Navy, spending 20 months in the Pacific.

NBC Election Cover Set On Mid-West Net

Coverage of election returns on a seven-station mid-west network has been set by NBC under sponsorship of RCA-Victor. Duplicating arrangements for coverage in the East, which will be bankrolled by Life magazine, web will set up headquarters in studios of WNBK, Cleveland, with Alex Dreier, Robert McCormick and Ed Wallace behind the mike.

Three Pickups Scheduled.

Running from 8 p.m., coverage will include pickups from St. Louis, Detroit and Milwaukee, with special lines connecting the operation with the NBC network's news room in New York.

Newsmen from the web's Washington staff will be moved to Cleveland as will commentators from mid-west affiliates.

Stations carrying the program include WNBK, Chicago; WBNB-TV, Buffalo; KSD-TV, St. Louis; WTMJ-TV, Milwaukee; WWJ-TV, Detroit and WSPD, Toledo.

Program Cooperation Urged As Aid To Entire Industry

Television programming should be arranged to attract the greater viewer interest in the medium as a whole rather than on a strictly competitive basis between stations or networks. This is the opinion of two New York program execs who spoke yesterday at the opening American Television Society luncheon at the Hotel Astor.

Charles Underhill, program director of WCBS-TV, said stations should give the audience variety in program continuity as a means of increasing the scope of TV and as an aid to set sales. Alexander Stronach, Jr., eastern program manager of ABC, said telecasters should be eager to work together for the good of the

entire industry instead of wasting time "beating each other over the head."

Upcoming daytime operation of WABD was discussed by James Caddigan, program manager of DuMont, who said the station inaugurated the move because "economically, night time television will not support the entire family." The full-time program sked, he added, will attempt to attract small advertisers and minority audiences, provide community service and aid development of new program ideas and research.

Other speakers were actor Walter Abel, George Green, program director of WATV, and Harvey Marlow, program director of WPIX.

(Continued front Page 1)

Series will originate exclusively with Mutual under the sponsorship of Gillette Safety Razor Company. MBS officials said last night that 513 affiliates would carry the games. This coverage will be augmented by the Canadian Broadcasting Corporation, Armed Forces Radio Network, and a shortwave broadcast in Spanish to Latin American countries.

Mutual's pickup from Braves Field is scheduled to begin at 12:45 p.m., EST., with the actual game getting under way at 1 p.m. The games will be broadcast from Boston on Wednesday and Thursday and on Friday, Saturday and Sunday, at 1 p.m., from Cleveland. If additional games are needed the two teams will transfer their play back to Boston.

No Stratovision

Biggest tele story of the Series—a possible Stratovision link between the eastern and mid-western co-ax nets—appeared to be a dead issue last night. Westinghouse officials had approached the FCC for permission to handle the relay, but the project apparently was dropped because of interference with ground stations.

Actual pickup of the Boston games will be made by WNAC-TV and WBZ-TV personnel and equipment, under the supervision of Bob Jamieson, of DuMont, who is pool coordinator. Cleveland pickups for the mid-west web will be made by WEWS-TV.

Series was made available by MBS to all stations on either of the two nets, and is expected to be carried by all outlets able to do so. Mutual is being paid for TV by Gillette, and in turn will pay stations taking the feed.

Bing Files At FCC For 3; Used Car Dealer Asks 4

Washington Bureau, RADIO DAILY
Washington—The FCC yesterday reported receipt of three TV applications from Bing Crosby and four from a Los Angeles used car dealer, Leland Holzer. All seven will be placed in the pending file, with no action likely for several months pending the removal of the current freeze on applications.

Both men filed in their own names. Crosby for Spokane, Tacoma and Yakima, Washington—estimating costs of \$209,337 for the first two stations and \$173,337 for the third.

Holzer filed for Albuquerque, listing a cost of \$179,950; for Wichita Falls, Texas, with cost at \$163,337; Boise, with cost at \$152,850, and Tucson, with the cost estimated at \$140,225.

Food Products Co. Buying Radio Sked

(Continued from Page 1)

Marsh, handled by St. Georges & Keyes.

Murray Grabhorn, ABC veepee in charge of owned and operated stations, said the bulk of the Taylor-Reed business was placed on WJZ, New York. Starting Oct. 10 the sponsor picks up the Sunday broadcasts of "Mr. President" over WJZ and is now using participations in "Lunch-eon at the Latin Quarter," Nancy Craig (1:30 p.m.) and the early morning "Kiernan's Korner."

Nelson Olmsted's "Your Story for Today" will be sponsored by Taylor-Reed over WJZ on Tuesdays and Thursdays, beginning Oct. 12. Middle of this month the account also begins participations in "The Fitzgeralds" and Patt Barnes' Saturday program.

Schedule of the food products company includes the sponsorship of "Mr. President" over WENR, Chicago, and WXYZ, Detroit. The bank-roller has signed for the Monday, Wednesday and Friday broadcasts of ABC's newest co-op, "Breakfast in Hollywood," over both KGO, San Francisco, and KECA, Los Angeles. Participation announcements are being used in the "Singing Sam" program on WXYZ.

All ABC contracts run for either 12 or 13 weeks. Taylor-Reed was established in 1939 and it previously sponsored "Hop Harrigan" on MBS. New campaign is by far the largest budget ever set by the company.

NAB Making Model Disks For 'Voice Of Democracy'

Washington—NAB has announced that it has begun pressing five five-minute discs on democracy as models for high school students competing in the second annual "Voice of Democracy" contest during National Radio Week Nov. 14-20. Film star James Stewart, NAB's president Justin Miller, Chief of Army Chaplains Maj. Gen. Luther Miller, U. S. Junior Chamber of Commerce Prexy Paul Bagwell, and former Commissioner of Education John Studebaker, have done the scripts and read them for the pressings.

The Stewart disc includes an unscheduled ringing of his telephone and barking by his dog.

COAST-TO-COAST

WGAT Announces Promotions

Utica, N. Y.—Recent promotions at WGA include those of Dick Hammond, news editor, who has been upped to program director, and Bill Cerri, who has been appointed station chief announcer.

10 Weeks Of Football On KMOX

St. Louis, Mo.—KMOX, CBS outlet here, will carry 10 weeks of play-by-play football coverage under the sponsorship of Standard Oil of Indiana. Midwest listeners will hear Lindley Hines, KMOX sportscaster, describe most of the important games, including many of the Missouri and Illinois University contests.

"Odd Jobs" On WJR

Detroit, Mich.—WJR's forum program, "In Our Opinion," recently presented a unique group of imaginative veterans who do all sorts of things from baby-sitting and shopping to chasing bats out of homes. They were appropriately called "Odd Jobs, Inc."

WHBY Want-Ads Click

Appleton, Wis.—Heavy mail pull is underlining the success of WHBY's public service feature, "The Economy Spot," which runs Monday-to-Friday, 11:45 to 11:55 a.m. People are able to sell their second-hand items over this "radio want-ad column."

WGAT Staff Growing

Utica, N. Y.—WGAT added announcer Jack Burgess, formerly with Watertown's WATN, and engineer Peter Ghiloni, from WMOU, Berlin, N. H., to the expanding list of its personnel.

WDRC Radio Veterans

Hartford, Conn.—I. A. Martino, chief engineer, is celebrating his 25th anniversary with WDRC, while Carlton Brown, of the transmitter staff at WDRC-FM enters his ninth year with the station. WDRC was founded in 1923 by Franklin M. Doolittle.

KWSC and KHQ To Teach

Spokane, Wash.—KHQ's president, Richard Dunning and the program director, Wallace Brazeal met in Spokane with Frederic Hayward, KWSC, Pullman, Wash., manager, to make final arrangements for the 15-week radio-correspondence course in Contemporary Literature. NBC and Washington State College will cooperate with the "College By Radio" series, which will be aired by both KWSC and KHQ in the interest of educational radio.

WMID Signs Bob Brown

Atlantic City, N. J.—Mutual's WMID has a new disc jockey on its announcing staff in the person of Bob Brown, for a long time associated with WXLN in Saipan. He will do three shows daily, two in the afternoon and one at midnight.

Monett Joins WCAU

Philadelphia, Pa.—Negley Monett has joined WCAU as writer-producer. He has been with CBS in San Francisco and Hollywood, Paramount Pictures in Hollywood, and McCann-Erickson Agency, Chicago and New York.

WAKR Loses Trace, Gains Huff

Akron, Ohio—Gene Trace, returning to Youngstown to open a new station, was replaced as WAKR's production manager by Eccles Huff, formerly program director of WDUK, Durham, N. C.

WCSI-FM Signs New Sponsor

Columbus, Indiana—The Sunway Vitamin Company joined the list of national sponsors using WCSI-FM when it bought, through Bisberne Agency in Chicago, 15-minute strips before each of the World Series games. This is Sunway's first use of an FM station.

Johnson Made KWFT Manager

Wichita Falls, Texas — Kenyon Brown, president and general manager of KWFT, announced that Mott M. Johnson would move up from program director to become station manager. Johnson has been in radio for 18 years.

150 Stations Program New RCA Disc Series

(Continued from Page 1)

to use script material prepared by the record company and are provided with a basic library of 46 sets of children's records. Among stations reported carrying the series are WNEW, New York; WNJR, Newark; WWL, New Orleans and WSID, Baltimore.

Radar Units Sold

Purchase by the U. S. Signal Corp. of 217 commercial-type marine radar units was announced by Walter A. Buck, President of the Radiomarine Corporation of America. Scheduled for installation aboard ships of the U. S. Army Transport Service, the units consist of the latest surface-search 3.2-centimeter commercial radars, and represent one of the largest single radar orders received by Radiomarine to date. Other government sales have included units to the U. S. Coast Guard, Army Corps of Engineers and U. S. Navy.

Werrenrath To WNBQ

Reinald Werrenrath, Jr., is leaving his post as assistant to the director of television on WBKB and on October 16 will join the staff of WNBQ as director of field operations, it is announced by Jules Herbuveaux, manager of NBC's central division television operations.

inside stuff

What sports program is scoring higher all the time with Philadelphia listeners? It's Harry Robert's 6:15-6:30 spot on KYW, Monday through Saturday. Why? Harry knows sports, knows the right people in sports, reports inside news. Example? Recently, Harry presented on his program in a single week no less than five local, sports figures—all from the top bracket he knows so well. Available? Yes, as this goes to press. Check with KYW or NBC Spot Sales.

Philadelphia's
50,000 Watt
NBC Affiliate

KYW



WESTINGHOUSE RADIO STATIONS Inc

KYW • KDKA • KEX • WBZ • WBZA • WOWO • WBZ-TV

National Representatives, NBC Spot Sales, except for KEX; for KEX, Free & Peters

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Famous French Candies
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AIR CONDITIONED

MAJOR PARTIES INCREASE RADIO FUNDS

Lengthy FCC Hearing On Mobile Units Opens

Washington Bureau, RADIO DAILY
 Washington—The FCC yesterday opened hearings on general mobile radio-telephone channels. According to FCC Chairman Wayne Coy, these hearings mark "the beginning of what may be the longest and most complex oral argument ever undertaken before the Commission."
 The first of an estimated 10 days of hearings saw testimony given by various police officials, NAB, NBC, ICA and RMCA, DuMont and others.
 Motion picture producers, newspapers and others interested in obtaining licenses for mobile units are scheduled to appear later.

Revere Series Over ABC Will Feature Jo Stafford

Jo Stafford, starting Nov. 11, will be starred in a new half-hour show on ABC to be heard each Thursday from 8:30-9 p.m., and sponsored by Revere Camera Co. The new series will replace Revere's "All-Star Review" on Mutual. Singer Clark Dennis and The Starlighters, vocal group, will be heard on the new program with an orchestra conducted
 (Continued on Page 2)

GOP Women Leaders To Arrange Broadcasts

Florence Warner, head of the women's radio division of the Republican National Committee, leaves Washington for St. Paul on next Monday to make arrangements for some radio time in connection with the National Federation of Women's Republican
 (Continued on Page 3)

Radio Grandstand

To help create the atmosphere of a baseball park, WOR, MBS key outlet in New York, sent a special package to radio editors yesterday just as the World Series got underway. Package contained a bottle of soda pop, bag of peanuts, can of beer, ham sandwich, chewing gum, cigarettes, box score book and a pencil with a point. There was also a crying towel.

Co-op. Program Sales Hit New High At MBS

Sales of Mutual co-operative programs are 20 per cent ahead of last year it was announced yesterday by Bert Hauser, director of co-operative programs at the network. Total co-op program-station sales for September 30, 1948, are 1,209 as compared with 1,004 for the same date last year.
 These 1,209 program-station sales represent more than 1,700 individual sponsors. Currently Mutual has 18 co-ops with two more due this month. Fulton Lewis, Jr., is sold on 314 sta-
 (Continued on Page 2)

Move To Abolish Tax On Canada Radio Sets

Montreal—The Progressive Conservative Party adopted a platform plank calling for abolition of the present \$2.50 license fee on private radio-receiving sets. The resolution passing without discussion, said: "Freedom of speech on the air should be a matter of right and should be
 (Continued on Page 2)

'UHF' Is Unknown Subject Among N. Y. Tele Projects

Television may move to the ultra high frequencies but the issue is of little or no concern to the average New Yorker who is in the market for a television set.
 Fifty viewers among the crowd of 500 gathered in the RCA Exhibition Hall in Radio City yesterday were polled by a RADIO DAILY reporter as they watched the Braves-Indians world series baseball game. They were asked specifically if they would

Another \$2,000,000 Will Be Allocated For Localized Radio Campaigns By GOP And Demo. Parties

New Syndicate Plan Sold To 100 Stations

West Coast Bureau, RADIO DAILY
 Hollywood—Nearly 100 stations have subscribed a total of \$214,000 for the newly established Co-operative Program Syndication Plan, according to Bruce Bells and Associates, Hollywood production agency which will furnish transcribed shows up to 500 subscriber stations on a "cost-plus-15 per cent" basis. Aggregate funds pledged up to Nov. 1, and
 (Continued on Page 3)

Hurricane Coverage Reported In Miami Area

Miami—WIOD broadcast first bulletin on second hurricane 10:45 a.m., Monday and remained on the air until midnight Tuesday after Miami Weather Bureau had given last bulletin for night.
 Signed on again 4:30 a.m. with
 (Continued on Page 3)

Berle Guest Of Honor At REC Luncheon Today

With Milton Berle as the guest of honor and a television set installed for World Series baseball, the Radio Executives Club of New York ex-
 (Continued on Page 3)

Washington Bureau, RADIO DAILY
 Washington—Another \$2,000,000 is expected to be placed with radio during the remaining weeks of the national political campaign through state organizations of the Republican and Democratic National committees, RADIO DAILY learned yesterday. The money will be used for increased spot cam-
 (Continued on Page 3)

Record Business Reported By WGAR

Cleveland—Carl E. George, vicepresident and assistant general manager of WGAR, Cleveland, revealed yesterday that the station had its biggest month in 18-year history during September. New and renewed contracts placed during month by local and national advertisers reached approximately a quarter million dollars.
 With reference to the 40 contract signatures, George stated that WGAR now has largest list of clients in its
 (Continued on Page 2)

Religious ET Series Offered For U. N. Week

The Church Peace Union has received requests from 156 stations in 41 states, 68 of them network affiliates, for their first transcribed radio pro-
 (Continued on Page 3)

Public Service Series

With Bert Lytell, Rosalind Russell, Fannie Hurst, Lanny Ross, Jinx Falkenburg, John Kieran and others among the guest stars, "Marriage for the Millions," a transcribed series of dramatic programs showing how marriage counseling works, will be presented as a public service by radio stations in more than 70 cities during the fall months.

Turntable

Yesterday's meeting of record company officials and the AFM in James Petrillo's office was short-lived, lasting only 30 minutes. Negotiations resume today at 4 p.m. There was no statement following yesterday's meeting. So far the two sides have not begun the hard and fast bargaining but the stage is being set outside of official discussions.



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JOHN W. ALICOATE : : : Publisher

FRANK BURKE : : : : Editor

MARVIN KIRSCH : : : Business Manager

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Phone: Wisconsin 3271

CHICAGO BUREAU
Nat Green
1417 Ashland Bldg. 155 No. Clark St.
Phone: State 2332

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FINANCIAL

(October 6)

NEW YORK STOCK EXCHANGE

Table with columns: High, Low, Close, Net Chg. Rows include ABC, Admiral Corp., Am. Tel. & Tel., CBS A, CBS B, Farnsworth T. & R., Gen. Electric, Philco, Philco pfd., RCA Common, RCA 1st pfd., Stewart-Warner, Westinghouse, Zenith Radio.

NEW YORK CURB EXCHANGE

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

OVER THE COUNTER

Table with columns: Bid, Asked. Rows include DuMont Lab., Stromberg-Carlson, U. S. Television, WCAO (Baltimore), WJR (Detroit).

Ralph Wilk Hospitalized

Hollywood—Ralph Wilk, head of the West Coast Bureau, RADIO DAILY, has undergone a major operation and now is recuperating in the Cedars of Lebanon Hospital.

INS has served



SINCE 1935

★ COMING AND GOING ★

CHARLES HOLDEN, of ABC-Television, left by American Airlines yesterday for Detroit, where he'll attend Saturday's debut of ABC's video outlet, WXYZ-TV.

CONRAD THIBAUT, baritone, has returned from Toronto, where he guested on the Borden Cavalcade over CBC.

ROGER BAKER paid a call yesterday at the offices of ABC. He's the commercial manager of WKBW, Buffalo, N. Y.

WILLIAM FINESHRIBER, manager of the program department at CBS, is in Birmingham to address the members of the Alabama Association of Broadcasters.

MARTIN LEWIS, Paramount studios radio publicity director, is in New York for a series of conferences.

J. P. WILLIAMS, vice-president of WING, American network affiliate in Dayton, Ohio, is in town on station business.

LLOYD SCHULTS, TOM DAWSON and FRED MAHLSTEDT, all of CBS Radio Sales, are in Chicago.

DWIGHT WEIST, emcee of "We the People," is back in Gotham following a trip to Washington, D. C.

KEITH KIGGINS, president of WIKK, American network outlet in Erie, Pa., is spending a few days in New York.

LESLIE SEGERSTEN, manager of the McCann-Erickson office in San Juan, P. R., has returned to New York on indefinite sick leave. Succeeding him in the island post is Sherwin P. Helms, who has been Segersten's assistant for the past several months.

HAL SMITH, promotion manager for WMAQ, Chicago, went out to Peoria, Ill., this week and delivered an address at the convention held by the Food Distributors Association of Illinois.

TED MALONE, roving human-interest reporter on ABC, is back in New York following a three-week tour of the West, during which he broadcast from Hollywood, San Francisco, Seattle, Portland, Salt Lake City, Phoenix and Chicago.

OTTO BRANDT, station relations manager at ABC, and JIM CONNOLLY, of the station relations department, are on a business trip to Fort Worth and Dallas.

DUNCAN PIRNIE, staff announcer at WQXR, has returned by plane from a one-month vacation spent in London and Paris. He was accompanied by MRS. PIRNIE.

KATE SMITH has closed her Lake Placid summer retreat, "Camp Sunshine," and is back in town originating her programs from her office studio.

ROBERT B. McDOUGALL, educational director for WAAT and WATV, on Tuesday went down to Trenton to address the Lions Club of that city on "Television."

Co-op. Program Sales Hit New High At MBS

(Continued from Page 1)

tions, Kate Smith Speaks on 146, Cedric Foster on 142 and John Nesbitt's Passing Parade on 137. Bill Cunningham has 72, Hunting & Fishing Club of the Air, 61.

Two of Mutual's newest co-ops are finding ready acceptance. Gabriel Heatter's Mailbag which started on Sept. 20, is already sold on 64 stations with orders coming in regularly. The Shadow, which became a co-op on Sept. 12th, outside the sales area of the network sponsor, Blue Coal, has been sold to 49 local advertisers.

Mutual's lineup of co-ops will number 20 after Luncheon At Sardi's on Oct. 4 and Adventures of The Falcon Oct. 25 join the co-op family at Mutual.

New AM Grant

Washington—The FCC granted the application of Telecolor Corp., West Springfield, Mass., for a new AM radio station to operate on 1490 kc., with 250 watts, unlimited time.

10 YEARS AGO TODAY

(From the files of Radio Daily)

WINS has been sold by the Hearst interests to Milton Biow, ad agency exec., who also operates WNEW in association with Arde Bulova. Change of ownership becomes effective upon FCC approval. . . AFL has voted to assess membership a total sum of \$500,000 during the coming year to fight the CIO, majority of the funds to be used in exploitation of the AFL, boosting that organization's activities in CIO territories, via the airwaves.

Move To Abolish Tax On Canada Radio Sets

(Continued from Page 1)

properly safeguarded by having the regulation of radio broadcasting in the hands of a licensing and regulatory body which should be independent of the government of the day and should be appointed directly by and be responsible only to Parliament.

"The functions of such a body should be clearly defined by Parliament and its funds should be supplied by Parliament."

It added that the CBC should be "an operating body operating trans-Canada networks and opportunity should be afforded for the establishment of private trans-Canada networks in competition with the publicly-owned networks.

Record Business Total Is Reported By WGAR

(Continued from Page 1)

history. "We believe it is healthy for all concerned to have a broad base of commercial operation," he stated.

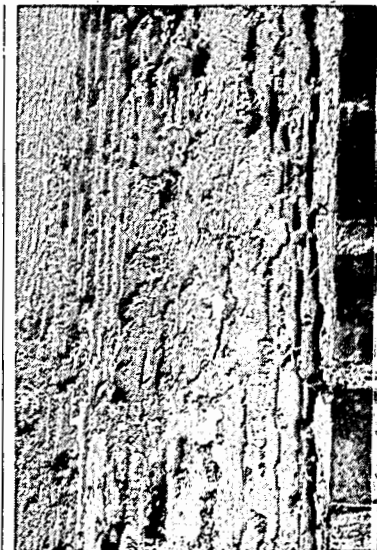
Business signed in September did not include Ford dealers' play-by-play sponsorship of 16 Cleveland Browns football games, College Game of the Week for Camel cigarettes, Peter Paul news, and West Park Chevrolet, Kingam Packing, Watkins furniture Musical Clock quarter-hours, all signed shortly before September 1st.

Reverse Series Over ABC Will Feature Jo Stafford

(Continued from Page 1)

by Paul Weston. Margaret Miller will announce.

Miss Stafford will continue her appearances on the "Chesterfield Supper Club" heard Tuesdays on NBC.



Ever see a termite?

Most people haven't. Termites are tiny and ant-like. They bore through wood from the inside until only a thin outer shell remains. Nothing is known of the damage they've done until it's too late to do anything about it.

Let's repeat part of that: "nothing is known until it's too late." A lot of business men could think that over.

We wouldn't compare competitors, who are outsmarting their industries to termites . . . but a lot of people who have been coasting along in the seller's market are going to wake up with nothing but a "thin shell"!

If you've got a sales problem in Baltimore, and you plan to use radio, you'd be wise to use W-I-T-H. That's the successful independent that delivers more listeners-per-dollar-spent than any other station in this big town. 6th largest in the country.

Remember the call letters: W-I-T-H!



W.I.T.H

Baltimore 3, Maryland

TOM TINSLEY, President Represented by Headley-Reed

Another \$2,000,000 Set For Pres. Drive

(Continued from Page 1)

Signs, regional webs and transcribed broadcasts of speeches by the Presidential candidates, Harry S. Truman and Thomas E. Dewey.

Decision to concentrate more on localized radio was reported reached by the radio departments of both parties following the successful coverage of the recent tours of President Truman and Gov. Dewey. The special state webs and programs of local origin in the cities visited aided the nominees campaigning for seats in Congress and the Senate as well as the Presidential candidates.

Both parties have already committed themselves to around \$1,000,000 each for network radio time and most of this budget has already been used. They plan to spend more money on television broadcasts during the closing weeks of the campaign when both Pres. Truman and Gov. Dewey will be heard making addresses in New York and other cities on the Eastern seaboard.

Consensus of opinion at the present time is that the GOP organization has done the most effective job of radio campaigning. In this connection it is pointed out that the GOP campaign managers have had more funds available for radio use than the rival Democratic organization.

Under the Hatch Act each political party is reported limited to an overall expenditure of \$3,000,000 for campaigning. The campaign expenditures, however, will run beyond the fixed amount as contributions of independent state organizations are not counted in the national campaign budgets.

Religious ET Series Offered For U. N. Week

(Continued from Page 1)

Secretary, Dr. A. William Loos, Education Secretary for the organization announced yesterday. Entitled "The Church and The UN," the dramatization was recorded during a performance at the World Religions' Conference For the UN at Town Hall, New York, last June.

Morton Fleischmann and Louis Hoff handled production and direction for the Church Peace Union and Jerry Gregoris, radio actor, was featured as narrator. It is expected that most of the stations will make use of the program in connection with the forthcoming National UN Week.

 **RCA INSTITUTES, INC.**

The oldest and recognized as one of the leading Radio Schools in America, offers its specially trained Radio and Television technicians to the Broadcast Industry.

Our graduates have 1st Class Telephone License. We solicit your inquiry. Address Placement Manager, RCA INSTITUTES, Inc. 350 W. 4th Street, New York 14, N. Y.

Hurricane Coverage Reported In Miami Area

(Continued from Page 1)

bulletin direct from weather station, remaining on air continuously until 12:35 a.m. Thursday after storm had passed and was already well out in Atlantic. All stations carried 5 minutes weather bulletin every half-hour, followed by Red Cross and other public interest announcements. Staff Announcer John Engel of WIOD, loaned to Red Cross for duty at weather bureau for simultaneous broadcast to all Miami area stations of Red Cross bulletins.

WIOD-WGBS Co-Op

WIOD co-operated with WGBS in giving them permission to rebroadcast bulletins direct from weather bureau after WGBS communications between station and transmitter was severed at 9 p.m. General Manager Jim Legate and Program Director Scott Bishop covered by wire recorder spectacular fire in late afternoon which raged out of control for 80 minutes on Miami Beach destroying 2 stores. Later in evening joined by Sports Commentator Morris McLenore they obtained on the spot broadcast of incidents at 2nd ave. bridge over Miami River when two freight boats tore loose from moorings in river and drifted down stream and wedged under bridge span, causing it to raise.

Berle Guest Of Honor At REC Luncheon Today

(Continued from Page 1)

pects a turnaway crowd for President Carl Haverlin's opening luncheon session at the Hotel Roosevelt today. President Haverlin, among other things, will report to the members on the heavy enrollment of out-of-town associate members made during the summer months.

Voices Of Party Leaders On Special CBS Program

"The Campaign Trains," special CBS broadcast featuring the recorded voices of leading personalities who were aboard the Truman and Dewey campaign trains on their recent trips, will be broadcast tonight, 11:15-11:30 p.m.

The voices of President Truman, Margaret Truman, Brigadier General Wallace Graham, the President's physician, and Charles Ross, White House Press Relations chief will be heard from the Truman train. From the Dewey train the voices will be those of Mr. Dewey's advisors, Elliott Bell and Allan Douglas, James C. Haggerty, in charge of Dewey's press relations, and Lillian Rosse, the Governor's secretary.

King Leaving WMGM

Jean Paul King is resigning from the production staff of WMGM, New York, Oct. 15 to devote his entire time to free-lance activities. He will continue his recording activities and plans to return to the announcing and acting field.

GOP Women Leaders To Arrange Broadcasts

(Continued from Page 1)

Clubs, meeting there Oct. 14 and 15. Other GOP executives who will attend include Mrs. Robert MacCauley, assistant chairman of the Republican National Committee; Mrs. Charles W. Weis, Jr., associate campaign manager and Mrs. Ann Wheaton, director of publicity, women's division. Governor Thomas E. Dewey will speak over the ABC network from the St. Paul Auditorium on Tuesday night.

New York Unconcerned If TV Moves To UHF

(Continued from Page 1)

professed ignorance on the subject. Nine of those interviewed owned television receivers and 38 reported they were planning to buy a set at some future date. Three were not interested in acquiring sets.

Canadian Hams To Meet

Montreal—The Eastern Canada Amateur Radio Relay League will hold its convention in the Mount Royal Hotel here on October 9. The world's champion code receiver, T. McElroy of Boston, will demonstrate trick sending at the meeting sponsored by the Montreal Amateur Radio Club.

Program will include ham gear exhibits, visits to ham shacks and code speed contests.

New Syndicate Plan Sold To 100 Stations

(Continued from Page 1)

recommendations of subscriber stations, will determine the programs to be produced.

Stockholders behind the operation, who comprise the advisory group of Bruce Eells and Associates, include Lang-Worth Feature Programs, Loretta Young, Tom Lewis and other figures in the radio and movie fields.

The syndication plan operates on a subscription basis only, each station contributing a weekly fee equal to its national Class A quarter-hour rate. The production agency takes 15 per cent while the other 85 per cent goes for talent and production. Budget ceiling for any one transcribed series has been set tentatively at \$2,000 a week. As subscriptions increase, additional programs will be produced.

Eells just returned from a three months' tour during which he signed the charter member stations. A subscription list of 500 stations would break about a weekly production fund in excess of \$20,000 a week. Each station will have exclusive rights to the program in its market.

Jan Savitt

Hollywood—Jan Savitt, 39, orchestra leader, died of a cerebral hemorrhage last Monday.

'Music' Stopped by WOWO Listener

Bluffton, Indiana—Current \$30,000 winner in ABC's famous "Stop the Music" program is Kenneth Crosbie, of Bluffton. Crosbie, who was tuned to the Westinghouse station in Fort Wayne, says: "It surely pays to listen to WOWO." *Right you are, Mr. C.*, but that's not news. Radio families in 59 BMB counties find it pays to listen to WOWO regularly. Sunday nights and all the time. Advertisers please note!

WOWO **FORT WAYNE**
ABC AFFILIATE

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

LOS ANGELES



AGENCIES

LOU FULTON has been signed by the Biow Agency as executive producer on the "Horace Heidt Show." He also will write the program as he did on the original audition.

Jack Rourke Productions has taken over the representation of Bob White's "Deadline Dramas." The program, in which Bob White and actress Joan Banks do ad-lib dramas based on ideas sent in by the listening audience, was on the air a few years ago for Arrid and had a highly successful 38-week run on ABC. The program has great television potentialities because no scripts are used.

The youngsters in radio between the ages of 10 and 16, who have appeared on more than 500 radio shows, have formed the "500 Club" for the purpose of combining their talents to raise funds for unfortunate children. Their first project will be concentrated on a benefit towards a polio fund.

Disc Jockey Bill Anson will be heard from the Red Feather Night Club 7 nights a week for KFVB. The show features live interviews and records.

Jane Morgan has been added to the regular cast of the new Jack Carson series for Sanka, bowing Friday on CBS.

The "Lucky 13 Story Teller" recounting thrilling tales of early California will be heard for 15 minutes every Monday evening over KFVB.

Jimmy Wakely, Monogram singing cowboy star, concluded negotiations with the Liberty Broadcasting System to play his 15-minute musical transcriptions over 39 of the chain's stations in the south and southwest. Transcriptions, called the Jimmy Wakely Show, will start this week.

Takes WKIX Post

Norman Young is the new manager of WKIX, CBS affiliate in Columbia, S. C., replacing Durham Moore, the network announced yesterday.

Mainly About Manhattan. . . !

● ● ● AROUND TOWN: The so-called thrill serials leave youngsters between 10 and 16 completely cold, according to a national survey by the Boys Athletic League of N. Y., which showed that "Blondie" was the favorite of that group. . . Aside to Bob Hope: Your reference to the Gillette sign at the Boston Braves field has the American Safety Razor boys upset. It's a Gem blade sign up there. . . Ralph Edwards has posted a bond with AFRA in an unidentified name, in the event that "Mr. & Mrs. Hush" on his show are not members. (Incidentally, the stunt, which started Oct. 2nd, is for the Mental Health drive, one of the most worthy and least financed in the country. In order to keep the contest running long enough to do a real job, this col'm promises not to divulge the identity of Mr. & Mrs. Hush even if we solve it—and we urge other pillars to likewise refrain from tipping their mitt.) . . . American Toy Manufacturers planning a radio and television campaign to fight influx of toys from Japan and Germany. . . WABD's "Doorway to Fame" now DuMont's 2nd highest rated show with two sponsors talking business. . . Lisa Kirk signed for lead in new Cole Porter musical.



● ● ● Tony Provost, WNBC program manager, will launch one of the most ambitious series yet undertaken by a local station. It is "Everyman's Story," concerned with the impact of Social Welfare Agencies in metropolitan life. Each show will cost about \$1,000—a lot of money for a local stanza.



● ● ● VIEWS AND REVIEWS: In our book, the Allen humor has always been worth a premium. His insurance angle may be his best endowment policy, paying off in six months with a torrid Hooper. (When Herb Polesie first heard that Fred was considering a giveaway, he figured it might be Jack Eigen). . . Nomination for a sports personality to do a commentator show from Oct. to March: Lou Boudreau, a sock attraction with or without a Louisville slugger. . . Rosemary Haywood, ed of Metropolitan Host, displayed a nice enough mike personality talent scouting on Arthur Godfrey's show to warrant a femme circus of her own. . . A new ABC musical called "Carnegie Hall" gives your ears pleasant communion with highbrow music. Gene Hamilton's commentary and Frank Black's batoning combine to paint a picture of America and all that it means. . . ABC feeding the nation some of its best dance music via Leighton Noble's crew from the Claremont out San Francisco way. . . The Cass Adams-Dolly Stark sports show preem last week on CBS was so much hodge-podge. Sports can stand a good off-season show, but this one isn't it.



● ● ● SID-BITS: Irv Windisch calls to say if we see any guys sporting FM on their neckties, it doesn't mean Frequency Modulation—but refers to Freddie Martin now holding forth at the Strand. . . A major net has optioned John Tillman's first producing venture, an interview show tied up with the Cunard ships. . . Vic Damone's proudest possession is a baseball given him by Joe DiMaggio inscribed "To the Yanks' favorite crooner."



● ● ● THE MORNING MAIL: "My nomination for the worst commercial spot on the air," writes Ray D. Williams, manager of WJHL in Johnson City, Tenn., "goes to the Stanback series. These usually open up in an office or factory with the subject telling his or her boss that he or she can't go on working another minute because 'this splitting headache is so unbearable I can't stand it another minute.' The pay-off is the transition into the commercial announcer who says: 'Don't let SIMPLE headaches get you down. etc.', Would also like to second the nomination you made on the guy who doesn't wear a hat—in fact, the whole campaign." And Jay R. Norton, of Philly, writes: "I know that Jackie Eigen is your boy and all that sorta thing—but isn't that Strauss Stores commercial spot a lulu? That's my nomination for oblivion."

JOHN HERTZ, JR., chairman of the board, Buchanan and Company, Inc., has announced the appointment of Frederick N. Polangin as director, West Coast motion picture operations for the agency. Polangin, who resigned recently as eastern advertising and publicity director of Enterprise Studios, assumes his new duties immediately at the Buchanan Los Angeles office following a series of conferences with Rudy Montgelas, president; William Dasheff, vice-president, and other agency officials, in New York. He succeeds Paul Radin, who will resign effective October 15. Radin will assume the post of vice-president of the advertising firm of William Kester and Co. The appointment of Radin has been announced by W. T. Kester, chairman of the board. Radin has been in charge of the Hollywood office of Buchanan and Co. for the past two and one-half years, having been with the company since 1938. He served for two years overseas with the Office of War Information.

SSC&B has appointed Arthur Pardoll, formerly of Y&R, as a radio time buyer. Timothy Healy, formerly of Kenyon & Eckhardt, has been named manager of SSC&B's research department.

WILLIAM P. WALKLEY, formerly associated with the National Association of Manufacturers and the American Mutual Liability Insurance Company, has joined the staff of John C. Dowd, Inc., as executive assistant.

J. M. KORN, head of J. M. Korn, Inc., Philadelphia advertising agency, was elected to the board of directors of the Philadelphia Jewish Community Relations Council at its 10th Anniversary Dinner Meeting on Wednesday, September 29, at the Hotel Warwick. Korn will serve as chairman of the press and radio committee of the council, which represents 26 national and local organizations in the united effort to promote equal rights and equal opportunities for all people.

BREVOORT WALDEN, formerly of Platt-Forbes, Inc., has joined Federal Advertising Agency, Inc. as account executive.

CLEM W. KOHLMAN has joined the New York office of Roy S. Durstine, Inc. as an account executive on package goods. Kohlman comes to Durstine from Grey Advertising Agency, where he was an account executive since his return from Navy duty.

KDKA 'Giveaway' For All
Hollywood Sun Caps have been handed out by KDKA at its booth at the Allegheny County Fair to over one million visitors. The stylish chapeaux, to be worn with the station's compliments, carry the reminder to listen to KDKA for the "Parade of Stars" at 1,020 on the dial.

WEVD
5000 WATTS 1330 K.C.
PROGRAMS OF
DISTINGUISHED FEATURES in
ENGLISH
JEWISH
ITALIAN
3 RESPONSIVE AUDIENCES
3 MARKETS WITHIN
THE NEW YORK
METROPOLITAN AREA
Send for WHO'S WHO
Among Advertisers on WEVD
WEVD
117-119 W. 46th St
HENRY GREENFIELD, Mgr. Director N. Y. 19

BE IT KNOWN

By Charles Francis Coe

Editor and Publisher of the Palm Beach Post-Times

BE IT known by the peoples of the world that there is in the earth a government conceived in simple Principles, established by and for the average man, strong through nearly two centuries of consecrated growth. Be it known that this is the Government of the United States.

Be it known that the name of this government derives from its nature. It is a federation of separate States, each of its own sovereignty. These States originally united in a wise and common effort, each to support and serve the other, in a public policy of common defense, and common freedom for the governed.

Be it known that in these States United, the individual dignity and right of a citizen is the first governmental proviso. One hundred and forty odd million John Does and Mary Does reside in this Utopia of man's creation, under God's guidance.

Schools abound. Libraries are free. Institutions for the betterment of the individual are as common as the very trees. A network of roads binds these States United in a common ground of play and work for all. There is no barrier of customs at any State line. There is no passport or visa needed by the traveler between States.

THERE is free and unrestricted inter-communication between States, and between men within those States. If a man wishes to move from one State to another, no governmental restrictions retard him. His is the right of citizenship in the State of his own election; and of common sovereignty in the Federation of all the States.

Be it known that in this Federation, the God of a man's uncontrolled selection, is the God of his worship. The home of John Doe is his inviolable sanctuary, free from unlawful search and seizure. The right of John Doe and Mary Doe to assemble in public meeting is a guaranteed right. The right of each to seek redress for governmental wrong, is of like nature.

Be it known that this government has so prospered as to become the mightiest among nations. This government has vested its final and ultimate authority in John Doe and Mary Doe, its constituent citizens.

It knows no monarchs. It repudiates the "divine right to rule." It asserts and maintains the supreme dignity of the average man. It has done so for nearly two centuries of constant growth. It is the manifest expression on earth of man's capacity to be man.

BE IT known that lesser governments, though older and more selfish civilizations, in envy and gross ambition of leadership, have sought, and are now seeking, the overthrow of this Federation.

They would replace it with oppression, and the spurious "divine right of Kings."

Be it known that such forces have developed, and are developing, a new technique of subversion by using Freedom, to annihilate Freedom. They are "boring from within." They are polluting the instrumentalities of this Federation. They would destroy the tools which manufacture common Liberty.

They mock the idea that a government should be accountable to its people. They insist that a people must be accountable to its government.

Be it known that such forces abhor the philosophy of a written contract between government and governed. Such forces are frustrated by such an equitable and specific contract. They insist that the government must tell the people what to do. They deny that the people must tell the government what to do.

SO THESE destructionists are faced with the first task of invalidating the contract between these States and the Federation they joined. The contract is the Constitution of the United States. The States refused to ratify it, until ten Amendments were made to guarantee the rights of the States, and of Mary and John Doe.

This contract does not say what the Federal Government can do. It says what the Federal Government cannot do. That keeps Mary and John in control. That defeats the monarchs and the dictators. It will do these things so long as it remains undestroyed.

That is why it is great. That is why Mary and John Doe, and their children, and children's children, live and laugh and learn and labor and love, in a Liberty of God's recognition.

Be it known that the forces opposed to such liberty have fomented endless wars, and are still so fomenting wars. Such wars are costly in worldly goods. These destructive forces have come to realize that there may be cheaper ways to destroy freedom, and re-establish "the divine right to rule," than by war.

BE IT known therefore, that these forces are providing vast sums of money to finance subversive efforts among Mary and John Doe, in the hope that weariness, and a desire for international peace, will deceive Mary and John into relinquishment of their contract for freedom.

Be it known that traitors are financed and finagled into positions of high trust and power within the Federation. Some are now open candidates. These dress lechery in the habiliments of Freedom; garb License in the gowns of Liberty; bribe treasonists into terror campaigns, and subvert supine politicians with the blandishments of "diplomacy" along with the gangrenous gold of dictatorship.

Be it known that Mary and John Doe, cherishing their liberty, treasuring their individual dignity, faithful to their trust as custodians of the world of the average man, conscious of the Presence of God in the earth, stalwart in the valor and fortitude of their sacred dead, have roused themselves, at lingering last.

BE IT known that Moscow money must not buy American Liberty. That Communism must not overthrow world Freedom. That these States in union will not surrender the prerogatives ordained of God, and sanctified by the generations of human devotion and sacrifice.

Be it known. Aye, Be it known.

Let Mary and John Doe make it known, for the hour is late and, through the ballot, the means are at hand.

RADIO DAILY deems it a privilege to reprint Charles Francis Coe's forceful preachment on patriotism as an inspiring message to all loyal Americans. In this editorial Mr. Coe has given patriotism a spiritual value. He has dramatized the honey fundamentals that make America great and has admonished us all to exercise our rights at the ballot box.

FRANK BURKE,
Editor, RADIO DAILY.

PLUG TUNES

ON RECORDS and TRANSCRIPTIONS
"I'M A LONELY LITTLE PETUNIA"
 (IN AN ONION PATCH)

Rytvoc, Inc.
 585 Broadway New York 19, N. Y.

A TIMELY REVIVAL
"AM I WASTING MY TIME ON YOU"

on Records and Transcriptions
STASNY MUSIC CORP.
 519 BROADWAY NEW YORK 19, N. Y.

"NOTHIN' IN MY LETTER BOX"

KRAMER-WHITNEY, INC.
 650 Broadway New York City

A Great Rhythm Ballad
CONFESS

OXFORD MUSIC CORPORATION
 1619 Broadway New York City

Climbing Fast!
"JANIE and ME"

by Thomas G. Meehan
JAMES MUSIC, Inc.
 650 Broadway Room 709 N. Y. C.
 Solly Cohn, Mgr.

LOVE SOMEBODY



KRAMER-WHITNEY, Inc.
 1650 Broadway New York City

IF WE CAN'T BE THE SAME OLD SWEETHEARTS

Perry Como's Victor Record Started The Ball Rolling—Now Everybody's Featuring It!

LEO FEIST, INC.

WORDS AND MUSIC

By PINKY HERMAN

● ● ● **TIN PAN ALLEY OOPS:**—Murray Baker and staff at Robbins are quite excited about the public reaction to their new ditty, "Again," written by Dorcas Cochran and Lionel Newman for the 20th Century-Fox flicker, 'Road House.' . . . ● Songsmiths who congregate in front of the Brill and RKO Buildings are smiling again . . . seems that the grapevine is feeding the info that peace between Petillo and the recording companies is just around the corner. . . . ● Dick Haymes' Decca platter of Berlin's hit of 1932, "Say It Isn't So" is doing so well that Al Chandler and Charlie Saxon at Irving Berlin, Inc. have started a revival on the tune. . . . ● Talented gals, seeking a break in video, should contact producer Larry Schwab at WNBT . . . he is auditioning and hiring femmes for his "Miniature Musicals" series. . . . ● United Music has a commercial number in "Lillian," written by Larry Markes, Charlie Murray and Paul Secen. . . . ● NBC Thesaurus ba itone, Charlie Jordan, commutes each week to Toronto to sing on General Electric's CCommercial. . . . ● Bob Kornheiser joins the contact staff at E. B. Marks Monday. . . . ● Bill Berns, who succeeded George Monaghan on Mutual's "Morning Watch" series, makes a guest appearance Saturday at 8:30 p.m. on WNBT. . . . ● Music publishers in general are an impatient body but an exception is Maurie Hartmann of Cheerio Music . . . three years ago he published two numbers, "I'm A Lonely Little Petunia" and "Floatin'" . . . "Petunia," via Two Ton Baker's Mercury platter and Lawrence Welk's Decca disk, has proven a steady seller and now, with the release of Bobby Sherwood's Capitol record and Les Brown's Columbia waxing, "Floatin'" shows every indication of paying dividends.

☆ ☆ ☆ ☆

● ● ● Redd Evans' firm hasn't missed since he started some years ago with "Salt Water Cowboy." . . . followed with "There I've Said It Again," "Ballerina" and now is riding high with "Strawberry Moon" (in a blueberry sky) and "Lillette." . . . ● Johnny and Penny Olsen are spending a month's vacation at their home in Milwaukee. . . . ● Carl Ide, whose record KDKApers was big time, has resigned to bring his platter chatter to WNJR, Newark. . . . ● Charlie Tobias and his group of tunesters ended their fourth year of entertainment for the benefit of hospitalized Vets . . . Songwriters Protective Association which sponsors the group and the ditty dreamer-uppers, rate a hand. . . . ● One of the South's finest announcers, Joe Given of WBT, resigns next week to come to Gotham . . . agencies should lend an ear and then thank us by sending contributions to the Damon Runyon Cancer Fund. . . . ● The town's newest dance hall, The Avalon, situated at Broadway and 42nd St. opens tomorrow with Jerry Wald's Orchestra . . . alternate is Tony Garcia's Rhumband. . . . ● Bill Harrington and Don Merrit have another "Buttermilk Sky" in their latest ballad, "Texas Lullaby" . . . number is published by Manor Music. . . . ● Organist and former musical director of WMCA, Elmo Russ will give a recital of his own compositions tomorrow nite at Carnegie Hall. . . . ● Producer Charlie S.ark, who started a disk jockey program this week on WINS, broke into radio in 1933 as a platter spinner in Reading, Pa.

☆ ☆ ☆ ☆

● ● ● **ON AND OFF THE RECORD:**—Frank Loesser figured that "Spring Will Be A Little Late This Year," but Columbia Records feels that Christmas might be a bit early so they've jumped the gun with a "Christmas Songs By Sinatra" Album . . . this item is a MUST. . . . ● Nick Lucas, just signed by Capitol, will debut with a waxing of two songs he popularized in the Warner flicker, "Gold Diggers of 1928," namely "Side By Side" and "Tip Toe Thru The Tulips". . . . ● Dee Jays should grab the Ravens' National Platter of Deborah Chessler's "It's Too Soon To Know" . . . flipped with a rhythmic original "Be On Your Merry Way". . . . ● Dinah Shore's latest Columbia disk, is a pair of tunes from Walt Disney's flicker, "So Dear To My Heart," Sunny Burke's ork supports in the title number with Harry Zimmerman's band providing a musical lift for the "Lavender Blue" side. . . . ● Deejay Bill Herson's 12 years' plug of the Variety platter "You Darlin'" via WRC created such a demand for the number that Regent bought the master and is going all out on the item.

PLUG TUNES

On Records and Transcriptions
"RAMBLING ROSE"
 LAUREL MUSIC CO.
 1619 Broadway New York 19, N. Y.

A Big Revival!
"LITTLE GIRL"
 LEEDS MUSIC CORPORATION

On RECORDS and TRANSCRIPTIONS
"I'M WAITING FOR SHIPS THAT NEVER COME IN"
 FORSTER MUSIC PUB., INC.
 1619 Broadway New York City
 216 S. Wabash Avenue, Chicago, Illinois

FOR THAT OCCASION—
"THE WEDDING SONG"
 Victor Record 20-18265
 MGM Record No. 10247
 EMPIRE MUSIC, INC.
 1674 Broadway New York City

#1 in the Juke Boxes
 In the Country
"I'LL HOLD YOU IN MY HEART"
 Till I Hold You in My Arms
 ADAMS, VEE & ABBOTT, Inc.
 216 S. Wabash Avenue, Chicago 4, Illinois

Everyone Is "Dating"
LILLETTE
 Jefferson Music Co., Inc.
 1619 Broadway New York City

New Ballad Sensation!
"THE BRIDE WORE BLUE"
 By Leonard Whitcup, Sy Lefco & Dale Wood
 CECILLE MUSIC CO., Inc.
 1674 BROADWAY
 NEW YORK CITY

TELEVISION DAILY

Daily section of RADIO DAILY, Thursday, October 7, 1948—TELEVISION DAILY is fully protected by register and copyright

NBC READIES SRO FOR PEAK TIME

TELE TOPICS

STRATOVISION link of the Eastern and Midwestern nets for the World's Series, on-again-off-again for the past several weeks, is now more on than off. Westinghouse will try the relay for the sixth and seventh games, if played, with the plane probably flying in the Pittsburgh area and connecting stations in Baltimore and Cleveland. . . . Tonite, the Stratovision plane will be over Providence in an attempt to relay WCBS-TV programs to a national Guard shindig in Hartford. . . . KSTP-TV will carry 32 pro hockey contests this winter, snared the rights for \$100 net per game. . . . Test pattern of WNBQ, Chicago, has been reported "coming in sharp and clear" by a viewer over 90 air miles distant.

NBBC pickup of the Yale-Columbia football game from Ya'e Bowl Saturday will reach the Empire State Building via two micro-wave relay stations specially built by web engineers. One station will be on a 100-foot tower near New Haven, and the other atop a water tank in Greenlawn, L. I. . . . First use of a video receiver in a Broadway stage play is due this month when a UST table model will be part of the props for Sig Romberg's "My Romance," produced by the Shuberts. . . . After a four-week trial, Chicago's first simulcast, "Stars of Tomorrow," will continue as a regular WGN-TV feature.

EVERSHARP is trying to clear time for a separate TV performance of "Take It Or Leave It," while Garry Moore's in town for the next two weeks. . . . WNAC-TV, which makes its official bow Sunday, although it has been on the air for several months, has adopted the slogan "Seven On Seven," meaning, of course, seven days a week on channel 7. . . . Bill Berns will be tossed around by a jiu-jitsu expert Saturday when he teledebuts "While Berns Roams" on NBC's "Screen Magazine." . . . Cameras for KPIX, which goes on the air in December, were flown to San Francisco from Camden by the Flying Tiger Line, which soon will fly out sections of the outlet's 100-foot antenna now being erected on the roof of the Mark Hopkins Hotel.

Talent Show Set On KFI For AM-TV Duplication

Los Angeles—Packard Bell Co. has contracted with KFI and KFI-TV for this area's first combined AM-TV series. Set manufacturer will sponsor a weekly half-hour talent test show, with Cliff Arquette as emcee. Intensive merchandising and promotion of the program and talent search is planned by Abbot Kimball, agency for Packard Bell. Show will be aired Saturdays, 6:15-6:45 p.m. beginning Oct. 30.

WXYZ-TV Oct. 9 Debut Completely Sold Out LS Completes Deal For 26-Wk. Film Series

Detroit—All-day kickoff program of WXYZ-TV here Saturday will be completely sold out. Only open seg, a 15-minute sports roundup with Don Watridge, was sold yesterday to Detroit Edison Co., through Campbell-Ewald. Other sponsors for the preem include Chevrolet, Gillette, Admiral, Motorola, Philco and Goebel Brewing.

Attending the gala opening of ABC's third owned and operated station to go on the air will be top web brass, headed by board chairman Edward J. Noble, proxy Mark Woods and exec veepee Robert E. Kintner, all of whom will take part in the show.

Others who will make the trip include veepee Murray Grabhorn, research chief Edward Evans, Lee Jahncke, Ted Oberfelder and Frank Marx.

Paul Mowrey is supervising the preem and will make the trip with Burke Crotty, exec producer.

WWJ-TV Sells Grid Sked

Detroit—WWJ-TV coverage of the University of Michigan football sked will be sponsored for the second year by the Oldsmobile dealers of metropolitan Detroit. Series includes five home games and films of all road contests. Paul Williams does play by play, with Dave Zimmerman handling color.

Many of the dealers are holding open house for the games via installation of receivers in their showrooms.

Negotiations have been completed for sponsorship of a 26-week film series by American Tobacco Co., for Lucky Strike, over NBC and additional stations in markets not covered by the net. Packaged by Marshall Grant Productions, films will be half-hour adaptations of famous short stories, in the public domain. Cost of the series is said to be well in excess of \$500,000 including time.

Program has been tentatively scheduled to debut on NBC Jan. 4, in the Friday, 8:30-9 p.m. seg. N. W. Ayer is the agency.

Only regular on the series will be Arthur Shields, who will serve as narrator. Charles Haas is scripter, with production by Sobey Martin in association with Louis Lantz, Stanley Rubin and Norman Elser.

WNAC-TV Signs Four

Boston—General Electric Supply Corp., Larus & Brother Company, Inc., Liggett & Myers Tobacco Co. and Merrill Lynch, Pierce, Fenner and Beane are the first four sponsors to sign up with WNAC-TV, Boston. Channel 7, the Yankee Network's television outlet.

WNAC-TV has been on the air since June 19 on an informal program schedule with Boston Red Sox and Boston Braves home games and programs from CBS, ABC, and Dumont.

Started on Sept. 18, WNAC-TV now is televising all the home games of the Boston Yanks.

General Electric's dealer in Lynn,

Million Dollar Market Seen In Medical School Video

Philadelphia—Development of video as a highly important educational aid in surgery and the attendant opening of a possible million dollar market for equipment from colleges and hospitals was seen here yesterday at the conclusion of a two-day demonstration on the use of TV in the operating chamber.

Held at the University of Pennsylvania School of Medicine before a TV audience of 4,000 members of the state medical society and 1,000 students and nurses, the demonstrations were sponsored by RCA and Smith, Kline & French, pharmaceutical house. Camera and receiving equipment valued at \$100,000 were

installed by RCA for demonstration. Demonstrations yesterday and Tuesday had a camera suspended directly above the operating table. Image was carried via co-ax to receivers located in university halls and micro-waved to Convention Hall where it was picked up on a large screen and two receivers.

Forecast of a million dollar market once televising medical procedures is widely accepted was made by RCA execs. No permanent installations have been made to date, however. Minimum equipment necessary for satisfactory pickup—camera control panel and receiver—would cost about \$20,000, RCA said.

Web Near Sellout Across Board 8-10 P. M.

As the 1948-49 season gets under way, NBC finds itself in the enviable and unique position of looking for more evening time to sell. Web is virtually all sold out between 8 and 10 p.m. six nights a week, with the 9-9:30 seg entirely in the sponsored block across the board.

Colgate-Palmolive-Peet purchase of the 9-9:30 seg on Mondays and Procter & Gamble contract for the same time Friday evenings fill out sponsorship of that time period. Shows and starting dates are yet to be announced.

Heaviest commercial night is Sunday, when web is completely sold out from 7 to 10. Only open night is Saturday. Biggest holes in the mid-week sked are Monday, 9:30-10, and Friday, 8-8:30 and 9:45-10. The 8:30-9 seg on Fridays is open on the net, although sold in New York, but time slot is slated to be taken over for the web by Lucky Strike soon after the first of the year.

The other networks are nowhere near NBC in number of sponsored shows. CBS has the GE show and Emerson back to back on Sunday nights and Gulf's "We the People" on Tuesday, in addition to a package of 40 special events sold to Camels. DuMont's big commercial is Old Gold's "Amateur Hour." ABC lists no web commercial programs, although, along with the other webs, it has many shows sold locally and on a participating basis, in addition to a flock of spot advertisers.

C. V. Stackpole & Son Co. has signed up for the televising of all the North Shore high school football games direct from Manning Bowl in Lynn, Mass. Lester Smith gives the commentary, while Fred Foye, Boston Traveler school sports editor, fills in with color.

Larus & Brother Company, Inc., makers of Edgeworth Tobacco, are sponsoring the "Sportsman's Quiz" each Friday from 8 to 8:05 p.m. on WNAC-TV.

Investment Service Included
The investment service, Merrill, Lynch, Pierce, Fenner and Beane, are presenting "America Speaks" with George Gallup each Sunday night from 10 to 10:15 p.m. on WNAC-TV through Oct. 31.

For Chesterfield Cigarettes, the Liggett & Myers Tobacco Co. is sponsoring a series of TV announcements on WNAC-TV before the boxing bouts on Mondays, the wrestling bouts on Thursdays, all remaining baseball games, and all Boston Yanks football games.

PROMOTION

About Spot Radio

A 26-page, hard-covered brochure, promoting spot radio as an advertising medium, has been put out by the National Association of Radio Station Representatives. Called "Spot Broadcasting Lets You Decide," the cleverly illustrated booklet is done up in a color combination of russet, black and white, and on each page clearly sets the meaning of the title. One of the booklet's best services is its simple, yet brief definition of spot broadcasting ("any use of the nation's radio stations by a national advertiser on a selective market basis") and what it comprises ("It can be a two-hour ball game, a full-hour dance band, a half-hour mystery drama, a quarter-hour news round-up, a five-minute weather report, a 30-second time signal, or a participation on a homemaker's program.") A detailed story on the advantages of spot broadcasting makes up the remainder of the pages.

Veteran Brochure

For the sixth consecutive season, CAE, Pittsburgh, is mailing an attractive brochure listing the various public service educational programs to be aired during the coming fall season. These folders will be sent to public, private and parochial schools and to leading educators in the Pittsburgh area. The programs are planned and produced over CAE in co-operation with the Pittsburgh Public Schools and the Carnegie Library.

WHOM Launches Contest

WHOM, New York foreign language station recently launched an \$10,000 promotional contest open to its listeners. WHOM has equipped its contest with the currently fashionable "phantom voice" gimmick as a slogan contest (Why I Listen to WHOM). Prizes are awarded weekly and the final jackpot prize will be offered October 30, 1948. (Contest will have run eight weeks.)

Spanish Speaking 'Ghost' Haunting Texas Air Lanes

Austin—A Spanish speaking "ghost" haunting radio broadcasts in Austin. Listeners in the state capital have been straining to catch the callers of the believed to be amateur station. Its broadcast channel has been overlapping the police frequency. Police said the "ghost" voice had a feminine sound.

Home Interviews On WHLI

"WHLI Visits the People of Long Island," a new series of on-the-spot interviews in the home, will be inaugurated October 10 by WHLI and its FM affiliate, Hempstead, L. I. George Ball, staff announcer at WHLI, will take the radio microphone into the living rooms of Long Island residents for the new program which will be aired every Sunday at 11:45 p.m.

COAST-TO-COAST

WREN Big Hit At Fair

Topeka, Kansas—WREN opened an exhibit booth at the Kansas Free Fair during the mid-September festival and broadcast more than three hours of its programs directly from the fair grounds, each day. More than 100,000 Kansas Fair visitors stopped at the WREN booth, making it one of the most popular attractions there.

KVOO Man In Church Group

Tulsa, Oklahoma—Gustave Brandborg, commercial manager of Tulsa's KVOO, will be present as a member when the Protestant Radio Commission holds its first meeting in New York City, Oct. 14, Charles P. Taft, president of the Federal Council of Churches, announced recently. Brandborg is one of five representatives from different parts of the country.

WNOX Good Will Show

Knoxville, Tenn.—"Sunday Down South" has passed the 100 mark in its number of broadcasts over WNOX. The sponsors, the Knoxville Furniture Dealers Association, limit their advertising on the Sunday show to institutional announcements only. In further keeping with good taste, the program features leading choirs from colleges and churches.

"Trailer Time" Takes The Air

Tucson, Ariz.—KVOA is now broadcasting a colorful party called "Trailer Time" via a wire recorder. Parties are held in a different trailer park in Tucson each week and attract more than 30,000 people. Emcee for the turnouts is "Parks" Parker, assisted by Jane Parker, Walt Kowalk, Mrs. Helen Colwell, Pops Jersey and C. E. "Pete" Colwell. KVOA broadcasts the show at 10 p.m. Friday evening so that participants may be able to hear themselves on the air while the party is still in progress.

Coming & Going At KGVO

Missoula, Mont.—KGVO has received a batch of newcomers and a resignation in the past couple of weeks. Newcomers include Lee Jellison, copy writer, who has been added to the continuity staff; Glen Houston, former staff announcer at KXLY, Spokane, and sales representative for Columbia Records, who has joined the commercial staff as account executive; and Alice Ruderman. The latter replaces Frank Kurtz who resigned to accept a scholarship from International House in New York City, where he is pursuing his advertising studies.

Guests On TV Show In N. Y.

Boston, Mass.—Ranny Weeks, band leading disc jockey who does the honors on the "Ranny Weeks' Record Rack" over WCOP, yesterday made a guest appearance in New York on Kyle McDonnell's TV show, "Girl About Town." As an emissary from Boston, Ranny re-created the excited

atmosphere of a World Series city and resurrected "Tessie," theme song of the Braves in 1914 when they won their first pennant.

Sponsors WBT Variety Show

Charlotte, N. C.—The Consolidated Royal Chemical Corporation of Chicago has contracted with WBT for the sponsorship of Arthur Smith and The Crackerjacks in the 3:15-3:30 p.m. spot, Monday thru Saturday over that station. Program features Arthur Smith's guitar solos, Roy Lear and his vocals, accordionist Ralph Smith and Sonny Smith, guitarist, in a variety of hillbilly and novelty numbers.

New "Town and Country Tours"

St. Louis, Mo.—Starting this Saturday with a trip to Sikeston, Charley Stookey, KXOK farm director, will inaugurate a new series of "Town and Country Tours." Three bus loads of Stookey's listeners will take the tour which will enable them to visit the 2,000-acre Hunter-Allen Cotton Farm where they will see a demonstration of manual and mechanical cotton picking, separation, and pressing. Stookey will record interviews with both tourists and people in the cotton industry for rebroadcast on his "Town and Country" program the following week.

EQUIPMENT

Admiral Expanding

Admiral Corporation, Chicago, announces that a two-story brick annex to its television equipment manufacturing plant completed last month at a cost of \$400,000, will allow an estimated 20 per cent increase in production. Admiral is currently producing television sets at the rate of approximately 750 sets daily, and expects to up the figure to 1000 sets daily by today. The annex will add 66,000 square feet of floor space to the 260,000 square feet in the one-story plant which covers an entire city block. One of eleven Admiral plants, the original building was built as a war plant in 1917 at a cost of \$1,500,000, supplying much material to the troops in World War 1.

New Portable Set

Roland D. Payne, manager of sales at Air King Products, Brooklyn, announces a new popular priced Air King portable wire recorder, known as Model A-725. It features immediate playback, crystal microphone for hand, stand or table with plug-in mike cord, automatic shut-off, safety lock preventing accidental erasures and automatic erasure when recording over used wire. Carried in a luggage-type carrying case, it weighs 21½ lbs.

TODAY IS THE DAY!

First Meeting Of The 1948-49 Season

RADIO EXECUTIVES CLUB OF NEW YORK

MILTON BERLE

Guest of Honor

No advance in prices. Luncheon is \$2.25 for members; \$2.75 for non-members. Tables will not be reserved—first come first served—doors to the Hendrik Hudson Room of the Hotel Roosevelt will be open at noon. Luncheon 12:30 p.m. sharp.

Cocktail Bar—Television For World Series Fans.

(Courtesy of N.B.C.)

AND A FEW LAUGHS FOR ALL*

* it says here.



RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 45, NO. 6

NEW YORK, FRIDAY, OCTOBER 8, 1948

TEN CENTS

BROADCASTERS URGED TO AID U. N. DAY

Broadcasters Appoint Good Will Committee

Appointment of a three-man radio committee to aid in improving relations between the United States and Mexico highlighted the meeting of the 13th district NAB held at Fort Worth, Texas, this week.

The committee appointment followed an appeal made by Beaufort Jester, Governor of Texas, that broadcasters aid in a public relations campaign which will make for better understanding between the people of the States and those across the border;

(Continued on Page 4)

Ziv Sponsors Planning Favorite Story Contest

A national Favorite Story Contest will be launched by Frederick W. Ziv company on next Monday and will continue throughout Dec. 4. The grand prize is a two weeks' trip to Hollywood as guests of Ronald Colman. Local sponsors of the ET series will award local prizes in cash and merchandise amounting to \$15,000. The Ziv Company will award a cash prize of \$500 to the station staging the best promotional campaign in connection with the "Favorite Story" letter-writing contest.

Gardner Commends AFRS For Radio Service Abroad

West Coast Bureau, RADIO DAILY

Hollywood—The Army is still doing a wonderful job in entertaining its troops abroad through AFRS recordings of top American programs and through routing of good live acts to hospitals and camps, Ed "Archie" Gardner told the press at a kick-off luncheon on the return of his

(Continued on Page 2)

Topical

Chicago—The helicopter-directed holiday traffic control service, provided by WMAQ for Chicagoland motorists during the summer, is the subject of an illustrated article by Ruth Dougherty, to appear in the October 16 issue of "The Saturday Evening Post." It tells how traffic information was relayed to WMAQ from a helicopter for broadcast on the three major holidays.

Kinsfolk

RADIO DAILY joins with the rest of the industry in saluting the press of the nation during the current observance of National Newspaper Week. We regard the press as kinsfolk, for many of the newspaper world are directly associated with radio and TV operations and have contributed much toward perpetuating freedom of the press and radio.

Our kinship is real too. Five days a week RADIO DAILY prints the news of commercial radio and television and annually produces the industry's accepted reference volume—Radio Annual and the Year Book of Television.

We bow low to the gentlemen of the Fourth Estate. Their accomplishments are many and their future is bright.

Columbia Expanding Record Merchandising

A national advertising campaign which will co-operate with radio chain breaks will be launched by Columbia Records, Inc., in behalf of the new long playing microgroove records during October and November, Paul E. Southard, vice-president in charge of merchandising for the company, announced yesterday.

Public acceptance of the new long playing records has exceeded the expectations of the company and production facilities have been taxed to capacity in pressing the new albums. In addition to the Philco Corporation, which developed the LP Player Attachment, other radio manufacturers

(Continued on Page 3)

Berle Gives Sample Of Wit As REC Opens Fall Season

Milton Berle, aided and abetted by Prexy Carl Haverlin as a straight man and Jerry Bergen as a comedy foil, took time out yesterday between production conferences at the Kudner agency and gave members of the Radio Executives Club a breezy half-hour at their Roosevelt Hotel luncheon.

Berle, surrounded by Texas Company executives and agency associates, took occasion to introduce Sid

NAB President Appeals To Membership To Support The Observance Of United Nations Day

Ensign And Pellegrin Joining Transit Radio

William H. Ensign, sales manager of the Rural Radio FM Network, has resigned to head the New York office of Transit Radio, Inc., and Frank E. Pellegrin will resign as manager of KSTL, St. Louis, on Oct. 25, to head the Chicago office of the Cincinnati company.

Both Ensign and Pellegrin, veterans of radio, will devote their time to

(Continued on Page 4)

Shaw Gets Promotion With CBS On West Coast

William D. Shaw has been advanced to the post of assistant sales manager of the western division of Columbia Broadcasting System, Donald W. Thornburgh, vice-president of CBS, announced yesterday in Hollywood. Shaw succeeds Frank G. King who becomes sales manager of KTTV, the Times-Mirror-CBS television station.

New Electrical Device To Measure Programs

A new electrical device for gauging minute-by-minute audience response to the content of radio shows, the Program Predictometer, will be used this month by WBRY, Waterbury, Conn., first CBS affiliate to undertake

(Continued on Page 3)

The nation's broadcasters were asked yesterday by Justin Miller, president of NAB, to give full support to the observance of "United Nations Day" on Sunday, October 24.

Judge Miller, who is a member of the United States Commission of UNESCO, suggested that broadcasters throughout

(Continued on Page 3)

Edict Favoring WJR Sets Vital Precedent

Washington Bureau, RADIO DAILY
Washington—The Supreme Court will be called upon shortly to decide the right of a broadcaster to insist upon a hearing in any case where he claims his rights are affected by an FCC action or proposal, it was said here following a Court of Appeals ruling yesterday in favor of WJR, Detroit. The Court found that the FCC erred in refusing WJR permission to intervene against grants

(Continued on Page 2)

I. Q., Jr.' Program Returns To NBC On January 9th

The Dr. I. Q., Jr., program, sponsored by Mars, Inc., will return to the air on January 9 on NBC under a 52-week contract and will be heard from 4:30 to 5:00 p.m., it was announced yesterday. Lew Valentine

(Continued on Page 6)

Educational FM

Ithaca—Application for an FM broadcasting permit to establish a station for use as a local educational facility was made this week to the FCC by Ithaca College. The proposed station will broadcast three to four hours each evening on a power of ten watts, covering a radius of approximately five miles, and will emphasize educational and cultural programs.



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JOHN W. ALICOATE : : : Publisher
FRANK BURKE : : : : Editor
MARVIN KIRSCH : : : Business Manager

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WEST COAST OFFICES

Ralph Wilk, Manager
 6425 Hollywood Blvd. Phone: Granite 6607
WASHINGTON BUREAU
 Andrew H. Older, Chief 6417 Dahlonega Rd.
 Phone: Wisconsin 3271
CHICAGO BUREAU
 Nat Green
 1417 Ashland Blvd. 155 No. Clark St.
 Phone: State 2332

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FINANCIAL

(October 7)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
ABC	7	6 3/8	7	+ 1/8
Admiral Corp.	171 3/4	163 3/4	163 3/4	—
A. M. Tel. & Tel.	152 3/8	151 7/8	152	— 3/8
CBS A	233 3/4	23 1/2	23 3/4	+ 7/8
CarnD-worth T. & R.	6 1/2	6 3/8	6 1/2	—
Gen. Electric	40 1/8	39 3/4	39 3/4	—
Philco	39 3/4	39 1/2	39 3/4	+ 1/4
RCA Common	12 1/8	11 7/8	12	+ 1/8
RCA 1st pfd.	70	70	70	— 1/4
Stewart-Warner	13 1/4	13 1/8	13 1/4	+ 1/8
Westinghouse	27 3/4	27 3/8	27 5/8	+ 1/4
Westinghouse pfd.	90	90	90	+ 1/4
Zenith Radio	26 1/2	26 3/8	26 1/2	— 1/8

NEW YORK CURB EXCHANGE

Hazeltine Corp.	13 3/4	13 1/4	13 3/4	+ 1/4
Net. Union Radio	2 3/8	2 1/4	2 1/4	—

OVER THE COUNTER

DuMont Lab.	Bid 11 1/4	Asked 12 1/4
Sitromberg-Carlson	Bid 14	Asked 15 1/2

10 YEARS AGO TODAY

(From the files of Radio Daily)

NBC executives are engaged in a thorough study of all existing policies of the network that govern programs aired either on a sustaining or commercial basis of all natures, and will offer a revised set of policies within the next few months it was learned. Premature reports to the effect that all children's programs aired over the network were already operating under a new code were denied at the web. . . . Most extensive series of symphonic broadcasts yet arranged for the air has been set by NBC. Total of 90 symphonic broadcasts will be aired from Rochester, N. Y. . . . The Standard Oil Co. of N. J. has signed for a trial advertising campaign to be run in and along with the program listings of the Newark "Evening News," pioneer newspaper in the use of radio news.

★ **COMING AND GOING** ★

FRED THROWER, vice-president of the American network in charge of sales, has returned from a trip to the South, where he combined business and pleasure.

EARL M. JOHNSON, director of engineering for the Mutual network, boards an American Airliner today for Washington, where he'll attend a meeting of the National Scientific Radio Union of the Institute of Radio Engineers.

GERHARD WILDER, art director of the McCann-Erickson office in Sao Paulo, Brazil, has arrived in New York for two months of conferences at the main office.

MARIE HOULAHAN, publicity director of WEEL, Columbia's station in Boston, is visiting in New York.

SEYMOUR SIEGEL, director of WNYC, off to Urbana, Ill., to meet the National Association of Educational Broadcasters, of which he is director of Region One.

GUY LEBOW, sportscaster on WPIX, is at Lake Placid to cover tomorrow's ice hockey exhibition between the N. Y. Rangers and the Valley Field Braves, which will be aired over a chain of N. Y. and Canadian stations.

H. C. JEWITT, president of KABR, Aberdeen, Md., has joined the executive contingent currently in New York on business. His station is a Mutual affiliate.

JOHN DERR, assistant director of sports at CBS, and **CONNIE DESMOND**, sportscaster, are in Champaign, Ill., for the airing of tomorrow's Army-Illinois game.

VAUGHN MONROE and the members of his band are in Syracuse for the broadcasting of their Camel show over WFBL, Columbia network outlet in the Salt City.

D. W. THORNBURGH, vice-president of CBS in charge of the western division, is expected in town by train for conferences with Eastern executives of the network.

BEN GRAUER, announcer-commentator on NBC, will return tomorrow from a trip abroad which took him to England, France, Germany, Italy and Palestine.

CHARLES GODWIN, director of station relations for the Mutual network, will leave over the week-end for Biloxi, Miss., and Atlanta, Ga., where next week he'll attend regional meetings of the NAB.

FRANK E. HART, owner of KFXD, Nampa-Boise, Idaho, a caller yesterday at the headquarters of the Mutual network, with which the station is affiliated.

TOTTY WEHNER, sales service manager of WCBS, has returned from a 10-day vacation, which she spent on Fire Island.

OLIVER DANIEL, Columbia network producer, has returned from a business trip to Richmond, Va.

GORDON GRAY, vice-president of WIP, Philadelphia, was in New York yesterday on company business.

PETER DONALD, actor-comedian, is back from Atlantic City, where he emceed a convention at Haddon Hall Hotel.

MILTON HINLEIN, owner of KDRO, has arrived from Sedalia, Mo., for confabs with officials of the Mutual network.

GENE WILLIAMS, orchestra leader, who was in Gotham early this week, has returned to Philadelphia, where he's now in his tenth week at the Click Club.

Edict Favoring WJR Sets Vital Precedent

(Continued from Page 1)

of two station permits for operation at Tarboro, N. C., and Clanton, Ala., both on the 760 band, also used by WJR.

Of far-reaching effect was the holding by three of the five judges sitting on the case that "no substantial question" need be pointed out in order to win this right for broadcasters. Justices Henry Edgerton and E. Barrett Prettyman dissented, saying the majority decision would make hearings necessary "no matter what or how little" broadcasters put in petitions and pointing to the opportunities for long delaying legal fol-de-rol.

The minority duo described the issue as one "of vast practical importance," therefore, and said the majority decision would cause "extensive revision of the rules of administrative agencies."

The majority opinion was signed by Justices Henry Stephens, Wilbur K. Miller and Bennett Champ Clark. The Court is the same from which Justin Miller departed three years ago to head the NAB.

All five justices felt that WJR should have been heard in the Clanton, Ala., case, but Edgerton and Prettyman held that the interference problem in the other case, as presented in the WJR petition, did not constitute "a substantial question." The majority, however, said the right to hearing was assured regardless of the facts presented.

Any such criterion as the minority would set up, said the majority, "would reduce the right of access to Courts."

Gardner Commends AFRS For Radio Service Abroad

(Continued from Page 1)

Duffy's Tavern to NBC. Gardner recently returned after a three-month tour of Europe, including France, Germany, Italy and England.

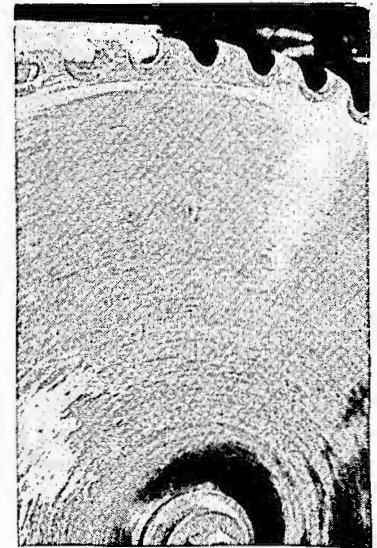
Gardner found "Voice of America" broadcasts getting good audiences in areas where physical reception was easy, especially in the late afternoon and early evening. However, he found that American radio personalities are not as well known as even second-rate movie actors and actresses to the average European.

W'chester Sta. On Air

New Rochelle, N. Y.—WGNR-FM, the first station to be founded in Westchester County in 16 years, has gone on the air at 93.5 mc. here with a 16-hour daily program sked. Output will be pegged at community service, and arrangements to this end have been completed with local officials. Julian H. Gins is president and general manager; Robert Brummer, program director; Hyland White, chief announcer; Hal Liebow, news editor; William L. Cipperly, chief engineer; Elsajeane Geyer, women's director, and Ray Stone and Kay Anderson, sales.

Stork News

Arthur Miller, public relations counselor and package producer, and his wife, the former Nancy Louise Graef, are parents of a girl born in Memorial Hospital, Pottstown, Pa., on Tuesday, Oct. 5. The baby, named Melanie, weighed eight pounds, 10 ounces. It's the first child for the Miller's.



Cutting Edge

Some product stories are fortunate. They have a cutting edge. The facts are crisp, alert. And usually right down the alley of potential buyers.

We think W-I-T-H has a story that's so sharp in radio, if you touched it, it would cut you. Just listen:

WITH is in Baltimore, the 6th largest city in the country.

And, in that big city there are seven AM radio stations.

But WITH delivers more listeners-per-dollar spent than any other station in town.

So when you make up that list . . . take a good look at WITH, the successful independent. An amazing number of smart advertisers have . . . and it pays off.



W·I·T·H

Baltimore 3, Maryland

TOM TINSLEY, President
 Represented by Headley-Reed

NAB President Asks Support of U. N. Day

(Continued from Page 1)
 the nation might feature President Truman's proclamation of the day in their observance. He also suggested that they make use of the material available at radio division of U.N. at Lake Success, N. Y.

In asking support of "United Nations Day," Judge Miller said:

Statement by Miller
 "Following the appeal of President Truman and Secretary of State Marshall, I wish to urge American broadcasters to lend all possible assistance to the celebration of this first U.N. Day, October 24. By focusing attention on the establishment of the United Nations for the promotion of peace, freedom and human welfare, the radio stations of America will make a significant contribution. Perhaps, among other things, you will want to broadcast the President's proclamation upon the subject, copies of which will be made available to you by NAB."

Radio officials at U.N. gratified at the support offered by NAB yesterday pledged to do everything possible to supply the needs of networks and stations in arranging special programming and spot announcements for U.N. Day.

Freedom House 7 Yrs. Old

CBS' "Our Community of Nations," (celebrating the seventh anniversary of the founding of Freedom House by Wendell Willkie, Mrs. Eleanor Roosevelt and other distinguished citizens, will be aired Sunday, Oct. 10 (12:30-1 p.m. EST). Lewis Douglas, U. S. Ambassador to England and Herbert Morrison, Britain's Deputy Prime Minister are to be heard from London. Following this in New York, Sir Oliver Franks, British Ambassador to the U. S., Dr. Harry Gidconse, President of Freedom House, and Paul G. Hoffman, Economic Co-operation Administrator will stress the common heritage of the world's free peoples.

★ AGENCY NEWSCAST ★

SULLIVAN, STAUFFER, COLWELL & BAYLES, Inc., has engaged Arthur Pardoll, formerly of Young & Rubicam as radio time buyer for the agency. Timothy Healy, formerly of Kenyon & Eckhardt, has been named manager of the SSC&B research department.

BENTON & BOWLES, INC., advertising agency, has added to its roster: James M. Vicary, to be in charge of copy research. Formerly with J. L. Hudson, Benson & Benson and Crowell Collier, he has lately headed his own independent research company. Elizabeth Scofield, will engage in publicity writing and promotion for Benton & Bowles radio shows. Miss Scofield was formerly fashion and beauty editor for radio publicity at Young & Rubicam. Robert Hakken, as a copywriter. Before joining Benton & Bowles, he wrote publicity for both aircraft and railroad concerns, and worked on sales promotion and merchandising for the Plymouth division of the Chrysler Corporation.

KENYON & ECKHARDT, LTD., Toronto, has been appointed by the Kellogg Company, Ltd., London, as agency for all Kellogg products in Canada.

BOLLER BEVERAGES of Elizabeth, N. J., has started sponsorship of "Superman," MBS co-op, over WOR, New York, on Tuesday and Wednesday from 5:15-5:30 p.m. Agency is A. W. Lewin Co., Newark.

CASPER PINSKER ADVERTISING has appointed Norman Gladney as radio director and account executive.

New Electrical Device To Measure Programs

(Continued from Page 1)
 systematic tests of its own programs, it was announced by J. Maxim Ryder, station manager.

Listeners assembled in WBRY's main studio will express their approval or disapproval of successive elements of the shows being tested by means of the Predictometer, developed by Charles Hull Wolfe to automatically tally the number of respondents voting "like," "dislike" or "indifference" at any specified moment. To indicate approval, subjects press a 'microswitch button' in their right hand, while to show disapproval they press the button in their left hand. When indifferent, they do not press either button.

The studio sessions, which will be conducted by Wolfe, will play transcriptions of the programs to be evaluated before audiences representing a cross-section of city, small town and farm listeners assembled from WBRY's coverage area in the Naugatuck Valley, rather than the predominantly big-city audiences which ordinarily have been used in analyzing listener response to program content.

"BEST OF INDUSTRY AWARD" for radio in the annual direct mail campaign contest of the Direct Mail Advertising Assn. has been awarded to WMAQ, Chicago, at the group's 31st convention in Philadelphia. Harold A. Smith, promotion manager for WMAQ, was on hand to receive the award. The winning presentation, produced by Smith and the NBC central division advertising and promotion department, contained copies of the many direct mail promotion pieces sent to station clients, agencies and prospects during the past year. Six copies of the winning portfolio are to be shown by the DMAA at various advertising exhibitions around the country.

VIC DECKER, has resigned as commercial manager and sports director of WCMW, Canton, Ohio, to open his own advertising agency at 718 McKinley Avenue in that city. He'll specialize in radio and television advertising.

MRS. C. HICKMAN PHALEN has joined William von Zehle agency to handle the radio angle for fashion and textile accounts, assisting Mrs. Kathleen Banks, vice-president of the agency. Mrs. Hickman formerly was associated with Wiley, Frazee & Davenport.

Columbia Expanding Record Merchandising

(Continued from Page 1)
 are now in the LP field. Webster has introduced a changer and Magnavox, Admiral, Emerson and other set manufacturers have announced that their new models will be equipped to play the LP as well as the conventional shellac records.

Radio stations are also being equipped to broadcast LP records. Gray is marketing a tone arm for radio outlets. Scores of stations throughout the country, including all CBS owned and operated stations, are now airing LP records.

The Columbia Long Playing Microgroove record is being "pushed" through one of the most extensive advertising campaigns in the history of the record industry. Philco, Magnavox, Webster and others have already broken their national ads and Columbia Records this month launches its campaign with full page ads scheduled in national magazines during October, November and December. In addition, Columbia and its distributors will advertise in newspapers on a cooperative basis.

Stork News

Jack White, salesman in the New York office of George B. Hollingbery Co., national station representatives, is the father of John, Jr., born to Mrs. White last Friday.

MUSIC . . . SPORTS . . . NEWS
 FULL TIME

WINZ

Florida's Big Independent

Primary Signal Covers
 GREATER MIAMI and Florida's Rich East Coast from the Palm Beaches to Coral Gables.

STUDIOS:

MIAMI, HOLLYWOOD, WINZ BLDG., MIAMI BEACH

MAIN STUDIO:

HOLLYWOOD BEACH HOTEL 940 Kc. — FULL TIME

JONAS WEILAND, President

Represented by: John H. Perry Associates

What can you sell before 8 AM?

If your answer is "farm products" you're only partly right. We have surveys and success stories galore to prove that smart advertisers who take advantage of the "low rate before eight" on WOWO are selling everything from automobiles to bricks, from furniture to meat. Many advertisers who do not consider their products primarily farm products are getting results in the early morning hours on WOWO. Check NBC Spot Sales for availabilities.

WOWO FORT WAYNE
 ABC AFFILIATE

WESTINGHOUSE RADIO STATIONS Inc
 KDKA • WOWO • KEX • KYW • WBZ • WBZA • WBZ-TV

National Representatives, NBC Spot Sales, except for KEX, for KEX, Free & Peters

Ensign And Pellegrin Joining Transit Radio

(Continued from Page 1)

National advertising sales, Hulbert Taft, Jr., president of Transit Radio, revealed. Sales efforts will begin immediately in behalf of four stations now licensed by the company. They are WCTS, Cincinnati; KPRC-M, Houston; WIZZ, Wilkes-Barre-Scranton and WPLH-FM, Huntington. It is expected that KXOK, St. Louis, will join the list this month and other stations are in the final stage of contract negotiations.



ENSIGN

Appointment of these two executives completes the cycle in making transit radio available in complete form to American transit companies and participating stations. The main office in Cincinnati will continue to handle contract negotiations, receiver development and service.

Ensign is widely known in radio. He started with WEAJ in 1923, later became sales manager of the Blue Network and in 1927 became radio director of the J. Walter Thompson agency. He left the agency in 1929 to become assistant to the president and later sales manager of Columbia Broadcasting System.



PELLEGRIN

Pellegrin is best known for his association with NAB as director of broadcast advertising for the industry organization. He resigned his NAB post to become president and general manager of KSTL in St. Louis.

Radio Represented

Two radio officials have been elected officers of the Tax Executives Institute. Maurice G. Paul, tax manager for Philco Radio & Television Corp., was re-elected as vice-president and John H. Maxwell, tax manager for Sylvania Electric Products Corp., was elected secretary.

ARTHUR EDDY

Public Relations — Publicity

812 Taft Building
Hollywood

GLadstone 5305 — GLadstone 9082



Mainly About Manhattan. . . !

● ● ● Talk around that Henry Morgan's got himself another bank-roller, but he ain't talkin'. (For a change) . . . Lucky Strikes may pick up the tab on Rob't Q. Lewis' daily half-hour stanzas via CBS. . . . Dean of radio eds, Ben Gross, off to H'wood and New Orleans on a three-week vacash. . . . CBS video will telecast this year's Collier mag All-America eleven. . . . Joan Davis going over to MCA. . . . Mutual readying a weekly Friday nite sports interview series starring Bob Edge and aired from Al Schacht's starting in Nov., with Jack Dempsey down as first guesster. . . . Coleman Jacoby, one of the faster wits around town, has teamed up with Arnold Rosen to work with Nat Hiken on M. Berle's air show. . . . It's a boy at the Franklin Forsbergs. (Pop is publisher of Liberty mag, and mom is Ann Rountree, sister of the fabulous Martha, producer of "Meet the Press" and "Leave it to the Gals"). . . . Add IMP-recessions: Bob Howard: Be-Bob Howard, Andrews Sisters: Trio Grand. . . . The Gillette-sponsored Series picked up 20 shots of the Gem Blade sign on the TV screen in the opening game.



● ● ● Lester Cowan, producer of the film "Love Happy," which stars the Marx Brethren, huddled with Fred Allen on latter's recent trip to the coast, regarding the possibility of his appearing in a movie dealing with the radio giveaway shows. (Cowan couldn't have made a happier choice—or met a guy with more reason to snipe at the giveaways.)



● ● ● QUESTION MARKS: Should blinkers be provided for viewers when television resurrects those tenth-rate movies? . . . Isn't the Court of Current Issues, as exemplified by the recent discussion on Federal Education, as dramatic an adult program as video offers? . . . Should that fellow on the NBC camera show the other nite have used the word "retrogress" for "revert"—and "summation" for "assumption,"—or are they trying to revive Mrs. Malaprop this season? . . . Why doesn't somebody buy Al Schacht as a precede or between-the-half performer for the football and basketball seasons where his weird antics would cause anybody to laugh in his beer (or what-have-you)? . . . Is there any particular reason why the sportscaster of a play-by-play over television always looks like the most unconvincing and uncomfortable guy in the park when the camera pans on him for a commercial?



● ● ● GIVEAWAY SPREE: Radio has made the country so giveaway conscious that the practice is spreading to all kinds of stores, shops, airline companies—even banks and bakeries. One Eastern shoe chain (Miles) has special gifts for the cash customers—ranging from roller skates to handbags and nylons.



● ● ● LUV 'n KISSES: Herb Sheldon's sparkling wit on the "Luncheon at the Latin Quarter" stanza. . . . Frank Gallop's great team-work with Milton Berle. . . . Johnny Olsen's emceeing on "Whiz Quiz". . . . Guy Lebow's handling of the wrestling bouts from Ridgewood Grove Thurs. nites on WPIX. . . . Robin Scott's vocals with Gene Williams' ork. . . . Bret Morrison's narration on "Light of the World". . . . Les Tremayne's emoting on "FBI In Peace & War."



● ● ● TODAY'S QUOTE: "If we set manufacturers complete our plans, by the first of next year one million television receivers will be installed in U. S. homes. And instead of 21 stations, there'll be 60."—Dr. Allen B. DuMont.



● ● ● FILLER DILLERS: Dick Wilson sez that bachelors are gents who have nobody to share the worries they'd have if they were married. . . . Vic Damone observes that things that once brought disgrace now bring a movie, book or radio contract. . . . There's a new occupation around town. A fella is advertising himself as "Stage Fright Consultant."

Broadcasters Appoint Good Will Committee

(Continued from Page 1)

those appointed by District Director Clyde W. Rembert to serve on the committee were Vann M. Kennedy, KSIX, Corpus Christi; Dorrance D. Roderick, KROD, El Paso, and Hugh A. Half, WOAI, San Antonio.

"I challenge you of the Fifth Estate in your field of public relations and public interest to do your part," the Governor told 200 broadcasters at Ft. Worth's Blackstone Hotel.

Declaring that "friendship and understanding" were the common denominators in approach to the good neighbor policy, Governor Jester said: "What is termed discrimination is an outgrowth of a social and economic problem. When the problem is attacked on that basis, we will begin to make progress."

Resolutions Adopted

A resolutions committee under Kenyon Brown, KWFT, Wichita Falls, and composed of Gene Cagle, KFJZ, president of the Texas State Network, and Howard Roberson, KFDA, Amarillo, Tex., presented the following unanimously adopted resolutions:

- . . . asking a uniform system of audience measurement;
- . . . requesting that the officers of BMB explore the possibilities of identifying BMB member stations in rate-listing publications and reference books to circulation-measurement organizations of other media;
- . . . commended Judge Miller for his "Freedom of Radio" campaign and pledged full co-operation with his "thinking, action, and leadership."
- . . . commended NAB staff members Don Petty, Charles Batson, Harold Fair, Richard Doherty, Maurice Mitchell and Hugh Higgins for invaluable services;
- . . . urged appropriate use of BMI;
- . . . requested per-program SESAC privileges;
- . . . pledged support to the NAB Committee on Observance of Standards of Practice and asked for study of standards looking to periodic improvement;
- . . . urged Census Bureau to include AM, FM, and TV data in 1950 census questionnaire;
- . . . recommended active participation in All-Radio Presentation.

New Tape Recorder

Formation of Fairchild Recording Equipment Corporation to combine the manufacture and sale of a new professional studio quality magnetic tape recorder with the extensive line of professional disk recording and sound equipment of Fairchild Camera and Instrument Corporation, has been approved by the latter's board, it was announced by James S. Ogsbury, president.

Wedding Bells

Grace Albert, who plays the secretary on CBS' "The F.B.I. in Peace and War," will be married to Rosario Murabito, Spanish sculptor on Saturday, Oct. 16, in her home town, Sherburn, Minnesota.

Money is unimportant here!!



Land of Cockayne (COCKAYNE). This is a modern artist's idea of that delightful paradise which was part of the folklore of Europeans many, many centuries ago.



This is the Land of Cockaigne.

It's a wonderful place where the houses are built of cake, and shops are eager to give you their merchandise for free.

Here, roast geese and other fowl wander about inviting folks to eat them. Here, buttered larks fall from the skies like manna.

Wonderful place, Cockaigne... this Land that's always free from want... where business cycles are unknown... where money is unnecessary.

Only trouble is you won't find this mythical place on any up-to-date map of the world.

We live in a land blessed with plenty—true enough. But the rub is that we will always need hard cash to buy the things we want.

You will need money to make a good down payment on a new home... to send the children to college when the time comes... or to keep well-supplied with fine food and little luxuries when it comes to time to retire.

One of the best ways you can assure yourself that you *will* have the money you need for the things you want later in life is to *save* some of the money you now earn in U. S. Savings Bonds.

These Bonds are the safest in the world. And they make money for you. Each \$75 you save today will grow to \$100 in just 10 years.

So start saving now... the automatic way, on the Payroll Savings Plan where you work, or buy them regularly through your bank or post office.

**AUTOMATIC SAVING
IS SURE SAVING—
U.S. SAVINGS BONDS**

This Space Contributed by **RADIO DAILY**



Ind. Music Committee Holds Routine Meet

Executive body of the Industry Music Committee held its first meeting yesterday since last summer to discuss new developments concerning relations with AFM. Members of the committee, representing all segments of the industry, exchanged information but no plans were made for future action pending the outcome of current negotiations between the record companies and the musicians' union.

Sydney Kaye, legal counsel for the committee, was on hand to have his activities clarified in the face of the fact that AFM is negotiating with phonograph record firms but not ET companies. The general attitude of the transcription companies is that they have received no bona fide proposal from James Petrillo which is an invitation to negotiate. If AFM settles with the record industry, however, it would probably set a pattern for all.

Committee also reviewed a booklet prepared by Tex Faught, public relations counsel, which is designed to explain to the layman the operation of the transcription industry. Some 10,000 copies will be distributed within the next month.

In addition to Kaye and Faught, others attending the meeting were Jess Willard, NAB; Charles Denny, NBC; Edward Wallerstein, Columbia Records; Richard Testut, Associated Program Service, and Emerson Markham, TBA.

Discussions between AFM and the record companies resume this afternoon at 2 o'clock in Petrillo's office. Negotiators met for over two hours yesterday but there was no announcement when they recessed for the day.

'I. Q., Jr.' Program Returns To NBC On January 9th

(Continued from Page 1)
will have the role of "Dr. I. Q., Jr." and Allen C. Anthony will be the announcer. Grant Advertising, Inc., is the agency.

WOV Makes Arrangements For Programs From Italy

WOV, following the deals with the French Broadcasting Company and the Swiss Broadcasting Company for production of Italian-language programs in their respective countries for use on the New York station, reached into Italy with its good-will project when Arnold Hartley, WOV program director, visited Rome recently.

Arrangements for a radio production unit in Rome to supply WOV with Italian programs were completed by Mr. Hartley after six months of test runs and preparations. WOV feels that the use of native talent, now in abundance in the Italian capital for American film makers here, will increase the quality and authenticity of its features for the Italian-speaking public in New York.

NETWORK SONG FAVORITES

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

Survey Week Of September 24-30, 1948

TITLE	PUBLISHER
A Tree In The Meadow	Shapiro-Bernstein
Ah But It Happens	Bourne
Blue Bird Of Happiness	T. B. Harms
Blue Shadows On The Trail	Santly-Joy
Confess	Oxford
Cuanto Le Gusta	Southern
Ev'ry Day I Love You	Harms
Hair Of Gold, Eyes Of Blue	Robert
Hankerin'	Remick
I Still Get A Thrill Thinking Of You	Words & Music
I'd Love To Live In Loveland	Bregman-Vocco-Conn
Isn't It Romantic	Famous
It Only Happens When I Dance With You	Berlin
It's A Most Unusual Day	Robbins
It's Magic	Witmark
Just For Now	Advanced
Little Girl	Leeds
Love Somebody	Kramer-Whitney
Maybe You'll Be There	Triangle
Money Song	Crawford
My Happiness	Blasco
Night Has A Thousand Eyes	Paramount
Put 'Em In A Box	Remick
Rambling Rose	Laurel
Take It Away	Pemora
This Is The Moment	Miller
Underneath The Arches	Robbins
When The Red Robbin Comes Bob Bob Bobbin' Along	Bourne
You Call Everybody Darling	Mayfair
You Were Only Fooling	Shapiro-Bernstein

Second Group

A Hundred And Sixty Acres	Leeds
Ain't Doin' Bad Doin' Nothin'	Henry Spitzer
At The Flying "W"	E. H. Morris
Buttons And Bows	Famous
Everybody Loves Somebody	Sinatra Songs
Haunted Heart	Williamson
Here I'll Stay	Chappell
I Don't Care If It Rains All Night	Witmark
I Went Down To Virginia	Jefferson
If We Can't Be The Same Old Sweethearts	Feist
In My Dreams	Murray-Wizell
On A Slow Boat To China	Melrose
P. S. I Love You	La Salle
Play The Playera	E. B. Marks
Say Something Sweet To Your Sweetheart	Mills
That Certain Party	Bourne
Things I Love	Campbell
Twelfth Street Rag	Shapiro-Bernstein
When You Left Me	Porgie
Why Does It Have To Rain On Sunday	Duchess
With A Twist Of The Wrist	Patmar
You Can't Be True Dear	Billmore
You Walk By	Cavalier

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Berle, At REC Meet, Gives Bright Half Hr.

(Continued from Page 1)
hand to greet Berle and applaud the new administration of Prexy Haverlin. Through the courtesy of NBC a large screen RCA television receiver was made available for REC members who wished to view the progress of the second World Series game.

Out-of-town guests at the luncheon introduced by Haverlin included: Marie Houlahan, WEEL, Boston; Joe Porter, WMTR, Morristown, N. J.; Jack Maurer, WHK, Cleveland; Earl Winger, WDOD, Chattanooga, Tenn.; Roger Baker, WKBW, Buffalo; Alex Rosenman, WCAU, Philadelphia; William Rine, WWVA, Wheeling, W. Va.; W. B. McGill, Westinghouse Radio Stations, Philadelphia; Joe E. Pearson, Chicago; Edward Frank, Young & Rubicam, and James J. Devine of Lorenzen and Thompson, Inc.

Seated on the dais were Myron K. Kirk, D. W. Stewart, Edmund L. Cashman, Walter Hochuli, Bill Hedges, Arthur Smith, Jimmy James, Robert Schmid, Adrian Murphy, Joe McDonald, Charles Berry, Claude Barere, Louis H. Avery, R. J. Teichner, Lionel Colton, James L. Cox, C. N. Priaulx and G. B. Margraf.

Retiring President Hedges was given a silver life membership card in the club by President Haverlin as a testimonial to his services.

ABC Schedules Wallace

Progressive Party has contracted for three quarter-hour periods on ABC to be filled by Henry Wallace and other speakers. Contracts are for full network facilities on Oct. 14, 21 and 28 from 8:30-8:45 p.m., EST. Wallace will be heard on the first broadcast from Milwaukee. Account is handled through Frederick-Clinton Co.

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We have a number of exceptionally well trained and qualified graduates who having completed advanced training in F.M. and Television and hold first class radio-telephone licenses are available for immediate employment. For information, write, wire or call Employment Director.

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52 BROADWAY, NEW YORK 4, N.Y.
Bowling Green 9-1120

TELEVISION DAILY

Daily section of RADIO DAILY, Friday, October 8, 1948 — TELEVISION DAILY is fully protected by register and copyright

TV SEEN DUE FOR AWARDS PROBLEM

TELE TOPICS

RMA, with an eye cocked on future export prospects, will urge other countries to adopt U. S. tele standards. How this will be taken by France, for example, remains to be seen. French engineers have been working with an 800-line screen for some time now, and say they're ready to go with 1,000 lines in the near future. Both, they say, are superior to our 525-line system. . . . Frank Paris, creator of the "Pixie Playtime" puppet series on WPIX, has signed a three-year contract with the Daily News outlet. . . . Legit producer Charles Adams has come up with a new children's show, "Kiddo Kort," which bows over WXYZ-TV, Detroit, on the 16th.

TELEDEBUT of "Ford Theater" over CBS has been set for Oct. 17, with Raymond Massey, Eva LeGallienne and Patricia Kirkland playing the leads in Ruth Gordon's "Years Ago." Program will be aired once a month and teletranscribed by Paramount for scanning in Chicago, Detroit and L. A. Garth Montgomery is producer, with Marc Daniel directing. . . . WABD signed INS-IMP to supply news and photos when the DuM flagship begins daytime programming. Three 15-minute shows and a ten-minute stanza will be carried. . . . The NBC flackery is calling assistant TV ed Roy Battersby "Scoop" these days. A story he did while with the Herald-Trib will be dramatized on "Big Story" next week over NBC's other web.

EE COOLEY's crew at McCann-Erickson has completed a new series of film commercials for six Swift products. First, aired last nite, has sales impact written all over it. . . . Howdy Doody, one of TV's first stars, soon will be available commercially as a doll. Milton Berle next? . . . Swing harpist Adele Girard guest on TOP's "Fashions on Parade" tonite. . . . Those two wonderful Salvation Army lassies who for the past six months have been raising funds for a TV receiver for the Bowery Red Shield Club, came through in gallant fashion. The set was acquired the other day and more than 50 men gathered around it yesterday and Wednesday to watch the Series.

ALTHOUGH not yet in regular operation, WNBQ yesterday received permission to carry the three Series games to be played in Cleveland on a test pattern basis. . . . Ziv package firm claims the largest sale of feature films in TV to date in the group of 46 movies sold to ABC. . . . If the contention that big city audiences are too sophisticated for hill-billy corn is true, then two webs known for shrewd programming are barking up the wrong tree—but we doubt it. NBC's renewal of the Village Barn pickup for another 13 weeks, and CBS' plugging of the new Korn Kobbler's stanza should pay off. Former show, incidentally, moves to Wednesdays, 10-10:50 p.m., beginning the 13th.

"Toast," Texaco Lead N. Y. Pulse Ratings

"Toast of the Town" and "Texaco Star Theater" are the top shows in New York, with ratings of 40.7 and 38.7, respectively, according to the September Pulse report issued yesterday. With exception of WABD's "Small Fry Club," they are the only non-sports programs to make the top ten.

In Philadelphia, sports pickups account for six places among the top ten. The Texaco show is fourth with a rating of 34.0; "Toast" and "Beauty on Parade" are tied for seventh with 30.0; "Kraft Theater" is ninth with 29.0 and the Swift show is tied for tenth with 27.0.

Average quarter-hour sets-in-use increased over the previous month, Pulse said, with most of the boost going to video. In both cities, average TV sets-in-use is about double the radio figure in tele homes.

WCAU Offers Tele Course With Pennsylvania Univ.

Philadelphia—First video course sponsored by WCAU-TV and University of Pennsylvania was launched this week in the station's studios here. Studies take in three hours of work a week for 30 weeks, and cover all phases of production and management. Ruth Weir Miller, outlet's education director, is supervisor.

L. A. Agency Surveys TV Viewing Habits

West Coast Bureau, RADIO DAILY

Hollywood—Among TV set owners, 75 per cent are at home in the evening, and more than 50 per cent are watching a telecast program. These are the figures in Los Angeles, at least, according to a study recently completed by West-Marquis, Inc. for its client, General Petroleum Corp.

A comprehensive telephone check-up was made during the showing of the J. Arthur Rank films of the Olympic Games, which showed the audience about equally divided between this program and the live telecast of Pacific Coast League baseball, at the same hour. There was little variation in total audience between Tuesday and Friday evening.

In a separate, but related survey of audience reactions, it was shown that while audiences are interested in practically all telecasts, marked preferences are becoming established. As always in the entertainment field "the show's the thing," and sponsors of the most interesting attractions will get attention.

There is convincing evidence from audience reaction that techniques need substantial improvement. This applies to production of films or live shows, and to actual telecasting. Reception is spotty and varies from one hour to another. So far there is no evidence of resentment against commercials.

Overlapping Prizes To Increase As Tele Grows

Tele, still merely a husky babe from the standpoint of age, appears certain to endure the problem of too many awards which faces radio, and unless industry-wide policy on the matter is adopted relatively soon, stations and networks will find themselves swamped with awards and competitions sponsored by many divergent business concerns and organizations.

There are at present two TV awards, both justly respected, given by the American Television Society and the Television Broadcasters Association. The National Television Film Council recently announced plans for a film award, and of the numerous college and university radio competitions, at least one, CONY, has set up a TV category this year.

While the motives of these organizations are beyond suspicion, it is conceivable that their awards classifications may overlap. The competition thus brought about lessens the value of the award to both the industry and the sponsor, and as the scope of video widens, many other organizations will enter the field.

Although awards presented merely for the promotion of the donor are not yet a TV problem, there is little reason to hope that video will be spared the onslaught of "awards" by various publications, trade groups and others which in radio will present an award to any program that will allow presentation on the air.

Solution to the radio problem most often suggested in the trade is an industry-wide award with the stature of the MPA "Oscars," and many execs believe that tele, because of its youth, can establish such an award now and thus avoid the 500 awards presented last year in radio.

Para. Adopts Unified Rates

In a move toward rate standardization on its two outlets, Paramount announced that beginning Nov. 1, rates and discounts for KTLA, Los Angeles, will be identical to those activated at WBKB, Chicago, Sept. 22.

In addition to the single rate system, George T. Shupert, director of commercial operations for Paramount tele, said that a further discount of five per cent would be granted to all advertisers simultaneously buying time and facilities on both outlets.

Under the new cards, present clients are protected for 26 weeks from effective date of new rates. New accounts signing minimum pacts of 13 weeks or more, prior to Nov. 1, will be similarly protected on KTTA.

Press-Time Paragraphs

Stratovision Relays Show To Conn.

Hartford, Conn.—Stratovision relay of a WNET-TV program to viewers at the Hartford National Television Show and over a wide area of New England came through last night with marked success. Broadcast started at 9:30 p. m. with the converted B-29 flying at 25,000 feet over Providence, R. I. and re-broadcasting the signal over W10X-WB. To eliminate interference, WNHCTV, New Haven, relinquished its time on Channel 6 during the flight.

Webster Hails TV As Education Aid

Washington—Television keeps the public informed, just as does radio. FCC Commissioner Edward N. Webster said yesterday, and therefore cannot be lightly dismissed as "aluxury or an amusement." Webster's defense of video was inspired by the testimony of general solicitor J. M. Souby of the American Association of Railroads during the FCC's hearing on industrial and mobile frequencies.

Souby asked for 60 frequencies for the railroads, calling upon the Commission to care for the needs of essential services before those of other services. Souby then referred directly to TV as a service with less claim to prime consideration.

Webster countered with reference to the role of TV in keeping the public informed, telling Souby "I don't know of anything that takes precedence over an informed public."

COAST-TO-COAST

AAB Holds Fall Meet

Tuscaloosa, Ala.—The Alabama Association of Broadcasters is holding its annual fall session here. Guest speaker is William H. Fineshriber, Jr., CBS executive. Opening the meeting will be Henry P. Johnston. Committee on arrangements includes Henry J. Johnston; Bert Bank; Lionel Baxter, association secretary-treasurer; J. R. Moteon, Leo Martin, Graydon Ausmus and Jeff J. Coleman.

KDFC To Host Moscona

Sausalito, Calif.—Nicola Moscona, well-known basso of the San Francisco Opera Company, will be interviewed by Euell Labhard, station special events director on KDFC. In addition to the interview, KDFC will play Moscona recordings when he was with the Metropolitan Opera Company.

WELI Aims "Playtime Club"

New Haven, Conn.—Audience participation, competition and prizes scaled down to juvenile size make up the format of WELI's new children's variety show, "Playtime Club." Heard each Saturday from 9:30-10:00 a.m., the show is emceed by Shirlee-Ann Martin and George Lewis.

Election News To Be Pub. Service

Philadelphia, Pa.—WPEN has announced that all election news this year will be a public service to station listeners. All current sponsors, however, will participate in this election service, since programs will be interrupted with taste and discretion throughout the evening.

WNJR Aims "Everyday's A Holiday"

Newark, N. J.—"Everyday's A Holiday," a new program putting the spotlight on everyday events in people's lives, recently made its debut on WNJR. Show awards gifts to the baby born closest to air time, the oldest person having a birthday on the day of the show in addition to the offering of nostalgic reminiscing and old musical favorites from the past. Program's announcer is Alan Stratton. Bill Mogle writes and directs.

To Orig. From Farm

Cincinnati, Ohio—WLW's "Family Fair," with Betty Brady and Will Lenay, will originate from Everybody's Farm in Mason, Ohio, from Oct. 9 through Nov. 20. Previously broadcast from Crosley Square, the program can be viewed at the farm each Saturday at 1:00 p.m., EST. Station listeners will hear the program playback at 2:00 p.m., EST each week except Nov. 6 when it will begin at 1:45 p.m., as a result of an irregular start in this season's football games.

WCCO Visits Fergus Falls

Minneapolis, Minn.—WCCO recently made a trip to Fergus Falls to broadcast its two-hour Saturday Night Radio Party. Making the trip during Fergus Falls' "Know Your Own Strength Week," were over 100 of the station's personnel. Trek was arranged by Gene Wilkey, WCCO program director, and programs were produced by Bob Sutton and Bill Shepherd.

Bloomington Accepts Radio Chairmanship Of FJP

Lyman C. Bloomington, v.p. of station WABF, accepted chairmanship of the Broadcasting Division of the Federation of Jewish Philanthropies of New York, expressing confidence that members of the radio industry would help make the new drive for funds a highly successful one.

Volunteers are being organized throughout the city to assist in the campaign for this year's goal of \$16,500,000, which is \$3,250,000 more than was raised in 1947. Greatly increased use of their hospitals and social welfare institutions prompts this bigger drive.

To Speak On Yom Kippur

Herbert H. Lehman, former Governor of New York, and honorary vice-chairman of the American Jewish Committee and the American Joint Jewish Distribution Committee, will deliver a Yom Kippur message during a special half-hour Jewish service to be broadcast over the CBS network on eve of the holiday, Tuesday, Oct. 12, 5:30-6 p.m.

Documentary Date Set

"The Hollywood Story," CBS documentary on the movie industry, will be broadcast Nov. 3 from 10-11 p.m., EST. Show is written by Peter Lyon and produced by Werner Michel.



UNITED AIR LINES

New Commuter-Ticket Plan

SAVES YOU 15%

United now enables you to obtain a 15% savings by means of a new Commuter-Ticket Plan* which is exempt from the 15% Federal Tax on public transportation.

You can effect this savings by making at least two round trips or four one-way trips within 30 days between the same two of any of the 80 cities on United's Main Line Airway. Tickets are non-transferable, and are issued to individuals only.

Being exempt from the 15% transportation tax, United's Commuter-Ticket Plan is an *additional* economy. This is over and above what you save with United's 5% round trip discount and removal of premium fares.

For example, if you make the equivalent of two round trips monthly between New York and Chicago, you save an *additional* \$25.14 . . . between Los Angeles and San Francisco, an *additional* \$12.00 . . . between New York and Los Angeles, an *additional* \$89.97.

**United is filing this Commuter-Ticket Plan with the Civil Aeronautics Board to become effective, subject to its approval, on October 15, 1948*

Your best dollar buy is when you fly

UNITED AIR LINES

Phone or write United today for additional information.

Send Birthday Greetings To—

October 8

Tiny Ruffner William N. Robson
Sherill Ellsworth

October 9

Robert Armbruster Walter Compton
Lee Wiley Henry Hunter
John Guedel Bart McHugh

October 10

Johnny Green Charles Pickard
Virginia West

October 11

Jeff Bryant Norman Stanley Case
Opal Craven Jimmy Donnelly

October 12

Goodman Ace Ted Collins
Phil Kramer Theodore Webb
William Dekker Tom Flynn

October 13

Harry Hershfield Irene Rich
Georgia Backus

October 14

F. C. Taylor Dick Carver
Lorraine Fox Leslie Edgley



RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 45, NO. 7

NEW YORK, MONDAY, OCTOBER 11, 1948

TEN CENTS

RECORD BAN NEGOTIATIONS CONTINUE

Video Potentialities Stressed By Hennock

Emphasizing the potentialities of television, Commissioner Frieda B. Hennock, member of the Federal Communications Commission, addressed a luncheon meeting of the New York League of Business and Professional Women's clubs at the Hotel Biltmore on Sunday. The address was broadcast over the coast to coast CBS network from 1:30 to 1:45 p.m.

"Television in particular has fascinated me," Commissioner Hennock said. "I have had the opportunity to

(Continued on Page 7)

Jordan Heads AP Group Of Texas Broadcasters

Charles Jordan, vice-president of KFJZ, Fort Worth, was elected first president of the newly-formed Texas Associated Press Broadcasters Association, which hopes to improve operations at AP stations. Sixty representatives of Texas stations met at the Hotel Blackstone, Fort Worth, Oct. 3, to organize the association and to elect officers.

Other officers named were:

Joe Leonard, Jr., manager of KGAF, Gainesville, as vice-president, and Jim Alderman, news director at WJR, Dallas, as secretary-treasurer.

BMB Mails Interim Report On Day & Night Audiences

First copies of BMB's 1948 Interim Area Report, showing day and night audiences of 69 subscriber stations in approximately 300 counties and cities, are now going into the mail. Interim study was conducted last

(Continued on Page 6)

Commercial Minded

Gono Autry, guesting on CBS' "Arthur Godfrey Show" Friday morning, was reminded by Godfrey that Chesterfield was one of his sponsors. "You like Chesterfields, don't you Gene?" he queried. "Well, I don't smoke," Autry replied, "but if I did I'd smoke Chesterfields." Godfrey retorted, "Well I don't chew gum but if I did I'd chew your Wrigleys!"

No Paper Tomorrow

Tomorrow, Oct. 12, is Columbus Day, celebrated in most of the states of the Union as a legal holiday. In observance, RADIO DAILY will not be published.

Entry Lists Opening For Ohio Institute

Columbus — Invitations to participate in the 13th annual American Exhibition of Educational Radio Programs will be mailed next week — a month earlier than usual — according to Dr. I. Keith Tyler, director of the Institute for Education by Radio in connection with which the exhibition will be held.

Deadline for entry of educational and public service programs in four general classifications will be Jan. 15, '49, instead of the usual Feb. 1 date followed previously.

A new judging procedure is being

(Continued on Page 5)

Mike Hanna To Paris As UNESCO Consultant

Michael R. Hanna, general manager of WHCU, CBS affiliate in Ithaca, New York, will leave for Paris late this month as public relations consultant to the UNESCO Radio Program Committee.

Originally named to represent American broadcasters at the Oct. 23-Nov. 3 meeting in Paris of a special mass communications group set up by UNESCO, Hanna was elevated to the post of consultant at a meeting this

(Continued on Page 2)

RMA Names UHF Committee To Meet With Commission

A committee of radio and television manufacturers was named Friday by the Radio Manufacturers Association board to meet with Chairman Wayne Coy and members of the FCC for the purpose of presenting the manufacturer's point of view on the subject of ultra high frequencies.

The UHF committee is composed of Dr. Allen B. DuMont, Dr. W. R. G. Baker, Henry C. Bonfig, Larry F.

Industry Representatives And Petrillo Meet Again Today; Prospects Of Lifting Ban Are Good

NAB Sets New Dates For Board, Committee

Washington Bureau, RADIO DAILY

Washington—The NAB announced Friday a one-day advance in the dates for the up-coming meetings of its board and the board finance committee. New dates are November 14 and 15 for the latter group, with the board meet to take the three following days.

Radio And TV On Agenda Of Retail Merchants

Panel discussions of radio and television as it relates to retail store advertising will be included on the agenda of the 38th annual convention of the National Dry Goods Association which will convene at the Hotel Pennsylvania in New York, January 10 to 14. Thirty-three separate sessions covering all phases of merchandising have been planned.

Aluminum Co. Renews Program On ABC Web

Club Aluminum Products Company has signed a 52-week renewal contract with the ABC continuing its sponsorship of the weekly Club Time broadcasts. Club Time heard Tues-

(Continued on Page 5)

Record companies and the American Federation of Musicians enter their second week of negotiations today after passing a crisis when discussions were close to being broken off, at least for the time being. Labor-management representatives gather at two o'clock this afternoon in James Petrillo's

(Continued on Page 5)

Kobak Clarifies Policy Of Web On Giveaways

Mutual in behalf of President Edgar Kobak on Friday issued a statement clarifying "occasional misunderstanding in reference to Mutual's interpretation of what constitutes 'audience buying' type of program banned from the network as of January 1 in observance of the new Code of NAB".

The MBS statement follows: "Programs in which prizes are given to participants, either contestants

(Continued on Page 5)

Didn't Nix Prohibitionist, KRLD Tells Commission

Washington Bureau, RADIO DAILY
Washington—KRLD, Houston, Tex., Friday told the FCC it had been entirely within its rights in refusing to give Rev. Sam Morris, Prohibitionist candidate for the Senate in

(Continued on Page 6)

Versatile

Columbus—Joe Olson, Ohio correspondent for RADIO DAILY, is finding out what makes radio tick. He's doing pre-game and half-time broadcasts of all nine Ohio State football games this fall over the University's radio station WOSU for 11 Ohio stations on a sustaining basis. Previously Olson's radio experience had been confined largely to report-writing in Radio.



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FRANK BURKE : : : : Editor

MARVIN KIRSCH : : : Business Manager

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Ralph Wilk, Manager
6425 Hollywood Blvd. Phone: Granite 6607
WASHINGTON BUREAU
Andrew H. Older, Chief 6417 Dahlgrove Rd.
Phone: Wisconsin 3271
CHICAGO BUREAU
Nat Green
1417 Ashland Bldg. 155 No. Clark St.
Phone: State 2332

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FINANCIAL

(October 8)

NEW YORK STOCK EXCHANGE

Table with columns: High, Low, Close, Net Chg. Rows include ABC, Admiral Corp., Am. Tel. & Tel., CBS A, etc.

NEW YORK CURB EXCHANGE

Table with columns: Bid, Asked. Row: Nat. Union Radio 2 1/2, 2 3/4 + 3/8

OVER THE COUNTER

Table with columns: Bid, Asked. Rows include DuMont Lab., Stromberg-Carlson, U. S. Television, WCAO (Baltimore), WJR (Detroit)

Youngstown, Ohio, Firm Plans City's 3rd Station

Youngstown, O.—This city's third AM station is slated to go on the air in about six months, according to John Cherpak, Jr., president and chief engineer of Mahoning Valley Broadcasting Corp., licensee. Outlet will operate on 1240 kc., with 250-watts day and night. Cherpak, who is currently an engineer at WKBN here is associated in the new firm with Gene Trace, of WAKR, Akron, and Anthony N. Ross, of WRRN, Warren. All will leave their present posts to operate the new station.

EDWARD C. LOBDELL

ASSOCIATES

PROGRAM PRODUCERS

17 East 48th St. PL. 5-1127
New York 17, N. Y.

★ COMING AND GOING ★

MICHEL DUHART, administrator of the French Broadcasting System's New York office, arrived Saturday aboard the De Grasse.

HARRISON WOOD, commentator on ABC, and ED REIMERS, announcer, are in Washington, D. C., to attend the 15th anniversary convention of the American Trucking Associations, Inc. Wood's Sunday program originated in the Nation's Capital.

JAMES E. BAILEY, managing director, and GEORGE B. STORER, JR., television director, of WAGA, Fort Industry's station in Atlanta, Ga., are in Gotham for conferences with network officials and station reps.

WILLIAM FINESHRIBER, general manager of the program department at CBS, returns today from Birmingham, where last week he addressed the members of the Alabama Assn. of Broadcasters.

RAY L. HOEFLER, manager of distribution for Zenith Radio Corp., and W. E. MACKIE, advertising and sales promotion manager, have just completed a series of five regional sales meetings in New York, Atlanta, Dallas, San Francisco and Chicago.

JOSH HORNE, owner of WCCE and WCCE-FM, Rocky Mount, N. C., was in town late last week on business.

IRA MELTCHER, program manager of WKOY, Bluefield, West Va., was in conference last week with executives of MBS.

R. A. JOLLEY, owner of WMRC, Greenville, S. C., a visitor last Friday at the offices of the American network, with which the station is affiliated.

JOSEPH H. REAM, executive vice-president of CBS; HERBERT V. AKERBERG, vice-president in charge of station relations; WILLIAM B. LODGE, vice-president in charge of general engineering, and JOHN KAROL, network sales manager, left yesterday by American Airlines for Dallas, Tex., where they'll participate in the meeting of District 8, Columbia Affiliates Advisory Board.

ROBERT H. OWEN, assistant manager in charge of engineering at KOA, Denver, is in New York to attend the NBC engineering meetings to be held today through Friday.

HUGH FELTIS, president of BMB, is in Biloxi, Miss., where tomorrow he will address the members of the 6th District, NAB.

TOM MAHONEY, recently-crowned benedict and assistant in the production department of CBS-TV, is expected back today from a three-week honeymoon.

A. DAVID POTTER, Jr., president of WNAE, Mutual outlet in Warren, Pa., is in town on station and network business.

HARRY E. LAYMAN, general manager of WJOC, Jamestown, N. Y., was welcomed Thursday at the New York offices of MBS.

JANE CHRISTOPHER, assistant to Galen Drake at CBS, leaving today for a vacation of ten days at Virginia Beach, Va.

HARRY INGRAM, script writer, is back in New York following a lecture tour of several colleges along the Eastern seaboard.

H. L. TALLMAN is in town. He's the general manager of WALB, Albany, Ga., an affiliate of MBS.

Commentator Taking Bus To Get Grass Roots View

Starting today, John Wingate, WOR, will make a bus trip from New York to Los Angeles, stopping in nine major cities enroute, to get wire recorded interviews with people from all walks of life. Wingate is after "grass roots" opinions on national and international problems.

Interviews will be used on WOR news broadcasts and will form the basis for a thirty-minute documentary for WOR to be called "Cross Country, U.S.A."

Dewey Set For CBS

Governor Thomas E. Dewey will be heard over the CBS network in two addresses on behalf of his campaign for the Presidency. Gov. Dewey will speak from Pittsburgh, today, from 8:30-9:30 a.m., and from Kansas City, Mo., Thursday, Oct. 14, 9:30-10:00 p.m. The Oct. 11 address cancels "Arthur Godfrey's Talent Scouts" and the Oct. 14 talk cancels "Crime Photographer," both commercial shows.

10 YEARS AGO TODAY

(From the files of Radio Daily)

World Transcription Service has signed five additional stations, bringing the total number of "Gold Group" tested outlets to 36. New outlets are WTIC, WSFA, KOY, KGAR and KSUN. The latter three, known as the Arizona network, will be offered as a group to advertisers desiring complete Arizona State coverage.

Mike Hanna To Paris As UNESCO Consultant

(Continued from Page 1) week in Washington with Julian Huxley, UNESCO Director General, and State Department officials.

As UNESCO Public Relations Consultant, Hanna will advise representatives of radio from 18 member nations in their planning for a worldwide, free flow of information as a basic, international movement for world peace. Their objective will be to facilitate such a free flow of information among all nations to insure that the facts and true information permeate throughout the world, and particularly behind the "iron curtain."



The Pay-off

What's the big thing about the organ-grinding business? It's the pay-off, and it comes when the monkey collects the money from the audience.

Not so very different from radio advertising, is it? The pay-off is what counts!

Here in Baltimore, the nation's sixth largest market, there's one station that consistently pays off with more listeners-per-dollar than any other station in town. It's W-I-T-H, the BIG independent with the BIG audience that really delivers for its advertisers.

W-I-T-H covers 92.3% of all the radio homes in the Baltimore trading area. So if you aren't using W-I-T-H in Baltimore, call in your Headley-Reed man today and get the full story.

WEVD 5000 WATTS 1330 K.C. PROGRAMS OF DISTINGUISHED FEATURES in ENGLISH JEWISH ITALIAN 3 RESPONSIVE AUDIENCES 3 MARKETS WITHIN THE NEW YORK METROPOLITAN AREA Send for WHO'S WHO Among Advertisers on WEVD



Baltimore 3, Maryland

TOM TINSLEY, President
Represented by Headley-Reed

117-119 W. 46th St.

HENRY GREENFIELD, Mgr. Director N. Y. 19



There's a lot more to it than this...

In any kind of business these days you certainly have to get around. But in the highly complex advertising field of Spot Radio there's a lot more to it than this.

To cash in on Spot's tremendous sales-making potential—to give advertisers the kind of expert service they need and want, a number of qualities are required. Weed and Company representatives have them all.

First there's training and experience; you can't even get started without them. Then there are the intangibles of timing, associations, persistence—and maybe even a little luck. But, most important of all—are expert *knowledge* and plain *hard work*. For these are the two factors that produce most of the results most of the time... the two factors that make Weed and Company service so valuable to any advertiser.

Weed
and company

radio station representatives

new york • boston • chicago • detroit
san francisco • atlanta • hollywood

SOUTHWEST

LULIE BENELL has been appointed Director of Women's Activities for WFAA, Dallas. She will be heard in daily quarter-hour program Monday through Friday directed at the distaff audience titled "News Concerning Women." Miss Benell formerly aired the "Women's World" over WKY, Oklahoma City, and has appeared on numerous radio serials. She broke into radio as "Sally Andrews, beauty consultant" on the Walter Winchell airings.

"Queen for a Day" will originate two Texas fairs next week. In Lubbock, it will be seen and heard Monday through Wednesday and then will go to Abilene for airings Thursday and Friday.

The first telecast in the southwest was President Truman's speech last week when the President paid a visit to Fort Worth. WBAP-TV televised the arrival and the speech. Roving camera crews will film Fort Worth and Dallas news as it happens, rush it to Fort Worth for developing, scripting and telecasting. WBAP-TV's transmission tower located four miles east of Central Fort Worth is 202 feet tall.

Among the local newsmen on the presidential train as it traveled from El Paso to San Antonio was Bill Allert, WOAI, San Antonio newsman. Charles Lutz, manager of KYFM, San Antonio, is attending the FMA convention being held at Chicago.

Hugh Wolford, engineer in charge of operations of KMAC and KISS (FM), San Antonio, has resigned his post to accept a position with the Civil Aeronautics Administration. He has been with the outlets the past three years. A farewell party was held for all the staff members, their families and friends.

Martin B. Campbell, general manager of WFAA, Dallas, has returned from Sun Valley, Idaho, where he attended the recent NBC convention. Mr. Campbell is also a member of the NBC Planning and Advisory Committee.

Horace Heidt took his "Quest for Talent" Oct. 3 to San Antonio where it originated through WOAI, San Antonio from the Municipal Auditorium. The October 10 broadcast also originated through WOAI from Austin, Tex. On Oct. 17, the broadcast will originate through WBAP, Fort Worth, at that city.

Guy Yeldell, commercial manager of KSD-TV, St. Louis spoke on experiences of the pioneer television stations in selling the new media to advertisers at the recent three-day convention of the 10th District Advertising Federation Convention held at Fort Worth.

AVAILABLE

Station Sales and Sales Manager. Experience—6 years with major network—interested in station rep. or major market station—References and resume on request. Write RADIO DAILY, Box 176, 1501 Broadway, New York 18, N. Y.



California Commentary . . . !

• • • The Advertising Club of Los Angeles and the Los Angeles Advertising Women are pooling efforts for their first Advertising Ball October 29. The hucksters will insist that their guests stay in character, each is asked to dress in a costume representing a sponsor product or a favorite advertisement. . . .

Hollywood

Harlow Wilcox has been signed to do Newell-Emmett's Auto-Lite commercials on the CBS "Suspense" program. . . . Eddie Cantor inaugurated his 18th year on the air while his Bert (Mad Russian) Gordon began the 13th season with the banjo-eyed Eddie. . . . After singing "Feudin', Fussin' and Fightin'" about 1800 times, CBS songstress Dorothy Shay is breaking in an extra verse, her own, to break the monotony. . . . The Mutual-Don Lee Radio Workshop at KHJ will host 18,000 girl scouts in Southern California this winter to help the youngsters obtain their new Girl Scout Radio Badge. The workshop is composed of young Mutual employees.



• • • Benay Venuta will fly to Chicago and New York soon to exploit her new record album. . . . Producer Jerry Devine of ABC's "This Is Your FBI" is finally going to use a gun-shot, the first, on his broadcast of October 15th. However, he will keep his radio record of no mike "killings." The shot will just "graze" one of his characters. . . . Earle (Judge Hooker) Ross, heard on "The Great Gildersleeve" over NBC, is perfectly at home when he indulges in a bit of verbal fencing on the air. He was an expert fencer in his vaudeville days. . . . Usually a busy radio star hardly has time to eat, let alone to get regular hair cuts. Hans Conreid was a real "long-hair" when he came to Hollywood in the early Forties. Now that he is one of Hollywood's busiest actors, he keeps his hair neatly trimmed. . . . The Merry Macs are sailing for the U. S. next week after entertaining for seven months in England, Ireland, Scotland, Wales and the European continent. Following an extensive theater tour, which opened at the London Palladium last March 1, they have been playing U. S. and British Army camps. They were the first act permitted in Berlin since the blockade.



• • • Tommy Bernard in his role of "David" begins his third year on the "Ozzie Nelson and Harriet Hilliard Show." Tommy is currently heard on "Dr. Christian" as the "Scrapper Malloy" newsboy character and has just completed another series with the "Sweeney and March Show." He also found time to do a recording for the Red Cross. . . . Dick Joy, co-founder and general manager of Palm Springs' KCMJ, is the new announcer for the CBS "Spotlight Revue" starring Spike Jones. He continues in the announcer spot with the "Sam Spade Show" on the same network. . . . When the Ronald Colmans guested on the "Jack Benny Program" last night, it marked their 13th visit with the Benny entourage. . . . Meredith Willson is really putting his weekly guest stars to work. They will stick strictly to commercials. . . . Gene Norman, KFWB disc jockey, has a new wrinkle. He will ride herd over a series of tape-recording interviews with recording stars. He secured them on a celebrity hunt throughout the country "taping" Ella Fitzgerald, Billie Holiday, Danny Thomas, Count Basie and others.



• • • Evelyn Harclerod, veteran secretary to Ed "Archie" Gardner of "Duffy's Tavern," has revealed her marriage to Howard C Dodd, Hollywood restaurateur. Pair eloped to Las Vegas Sept. 25th for ceremony at the Little Church of the West. . . . Don Fedderson, general manager of KLAC, has named Don Forbes as program manager. Forbes was formerly program director of Burbank's KWIK.

AGENCIES

ROBERT R. DUNWODY, account executive with McCann-Erickson's foreign department, has been assigned temporarily to the Chicago office as on-the-spot contact for International Harvester. He will be in Chicago for a minimum of three months. He will be assisted there in a creative capacity by Walter Raithel, formerly of the J. Roland Kay Agency.

TAYLOR-REED CORPORATION of Glenbrook, Conn., has engaged St. Georges & Keyes, Inc. as advertising agents for Cocoa-Marsh and Tumbo Puddings. Plans are already fixed for the campaigns which will start October 12, and include radio, billboard and a dirigible promotion.

BERWICK CAKE COMPANY of Boston, Mass., makers of a complete line of packaged pastry items, has appointed James Thomas Chirung Company, Boston and New York, as its advertising agency and merchandising counsel effective immediately. The account will be handled by the Chirung Boston office.

SID ADLER, account executive for WHLI and its FM affiliate, Hempstead, L. I., has been assigned to represent these stations in New York City. He will handle business with advertising agencies and advertisers interested in the Long Island market.

BIOW CO. announces the appointment of Alan Kent to its creative staff. Kent will be in charge of radio commercials and spots.

KIRKMAN FLAKES has renewed "Can You Top This?" aired over WOR every Wednesday from 8-8:30 p.m. Renewal was handled through Newell-Emmett Co.

JAY EMMETT ASSOCIATES has been appointed publicity-public relations representatives by Robert Maxwell Associates to publicize "Cap'n Billy's Mississippi Music Hall," the Maxwell video package on CBS-TV.

REX PREIS, assistant and commercial manager of KTSA, San Antonio, Tex., was elected governor of the 10th District of the Advertising Federation of America at its recent three-day meeting held at Fort Worth.

Country Lists Opening For Ohio Institute

(Continued from Page 1)

established this year, in response to numerous suggestions, and moving up the date is intended to allow for any difficulties in working out the new plan. Instead of funneling all programs through the Institute, here, and doing all preliminary screening in Columbus, cooperative evaluation centers have been selected in various cities throughout the nation. Competent men and women in radio education will be responsible for "the entire process of evaluation and award selection for a particular class of programs."

There will be 14 separate program classes in each of the following general classifications: 1) national networks and organizations broadcasting over national webs; 2) regional webs, regional organizations, and regional and clear-channel stations (5 to 50 k.w.); 3) local organizations and local stations (less than 5 k.w.); and, 4) organizations preparing transcribed series for broadcast over individual stations.

The exhibition is open to any organization or individual. An entry fee of \$3 per program will be charged. The 1947 exhibition attracted 590 entries, exclusive of network programs (Classification I) which were judged live by a New York City committee of judges.

The '49 exhibition again will be one highlight of the annual (19th) Institute for Education by Radio, next May 5-8.

In following the recommendation of several, next year's Institute will open on a Thursday and close the following Sunday, instead of opening a day later in the week and carrying over through Monday. Many executives in commercial radio as well as people in educational broadcasting had suggested this change. Dr. Tyler already has started work on the program for the 19th annual Institute.

Invitations to the exhibition of recordings will be sent to approximately 3,000 persons including every radio station in the U. S. Additional entry blanks and information are available at the Institute offices, Ohio State, Columbus.

Columbus Day Coverage

Mayor O'Dwyer, Attorney General Tom Clark, representing President Truman, and Generoso Pope, president of the Columbus Citizens Committee, will be heard on WHOM as speakers at the Columbus Day Dinner, Waldorf-Astoria, tonight, from 9:30-10:30 p.m. The Columbus Day parade tomorrow will also be covered by WHOM.

NEW MILFORD, CONN.

\$18,500—Miniature 25 Acre Estate. All utilities. House, Stone Barn, Guest House. Other features. Low Taxes. Owner moved west. Call Estelle Robin, Plaza 7-3287. Call Monday.

Continue Negotiations To Lift Recording Ban

(Continued from Page 1)

office, meeting for the fifth successive day with the exception of the weekend.

So long as the two sides remain in session, there is a considerable possibility that a solution to all the problems at hand can be worked out soon but this would not necessarily mean an immediate end to the record ban. Following Friday's meeting, lasting about one hour, a short joint statement was issued which said in part, "Both sides are striving for a mutually satisfactory solution."

Hold Hope For Settlement

Optimism for an early settlement took a sudden fade out last Wednesday when Petrillo and the AFM executive board made strong demands which were far from agreeable to most record companies on face value. Petrillo told them to accept his proposal for a royalty fund trustee, continue the old royalty rates and same recording fees for musicians and pay up all royalties on records sold since last Jan. 1.

It was this demand which broke up the meeting after a period of only 30 minutes. Had it not been for RCA-Victor the discussions might have hit a deadlock on Thursday but on that day the discers came back with some counter-proposals which apparently

AFM found interesting enough to consider.

There is considerable debate in trade circles as to which side is most interested or has biggest stake in reaching an agreement. Indication is that there are divided attitudes among various record companies on just what kind of a deal they want to make with the union. It's also conceded that Petrillo also has much at stake considering the unrest in his union and the continued increase of bootleg recordings.

Whatever the outcome, there is likely to be a showdown this week. It is encouraging, looking toward a settlement, that negotiations have been continued over into another week when the week-end offered an opportunity for a break-off if there was no sign of progress.

Friday's joint statement read as follows: "James C. Petrillo, president, and the executive board of the American Federation of Musicians and representatives of the major phonograph record companies have just completed another meeting at which the general recording situation was discussed. Both sides are striving for a mutually satisfactory solution. Another meeting is scheduled for Monday afternoon, October 11th."

Script Writing Contest Announced By Mfr.

Plans were announced yesterday by the National Five Arts Award, Inc., for a new radio writing contest, offering six cash prizes and fellowships for the best radio scripts submitted. Sponsored by Norman Gersenzang, Inc., makers of Norman and Normandy Pens, the newly-formed group will pay \$2,000 for first prize, \$1,000 for second prize and \$500 each for 3rd, 4th, 5th and 6th prizes. Fellowships of \$500 will also be awarded deserving sripters.

Contest closes January 31, 1949 and winners will be announced on April 1, 1949.

Named Production Mgr.

Frank E. Mullen, President of KMPC, announced the appointment of Bruce Kamman as production manager. Kamman directed the Fibber McGee and Molly show for three years, as well as, "First Nighter" series, "Beat the Band," and other productions. His new duties will include the station's new live talent program, "The KMPC Westerners."

Gaynor Heads East

Hollywood — Sydney B. Gaynor, Don Lee's general manager, left Thursday on a New York business trip via Super Chief. He will call on Mutual network officials, heads of John Blair & Company, Don Lee Eastern sales representatives, and the advertising executives. He will be in New York for ten days.

Aluminum Co. Renews Program On ABC Web

(Continued from Page 1)

days from 10:45-11 a.m., EST, over 56 ABC stations, is sponsored by Club Aluminum Products Company on behalf of its aluminum household utensils. Leo Burnett Company, Inc., of Chicago is the agency.

Magnavox Names District Men

Fort Wayne, Ind.—Three district representatives have been named by Magnavox Co., Fort Wayne, Ind., to supervise the firm's nation-wide television service organization. Russell J. Weber, Chicago, will be central district television service manager. Charles G. Kayhart, New York, will be eastern seaboard representative. Charles K. Krolek, San Francisco, will head the western district.

WVNJ Buys Goodman Spots

Harry S. Goodman Radio Productions announces the sale of five Syndicated Spot Productions: Weather Forecast Jingles, Helpful Harry, Birthday Spots, Safety Spots and Musical Time Signals to WVNJ, Newark, N. J.

Gets WCSC Promotion Post

Charleston, S. C.—Mrs. Pearl Baum, director of WCSC women's programs and writer of the "Pearl Baum Says" show, has become the station's new promotion manager. Mrs. Baum, whose program is heard Monday through Friday, also writes a weekly column for a newspaper under the same title as her WCSC show.

Kobak Clarifies Policy Of Web On Giveaways

(Continued from Page 1)

from the studio audience or those who submit material actually used in the program, are regarded as completely acceptable. These include such Mutual programs as "True Or False," "Take A Number," "The Better Half," "Quick As A Flash" and "Queen For A Day." Programs designed to "buy" the radio audience by requiring people to listen in hope of reward, rather than for the quality of entertainment — as, for example, the various "telephone" shows such as Mutual's recently cancelled "Three For The Money" — are regarded by the network as "not good radio and in the long run not good for radio" according to Mr. Kobak.

The Mutual president stresses the point that Mutual's decision to bar such "audience buying" programs was based on the principle of self-regulation by the broadcasters who "do not need government agencies to tell them what is right or wrong with programming."

New Invention May Bring Push Button FM Operation

Push button FM broadcasting may be possible in the future by use of a new type FM generator invented by James R. Day, manager of engineering and plant manager at Radio Engineering Laboratories, Long Island City, N. Y. The device, known as a "Serrasoid" modulator, is said to be so simple to build and operate that FM stations can dispense with much of the constant supervision of transmitter personnel.

The invention will permit FM transmitters, located at great distances from the studios, to operate without on-the-spot attention of engineers. Transmitters can be switched on and off by remote control from the studios and need be visited by engineers only one or twice a year.

In its simplest form the invention uses only 11 tubes from the studio microphone to the transmitting antenna. This model can deliver 10 watts of radio energy for FM channels up to 100 megacycles.

Maj. Edwin H. Armstrong, commenting on the new development, said the device opens up all sorts of new FM possibilities.

Blanket Kansas, SELL Kansas

with WIBW

Ben Ludy General Manager



Gov't Group To Study News Blindspot Areas

Washington Bureau, RADIO DAILY
Washington—Study of the news "blindspot" areas of the world where adequate information on the happenings of the world is not available to the populations, has been undertaken by the United States Advisory Commission on Information.

The Commission, under the chairmanship of Mark Ethridge, publisher of the Louisville Courier-Journal, asked the State Department's Office of International Education to make a field survey of the areas of the world that have inadequate news service, or none at all, with a view to determining whether some plan can be worked out to provide such service.

NAB Prexy Justin Miller is one of the five members.

In addition to requesting the news survey, the Commission also undertook a study of the difficulties under the restrictions imposed by present security and civil service areas, of staffing the department's information operations with the highly trained specialists required.

Didn't Nix Prohibitionist, KRLD Tells Commission

(Continued from Page 1)
Texas, the precise air spot he demanded of the station. Morris last month asked the FCC to revoke the KRLD license. Other time was offered Morris, the station said, but he refused to accept it.

The station said it has always offered equal treatment to all opposing candidates, but that "it has been advised and is convinced that it is not obligated to clear and sell a particular period to a political candidate during a general election campaign merely because that same period happened to be available and was sold to a candidate during a preceding primary election campaign."

Program Title Changed

Change in title has been announced for CBS "Alka Seltzer Time" series. Program featuring comic Herb Shriner with Raymond Scott's quintet henceforth will be known as "Herb Shriner Time." Series is sponsored by Miles Laboratories.

★ THE WEEK IN RADIO ★

Operating Costs Outgain Gross Revenue

By VAL ADAMS

BBROADCASTERS' gross revenue will be up 7.4 per cent this year according to NAB estimate but operating expenses will jump 10 per cent. According to NAB projectible sample, it will jump from \$357,000,000 in 1947 to \$383,000,000 in 1948. National spot biz is expected to jump 10 per cent and local accounts six per cent. NAB estimates a 6.5 per cent rise for network gross revenue.

Chevrolet to sponsor Nov. 2 election returns over NBC. Kaiser-Frazer made similar deal with ABC after previously signing for ABC's TV coverage of event. Election returns now sold out on all four major webs, for both AM and TV. . . . George W. Steffey, Yankee Network veepee, elected to board of directors and will carry out operations of regional web. He succeeds Linus Travers, to become a top level veepee at MBS.

Midwest TV network, with at least three stations, foreseen for Crosley. Company picks up a video grant in purchase of WHAS, Louisville, from Courier-Journal and Times. . . . Another \$2,000,000 expected to be spent in radio during remaining weeks of campaign by national and state organizations of GOP and Democratic National Committees. . . . WGAR, Cleveland, reported its biggest month in history during September with new and renewed contracts hitting quarter-million dollars.

Sale of Mutual co-op shows running 20 per cent ahead of last year. Web currently has 18 co-ops and adds two more this month. . . . Nearly 100 stations have pledged \$214,000 annually for newly created Co-operative Program Syndication Plan. Bruce Eells and Associates, Hollywood production agency, will furnish transcribed shows to members on a cost-plus-15 per cent-basis. . . . Revere Camera's "All-Star Revue" on Mutual expected to switch to ABC Nov. 11 with new talent lineup headed by Jo Stafford.

FCC began hearings on general mobile radio-telephone channels. . . . UHF is unknown subject to prospective television set owners, according to RADIO DAILY poll among persons watching World Series telecast in RCA Exhibition Hall. . . . NAB President Justin Miller urging all broadcasters to give full support to "United Nations Day" on Sunday, Oct. 24. . . . Newspapers rapidly expanding television activities via mutual exploitation tie-ups. Publishers are also the largest single group of TV licensees and applicants.

Investigators of Harness Committee probably going to Puerto Rico shortly. They'll check complaints about local government going into commercial radio biz. . . . Fred Allen insured listeners up to \$5,000 if they miss giveaway opportunity because of listening to his show.

Mel Allen and Harry Caray named outstanding play-by-play announcers for 1948 by Sporting News. Harry Heilmann and Frankie Frisch were runners-up. . . . James D. Shouse

electd board chairman of Crosley Broadcasting Corp. He's also president. . . . William D. Shaw promoted to assistant sales manager of western division of CBS. . . . ILGWU bought time on ABC for series backing Truman-Barkley ticket.

Court of Appeals decided that FCC erred in refusing WJR, Detroit, permission to intervene against two grants allowing 760 kcs., same frequency used by WJR. Grants were for Tarboro, N. C., and Clanton, Ala. Majority of Court said the right to hearing was assured regardless of facts presented. . . . Milton Berle gagged through breezy half-hour as Radio Executives Club in New York held first luncheon of new season. New administration is headed by Carl Haverlin.

National ad campaign launched by Columbia Records for new long playing microgroove discs. . . . AFM and record companies held first official negotiations toward ending ban on platter making. . . . Taylor-Reed Corp., food products company, spending \$200,000 with ABC Spot Sales for series of shows on web's five owned and operated stations.

William Morris and Music Corporation of America readying touring units of radio and television artists for key center cities where TV stations are operating. Tours would be combined with personal appearances in theaters. . . . Two radio execs switching jobs to join Transit Radio, Inc. They are William H. Ensign, formerly sales manager for Rural Radio FM Network, who will head Transit's New York office, and Frank E. Pellegrin, who will head the Chicago office. Pellegrin resigns as manager of KSTL, St. Louis, Oct. 25.

Three-man radio committee appointed to aid in improving relations between U. S. and Mexico following appeal by Gov. Beaufort Jester of Texas. Committee appointed by NAB district director Clyde Rembert includes Vann M. Kennedy, KSIX, Corpus Christi; Dorrance D. Roderick, KROD, El Paso; and Hugh A. Half, WOAI, San Antonio. . . . Supreme Court opened Fall term with two radio cases pending. One is case of WADC, Akron, against FCC and suit of WSAY, Rochester, N. Y., against ABC and MBS.

Committee Of RMA To Talk UHF At FCC

(Continued from Page 1)
sylvania. It is the contention of RMA that television is interstate commerce and therefore not subject to taxation in the state of Pennsylvania.

Plans for participation in the observance of National Radio Week, Nov. 14 to 20, were also discussed at the meeting. RMA will co-operate with NAB in again staging a week of merchandising exploitation in the interest of the radio industry.

BMB Mails Interim Report On Day & Night Audiences

(Continued from Page 1)
March at the request of 69 stations who wanted their audiences measured prior to BMB's nation-wide study in 1949.

Many of the stations ordering the interim survey were not in operation at the time of BMB's first study in 1946 or had changed power and network affiliation since that date. The 69 interim subscribers paid for the special survey.

Copies of the report are being mailed without cost to all BMB subscribers, members of the 4-A and advertiser members of the ANA. Others may purchase copies at \$2.50.

Heads Teletype Co.

Timothy E. Shea, assistant engineer of manufacture of the Western Electric Company, has been elected president and a director of the Teletype Corp., effective Oct. 1. He succeeds the late Clem H. Franks as head of Teletype, a subsidiary of Western Electric.

IN BALTIMORE

WBAL

and only WBAL


OFFERS BOTH!

The Greatest Shows in RADIO are on	The Greatest Shows in TELEVISION are on
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RADIO & TELEVISION REPRESENTATIVES

New York • Chicago • Los Angeles • San Francisco

TELEVISION DAILY

Daily section of RADIO DAILY, Monday, October 11, 1948 — TELEVISION DAILY is fully protected by register and copyright

TELE TOPICS

AT the ATS meet last week, George Green, of WATV, and Charlie Underhill, of WCBS-TV, suggested that Gotham's outlets plan their program skeds to attract the widest possible audience for TV as a whole, instead of "beating each other over the head." If such a policy were adopted, it would be one of the smartest public relations moves the industry could make and, at the same time, would provide healthy impetus to set sales. . . . Actually, we see little reason why three or more stations should be carrying mediocre fights, phony wrestling or ancient films at one and the same time, when on two other nites, the best shows on the air must compete with each other. So whatcha say, fellas—how's about a powwow for planned programming?

ACCORDING to the omniscient feedbox, WPIX is due for another shakeup—this time on the upper levels. . . . Formal installation of General Ike as Columbia U. prexy tomorrow will be picked up by CBS beginning at 1:55 p.m. . . . New domestic comedy series, "Growing Paynes," bows in over WABD Wednesday nite, with John Wanamaker picking up the tab. Script is by A. S. Guinness. . . . Voice on the Welgote Trailer film spots which the N. Y. Star begins on local outlets today belongs to Stanley Burns. . . . Use of pre-recorded dialogue to mirror the thoughts of characters in a play makes its video debut tonite when "Chevrolet on Broadway" does "Thinking Aloud," with Judith Evelyn and Dean Jagers.

MACY Tells Gimbel Dept.: WWJ-TV, NBC outlet in Detroit, aired a special half-hour salute Friday nite to ABC's WXYZ-TV which made its debut Saturday. James G. Riddell, general manager of WXYZ, and W. J. Scripps, director of WWJ, took part in the show, which featured also a musical bit and cartoon. . . . Corn Exchange Bank in Philly sponsoring a weekly 30-minute variety show over WPTZ, for 52 weeks through Welsh agency. Roy Neal produces and Cal Jones directs. . . . A. C. Gilbert Co. has signed with CBS for a weekly quarter-hour titled "Roar of the Rails." Debut has been set for Oct. 26. . . . Korn Kobbler will start a mail gimmick this week to re-name "Oliver" the monkey-puppet used to great effect by trumpeter Nels Laakso. Program is on the verge of landing a sponsor any edition now.

MORE than 200,000 persons saw the Series last week on the 100 receivers set up on Boston Common by RCA-Victor. Sets were placed in shadow boxes atop special stands seven feet high. . . . Walter T. Shirley, N. Y. realtor whose annual ad budget is well into six figures, adds tele today via a 13-week spot series on WPIX to plug his Mastic Acres development. . . . CCNY tele awards will be offered in three categories: sponsored program, sponsored spots and program most effective in station or network promotion. Entries may be live or film.

Legality Of Public TV Showings Questioned; Infringement Claimed

TV Has Passed "Glamour" Phase—Strotz

Chicago—Heavy influx of major advertisers into tele indicates that the medium has passed its "glamour" phase and is now an effective advertising and selling medium, Sidney N. Strotz, NBC veepee, told the central council of the AAAA over the week-end. Discussing the NBC web, Strotz said that 29 per cent of the total population of the U. S. is now represented in cities where the net has stations, and by the end of the year, it will serve about 44 per cent of the national total.

TV High On Agenda Of Annual ANA Meet

Television will be a major topic of discussion at the 39th annual meeting of the Association of National Advertisers to be held here later this month. Increasing requests by members for information on how advertisers can make the best use of the new medium brought about a separate meeting on video, which will take place Oct. 26 in CBS Theater No. 4 at 8:15 p.m., Paul West, president of ANA said.

Frank Stanton, president of CBS, and Niles Trammell, NBC chief, will speak on trends in TV costs and programming. Jack Poppele, TBA prexy, will discuss the technical side of the medium, and Fred Kugel, publisher of Television, will present data on set ownership.

Others slated to speak include Dr. Thomas Coffin, of Hofstra College; Howard Chapin, ad director of General Foods; Sam Cuff, Allied Stores consultant, and Pat Weaver, of Y&R. Session is under direction of a committee of ANA members whose chairman is Charles Durban, of U. S. Rubber. Other members are: Robert M. Gray, Howard M. Chapin, Stanley H. Manson, Joseph W. Allen and J. K. West.

Video Potentialities Stressed By Hennock

(Continued from Page 1)
read a great deal about television. And I am convinced that it will produce vital changes in our way of life. It is particularly important to women, for it will broaden their perspective right in their homes. News, culture, amusement and education will be as readily available to the home as the outside. Unlike many other modern inventions which provide opportunities or incentives to leave the home for greater fields, it will have the effect of bringing the family together.

Miss Hennock, the first woman to be appointed to the FCC, said she considers herself "not as a woman appointed to represent the interests of women but rather as a woman appointed to do a job for all the people as best I can."



MISS HENNOCK

Exhibition of tele shows in taverns, hotels, theaters and other public places can be legally stopped, according to David M. Solinger, New York attorney and board member of Gimbel Brothers. Writing on "Unauthorized Uses of Television Broadcasting" in the current issue of the Columbia Law Journal, he said the courts soon will decide "whether the air is free or whether a telecaster may limit, restrict and control what he originates."

Citing cases last June involving the Louis-Walcott fight, Solinger said broadcasters are trying to limit use of their programs to home consumption because they "obviously do not believe . . . that strangers may capitalize on their efforts and investments." TV, he said, is protected by statutory and common law copyrights as well as by other common law property rights.

Copyright Infringement

A receiver owner, he continued, "by performing a program" in a public place, "has thereby infringed on the common law copyright of the creator of an original literary property in the program to the same degree as he would have infringed had he reproduced the material on his own stage with his own live-talent cast."

In the case of news, clearcut decisions will have to be made as to what constitutes news, he said, because "there can be no private property right in news as such." Should sports events be classified as news, he added, public exhibition of TV sports pickups may be restrained by the courts on grounds of unfair competition.

Legislation Unnecessary

To prevent unauthorized use of TV, neither legal devices nor legislation should be necessary, Solinger said. "The courts have at their disposal the tools necessary to resolve whatever conflicts of interest may arise," he concluded, "and, without injury to the public, to protect and foster the new and growing television industry, which already promises so much to the economic and social development of the nation."

Seeks TV Station

Brownsville, Texas — Thomas O. Payne, independent oil operator, has applied to the FCC for the Brownsville Television Co., for a television outlet to be operated here on channel number seven with 2.66 kw, visual and 1.33 kw, aural. The estimated cost of the video plant would be \$109,000 with the first year operating cost set at \$70,000.

The Week in Television

Newspapers Increasing TV Participation

Newspaper publishers, already the largest single group of TV permittees and applicants, rapidly expanding participation in video via long-term mutual exploitation pacts with stations. In at least five major cities, virtually every paper has a connection with tele, either through ownership or mutual promotion contract. . . . ABC bought the 20-acre Vitagraph lot from Warner Bros. for use as its Hollywood TV center, for a price reported to be in the neighborhood of \$100,000. . . . NBC eastern web almost all sold out between 8 and 10 p.m. six nights a week. . . . Westinghouse to attempt link of east and mid-west webs via Stratovision for sixth and seventh games, if played, of the World Series. . . . Industry seen facing the problem of too many awards now confronting radio. American Tobacco completed a deal for a 26-week feature film series which it will sponsor over NBC and other stations beginning Jan. 4.

PROMOTION

"Name-Your-Own-Prize"

A contest is being conducted by the "Tom Mix" program on WGN-WGNB, Chicago, and Mutual, in which 801 prizes will be given to youngsters to find a suitable name for the new male sorrel colt of Tom Mix. Contest will get under way with the program's regular broadcast of October 22 and will run for 37 days, ending November 27, and is called the "you-name-it" contest by reason of the fact that first prize-winner will be able to name the prize he or she would like to receive. The 250 second prize-winners will each receive a streamlined de luxe model bicycle, and 50 third prize-winners will each receive a radio-phonograph combination. Five hundred fourth prize-winners will each receive a wrist stop watch.

WFDF Points With Pride

The magnitude of Flint's auto manufacturing activities is presented in a four-page, two-color folder prepared and issued by The Katz Agency, Inc., station representatives for WFDF—Flint's ABC station. Population, income, retail sales and other indices of the size of the Flint market together with a roundup of WFDF's activities are included in the promotion piece.

KLIF Plugs Video

A single-column, 2" x 3" ad is appearing on the radio page of the Dallas News, sponsored by KLIF, Dallas. It is headed "Notice" and copy tells that "KIXL has applied for a television station, and as soon as approved will begin construction; however, KIXL will always maintain its policy of providing Dallas with good music." The call letters KIXL and KIXL-FM with the slogan "The Voice of Music" round out the ad.

Textile Union Distributing Half-Hour ET To Stations

Textile Workers Union of America (CIO) is distributing a half-hour transcription, depicting the inner-workings of the union, to some 75 stations around the country. The ET was put together from tape recordings made during TWU's annual convention at Atlantic City last Spring. Jackson Beck narrates and Hank Sylvan provides organ music. Production was handled by Gainsborough Associates.

Magician Series On WOR

WOR has scheduled a new program on Sundays, from 2:45 to 3:00 p.m. entitled "Blackstone, Magic Detective," a novel dramatic mystery series featuring the famous magician, Blackstone. Program will be sponsored by the Blackstone Washing Machine Corporation, manufacturers of home laundry equipment.

At the close of each broadcast, Blackstone will explain to the listeners, one of his own magic tricks in a simplified manner.

COAST-TO-COAST

WFUV-FM Airs New Drama Series

The Bronx, N. Y.—A new series of original dramatic stories called "You've Met Me Before," recently made its debut over WFUV-FM. Aired each Friday at 8:05 p.m., the program features stories on minor characters of literature. Conceived and written by Robert Kerrigan and directed by William Morgan, it is the first major production of the New York Players, a group of young actors and writers including Betty Morrissey, James Cavanagh, Donald Taylor and Mildred Mitchel.

Record Coverage By KFAB

Omaha, Neb.—Harry Burke, general manager of KFAB, 50,000-watt CBS outlet, announced recently that his station holds the record for complete coverage of any State Fair in the country. At the 20th Nebraska State Fair, KFAB had an almost "around the clock" coverage. From 6:30 A.M. on a continuous schedule of shows and special features the station kept 86,000 fair visitors entertained and informed. The majority of the broadcasts originated from the fair grounds.

Oper. Experiment At WDRG

Hartford, Conn.—An unusual radio stunt is being pulled off at WDRG, whereby all staff members longing to have a program of their own, will have their dreams realized. The station is offering 15-minute periods to 10 such staff members starting today, with music librarian Bertha Porter and her show first on the roster. Air time is 11:15 p.m.

KWK Airs New Disc Show

St. Louis, Mo.—Griesedieck Brothers Brewery, this city, has contracted with KWK for the sponsorship of a new disc show to premiere today. Entitled "Nation's Top Disc Jockeys," the Monday through Saturday airtel will, each week, feature a nationally-known disc jockey from another city to be introduced by Gil Newsome of KWK. The "guest" will then proceed to emcee the program as heard over his home station. Program time is from 10:30-11:00 p.m.

Entertain Polio Victims

Charlotte, N. C.—Arthur Smith and the Crackerjacks, WBT entertainment group, recently entertained approximately 300 patients in the Monroe, North Carolina, Polio Hospital for two full-hour performances. The first appearance was made in the ward for bed-patients, while the second took place in the recreation hall for both adult and child ambulators.

Clarke Heads WNJR Disc Show

Newark, N. J.—Beginning October 25, Johnny Clarke, well-known radio personality, will join WNJR for a three-hour disc show to be heard daily from 9:00 a.m. to 12:00 noon. Clarke comes to WNJR from CBS and most recently from WINS where he has been conducting a four-and-a-half hour record program.

WCOP Offers New Gimmick

Boston, Mass.—WCOP's "Ranny Weeks Record Rack" came up recently with a new feature called "Beat The Record," consisting of a phone conversation between Ranny and a listener. While a record is playing, the listener must answer a question popped by Weeks before the end of the platter in order to qualify for a cash prize.

WAKR Ready For Winter

Akron, Ohio—Looking forward to another bitter winter, WAKR's "school announcement service" is that station's way of preparing for it. During last year's blizzards WAKR's newscasts devoted much time to announcements to keep anxious mothers informed of schools' opening and closing. This winter, Tim Elliott, WAKR news director will supervise the service.

WSAP Remodeling Nears Completion

Portsmouth, Va.—Climaxing nearly three months of activity and construction disruptions, extensive remodeling and expansion of WSAP and WSAP-FM studio and office facilities is near completion and station soon expects to hold "open house" for local citizenry. Final completion of the remodeling job will be announced simultaneously with the official inauguration of WSAP-FM's service on an increased power of 100,000 watts.

KSL Appointments Announced

Salt Lake City, Utah—KSL has announced the appointment of C. Richard Evans as assistant manager, replacing Ivor Sharp who has been promoted to executive vice-president. Other appointments were that of Ralph W. Hardy, assistant manager, and D. Lennox Murdoch, executive assistant.

WEAT Gets Service Award

Lake Worth, Fla.—At a special luncheon meeting attended by local civic leaders, the Kiwanis Club of this city presented WEAT with a Distinguished Service Award in the name of the American Red Cross and the American Legion Disaster Organization. C. L. Menser, owner, and Matt Gettings, manager, of WEAT, received the award "For Meritorious Service during the storm emergency of September 21 and 22, 1948."

High School Football On WRR

Dallas, Texas—WRR's chief sports announcer, Jerry Dogget, and Dick Nauman will cover Dallas high school football games every Saturday. The broadcasts are sponsored by Banks-ton Hall Motors.

Two Additions For KWSC

Pullman, Washington.—Frederic Hayward, general manager of KWSC recently appointed two new men to that station's staff. Hugh Rundell, radioman from West Virginia, joined as director of sports and special events and Robert Baird, Idaho engineer, came in as chief engineer of KWSC.

EQUIPMENT

Appoint Jones Chief Engineer

G. Lester Jones has been appointed Chief Engineer of Lear, Inc. of Grand Rapids, Mich., according to an announcement made by Richard M. Mock, president of the company. During the past year, Jones served as assistant to the president of Indian Motorcycle, Springfield, Mass., where he supervised sub-contracting and tooling of two new motorcycles. He was instrumental in setting up their new plant which now is in operation in East Springfield.

Twin Tone Arms

H. C. Bonfig, vice-president of Zenith Radio Corp., Chicago, announces a new Zenith silent-speed record changer with twin Cobra Tone arms. One Cobra is for standard records, the other, a feather-touch version of Cobra, was designed exclusively for long playing records. A dual-speed turntable functions with them and can be set for either 33 1/3 r.p.m. or 78 r.p.m.

New Jersey Community Will Receive Salute

The New Jersey community of Englewood will be the seventeenth town to be honored by an all-day tribute in WNBC's series "Salute To Cities," now entering its third year. Thomas B. McFadden, station manager, announced that twelve special programs will be devoted in the tribute to Englewood and that WNBC's top stars will take part. Tex McCrary and Jinx Falkenburg, Tom Page, Bob Smith, Norman Broken-shire, Charles F. McCarthy, Ivan Sanderson, Ray Barrett, Kenneth Banghart, Mary Margaret McBride, Irene and Rene Kuhn, Wayne Howell and Bill Stern are some of the personalities featured in the Salute, which will last from sign-on time to sign-off time. Local audiences in Englewood will see many of the programs originating from points in Englewood itself and a special event of the day will be an "Interfaith Roundtable" with clergymen of three faiths from that town.

Schuyler G. Chapin, WNBC field promotion supervisor, is directing plans for the event, working with an Englewood committee, headed by Mr. Howard Richmond.

TBA Sets Meet Date

Annual meeting and television clinic of the Television Broadcasters Association will be held Wednesday, December 8, at the Waldorf-Astoria Hotel. E. P. H. James, vice-president of Mutual, has been named by directors of TBA to serve as general chairman for the one-day clinic. Annual presentation of TBA awards of merit for outstanding contributions by individuals toward the development of the art of television broadcasting will be made at a luncheon session which will highlight the clinic.



RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 45, NO. 8

NEW YORK, WEDNESDAY, OCTOBER 13, 1948

TEN CENTS

UHF DEMONSTRATION BY RCA FOR I.R.E.

World Series Final Seen On Stratovision

Final game of the 1948 World Series in Boston was seen in the home city of the victorious Cleveland Indians yesterday via a Stratovision relay of the pooled TV cover from Braves Field.

It had been planned to feed the signal from the Stratovision plane to the mid-western coaxial network via WEWS, but the plan was abandoned because the picture received in Cleveland was not of sufficient quality to justify the relay. Reports from Cleveland said that the picture received from the plane was grainy and, at times, out of sync.

The Westinghouse relay equipment (Continued on Page 7)

Ohio Broadcasters Plan November Sales Meeting

Members of the Ohio Association of Broadcasters will meet at the Deshler-Wallick Hotel, Columbus, Nov. 4 and 5, E. Y. Flanagan, president of the association and manager of WSPD, Toledo, announced Monday. The meeting will be in the form of a sales clinic and will attract station managers, sales managers and sales personnel from all the Ohio stations.

Woman Named Sales Mgr. Of Collegiate Network

Joyce Rischmiller has been appointed sales manager of the Inter-collegiate Broadcasting System, its chairman, George Abraham, announced yesterday.

A new dramatic script library was opened recently for the use of the thirty full-member stations of the network.

Promotion

Chevrolet, through Campbell-Ewald, Detroit, is placing advertisements in 1,200 dailies and 3,800 weeklies calling attention to the automobile manufacturer's sponsorship of NBC Election Day coverage on the AM web. Daily schedule calls for ads on Election Day while the weekly list gets display space during the week preceding the election.

Brainstorm

Birmingham, Ala.—Jofferson-Hillman Hospital's brain wave machine throw the hospital staff into a brain storm when it began to double as a radio, receiving FM, AM and police calls without any favor.

A technician was fitting the machine on a patient to measure his brain impulse when it called out, "Ball one, strike one." Then it switched to jive music. The machine has no speaker but the sounds apparently come from the tips of extremely sensitive needles which ordinarily register brain impulses on a graph. The broadcasts make it impossible to use the EEG (short for electroencephalograph) laboratory in the afternoons. The manufacturer in Quincy, Mass., was called but could offer no suggestions.

Giveaway Show Leads Latest Hooper Rating

Return of Fred Allen and the Charlie McCarthy show to NBC on Oct. 3 found Allen's Hooper rating trailing "Stop the Music" by nearly four points but the Bergen mouth-piece, during its half-hour, was ahead by nearly two points. The special (Continued on Page 3)

Godfrey Dropping Early AM Program

After 19 years of early morning broadcasting — very early — Arthur will soon drop 11 and a quarter hours per week of his local operation be- (Continued on Page 2)

Democratic Disc Jockey Makes Debut On ABC Web

Using the disc jockey technique of broadcasting to appeal to the American housewives, the Democratic National Committee bought \$50,000 worth of time on the ABC network and launched a new 15 minute musical program on Monday. The music interspersed with critical comments about the GOP, goes to the full network and will be heard Mondays, Wednesdays and Fridays at 3:45 p.m.,

Converters On Commercial Video Sets Bring 75-Min. Show To Engineers Point To Point In Washington

No WSAY Injunction, Supreme Court Holds

Washington Bureau, RADIO DAILY
Washington, D. C.—The Supreme Court Monday refused to reverse a lower court ruling denying an injunction request of WSAY, Rochester, against ABC and MBS. The station, which has filed an eight million dollar anti-trust suit against the nets, sought to stop ABC and MBS from feeding to competing stations in the Rochester area programs which WSAY had formerly handled.

Seven Station FM Web Making Tests In Midwest

A seven-station FM network in the Midwest is now making relay tests. Participating stations are WCTS, Cincinnati, Ohio, and six Indiana FMers; — WXLW — Indianapolis, WCSI — Columbus, WFTW — Ft. Wayne, (Continued on Page 2)

Farmers To Be Guests On WOW European Trip

Omaha, Nebraska—In an ambitious public service project, WOW, NBC outlet here, is sponsoring a tour of European farming areas by 25 mid-west farmers who will study agricul- (Continued on Page 3)

Washington Bureau, RADIO DAILY
Washington—A graphic illustration of the progress thus far in UHF transmission of the TV signal was given local radio engineers Monday by RCA. In a special demonstration, RCA technical personnel reported to the local chapter of the Institute of Radio Engineers on the progress to date of its UHF (Continued on Page 7)

Soap Opera Survey Made On West Coast

San Francisco—The Soap Opera Committee of the Radio Listeners of Northern California has just completed a survey and issued a very critical report which says "Eighteen soap operas are broadcast daily on one San Francisco station alone. Yet an average of only 7 per cent of the available listening audience tunes in on this type of entertainment."

The report then goes on to ask "Why is this meager 7 per cent (Continued on Page 2)

Granik's Forum Program Returns To MBS, Oct. 19

Theodore Granik's "American Forum of the Air" will return to MBS Tuesday, Oct. 19, from 10-10:30 p.m., EST, under sponsorship of Universal (Continued on Page 2)

Appeal

Washington — The right of the FCC to cut down the power and cut off all-night time for a 26-year old station in Trenton, N. J., has been taken into the U. S. Court of Appeals here. In an accompanying petition to stay the effective date of the FCC decision of last month, WTNJ, Trenton, says if the order stands the station may be forced to give up its license.

RADIO DAILY



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WASHINGTON BUREAU
Andrew H. Older, Chief 6417 Dahlonga Rd.
Phone: Wisconsin 3271
CHICAGO BUREAU
Nat Green
1417 Ashland Bldg. 155 No. Clark St.
Phone: State 2337

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FINANCIAL

(October 11)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
ABC	7 1/8	6 7/8	7 1/8	+ 1/8
Admiral Corp.	17	16 3/4	17	+ 1/2
Am. Tel. & Tel.	151 1/2	151 3/8	151 1/2	+ 3/8
CBS A	23 5/8	23 1/2	23 5/8	- 1/8
Farnsworth T. & R.	6 5/8	6 1/2	6 1/2	- 1/8
Gen. Electric	40 1/2	39 3/4	40	+ 1/4
Philco	39 3/8	39 1/8	39 1/4	+ 1/4
FCA Common	12 1/2	11 7/8	12 1/8	+ 1/8
RCA 1st pfd.	69	69	69	+ 1/4
Stewart-Warner	13 1/8	13 1/8	13 1/8	+ 1/8
Westinghouse	27 7/8	27 3/4	27 7/8	+ 1/2
Westinghouse pfd.	90 1/2	90	90 1/2	+ 1/2
Zenith Radio	26 1/2	26 1/4	26 1/4	- 1/8

NEW YORK CURB EXCHANGE

	Bid	Asked
Nat. Union Radio	2 3/4	2 3/4

OVER THE COUNTER

	Bid	Asked
DuMont Lab.	11 1/4	12 1/4
Stromberg-Carlson	14 1/4	15 3/4

Bryson To Speak

The American and European systems of broadcasting will be examined by Dr. Lyman Bryson, Counsellor on Public Affairs, CBS, and Dr. Arno Huth, European radio expert, when the New School For Social Research holds its next session of the "International Broadcasting" course, tonight at 8:30 p.m.

Soap Opera Survey Made On West Coast

(Continued from Page 1)

allowed to monopolize the air waves, which by an act of Congress, belong to all the American people?"

Mrs. Edwin Peeke and Mrs. Salvatore Messina, co-chairmen of the committee, declared that "the reason is a mercenary one. The 7 per cent buys the advertised product. . . . There is no excuse for a station to accept eighteen soap operas from any network."

The report went on to state that another local network station broadcasts thirteen soap opera programs daily, making a total of thirty-one of this type of program going out from here daily.

Continuing, the committee report said "Our survey shows the following morbid and negative themes to be among the favorite ingredients of daytime drivel: Murder, insanity, medical operations, jealousy, blindness, illness, accidents, infidelity, suicide, missing spouses, marital quarrels, broken hearts, indifferent husbands, blackmail, burglary, robbery, mother-in-law trouble, covetousness, neurotic maladjustments, stepmothers and husbands and wives who have married for the second or third time.

"Murder figured prominently in twelve of the serials. Strangely enough, no one is allowed to drink or smoke in a serial — but murder is tossed off as if it was just a slight case of tonsillitis," the report concludes.

Protest action is expected to be taken by the social service, religious, PTA and other organizations who are members of the group.

Seven Station FM Web Making Tests In Midwest

(Continued from Page 1)

WIKY — Evansville, WFAW — Lafayette and WEAW — Evanston. During the test, each station is taking turns originating a broadcast on Mondays, Wednesdays and Fridays at 11:15 p.m. The broadcasts started Oct. 4. The relay test pattern is WIKY to WCSI to both WXLW and WCTS. Then, a regular nighttime FM network will be contemplated by the seven participating stations.

10 YEARS AGO TODAY

(From the files of Radio Daily)

National Labor Relations Board has certified the Associated Broadcast Technicians as exclusive collective bargaining agency for radio broadcasting technicians and engineers of CBS at all its stations with the exception of KMOX. The ABT won over the American Communications Association, an affiliate of the CIO with a vote of 128 against 68 in a secret ballot. . . . WPEN is now airing seven, 15-minute news periods daily in Italian, Polish and Jewish, as well as English, for its large foreign audience.

Godfrey Dropping Early AM Program

(Continued from Page 1)

cause, as Godfrey puts it, "I want to get some sleep." His CBS network shows will continue.

Godfrey currently is heard on WCBS, New York, from 6-7:45 a.m., Monday through Friday. He also broadcasts for WTOP, Washington every morning from 7:45-8 and 8:15-8:30. Godfrey will give up these shows completely but the date has not been set. Scramble for his replacement is said to be wide open.

Godfrey will continue to broadcast over CBS from 10:30-11:30 a.m., EST, Monday through Friday and to emcee "Talent Scouts" on Monday at 8:30 p.m., EST. He'll also branch out into television after the first of the year.

Granik's Forum Program Returns To MBS, Oct. 19

(Continued from Page 1)

Carloading & Distributing Co. Agency is Raymond Spector Co. This is the first time that Universal has ever used national advertising of any kind.

"Forum" was last heard on Mutual Feb. 17 when it faded from the network after nearly 20 years on the air. First returning program will feature Sen. J. Howard McGrath and Rep. Hugh D. Scott, chairman of the GOP and Democratic National Committees, respectively, in a debate on "Truman versus Dewey."

Special WPAT Series

"Youth Takes The Stand," Parent-Teacher Association program on WPAT, Paterson, N. J., will present a panel of four parents and teachers who will discuss New Jersey legislation for school improvement with Mr. Rueben Reiffin, candidate for the state Senate. First of a new series dealing with educational and health problems of New Jersey youth, it will be heard Saturday, Oct. 16, at 12:35 p.m., EST.

Red Feather Speakers

Governor Thomas E. Dewey and Henry Ford II, National Chairman of the Community Chests of America, will salute the Red Feather campaigns on a special Mutual broadcast, Monday, Oct. 18, 9:30-9:55 p.m., EST.

Ickes On ABC For Truman

Harold Ickes, former Secretary of the Interior, will take to the air tomorrow night over the ABC network in support of President Truman's reelection bid. The Ickes half hour, starting at 9 p.m., is jointly sponsored by the CIO and the AFL, through their political subsidiaries.

AVAILABLE

Station Sales and Sales Manager. Experience—6 years with major network—interested in station rep. or major market station—References and resume on request. Write RADIO DAILY, Box 176, 1501 Broadway, New York 18, N. Y.



Right smack on the head!

If you're driving nails, there's only one good place to hit them — right smack on the head! And that's the only good way to buy radio time, too. You've got to hit the nail on the head by selecting the best radio station in each town.

In Baltimore, the nation's 6th largest market, the answer is easy. You just buy W-I-T-H, the BIG independent with the BIG audience. For W-I-T-H delivers more listeners-per-dollar than any other station in town.

W-I-T-H covers 92.3% of all the radio homes in the Baltimore trading area. If you want low-cost sales in this rich market, call in your Headley-Reed man and get the full W-I-T-H story.



Baltimore 3, Maryland
TOM TINSLEY, President
Represented by Headley-Reed

INS has served



FOR 12 YEARS

Giveaway Show Leads Latest Hooper Rating

(Continued from Page 1)

advance Hooperatings were released by ABC and NBC, covering their own respective programs.

On his first broadcast, Allen registered a 12.2 compared with 16.1 for "Stop the Music" during the 8:30-9 p.m., EST, segment. McCarthy-Bergen pulled a 14.9 during the 8-8:30 p.m., EST, period compared with 13.1 for "Stop the Music" during its first half-hour.

Allen's 12.2 was far better than his 7.7 registered June 20, the last time he was clocked by Hooper before going off the air for the summer. The 12.2 was lower, however, than Allen's rating of 16.9 recorded on Oct. 5, 1947, his first broadcast of that season when he had no opposition from "Stop the Music."

Joins WLBR Staff

Lebanon, Pa.—A new addition to the staff of announcers at WLBR in Lebanon is Dick Richmond, former chief announcer at WJBW in New Orleans for the past year and a half. Other stations where Dick has announced include KNOE, Monroe, Louisiana and WSYR, Syracuse. John Hanly of the WLBR announcing staff recently turned in his resignation to return to Washington where he has obtained a position.

Farmers To Be Guests On WOW European Trip

(Continued from Page 1)

tural conditions there, Mal Hansen, WOW's Farm Service Department Director, announced over the weekend.

Mr. Hansen will supervise the Farmers' Tour, which is expected to spend a month covering eight countries — England, France, Denmark, Holland, Belgium, Luxembourg, Switzerland and Italy. The farmers will live on farms, studying how Europeans live and work, seeing what they raise and the implements and methods used by them. Leaving New York by air on November 15, the WOW Farmers Tour is scheduled to arrive back in New York on or about December 16.

New WPTZ Director

Daniel Lounsbery, who for six months has been a correlator at the WPTZ transmitter, has been promoted to director. A graduate of Lafayette College, Lounsbery is a former Broadway actor and stage manager. His initial directing assignments include "Foto Focus" and "Quick On The Draw."

Arthur E. Newman

Bridgeport, Conn.—Arthur E. Newman, 61, former sales manager of the Bridgeport wire and cable section of the General Electric Company died at his home here Oct. 1. Newman had retired from the company in October, 1947.



Key Man in Washington Plays to Big National Audience

His technique at a piano keyboard is as good as many professional pianists'—but he's better known for his news commentaries before a microphone.

His program makes sweet music for listeners and advertisers. Five nights a week he delivers a widely followed 2000-word script, packed with a full measure of staccato facts behind the news.

Currently sponsored on 319 stations, the Fulton Lewis, Jr. program is the original news "co-op." It affords local advertisers network prestige at local time cost, with pro-rated talent cost.

Since there are more than 500 MBS stations, there may be an opening in your city. If you want a ready-made audience for a client (or yourself), investigate now. Check your local Mutual outlet or the Co-operative Program Department. **Mutual Broadcasting System**, 1440 Broadway, NYC 18 (or Tribune Tower, Chicago 11).

Lucky 13

This month, the famous Esso Reporter completes its 13th year of four-a-day news programs on KDKA. These programs have been outstandingly successful for the sponsor, who writes that they have "steadily increased in popularity over the years and have brought Esso a very real return in listener loyalty."

Esso—Standard Oil Co. of Pa. is just one of many advertisers who, for a decade and more, have been selling the nation's sixth market with the nation's best-known call letters.. KDKA.

NBC Spot Sales has the story.

50,000 WATTS
PITTSBURGH
NBC AFFILIATE

KDKA



WESTINGHOUSE RADIO STATIONS Inc

WBZ • WBZA • WOWO • KEX • KYW • KDKA • WBZ-TV

National Representatives, NBC Spot Sales, except for KEX; for KEX, Free & Peters



**ARE YOU
MISSING THE BOAT
ON THE PACIFIC COAST?**

IF YOU AREN'T USING Don Lee to cover the Pacific Coast, you're missing the boat in radio. Only the Don Lee network, with 45 stations, can release your message from within the buying market, where people listen to their local network station rather than out of town or distant stations.

The Pacific Coast has 18 "Inside" market counties (metropolitan county areas of the nine cities in which *all four networks have stations*). To cover the balance of the Pacific Coast, or the 115 "Outside" market counties, there is a total of 48 stations of all networks. Of these stations, Don Lee has 32, *twice as many as the other three networks combined!*

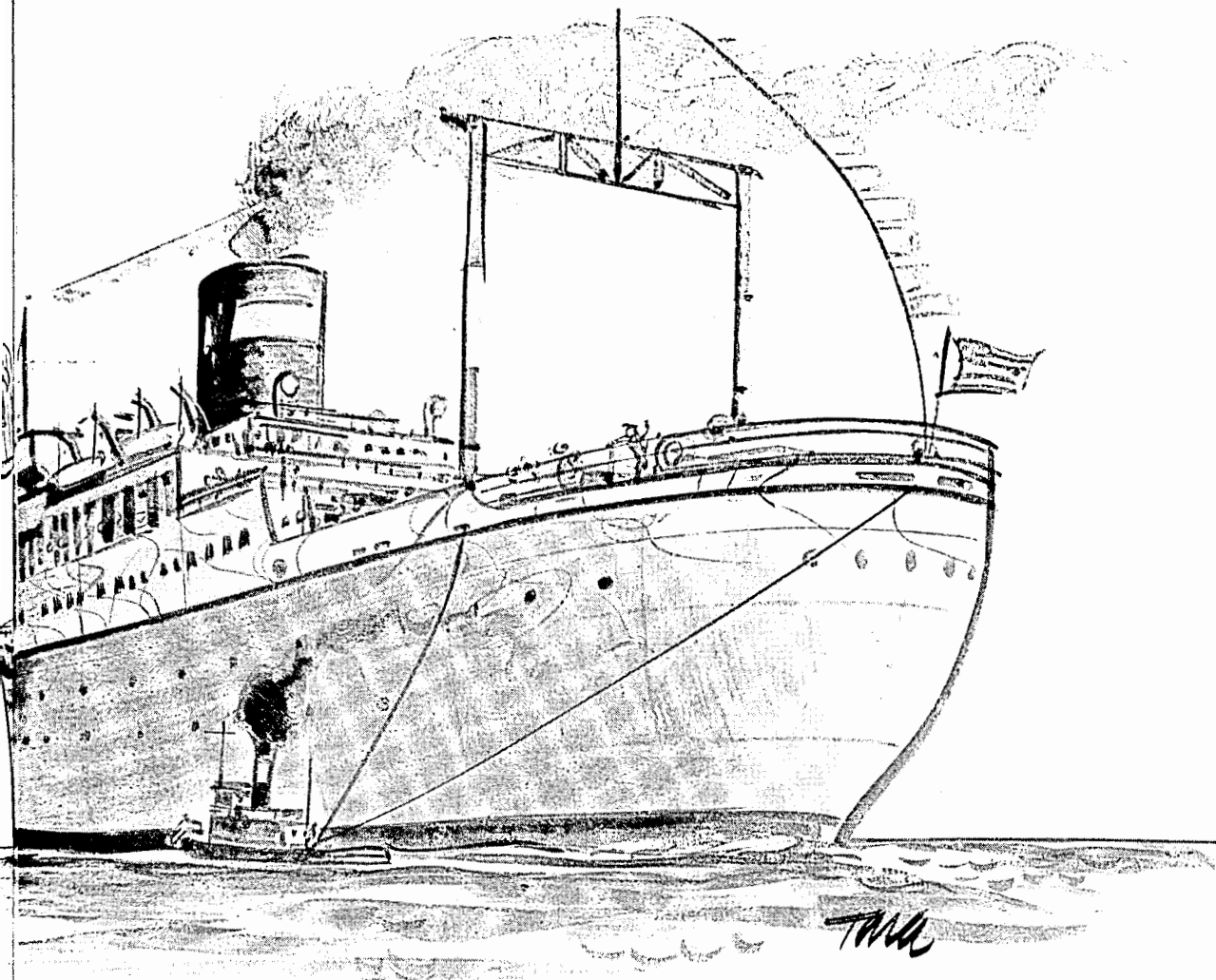
The Nation's Greatest Regional Network

LEWIS ALLEN WEISS, *President*

WILLET H. BROWN,
Executive Vice-President

SYDNEY GAYNOR, *Gen. Sales Mgr.*





ONLY DON LEE DELIVERS BOTH PACIFIC COAST MARKETS

	"INSIDE"	"OUTSIDE"	"INSIDE" AND "OUTSIDE" COMBINED
Population	9,206,100	4,427,600	13,633,700
Radio Families	2,772,500	1,280,000	4,052,500
Retail Sales	\$10,836,386,000	\$4,013,687,000	\$14,850,073,000
Buying Income	\$16,489,781,000	\$5,575,847,000	\$22,065,628,000

REMEMBER: In addition to coverage facilities in the "Inside" market equal to those of any other network, Don Lee has 100% more coverage facilities for the "Outside" market than all other Pacific Coast networks combined. Don't miss the boat on the Pacific Coast—buy Don Lee!

Mutual
DON LEE
BROADCASTING SYSTEM



1313 NORTH VINE STREET
HOLLYWOOD 28, CALIF.

Represented Nationally by
JOHN BLAIR & COMPANY

Political Disc Jockey On Air For Truman

(Continued from Page 1)

& Legler agency, was credited with the innovation in political broadcasting.

Fifteen-minute program opens with "The Missouri Waltz" as a theme and introduces an unidentified voice as the disc jockey. Tunes in the opening program included, "Now Is The Time To Fall In Love," "Every Day I Love You A Little Bit More" and for a take-off on a hidden melody contest the platter spinner used the voice of Helen Morgan singing "Why Was I Born?" Clues given during the rendition dealt with the Hoover administration, the depression, bread lines and apple sellers.

As a climactic feature the program introduces a ghost voice identified as the voice of the 80th Congress. High pitched and hysterical the voice cries out alleged sins of omission and commission by the last Congress.

Miss Edwards told the press gathering that the program was designed to appeal to women voters. She added that one and a half million more women than men are expected to go to the polls on Election Day. Programs to follow, according to Miss Edwards, will include nursery rhymes, recipes, and maybe a "Dewey Double Talk Dumpling."

Spokesmen for the Democrats indicated yesterday that the party had spent about \$500,000 on network time to date.

It was pointed out that recordings of the disc jockey series launched yesterday on ABC will be available to state political organizations for rebroadcast in areas where purchases of commercial time will aid the Democratic vote getting machinery.

Wedding Bells

Katherine Clark, of WNBC, will be married Saturday to Eugene Formickella. Wedding will take place in Ozone Park.



Mainly About Manhattan. . . !

● ● ● **AROUND TOWN:** Milton Berle planning to tape-record his radio stanza. (His ulcers will have ulcers if he keeps up his current sked). . . . George Sokolsky joining ABC's staff of commentators next month. . . . DuMont has already established a coast-to-coast television web, using teletranscriptions (films taken right off a cathode ray tube) for stations in Chi and L.A. . . . Fred Allen doing his best to "Stop the Music," points out Gail Ingram. . . . Jack Goldstein, former 20th Century-Fox eastern publicity director, opening his own advertising and public relations office here at 15 Central Park West. . . . Kellogs, the cereal outfit, hot for an audience participation stanza. . . . Jim Boles, his missus (Athena Lorde) and their youngster, Barbara, formed the cast of "Columbus & Isabella" which was televised last nite on WABD. Jim also did the script. . . . Georgia Gibbs joins Vaughn Monroe's ork on Oct. 16th for a broadcast from her home town, Worcester, Mass., when the gorgeous Georgia is guest of the city for the day. . . . Judy Canova shelving 10 lbs. before going before the cameras again in the movie short she's writing, directing, etc., for the 1949 March of Dimes appeal. . . . Two sponsors bidding for the services of Robert Merrill. (His contract with RCA is non-exclusive). . . . WOR, which had been planning a nitely disc jockey show from 11:30 to 12:30, will use the Deems Taylor transcribed show for the first half-hour. It's a Radio Feature production. . . . Russell Ambruster, formerly production manager at WINS, has joined Mildred Fenton Productions.

★ ★ ★
● ● ● Groucho Marx asked a brand new father how he bathed the baby. "I sponge him off," was the answer. "Well, that's only fair," cracked the Marxman, "after he grows up, he'll sponge off you."

★ ★ ★
● ● ● Mel Allen's greatness as a ball caller zooms into even sharper focus when contrasted with Jimmy Britt's flat, monotonous and wordy delivery during the Series. Latter got off such nifties as "Lady luck did not attend that ball in its flight" and "Red Barber is now in the bull-pen warming up." Couldn't have meant Red Barrett, could he?

★ ★ ★
● ● ● Jack Rubin filming a series of 5-minute television shorts based on home exercises with models clad only in bras and shorts demonstrating the moves. (Jack tells us he had to eliminate the push-ups for reasons you can imagine).

★ ★ ★
● ● ● "Ask Ella Mason" will be host to Police Commissioner and Mrs. Arthur Wallander and 550 members of the International Police Chiefs convention at the Iceland Restaurant today. Eight wives of the Police Chiefs (who hail from 50 different nations) will be selected as contestants on the show. Mayor O'Dwyer is slated to be on hand to officially welcome the brass.

Barry Show Switching Time

Jack Barry's "Life Begins At 80," now heard over MBS, Saturday at 9 p.m., switches time with the broadcast of October 16. Jack and his octogenarian panel will be heard regularly one half hour earlier (8:30-9:00 p.m.). Barry's "Juvenile Jury" will continue over MBS each Sunday at its usual time — 3:30-4:00 p.m.

Wedding Bells

Dick Petty, staff announcer at WLBR in Lebanon, Penn. was married recently to the former Iza Itkin of New York City. The couple are honeymooning in the midwest.

Cochran Sports Show Sold

The Brewing Company of America, makers of Carling's Red Cap Ale, will sponsor the Bill Cochran Sports Show on WNBC, for 13 weeks, it was announced by Donald A. Norman, sales manager of the station. Cochran began his program of sports results and highlights two weeks ago, and is heard Saturdays at 6:15-6:30 p.m.

Linkletter, Guedel In Texas

Art Linkletter and John Guedel, of "People Are Funny," on NBC network are en route to Fort Worth, Tex., from which point today's program will be broadcast.

5000 WATTS-DAY & NIGHT



Sells

● Consistently
● Profitably



Represented by

ROBERT
MEEKER
ASSOCIATES
NEW YORK • CHICAGO
SAN FRANCISCO • LOS ANGELES

A STEINMAN STATION

KGW and KGW-FM
PORTLAND, OREGON

COMPLETE SCHEDULE
SIMULTANEOUS SERVICE

REPRESENTED NATIONALLY BY EDWARD PETRY & CO.

1906 1948

Henri
CONFISEUR

FRENCH RESTAURANT
LUNCHEON from \$2.00
DINNER from \$3.00
COCKTAIL BAR

Famous French Candies
15 East 52nd St.
AIR CONDITIONED

TELEVISION DAILY

Daily section of RADIO DAILY, Wednesday, October 13, 1948—TELEVISION DAILY is fully protected by register and copyright

RCA DEMONSTRATES UHF FOR I.R.E.

TELE TOPICS

ARTHUR GODFREY, who should have been a tele regular long ago, will take over the 9-10 p.m. Wednesday seg on the CBS web for his own show around the first of the year, with Chesterfield picking up the tab. This will be the second TV stanza for the red-haired goldmine. He begins duplication of his "Talent Scouts" show Nov. 1. AM version of the latter has been filmed for several weeks in order to iron out all visual kinks before the video preem. . . . According to ABC research chief Ed Evans, opening nite of WXYZ-TV garnered a 50.9 rating, for a share of audience of 79.8 per cent. . . . Eugen Sharin, Ambassador Films prexy, back from Europe with the first of a series of films featuring the Vienna Philharmonic made for CBS. He also filmed a Christmas short with the Vienna Boys Choir.

JAMES L. FLY, former FCC chairman, has been retained as legal counsel by the Independent Television Producers Assoc. and will report to a general membership meeting at the Savoy Plaza on the 20th. . . . "Video lane" a sector of WBAP-TV's main studio used to ike large objects, passed its first test with flying colors last week when elephants from the Ringling Bros.-Barnum & Bailey circus paraded through. . . . Washington claims the first city-wide tele web for local origination. Program was a Series preview sponsored on all three outlets by a local set dealer through Robert J. Enders agency. . . . Herewith a low, if belated, bow to producer-director Fred Coe for his work on the Philco Playhouse. Both "Dinner at 8" and "Rebecca" were outstanding because of his skillful handling of the cameras.

FIRST special tele coverage of the Berlin air lift was aired by WPIX last nite on its Telepix newsreel. Outlet sent photog Harold Classon to Germany especially for the assignment. Another exclusive scanned by the Daily News outlet on the show were shots of 1,000 Southerners joining the KKK near Chattanooga. . . . A leading textile firm is ready to bankroll World Video's "Actors' Studio" over the ABC web.

Voting Aid

Schenectady—New voters will be instructed in the mechanics of the voting machine and shown how they may cast their votes in a series of three programs to be aired by WRGB, Oct. 18, 25 and Nov. 1. First show is designed for recently naturalized citizens, the second for those just turned 21 and the final broadcast for persons casting their first vote in the state.

World Series Final Seen On Stratovision

(Continued from Page 1)
was installed aboard a converted B-29 bomber which flew at about 20,000 feet over Pittsburgh. The plane picked up the signal of WMAR-TV, Baltimore, and relayed it on Channel 6 over a radius of approximately 250 miles.

The event was significant, however, in that it marked the first time that a major east coast event was seen by a mid-western tele audience.

Borden Buys N. Y. Spots

Borden's Cheese Co., through Y&R, has signed with three New York outlets for series of ten film spots a week for 13 weeks. Firm's first TV venture for its cheese products, series will plug Liederkrantz and Military Brand Camembert over WCBS-TV, WABD and WPIX.

Milwaukee Set Sales Up

Milwaukee—Survey by WTMJ-TV yesterday revealed a new record in set sales here during one month—1,719 during September. Area now has a total of 7,031 receivers, of which 5,880 or 83.6 per cent are in homes.

Theaters Buy WBAP Spots

Ft. Worth—Interstate Theaters has signed with WBAP-TV for a five minute nightly trailer advertising Ft. Worth and Dallas movie houses. Contract, for 52 weeks, was placed through Parker Wilson agency.

Viewing Stays High After Novelty Dims

West Coast Bureau, RADIO DAILY

Los Angeles—Novelty factor in viewing by a set-owning family is comparatively nil, Dr. Peter Langhoff, research director of Young & Rubicam, said yesterday before a meeting of the AAAA Pacific Council at Arrowhead Springs.

Langhoff revealed an analysis of data made available by C. E. Hooper, Inc., which, he said, gives a preliminary answer to: "how well does television wear?"

Level of set usage by three groups of owners—each containing 500 to 600 TV homes—was tested by Hooper's phone survey between 8:30 and 9:15 p.m. from Sept. 8 to 14. Of those who owned sets three months or less, 60 per cent were viewing when the checks were made. The same level of usage was recorded for the second group, owning receivers from four to 12 months.

"The significant fact, however," Langhoff said, "was that 54 per cent of 'year or more' owners checked were viewing, only six points below the new owners."

Werrenrath To WNBQ

Chicago—Reinald Werrenrath, Jr., will join WNBQ, Oct. 16, as director of field operations, Jules Herbuveaux, NBC tele chief here, announced. Werrenrath has been with WBKB since 1940, with time out for three years in the Navy. Previously, he was with NBC in New York.

Press-Time Paragraphs

WBAL-TV on Full-Time Operation

Baltimore—WBAL-TV this week began full-time operation—more than sixty hours weekly. Station has added an afternoon schedule Monday through Friday beginning at 12 noon consisting of live broadcasts, news and transcribed programs and still and motion pictures. Evening sign-off is at approximately 11 p.m. In addition to NBC programs, station carries local live studio features and special events.

DuMont Engineering Changes

Rodney Duane Chipp has been promoted to chief director of engineering of the DuMont web, replacing Scott Helt, who has been transferred to the research division of DuMont Labs, it was announced Monday by Laurence Phillips, director of the net. Chipp, formerly assistant chief engineer, joined the firm eight months ago. He previously was with NBC.

WAGA-TV To Open Oct. 24

Atlanta—Fort Industry's WAGA-TV, originally skedded for Dec. 1 debut, will go on the air Oct. 24, the same day that its Detroit outlet, WJBK-TV, begins formal operations, it was announced yesterday by George Storer, president. Both stations are CBS affiliates, and will receive web programs via transcription until linked via co-ax.

Converter Utilized In Point-To-Point Test In Capital

(Continued from Page 1)

The presentation, directed by Dr. George Brown, was via TV, with the RCA speakers at the Wardman Park Hotel studios of WNBW, NBC's TV outlet here. IRE group, several miles distant in the downtown auditorium of the Potomac Electric Company, picked up the discussion on regular RCA commercial sets equipped with converters to bring in the UHF band. The demonstration lasted about an hour and a quarter, with channels at about 500 MC and 800 MC both used.

The burden of the RCA message was the same as presented the FCC last month during the UHF hearings. At that time, Elmer Engstrom, vice-president of RCA, told the Commission that more channels are necessary to provide service for as many people as possible, but another means of providing greater service is the authorization of higher power for TV stations. "We feel that it is only by the use of higher power that improved reception can be provided for the public throughout the service area of a TV station," he said and added:

Sees Simplified Antennas

"This higher power would make possible the simplification of the receiving antennas and the installation of television receivers. Accordingly, we recommend that the Commission authorize increases in power where such increases would be consistent with the standards which it may determine relating to tropospheric propagation and protected contours."

Creto In New RCA Post

Appointment of Daniel R. Creto as veepee and general counsel of RCA Service Co. was announced last week by prexy E. C. Cahill. Creto has been with the RCA Victor Division's legal department since 1935, was named assistant general counsel in 1942 and general attorney four years later.

Sabotage?

Sudden outbreak of red faces at a N.Y. station over the week-end was occasioned by one of the biggest mixups in TV history. At 9 p.m., the station aired a Bulova time signal, with the face of a clock being flashed on the screen. However, the hands pointed to 10 o'clock, while the announcer, to complete the confusion, gave the time as 8:30.



Piano Playhouse - SUNDAY AFTERNOONS

12:30-1:00 pm
EST
11:30-12 noon
CST
12:30-1:00 pm
MST
11:30-12 noon
PDT

PROGRAM PRODUCED BY MAGGY FISHER

**Now you can
buy this
network favorite
at local rates!**

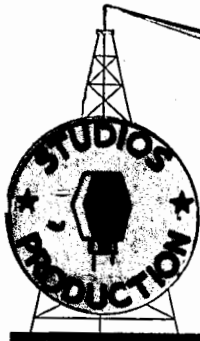
Piano Playhouse has been rolling up a large, loyal following* as a network show for five consecutive years. Now ABC makes it available for co-operative sponsorship. You can tie your product to this popular network program for only your local station's share of the cost!

There are good reasons for PIANO PLAYHOUSE's popularity. It has brilliant, polished piano music—both classical and jazz—played by the outstanding team of Cy Walter and Stan Freeman. It has Earl Wild with his sparkling solos. It has Milton Cross, distinguished musical commentator, who emcees the show and discusses piano technique and piano music. PIANO PLAYHOUSE glitters with big-name guest stars, too. Every week, famed artists like Skitch Henderson, Art Tatum and Teddy Wilson appear for solos and jam sessions with the regulars. It's a tuneful, lighthearted show, full of zip and bounce and solid entertainment that keeps audiences coming back week after week.

You can get this big, receptive, ready-made audience—plus the prestige of an established network show—plus the glamour of big names—all wrapped up in a tuneful package with a low-cost co-op price tag on it. Ask your local ABC representative for full details *today*, or write to . . .

* When a lady listener wrote that she wanted to accompany the "piano playboys" on her own piano, they gave her a simple tune in the key of C. For weeks after that, other listeners—more than 30,000 of them—wrote in from all over the country that they, too, were singing, playing bagpipes, humming on combs, twanging on zithers to the accompaniment of the pianos on the program. That's the kind of friends PIANO PLAYHOUSE makes at the other end of the airwaves.

ABC American Broadcasting Company
CO-OPERATIVE PROGRAM DEPT.—33 WEST 42nd ST., N. Y.



RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 45, NO. 9

NEW YORK, THURSDAY, OCTOBER 14, 1948

TEN CENTS

SBC AWARDS ANNOUNCED IN CHICAGO

Schedule 13 To Testify At Giveaway Hearing

Washington Bureau, RADIO DAILY
Washington—Appearances by 13 parties were listed this week by the FCC for the giveaway hearing which gets under way next Tuesday. The session will start at 9:30 a.m., with the Commission hoping to clear up the argument in a single day. The four networks, NAB, WITH, Baltimore; Radio Features, Radio Council of National Advertisers, Premium Advertising Assn., Louis Cowan Associated Activities and Symons Broadcasting will all be represented, with appearances listed also for two radio

(Continued on Page 2)

Heavy Broadcast Sked Set By Beaumont Co.

The Beaumont Company of St. Louis is starting a heavy broadcasting schedule this week on 109 leading radio stations, from Coast to Coast, for its 4-Way Cold Tablets. Placed by the Harry B. Cohen Advertising Company, this year's 4-Way Cold Tablet radio drive is the largest in the company's history—using more stations and a greater number of broadcasts than ever before.

Two Resolutions Adopted By NAB's Sixth District

Washington Bureau, RADIO DAILY
Washington—A group of 120 broadcasters from Arkansas, Louisiana, Mississippi and Tennessee concluded a two-day session of the 6th NAB District Tuesday with the adoption of resolutions condemning per-inquiry deals and endorsing transcription companies in their fight against the AFM recording ban.

Musical Bootleggers

Musical bootleggers who specialize in producing ET's for radio usage since the recording ban, have been making records in the New York-New Jersey areas the past few weeks, music trade sources revealed yesterday. The recording producers use union musicians who have been banned from making commercial records by the American Federation of Musicians.

Honored

Pierre Crenesse, director of the French Broadcasting System in North America, has been awarded the Legion of Honor for his outstanding conduct in the French resistance movement during World War II. General Maurice H. Mathenet, French military attache, made the presentation at a ceremony which took place at the French Embassy in Washington.

Kaiser-Frazer Buys Two MBS Half Hours

Purchase of two half hour periods weekly on Mutual by Kaiser-Frazer was announced yesterday by Jess Barnes, vice president in charge of sales of the network.

The automobile manufacturer has contracted for the 10 to 10:30 p.m., EST., period on Thursdays and the 9:30 to 10 p.m., segment on Saturdays. Guy Lombardo and his orchestra and "The Adventures of the Thin Man" are reported to be attractions for the new K-F series. However, neither MBS nor the William Weintraub agency would confirm the talent commitments yesterday.

Straus Going To Israel To Arrange For Programs

Nathan Straus, president WMCA and former U. S. housing administrator, leaves for Palestine from LaGuardia airport Friday afternoon to arrange daily broadcasts from state of Israel. Broadcasts will be picked up

(Continued on Page 2)

End AFM-Disc Discussions; Recording-Ban Continues

Breaking off of negotiations between record companies and AFM has sparked controversy in the trade as to whether or not any settlement at a future date may follow the same pattern that occurred in 1943 when one diskier broke the deadlock by making its own individual deal. In the months that followed—back at that time—other companies came into the fold one by one.

Jennings Gets Annual Award Of Merit In Educational Radio; Other Personalities Honored

CBS Affiliates Meet For Dist. Conference

Minneapolis — Broadcasters representing the 7th District of the Columbia Affiliates' Advisory Board gathered at the Hotel Radisson yesterday to meet with network executives for a general discussion of the radio and television business. The meeting was called by William B. Quarton, general manager of WMT, Cedar Rapids, Ia., who is 7th District director.

CBS executives who attended the

(Continued on Page 6)

Wallace Managers Buy Additional Web Time

Campaign managers for Henry A. Wallace announced in Chicago yesterday purchase of additional network time costing between \$60,000 and \$70,000 raising the radio cost of his campaign to \$200,000. Network commitments include programs on NBC, ABC, CBS and Mutual.

Italian Radio Borrows Giveaway Show Format

Italian radio has borrowed the format of U. S. giveaway programs, including free merchandising by manufacturers, and is using it to encourage

(Continued on Page 2)

George Jennings, Director of Radio for the Chicago Public Schools and President of the Association for Education by Radio, has been voted the Annual Award of Merit in Educational Radio by the Executive and Advisory Committees of the School Broadcast Conference now in session in Chicago;

(Continued on Page 6)

Asch Tells FM Group '49 Will Be 'FM Year'

Washington Bureau, RADIO DAILY
Washington—Next year will be an "FM year," Leonard Asch of WBCA-FM, Schenectady, chairman of NAB's FM Executive Committee, said yesterday. Following a two-day committee session here Asch predicted that advertisers will be able to buy a much larger FM audience next year than heretofore. Receiver production

(Continued on Page 6)

News Commentaries On Politics For BBC

A series of four news commentaries, explaining the political campaign to British listeners, was inaugurated this week by members of the National Association of Radio News Directors, according to NARND President John Hogan, news director of WCSH, Portland, Maine. The programs will be

(Continued on Page 2)

Public Service

Approximately 1,200 station break announcements will be donated to the Community Chest Federation in Washington this month by WWDC. In addition to the station breaks, WWDC is devoting its weekly "Personal Report" program to the fund drive and also, in line with its policy of aiding worthy causes, is producing other special programs on the subject.

(Continued on Page 6)

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Phone: Wisconsin 3271
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Nat Green
1417 Ashland Bldg. 153 No. Clark St.
Phone: State 2332

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FINANCIAL

(October 13)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
ABC	7 1/2	7 1/4	7 1/2	+ 3/8
Admiral Corp.	17 5/8	17 1/4	17 1/2	+ 1/2
Am. Tel. & Tel.	152	151 3/4	152	+ 1/8
CBS A	24	23 1/2	24	+ 3/8
CBS B	23 1/4	23 1/4	23 1/4	+ 1/2
Farnsworth T. & R.	6 7/8	6 1/2	6 7/8	+ 3/8
Gen. Electric	40 7/8	39 3/4	40 3/4	+ 3/4
Philco	40 1/2	39 1/2	40	+ 3/8
RCA Common	13	12 1/8	12 3/4	+ 3/4
RCA 1st pd.	69	68 1/4	68 1/2	+ 1/2
Stewart-Warner	13 3/8	13 3/8	13 3/8	+ 1/4
Westinghouse	28 1/2	27 5/8	28 1/8	+ 1/4
Westinghouse pfd.	90 1/4	90	90 1/4	+ 1/4
Zenith Radio	26 5/8	26 1/2	26 5/8	+ 3/8

NEW YORK CURB EXCHANGE

	Bid	Asked
Nat. Union Radio	2 5/8	2 5/8
OVER THE COUNTER		
DuMont Lab.	11 1/4	12 1/4
U. S. Television	1 1/2	2
V.CAO (Baltimore)	26	28 1/2
WJR (Detroit)	8 3/4	9 1/4

Mel Allen Ill

Sportscaster Mel Allen is confined to his home in New York with virus pneumonia. Allen became ill just before the World Series began but he was able to call play-by-play over MBS despite the handicap. He is suffering now from complete laryngitis and a temperature of 104 degrees.

News Commentaries On Politics For BBC

(Continued from Page 1)
aired weekly by the British Broadcasting Corporation, each Saturday until election day.

Titled Inside America, the commentaries were started Oct. 9 by Hogan, Jack Shelley, WHO, Des Moines, will be heard Oct. 16, Lockwood Doty, WCON, Atlanta, Oct. 23, and Al Gordon, KFVB, Hollywood, Oct. 30. The commentaries are recorded and short-waved to London by the BBC office in New York.

The series was arranged by Sam Slate, program director of the BBC's New York headquarters.

Straus Going To Israel To Arrange For Programs

(Continued from Page 1)
by WMCA in New York and fed to independent network of other stations in United States. Broadcast arrangements provide for daily service covering all phases of Palestine life. Straus will inaugurate series during tour of Israel and is scheduled to be heard from Holy Land 6:05 p.m., Mondays through Fridays.

Schedule 13 To Testify At Giveaway Hearing

(Continued from Page 1)
attorneys, W. Theodore Pierson and Arthur W. Scharfeld.
Argument will be limited to 30 minutes for each party, with ABC's requested 90 minutes cut to 45. Anyone else desiring to be heard should notify the FCC by tomorrow night.

McRaney Heads AP Group In La.-Miss. Districts

Biloxi, Miss.—Associated Press radio members in Mississippi and Louisiana have organized the Louisiana-Mississippi Association of AP Broadcasters to stimulate the exchange of news.

Bob McRaney, general manager of WCBI at Columbus, Miss., is President and H. F. Wehrmann of WTPS, New Orleans, Vice-President. McRaney is to appoint a committee to study the AP report with a view to adapting it better to the needs of broadcasters in the two-state area.

10 YEARS AGO TODAY

(From the files of Radio Daily)

First concerted drive to co-ordinate activities of television interests for the purpose of supplying transmitters to broadcasting stations, instituting regular programs of a sustaining nature, and the marketing of sets to the public has been disclosed. Foremost in the drive is the plan calling for the early use of 100 theater screens in New York, Philadelphia and Boston, a considerable number being in the RKO fold.

Italian Radio Borrows Giveaway Show Format

(Continued from Page 1)

listeners to pay up delinquent license fees levied on all radio sets. The government-sponsored promotion stunt is meeting with great success, according to Paul Talbot, expert on foreign radio and executive director of Italian Publishers Representatives, Inc., who has just returned from a trip to Italy.

To offset the difficulty in collecting individual annual license fees from set owners, the government hit upon the idea of a daily program, aired on both networks, called "Radiofortuna 1948." Every day a license number is picked from a hat and if official treasury records show that the set owner is paid up to date he wins an automobile, motorcycle or some other valuable prize. A listener has no chance of winning if his license fee is unpaid.

Payment of license fees has increased 25 per cent since "Radiofortuna 1948" went on the air last January. It's estimated that 200,000 licenses have been paid or renewed because of the giveaway. This means the government has picked up 500,000,000 lire that it would not have had otherwise. The license fee is 2,500 lire annually per set.

At frequent intervals a giant jackpot of one million lire (about \$2,000) is awarded over the networks. In the beginning, the Italian government was doubtful as to how well manufacturers would donate prizes in return for an air plug but the response has been tremendous and business concerns are waiting in line to contribute.

Grauer's 18th Anniversary

On Friday, October 15, Ben Grauer marks his eighteenth anniversary with NBC. It was on October 15, 1930 that Grauer did his first announcing stint for the network. Today he is the network's top special events radio and television reporter and has just returned from a four-week trip abroad where he visited Italy, Israel, Greece, Czechoslovakia, Germany and France.



Elementary, my dear Watson!

It wouldn't take the great Sherlock Holmes long to solve the problem of buying radio time in Baltimore—the nation's sixth largest market. After a few minutes' study, he would say:

"Elementary, my dear Watson! The best buy is the BIG independent with the BIG audience, Station W-I-T-H."

Yes, sir! In this big, rich market, it's W-I-T-H that delivers more listeners-per-dollar than any other station in town. W-I-T-H covers 92.3% of all radio homes in the Baltimore trading area.

So if you're looking for the station that produces low-cost sales, the station that is the big-bargain-buy, the station that has the big audience at low cost, put W-I-T-H on that list of yours. Call in the Headley-Reed man, and get the whole exciting story about W-I-T-H today.



W-I-T-H

Baltimore 3, Maryland

TOM TINSLEY, President

Represented by Headley-Reed

WEVD
5000 WATTS 1330 K.C.
PROGRAMS OF
DISTINGUISHED FEATURES in
• ENGLISH
• JEWISH
• ITALIAN
3 RESPONSIVE AUDIENCES
3 MARKETS WITHIN
THE NEW YORK
METROPOLITAN AREA
Send for WHO'S WHO
Among Advertisers on WEVD

WEVD

117-119 W. 46th St.

HENRY GREENFIELD, Mgr. Director N. Y. 19

INS has served



FOR 12 YEARS

WBAL-TV NOW ON AIR 60 HOURS WEEKLY!

Beginning Monday, October 11th, WBAL-TV added an afternoon schedule, Monday thru Friday, beginning at 12:00 Noon—consisting of live broadcasts, news and transcribed programs with appropriate pictures.

“Hi-Jinks,” all star noontime variety show is now broadcast simultaneously on WBAL and WBAL-TV on Monday, Tuesday and Thursday. Wednesday and Friday telecasts will be added soon. “Television Matinee” continues Monday thru Friday from 4:00 to 5:00 P.M. Other afternoon features include “Cavalcade of Hits,” “Melody Matinee,” “Cathedral Hour” and “Rendezvous with Rhythm.”

On Saturday afternoons WBAL-TV telecasts the NBC football game of the week, and on Sunday afternoon the Washington Redskins games.

In addition to NBC programs WBAL-TV telecasts local live studio features including “Song Shop,” “Album Review,” “Television Talent Hunt,” “It Pays to Look,” “Paul’s Puppets,” “Look and Cook,” “Know Your Symphony,” “Baltimore’s Opportunities,” “Fixit Shop,” “Listen Motorists,” “America’s Songs,” “Silhouettes in Song,” “Let’s Look at the News,” “Looking at Sports,” “Open House” and “Photography Can Be Fun.” Film features include “Sports Album,” “Touchdown” and “Wild West Theatre.” Comment programs are conducted by Dr. David E. Weglein, and Former Mayors Theodore R. McKeldin and Howard Jackson.

IN BALTIMORE

WBAL and only WBAL

OFFERS BOTH!

The Greatest Shows in Radio and Television Are on WBAL and WBAL-TV

NBC AFFILIATE—NATIONALLY REPRESENTED BY EDWARD PETRY CO.

In less than one year

940

AP Radio Members!

Jennings Gets Award At SBC Convention

(Continued from Page 1)

the Award was voted Jennings in recognition, "of his outstanding contribution to education through radio; of his sympathetic understanding of the radio medium in interpreting the community to the schools and the schools to the community; of his effective leadership as director of the Chicago Radio Council and all educational radio throughout the nation; of his progressive vision in pioneering the medium of educational television."



JENNINGS

Special awards were also voted William B. Levenson, Assistant Superintendent of Public Schools, Cleveland, Ohio for his "pioneering in educational radio at station WBOE by which all educational radio has benefited" and to Gertrude G. Broderick, Secretary of the Federal Radio Education Committee for her activity in building the nation-wide script and transcription exchange operating out of the United States Office of Education.

Station Awards Announced

Conference awards to stations and personalities are as follows:

To Mal Hansen and WOW, Omaha, Neb.—A First Award and Special Commendation for the outstanding "Regimented Raindrops" project, a soil conservation program growing out of a community need, in which every device of modern communication was used.

To KNBC, San Francisco, Calif.—A First Award for its "Signposts For Young Scientists" program, written and produced for upper elementary and high school listeners.

To WLOK, Lima, Ohio—A Citation for its series "Your Public Library," in which the entire facilities of the station have been turned on the problem of greater community use of the public library.

To KVOO, Tulsa, Okla.—A Citation for its "Investment In The Future-High School Day," in which selected students from every Tulsa high school are given the opportunity to operate a great commercial station during a full day's schedule.

To WTOF, Washington, D. C.—A Citation for its program series, "The Undiscovered," in which the people of the city of Washington were made conscious of the local venereal disease problem and the availability and rapidity of newer techniques of treatment.

To WCAU, Philadelphia, Pa.—A Citation for its series, "The Career Forum," discussing problems of Americans trying to make careers for themselves.

KDKA Gets Citation

To KDKA, Pittsburgh, Pa.—A Citation for its "School of the Air" series, produced in cooperation with the Pittsburgh public schools and other community agencies.

To The Division of Audio-Visual Education of the St. Louis, Mo., Board of Education — A Citation for its program series, "What's It All About?," presented over WEW.

To WLW, Cincinnati, Ohio—A Citation for its series, "Builders of Destiny," presenting the outstanding story of the cities and towns in the WLW listening area.

To WBAQ, Chicago, Ill.—A Citation for the program "In Our Town" with Cloyd Head as writer-narrator, giving information about cultural and business institutions and other points of interest in Chicago.



Windy City Wordage . . . !

• • • The Frederick W. Ziv Co. will probably introduce its next new transcribed show featuring a big Hollywood name via a Chicago station. . . . Donald L. Campbell; who formerly operated his own advertising firm, has

joined Behel and Waldie and Briggs, Inc., as an account manager. . . . "Northwestern University Playshop" program, featuring dramatic presentations

by students of the N.U. School of Drama, will resume on WIND October 24. . . . Mildred B. Dudley, whose experience includes several years as announcer and producer with WDWS, Champaign, Ill.; traffic manager of KTRH, Houston, Texas, and with John Blair & Co., radio reps, has joined John W. Shaw Advertising, Inc., as radio time buyer. . . . Evelyn Overstake, formerly one of the "Three Little Maids," has returned to the WLS "National Barn Dance" cast after several years absence.



• • • Hallicrafters Company has developed a sealed-in mechanism which automatically turns off an automobile's television set while the car is in motion. Raymond W. Durst, company's executive vice-president, says a companion set also is being perfected—a back-seat tele set which permits rear-seat viewing while the car is in motion.



• • • Evans Fur Co. will be well represented on WBBM this fall and winter. Its newest show, "Music for Milady," bowed Sunday and will be heard four times a week, and the company also will sponsor news programs on Sundays and Wednesdays. . . . Lois Polzin, WIND's former cover-girl receptionist, has given up careering and enrolled in the Drama School at Iowa University. . . . Congress Cigar Co. (La Palina) continues to feature "Old Chief Smokum," cigar store Indian, in its advertising and has a heavy fall schedule. . . . WBBM's musical variety program, "The Chicagoans," is again heard locally over WBBM-CBS, starting this week, with Connie Russell, singing star, and Caesar Petrillo and his ork featured.

Asch Tells FM Group '49 Will Be 'FM Year'

(Continued from Page 1)

is on the increase, he said, with manufacturers and retailers stressing FM far more than before. The committee, Asch said, has asked NAB to increase its activities for FM, asking "wider activity to help the FM broadcaster attain a sound economic base for his operation."

The full committee and both board liaison members attended the meeting.

Godfrey To Emcee Benefit

In connection with the current campaign by the United Hospital Fund of New York, seeking to raise nearly \$3,000,000, Arthur Godfrey will headline and emcee a special show, patterned after his CBS "Talent Scouts," at the Metropolitan Opera House on Sunday evening, Oct. 24. The performance, coming on the eve of Hospital Week, is being staged primarily as a warm-up session for several thousand individual fund raisers who during the coming week will canvas the city for contributions in the campaign.

CBS Affiliates Meet For Dist. Conference

(Continued from Page 1)

meeting were Howard S. Meighan, vice president and general executive; Hubbell Robinson, Jr., vice president and director of programs; William B. Lodge, vice president and director of engineering; Earl Gammons, vice president and director of CBS' Washington office, and William Schudt, director of station relations.

Seventeen Stations Represented

The 17 stations represented at the meeting included: KDAL, Duluth, Minn., Dalton LeMasurier, general manager, and Odin Ramsland, commercial manager; KFAB, Lincoln, Neb., Harry Burke, general manager; KFH, Wichita, Frank Webb, general manager; KGLO, Mason City, Iowa, Herbert Ohrt, general manager; KILQ, Grand Forks, N. D., Elmer Hanson, general manager, Robert Ritter, owner; KILZ, Denver, Colo., Hugh Terry, general manager; KMBC, Kansas City, Mo., Arthur Church, president; KOLT, Scottsbluff, Neb., Les Hilliard, owner; KOTA, Rapid City, S. D., Robert Dean, president and general manager; WMT, Cedar Rapids, Iowa, Wm. B. Quarton, general manager.

And, KSCJ, Sioux City, Iowa, Gene Flaherty, manager; KSJB, Jamestown, N. D., John Boler, president; KSO, Des Moines, Kingsley Murphy, owner; KSWM, Joplin, Mo., Austin Harrison, owner; KTTS, Springfield, Mo., G. Pearson Ward, general manager; KFOR, Colorado Springs, Everett Shupe, station manager; WBW, Topeka, Ben Ludy, general manager.

AFM-ET Talks End; Disc-Ban Continues

(Continued from Page 1)

estimated the eagerness of the record industry to settle.

There were certain union demands that the platter firms just would not buy—notably, the paying up of a record royalties since last Jan. 1, a sum which might hit \$1,800,000 according to one report. Another point to which the industry absolutely refused to agree was Petrillo's stipulation that the royalty fund was not to be shared at all by any musician who had filled a recording date. The companies maintained that if they paid a royalty for a group of musicians cutting a platter, the same group, if unemployed at a later date, should be entitled to share in the fund.

It's understood that the record companies, although finding wide disagreement among themselves over certain points, put up a solid front in meeting union demands. One of the major companies which was lukewarm toward a settlement was Capitol, said to be in better financial condition, from the standpoint of operations this year, than some of the others.

In reference to Petrillo's proposal for a trustee to administer a record fund, the companies found in the beginning that they disagreed on 41 different points. First, they boiled this down to 20 points of difference and when they actually confronted Petrillo in negotiations they had 11 differences to talk about. This later was cut a few more but the difference were never dissolved completely.

Events of the last week indicated that Petrillo, his legal counsel and the AFM executive were operating on the attitude that the record companies were facing a destitute situation and could be won over at any price. Petrillo was partly correct since it's been learned that platter sales by some companies are off even more than has previously been suggested, but no matter what the condition, the industry was not ready to sign for the union demand. Neither, of course, was Petrillo ready to buy the companies' counter-proposals.

Ryan's Band On CBS

Tommy Ryan and his orchestra currently appearing at the Commodore Hotel, will be heard over CBS Saturday from 5:00 to 5:30 p.m., EST, giving musical salutes to college football teams.



RCA INSTITUTES, INC.

The oldest and recognized as one of the leading Radio Schools in America, offers its specially trained Radio and Television technicians to the Broadcast Industry.

Our graduates have 1st Class Telephone License.

We solicit your inquiry. Address Placement Manager, RCA INSTITUTES, Inc. 350 W. 4th Street, New York 14, N. Y.

TELEVISION DAILY

Daily section of RADIO DAILY, Thursday, October 14, 1948—TELEVISION DAILY is fully protected by register and copyright

REVEAL TV PROGRAM PREFERENCES

TELE TOPICS

MARK WOODS took his horn-rimmed glasses on and off as he faced the TV cameras; Paul Raibourn displayed a tele-cinematic smile as he offered the movie expert's point of view; Walter Abel showed his best actor's manners; Jimmy Carmine of Philco corrected Moderator George Denny when he called him "John" and Rouben Mamoulian conducted himself as a well-informed barrister on Tuesday's television discussion of Town Meeting of the Air, seen and heard on WJZ-TV. . . . The topic was "How Will Television Affect the Motion Pictures?" . . . The result was good programming for laymen viewers and no revealing disclosures for the professional crowd. . . . Best sidelight of the evening was the expert panning of the audience by ABC cameramen—this is human interest photography at its best.

KICKOFF of Dorothy Doan's "Vanity Fair" over CBS Tuesday should give the other sets something to shoot at in the way of women's programs. Program was well-paced and had sufficient movement and visual appeal to keep these prejudiced male eyes interested for the full 30 minutes, thanks to director Frances Buss. Opening bit, a discussion of women in the armed forces by Dr. Marynia Farnham and Jacquelin Cochran, was a let-down, however, because of obviously strong controversy between the two who did not develop in the brief time allotted to them. Other guests, Peter Hunt, who demonstrated furniture decoration, and fashion publicist Eleanor Lambert, who displayed styles, registered well. Mrs. Doan, a former INS reporter, appears to be well-chosen for her new profession. Her only fault on the preem was a tendency toward bullience which we hope will be corrected in future shows. It probably goes well with the gals, however, and they're the ones Mrs. Doan is aiming at.

ARCH OBOLER, who has been in Africa for the past eight months gathering material for the Ziv Co., returns to New York tomorrow with thousands of feet of film to be processed for a tele series. He will stay in Gotham for several months to edit the footage as well as some tape recordings made for that other medium, before returning to his home in Hollywood. . . . Len Roberts, whose illness cancelled "Off the Record" over DuM Tuesday nite, is expected to recover in time for next week's show. . . . Video Associates is prepping a show for the Crosley Division of AVCO.

Break Ground For WHTM

Rochester, N. Y.—Rochester's first television station, WHTM, was a stepearer reality yesterday after ground for the new transmitter building and antenna had been broken atop Pinacle Hill.

"Town Meeting" Discusses Television

James C. Carmine, executive vice-president of Philco Corp., came up with some industry figures during his appearance on "Town Meeting of the Air" the other night. Carmine revealed that in March, 1947, there were only 25,000 television receivers in the whole United States and that today there are more than 600,000, "and they are going into American homes at the rate of several thousand a day." Next year, Carmine said, "we believe our industry can provide the American people with 2,000,000 television receivers and perhaps 3,000,000 more in 1950." He added that by Christmas Day, the industry hopes to connect the East and Middle West into one great chain of television stations.



CARMINE

During the program, which discussed "How Will Television Affect the Motion Pictures?" both Carmine and Paul Raibourn, Paramount veepee and president of Television Productions, Inc., agreed that picture producers can and should use video to sell their product.

Carmine and Mark Woods, president of ABC, emphasized the need of special films for television use. These pictures, they said, can best be made by the major movie producers. By 1953, said Carmine, television will require from "three to four times as many films as Hollywood now is turning out."

DuMont Names Chipp Engineering Director

Rodney Duane Chipp, formerly assistant chief engineer of the DuMont Television network, has been named director of engineering for the TV network. He succeeds Scott Helf who has been transferred to the research division of the Allen B. DuMont Laboratories, Inc.

Brooke To Free & Peters?

Jack Brooke, who has handled ABC tele sales in the East, will head up the television department of Free & Peters, station reps, according to reports.

Harmon Signed For Series

Tommy Harmon, former Michigan all-American football star, has been signed for a commercial tele series titled, "The Hoffman Huddle." Program will be sponsored by Hoffman Radio Corporation of Los Angeles.

Television Film Council Holding Meeting Tonight

The first meeting of the newly elected officers and members of the board of directors of the National Television Film Council will take place tonight at the NTFC headquarters. Meeting will elect chairman of the board and will discuss dues and finance arrangements.

World Series Viewers

It is estimated that 100,000 Bostonians saw at least part of the three World Series games played in Boston on the 100 receivers set on the Boston Common by RCA. This is reported to be the largest outdoor television demonstration ever staged.

Producers Form Asso.

Hollywood—United Television Producers Association, comprising groups of TV film producers and live video show producers, has been formed in Hollywood.

DuMont-Paramount Decision To Be Made Despite 'Freeze'

The TV "freeze" imposed by the FCC on hearings and applications will not apply in the Paramount-DuMont case, it was revealed yesterday by the FCC. The Commission promised an early decision on the effect of Paramount's stock ownership in DuMont upon the extent of TV operations by the two companies. Jack Blume, hearing examiner, was directed to separate the issue from

others in the Boston, Detroit and San Francisco disputes and prepare an early report and recommendation for the full Commission. It will be recalled that FCC Chairman Wayne Coy, in announcing the "freeze" at the end of September, emphasized his belief that the Paramount-DuMont issue would be left hanging in thin air. Yesterday's decision, however, will result in an early hearing.

Sports Rate Highest In Cleveland TV Survey

Sports rank highest in program preferences of 1,000 television set owners in the Cleveland area who were questioned in a television survey conducted by the Ohio Advertising Agency. Other program categories were listed in the following order: News Events, Variety Shows, Feature Films, Children's Programs, Stage Plays, Audience Participation Programs and Women's Programs.

Late Afternoon Preferred

Seventy-two per cent of the audience recommended late afternoon programs for children; 13 per cent early afternoon programs; 12 per cent recommend early evening programs and only three per cent morning programs.

The survey also revealed that 73 per cent of the television owners tune in their regular radio sets less often than before, 27 per cent continue to use their radios as often as before. Most of the television sets are in operation during most of the telecasting hours, day and night.

90 Per Cent Have Home Sets

Homes are the location of 90 per cent of the receivers and the other 10 per cent are in public places, the survey revealed. In the homes, 80 per cent of the sets are in the living room and 12 per cent in various other rooms. Less than 12 per cent have moved their receivers since the original installation. Outside antennas are used by 95 per cent and 5 per cent have inside antennas.

The survey showed that 85 per cent are satisfied with the size of the screen on their receivers, 10 per cent require the use of a magnifier and 5 per cent are dissatisfied with the size of their screen.

Coy Will Participate In WOIC Ceremonies

Wayne Coy, chairman of the FCC, Secretary of the Treasury John W. Snyder and General U. S. Grant, III, will attend a luncheon tomorrow at the Mayflower Hotel, Washington, in connection with the laying of the cornerstone of WOIC, Washington's newest television station. WOIC is scheduled to go on the air in January, 1949, on channel 9.

WOR Executives There

Cornerstone laying ceremonies will follow the Mayflower Hotel luncheon with Chairman Coy, Theodore C. Streibert, president of WOR; J. R. Popple, vice-president of WOR and Eugene S. Thomas, general manager of WOIC, participating.

PLUG TUNES

ON RECORDS and TRANSCRIPTIONS

"I'M A LONELY LITTLE PETUNIA"
(IN AN ONION PATCH)

Rytvoc, Inc.

1585 Broadway New York 19, N. Y.

LOVE SOMEBODY

KRAMER-WHITNEY, Inc.

1650 Broadway New York City

"NOTHIN' IN MY LETTER BOX"

KRAMER-WHITNEY, INC.

1650 Broadway New York City

A Great Rhythm Ballad
CONFESSOXFORD MUSIC CORPORATION
1619 Broadway New York City

Climbing Fast!

"JANIE and ME"

by Thomas G. Mechan

JAMES MUSIC, Inc.

1650 Broadway Room 709 N. Y. C.
Solly Cohn, Mgr.

IRVING BERLIN'S

"SAY IT ISN'T SO"

Irving Berlin, Inc.

LOVE IS A DANGEROUS GAMEGrowing Bigger
Every Day.

Don Reid's

NATIONAL RECORD

#9050

LEO FEIST, INC.

WORDS AND MUSIC

By PINKY HERMAN

● ● ● **TIN PAN ALLEY OOPS:**—Henry Spitzer, who recently left Buddy Morris to open his own firm, starts off with a click in "Ain't Doin' Bad Doin' Nothin'" clefted by Lee Jarvis and Joe Venuti. . . . ● Sunny Skylar's "Hair of Gold, Eyes of Blue," breaking for a smash hit for Mellin Music. . . . ● Smith-Foley has a new number, "He Told Her To Wait" (By The Garden Gate) one of the old-time material type of song . . . written by Ian Donez, Eli Dawson and Herbert Gray, this should be grabbed by novelty groups and comedy singers. . . . ● Announcer and newscaster Bob Harris has resigned from WMCA to join the WVNJ staff. . . . ● Dean Martin and Jerry Lewis have signed to make a picture for Hal Wallis. . . . ● Featured in Paramount's flicker of the same name, Famous Music finds itself with "Isn't It Romantic?" a hit for the second time . . . originally published in 1932, the ballad was written by Lorenz Hart and Richard Rodgers. . . . ● Jackie (Homer) Kelk is authoring the book for a Broadway musical, "Little Boy Blue." . . . Max Showalter will compose the score with Albert Miller fashioning the lyrics. . . . ● NBTelexecs have ambitious plans for chantoisie Roberta Quinlan, featured every Tuesday nite at 7:30 on the NBTuneful "Miniature Musicals." . . . ● Announcer Arthur Gary, who's been spiling the NBCommercials for Peter Paul Tuesday, Thursday and Saturday has been named to sell P.P.'s candy on Monday, Wednesday and Friday too. . . . ● Les Freres Bornstein, Sol and Ben, have a potential hit parader in "Ah, But It Happens," written by "By" Dunham and Walter Kent. . . . ● Ted Straeter and his orchestra will open a three-week stand at the Capitol Theater on Broadway, October 28. . . . ● Oxford Music's "Confess" written by George Weiss and Bennie Benjamin, one of the most played songs during the summer, still up there with the leaders in sales. . . . ● Tommy Ryan's orchestra clicking at the Hotel Commodore.

★ ★ ★ ★

● ● ● **LARRY WALKER**, former vaudeville headliner and now program manager at WBT, Charlotte, is the composer of a fine folk ditty, "A Haven In Heaven," just released on Columbia Records, waxed by The Johnson Family. . . . ● Bob Carpenter, 16-year-old deejay at WKOW, Madison, Wisconsin, is the nephew of Johnny (Rumpus Room) Olsen. . . . ● Donald Novis back in town from Hollywood and readying a new network series. . . . ● Ted Lawrence, after two years on WHN, resigns to free-lance. . . . ● Television producer Bob Merrill has three plug songs on the current air waves. . . . "Why Does It Have To Rain On Sunday?" at Leeds, "Love Me Not" with Laurel and "I Wish I Had Someone To Cry Over Me" at London. . . . ● Captain Stubby and his Buccaneers open October 27 at The Village Barn . . . their work last Thursday on Gulf's NBTelevision program stamps this comedy group a natural for video. . . . ● Lucky Roberts, composer of the standard "Moonlight Cocktail," will open his own music pubbery . . . kicking off with "Exclusively With You" and "Little Drops of Water." . . . ● Maestro Eddie Stone's band, booked into the Hotel Belmont-Plaza for a two-week stint, have just started their third consecutive year there. . . . ● Lovely Ann Thomas will portray her original role as the Telephone Operator in next Sunday's NBCast of "Counselor At Law," starring Paul Muni.

★ ★ ★ ★

● ● ● **ON AND OFF THE RECORD:**—Jack Smith turns on a fine, spirited job in his latest Capitol waxing of "The Matador" flipped with "Lavender Blue." . . . Clark Sisters offer harmonious vocal support with Earl Sheldon's orchestra providing lively background. . . . ● Johnny Desmond's latest MGM platter, featuring the former Glenn Miller vocalist's version of two ballads, "Tara Talara Tala" and "Before Long," should bring about the national recognition the lad deserves. . . . Deejays should find plenty of use for this one. . . . ● Same waxery is re-releasing the Korn Kobbler's Kiddie Kornert Album, easily one of the most commercial items in the kidisk market. . . . ● Woody Herman and his band come through with a honey of an instrumental disk, pairing "No Time," based on a Chopin theme flipped with a riff-tempoed version of "Four Brothers." . . . ● Victor has signed Buzz Adlam's band to accompany its newest vocal star, "The Spooner."

PLUG TUNES

On Records and Transcriptions

"RAMBLING ROSE"

LAUREL MUSIC CO.

1619 Broadway New York 19, N. Y.

Soaring Into Best Seller Class!

FOR HEAVEN'S SAKE!

DUCHESS MUSIC CORPORATION

ON RECORDS and TRANSCRIPTIONS

**"I'M WAITING FOR SHIPS
THAT NEVER COME IN"**

FORSTER MUSIC PUB., INC.

1619 Broadway New York City
216 S. Wabash Avenue, Chicago, Illinois

ENCORE MATERIAL —

**"THE TUNE ON THE TIP OF MY
HEART"**Sammy Kaye's Victor version—
the number is tops.ENCORE MUSIC PUBLICATIONS, INC.
1674 Broadway New York City#1 in the Juke Boxes
In the Country**"I'LL HOLD YOU IN MY HEART"**Till I Hold You in My Arms
ADAMS, VEE & ABBOTT, Inc.
216 S. Wabash Avenue, Chicago 4, Illinois

Everyone Is "Dating"

LILLETTEJefferson Music Co., Inc.
1619 Broadway New York City

New Ballad Sensation!

"THE BRIDE WORE BLUE"By Leonard Whitcup, Sy Lefco &
Dale Wood

CECILLE MUSIC CO., Inc.

1674 BROADWAY
NEW YORK CITY



RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 45, NO. 10

NEW YORK, FRIDAY, OCTOBER 15, 1948

TEN CENTS

RMA REVEALS WAR MOBILIZATION PLAN

Webs And Stations To Aid AC Campaign

Four major networks and other broadcasters are making plans to participate in the Advertising Council's year long campaign to publicly explain the American economic system. At a meeting of Council and top level network officials, the webs agreed, at the suggestion of Niles Trammell, to form a special committee to make suggestions for special programs in addition to the Council's regular allocation plan for radio.

Committee members are Robert Saudek, ABC; Davidson Taylor, CBS; Phillips Carlin, MBS; Ken Dyke, NBC, and Harold Fair, NAB. Group will

(Continued on Page 4)

State GOP Organization Buys Time For Alfange

The New York State Republican committee yesterday bought time on 25 stations for a special state-wide network to carry the address of Dean Alfange in support of the Dewey-Warren ticket which will be broadcast tonight, 6:30 to 6:45 p.m., EST. Alfange, who was the Liberal Party gubernatorial candidate opposing Gov. Thomas Dewey in 1942, will speak from the studios of WNBC in New York City.

Stations which will carry the broadcast (Continued on Page 5)

WOR Signs Knickerbocker As Weekly Commentator

H. R. Knickerbocker, veteran newspaperman formerly with International News Service and later the Chicago Sun, will make his debut as a commentator over WOR, New York, next month. He will be heard Wednesday (Continued on Page 2)

Special Event

The British Broadcasting Corporation which usually prepares its programs weeks in advance and rarely deviates from the schedule, plans to set a precedent when an heir is presented to the British empire. BBC will interrupt its scheduled programs to carry gun salutes which will be flashed around the world when Princess Elizabeth's baby is born next month.

FCC To Be REC Guests At Luncheon Next Fri.

Members of the Federal Communications Commission will be guests of honor at a special FCC Day luncheon of the Radio Executives Club of New York in the ballroom of the Hotel Roosevelt on Friday, Oct. 22, Carl Haverlin, president of REC, announced yesterday.

Headed by Chairman Wayne Coy the Commission members who will attend are Frieda M. Hennock, George E. Sterling, Rosel H. Hyde, Edward (Continued on Page 2)

FCC Approval Sought On WHAS-Crosley Deal

Washington Bureau, RADIO DAILY Washington—Formal application for FCC approval of the two-million dollar sale of WHAS, WHAS-FM, WHAS-TV and affiliated developmental, facsimile and relay stations in Louisville to the Crosley Broadcasting Corp. was filed this week. Seller is the Louisville Courier-Journal and Times. The Commission also reported ap- (Continued on Page 5)

Assn. Discloses Electronic Orders For Military Are Stepped Up, But Not Being Shared By All Industry

Special UN Programs Planned For Oct. 17-24

Radio will go all out in support of United Nations Week, Oct. 17-24, saluting the three-year-old world organization with special broadcasts and announcements.

NBC will use such top talent as Fred Waring, Dennis Day, Jane Pickens, Walter O'Keefe and the Quiz Kids in a tribute to the UN, while daytime serials will work the theme (Continued on Page 3)

130 More Broadcasters Elected To AP Membership

With the election of 130 more broadcasters to membership in the Associated Press, the total radio membership has now reached 940, Oliver Gramling, assistant general manager of AP, announced yesterday. The new (Continued on Page 8)

P. & G. Advertising Head Named President Of Firm

Cincinnati—Neil H. McElroy on Wednesday was elected president of The Procter & Gamble Company by the board of directors. Richard R. Deupree, who made the announce- (Continued on Page 8)

Washington Bureau, RADIO DAILY Washington — RMA this morning made public its overall war mobilization plan for the electronics industry—the first such industry plan to be presented by an industry since the close of the last war. Objective, according to the RMA Industry Mobilization Policy Committee, is to spread the military (Continued on Page 4)

Gillette To Sponsor 3 Bowl Games Jan. 1

Gillette Safety Razor Co., ever on the alert to snag airings of top sporting events, is expected to corner the market on bowl football games next New Year's Day. Sponsor already has the Sugar Bowl game over ABC and the Orange Bowl affair via CBS and is headed toward a wrap up of the Pasadena tussle under a new three-year contract with Columbia. Gillette sponsorship of the Rose (Continued on Page 3)

"It Pays To Be Ignorant" Gets First N. Y. Sponsor

Sta-Neet Corp. of Los Angeles, maker of the Sta-Neet Hair Trimmer recently featured in Life magazine, is launching its first radio campaign and has entered the New York market with purchase of "It Pays To Be (Continued on Page 4)

Commission Asked To Review Proposed Com. Frequencies

Washington Bureau, RADIO DAILY Washington, D. C.—The FCC was asked yesterday to review its proposed reallocation of frequencies for industrial and commercial services with a view toward permitting continued use of the 152-162 MC band for remote pickup broadcast service. In the event the reallocation does go through, a five year period for the shift to the 440-460 band was asked by CBS Attorney James Neu. NAB

termed the present 14 channels the only usable ones at this time. There is today "an ever-growing need for more remote pickup broadcast frequencies for a more efficient broadcast service," said Neu. "Better equipment and engineering advancements constantly increase the possibility for more extensive and diversified use of the remote pickup in the broadcast industry. In addition, (Continued on Page 5)

Set Prices Upped

Price increases ranging from \$9.55 to \$55 on various radio and television models have been announced by the Stromberg-Carlson Company of Rochester, N. Y. In announcing the price increases the company stated that they have been brought about by higher costs of materials, component parts and labor since the models were first introduced.

Silver Lining

Washington—The current FCC 'freeze' of TV, probably will prove beneficial to the future of FM, it was indicated here on the basis of reports from radio manufacturers. Bill Bailey, director of FMA, yesterday said that more than a few manufacturers plan to soft-pedal their tele-receiver production pending clarification of the video status by the Commission.



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FRANK BURKE : : : : : Editor
MARVIN KIRSCH : : : Business Manager

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WEST COAST OFFICES
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6425 Hollywood Blvd. Phone: Granite 6607
WASHINGTON BUREAU
Andrew H. Older, Chief 6417 Dahlonega Rd. Phone: Wisconsin 3271
CHICAGO BUREAU
Nat Green
1417 Ashland Bldg. 155 N. Clark St. Phone: State 2332

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FINANCIAL (October 14)

Table with columns: High, Low, Close, Net Chg. Rows include ABC, Admiral Corp., Am. Tel. & Tel., CBS A, Farnsworth T. & R., Gen. Electric, Philco, RCA Common, RCA 1st pfd., Stewart-Warner, Westinghouse, Westinghouse pfd., Zenith Radio.

10 YEARS AGO TODAY

(From the files of Radio Daily) "Wired advertising," in the form of spot announcements, is now being tested by Muzak Corporation which has already started furnishing bars, grills and restaurants with 16 hours of "wired entertainment" over a special leased telephone wire network.

★ COMING AND GOING ★

ROBERT SAUDEK, vice-president of the American network in charge of public affairs, has returned from a trip to Berlin, Frankfurt, Paris and Brussels...

CLAUDE FRAZIER, sales manager of WAGA, Columbia's new affiliate in Atlanta, is in town on station business.

BOB KELLER is in Atlanta expounding his point-of-sale promotional principles at the NAB regional held there.

QUINCY HOWE, news commentator on CBS, lectured yesterday in Utica, N. Y.

GORDON GRAY, vice-president of WIP, Philadelphia, is back in the Quaker City following a short trip to New York.

M. S. NOVIK, executive secretary of the National Association of Educational Broadcasters, is back in town after having attended the organization's conference in Urbana, Ill.

OLIVER DANIEL, producer of "Week-end with Music," intermission feature of the CBS Sunday broadcasts of the Philharmonic Symphony, has returned from Atlanta, where he interviewed prospective participants on the new program segment.

J. W. WRIGHT, chief radio engineer of CBS who has been in Chicago on business, will zoom to La Guardia Field today aboard an American Airlines.

MORTON DOWNEY, whose program is heard thrice weekly on NBC, leaves today on a three-month tour of the nation. His first stop will be Miami, where next Monday he'll open the American Legion convention for the seventh consecutive year.

FCC To Be REC Guests At Luncheon Next Fri.

(Continued from Page 1) V. Webster, Robert F. Jones and Paul A. Walker, Network presidents and other leaders in both the radio and television industries will also be present.

Because the Commission members would be available in New York on next Friday, Ted Cott, entertainment chairman with the sanction of Pres. Haverlin, switched the luncheon date from Thursday to Friday. The FCC Day arrangement cancels plans to present the special Candid Mike program next week.

New WMGM Sports Series

Bert Lee and Marty Glickman will inaugurate their new show, "Today's Sports" on Sunday, Oct. 17 over WMGM, with Ward Wilson as alternate sportscaster for the 26-week run of the program. During the course of seven weekly shows, at 7-7:30 p.m., every area of the sports world is expected to be covered. Program will be sold as a co-op show.

Lions Homecoming On TV

Homecoming activities at Columbia University will be covered tomorrow (Saturday) during the intermission of CBS-TV's broadcast of the Lions' football game with Pennsylvania. This is part of the intermission series which CBS-TV inaugurated with the opening Rutgers games. Howard S. Meighan, CBS vice-president and general manager, and a prominent Columbia U. alumnus, has been active in planning this series.

VICTOR M. RATNER, vice-president of the Columbia network in charge of advertising and sales promotion, on Wednesday went down to Washington via American Airlines.

DR. JAMES ROWLAND ANGELL, public service counselor of NBC, is in Andover, Mass., to deliver an address today at the inauguration of Gen. John M. Kemper as headmaster of Phillips Academy.

FREDERICK B. OPPER, chief of the American network's London bureau, is spending a month in New York combining business and a vacation.

ROBERT B. HUDSON, director of education and opinion broadcasts at CBS, is in Chicago attending the meeting of the School Broadcast Conference.

DWIGHT COOKE, moderator of "People's Platform" heard on CBS, has returned from Richmond, Va., where he addressed the members of the Tuckahoe Women's Club.

HENRY P. CLARK, manager of the McCann-Erickson office in Buenos Aires, and ARMANDO SARMENTO, manager of Brazil operations, have arrived in New York for a series of meetings at the agency's headquarters. ED LUMSDEN, manager in Caracas, Venezuela, is here on furlough.

R. K. WILLIAMS, director of drug trade relations for WLW, Cincinnati, is in Atlantic City this week attending the convention of the Retail Druggists Assn.

JANE BARTON, radio program director for New York State, is back in Albany after conferring at the New York City headquarters of state departments.

JOHNNY LONG and the members of his band made an appearance yesterday at the Lexington (N. C.) Country Club.

WOR Signs Knickerbocker As Weekly Commentator

(Continued from Page 1) night, 7:30-7:45 p.m., starting Nov. 3.

WOR has signed up Knickerbocker on the theory that it may have discovered a new find for the commentator field. Show will premiere as a sustainer, featuring comment on domestic and international issues.

Knickerbocker is completely new to radio. For many years he was head of the European bureau of INS and covered World War II for the Chicago Sun after the United States entered the conflict. For the last two years he has made hundreds of lectures around the country.

MUSIC . . SPORTS . . NEWS FULL TIME WINZ Florida's Big Independent Primary Signal Covers GREATER MIAMI and Florida's Rich East Coast from the Palm Beaches to Coral Gables. MIAMI, HOLLYWOOD, WINZ BLDG., MIAMI BEACH MAIN STUDIO: HOLLYWOOD BEACH HOTEL 940 Kc. - FULL TIME JONAS WEILAND, President Represented by: John H. Perry Associates



Cheese Cake

Nobody seems to know just why newspapers call pictures of pretty girls "cheese cake." But everybody knows why they print them so frequently. Such pictures have a sure-fire, ready-made audience.

It's for this same reason that more and more radio time buyers are using W-I-T-H in Baltimore, the nation's sixth largest market. They get a BIG audience from this BIG independent radio station.

Moreover, they get this BIG audience at very LOW cost. Yes, it's a fact that station W-I-T-H delivers more listeners-per-dollar spent than any other station in town. W-I-T-H offers 92.3% of all the radio homes in the Baltimore trading area.

Get in on these low-cost sales. Call in your Headley-Reed man and learn the full W-I-T-H story today.

AM W.I.T.H. FM Baltimore 3, Maryland TOM TINSLEY, President Represented by Headley-Reed

Special UN Programs Planned For Oct. 17-24

(Continued from Page 1)

into their story lines during the week. A six-day festival of folk-dancing, concerts and talks on the UN at Rockefeller Plaza as well as special programs from Paris will also be offered by NBC. On Sunday, Oct. 24, UN will be highlighted on "University of Chicago Round Table" and the documentary show "Living-1948."

Locally, WNBC stars like Tex McCrary and Jinx Falkenburg, Norman Brokenshire and Mary Margaret McBride are expected to feature special UN material on their shows.

CBS Plans Special Program

CBS contributes with its "First UN Day" program from New York and Paris, to be heard Oct. 24th from 4:30 to 5 p.m., EST. Edward R. Murrow will introduce such speakers as Secretary of State Marshall, Trygve Lie, and John Foster Dulles. CBS' UN correspondent, Larry Lesueur, will close the program with a summary of UN's work.

On the same Sunday, ABC will offer a UN drama by Ira Marion, preceded by street interviews about the UN, recorded by American network correspondents Pauline Frederick and Gordon Fraser.

Mutual joins the line-up with its twice daily Paris broadcast by MBS correspondent Robert Haney, who is covering the UN.

Independent stations will use spots and special programs tied-in with

★ AGENCY NEWSCAST ★

LESLIE LIEBER, former CBS and Paul Whiteman publicist, has opened his own public relations office in the RCA Building. Lieber's clients include St. Louis Shoe Manufacturers' Association; St. Louis Art Museum; Benny Goodman and the Herb Shriner show.

RUTHRAUFF & RYAN, INC., has been appointed by the Gunther Brewing Company of Baltimore, Maryland, to handle the advertising of Gunther Premium Dry Lager. Tentative advertising plans call for the use of newspapers and the continued use of radio. The appropriation will be in the neighborhood of \$600,000.

SEIDEL ADVERTISING AGENCY, INC., has been appointed to handle the advertising for the Fifth Avenue Jewelry Syndicate.

JOHN J. O'CONNELL has been appointed account executive in the station relations department of Associated Program Service.

UN. WNEW, for instance, plans the following special station break announcement for all day, Sunday, Oct. 24th:

"This is station WNEW, U. S. A., member of the United Nations."

Other New York stations will slant their news and discussion programs to fit the occasion.

"**GLAMOUR AND BUSINESS**," the twin subjects of interest to advertising women, were discussed by Robert White, station manager of KYW, and John Stilli, producer, at the October dinner-meeting of the Philadelphia Club of Advertising Women on Tuesday, Oct. 12, at the Poor Richard Club. Helen Carroll Corathers, ad-club president, presided.

WALTER C. GOTTFRED has joined the Chicago office of Roy S. Durstine, Inc., as production manager. Gottfred has had 20 years experience in advertising and sales promotion. Most recently he had been sales promotion manager of the J & R Motor Division of Spiegel, Inc., large Chicago retail chain and mail order organization.

ROBERT DUNDAS, vice-president of Foley Brothers' department store in Houston, Texas, has been appointed chairman of the local convention committee for the Advertising Federation of America's 1949 convention, according to a joint announcement issued by George S. McMillan, chairman of the board of AFA, and William Tipton, president of the Houston Advertising Club. The AFA will hold its fifth regional conference in a three-week period when representatives of 10 clubs from the three-state area of Indiana, Kentucky and Ohio meet at Dayton (Ohio) today and tomorrow.

Gillette To Sponsor 3 Bowl Games Jan. 1

(Continued from Page 1)

Bowl game would mean about six hours of air time for the "blue blade" over CBS on Jan. 1, since the Orange Bowl game from Miami precedes the Tournament of Roses. Red Barber is expected to continue handling mike duties of the Miami game while Mel Allen will enter the Rose Bowl scene.

Maxon agency would neither confirm nor deny yesterday the report that Gillette is making a deal with CBS for the Rose Bowl, saying it was not yet ready to comment. Columbia got commercial rights to the event just a few weeks ago, paying a reported \$200,000 for a three-year contract. A Gillette deal likely would be for the same period, covering both AM and TV. It is not yet known if TV coverage, by film, will be extended beyond KTTV, Los Angeles.

One of the first advertisers to negotiate with CBS for Rose Bowl sponsorship was Nash Motors and for a time the motor firm was considerably interested. Event was a natural for Gillette, however, since it already had the Orange Bowl game.

Cirillo Program Sponsored

Al Cirillo, Daily News bowling expert, has been signed for a 13-week "Bowling Headlines" program over WVNJ, Newark, starting Thursday, Oct. 28, from 6:15 to 6:30 p.m. Cirillo will be sponsored by Ehrets Brewery.

wor's vices? POOLE, BIER, and GAMBLING

(advertisers call them our virtues)



mutual

POOLE No game. Just a slow-talkin', fast-sellin', "old" Southern gent, with a honey-suckle drawl and a sandpaper voice. Listeners are mashed on Bob Poole. Better buy into "Poole's Paradise," Saturday afternoons (records), and/or his nighttime live show, "Presenting Poole."

BIER No drink. Now, as "Your Town and Country Gentleman," WOR's Joe Bier has a full hour (5:00 to 6:00 A.M.) to broadcast farm news etc. to the 4,029,546 farm folks who can hear WOR. Don't want to cry in your beer? Better buy Bier.

GAMBLING No dice. Even grandmas love this kind of Gambling. John's been dishing up customers for advertisers over WOR for 25 years. Now "Rambling with Gambling" spreads over a full hour (6:00 to 7:00 A.M.) on Mondays, Wednesdays, Fridays (45 minutes on other days). Want to gamble on a sure thing? Buy Gambling.

—heard by the most people where the most people are

WOR

RMA Reveals Pattern For War Mobilization

(Continued from Page 1)

preparedness production load broadly throughout the radio industry.

The plan has been presented the munitions board and discussed with representatives of the military services. Fred R. Lack, a member of the RMA board of directors and vice-president of Western Electric Co., of New York, is chairman of the originating committee.

Other members are: vice-chairman, Paul V. Galvin of Motorola; Harry A. Ehle, of International Resistance Co., Frank M. Folsom, of RCA-Victor, George R. Haase, Operadio Manufacturing Co., H. L. Hoffman of Hoffman Radio, W. A. MacDonald, Hazeltine, and R. C. Sprague of Sprague Electric.

The report points out that only a minority of radio and electronics manufacturers are currently engaged in Government work despite the sharp increase in military requirements.

"The aim of this plan," the committee said, "is to create as many prime contractors as possible and get the industry as a whole back into Government business."

The committee pointed out that the Government is at present in the process of "placing millions of dollars in contracts on the basis of competitive bids with all of the speculative hazards for both the Government and the contractor of that method of doing business. The committee believes that the radio industry cannot be induced to participate wholeheartedly in current procurement under this method of procuring, nor are we convinced that this method will result in lower costs to the Government in the long run."

"The backbone of the electronics industry is not now participating in the design, development, and manufacture of military electronic apparatus," the report stated.

"It Pays To Be Ignorant" Gets First N. Y. Sponsor

(Continued from Page 1)

"Ignorant" over WCBS. Show is a CBS co-op aired Saturdays from 9:30-10 p.m., EST. This marks the first time the co-op has had a New York sponsor.

Sta-Neet picks up the show Oct. 30. Company is headed by R. P. Davis.

ARTHUR EDDY

Public Relations — Publicity

812 Taft Building
Hollywood

GLadstone 5305 — GLadstone 9082



Mainly About Manhattan. . . !

● ● ● AROUND TOWN: Attention, Jack Eigen: Your next competition will come from Harry Hershfield, who will start operating from alternating nite clubs on Oct. 25th via WOR from midnite to 2:00 ayem. . . . NBC would love to get the rights to Library of Congress' collection of ancient flickers for use on television. Seems the silent variety pleases more— which isn't difficult to understand when you get a load of those triple B's they've been handing out. . . . WOR's Washington video station hopes to be on the air by Jan. 20th. . . . With practically every columnist in the country agreeing not to disclose the identity of "Mr. & Mrs. Hush," Ralph Edwards expects to raise over a million bux for the Mental Health Campaign. . . . Motorola putting all its steam behind the video end of its biz. Figure radio sales are in for inevitable drop. . . . A Chicago mail order house will soon begin selling television sets by mail. . . . Y & R lads chuckling over Bob Hope being 'scooped' by one of his own ball players, Gene Bearden, who appeared opposite him Tuesday nite on "We the People"!

★ ★ ★ ★

● ● ● Memo from Walt Framer informs that his show, "Strike It Rich," played to a gross attendance of over 135,000 admissions at the Northern Kentucky 6th Annual Pure Foods Show (a promotion of WKRC and the Cincinnati Times-Star) out-pulling any attraction that has ever hit Cincinnati.

★ ★ ★ ★

● ● ● FOR TYPING OUT LOUD: That video version of "Gay Nineties Revue" has all the kick of near beer without someone like Beatrice Kay prancing across your screen. . . . The average wrestler would make an Equity card-holder turn green outa pure envy. . . . John Mason Brown's introduction of Quentin Reynolds on "Critic At Large" bears unravelling. "Most of you who are literate," he said, "which is problematical, have read his (Reynolds') books." (And he was looking right at us, too, when he made that crack). . . . Reynolds' wit, charm and intelligence, incidentally, stamp him as one of television's 'naturals'.

★ ★ ★ ★

● ● ● Include this dep't on the mourners' bench for the late, lamented "Candid Mike," one of the freshest and most original ideas to hit radio in years. One of the casualties of the show is Al Slep, who scripted the narration (for such stars as Helen Hayes, Henry Morgan, Eddie Albert, Margo, etc.) and who now is toiling for Eddie Jaffe, the plutocrat publicist.

★ ★ ★ ★

● ● ● SID-BITS: Once the recording ban is lifted, it's a safe bet the wax execs will be hunting up Percy Faith, whose one Majestic album was one of the fastest sell-outs on record. (No pun intended). . . . Conrad Thibault, who's been devoting himself to concert tours during the past few years, is readying his own program idea plus putting the finishing touches to an operetta he's been writing. . . . Apex Recording Studios (formerly Carl Fischer Recording) having its formal opening today with a cocktail party hosted by Bob Scheuing. . . . Rolly Rolls, sensational French pianist-humorist, such a click at the Roxy that he's been grabbed for M. Berle's Texaco videopera week after next. . . . Bret Morrison returning to the Bagatelle. . . . DuMont's Frank Bonetta is a regular one-man staff, responsible for the success of more than a few of their shows. . . . Helen Hall (Barbara Wells) has snagged 4 sponsors already. . . . Video deal being readied for Alice Reinheart based on her collection of Mexicana.

★ ★ ★ ★

● ● ● LUV 'n' KISSES: Jerry Mahoney and his mouthpiece, Paul Winchell, in their video preem on WNBT. (Hey, McCarthy, look out. Here comes some big league competish). . . . WHOM's coverage of Columbus Day dinner and parade. . . . Dwight Weist's deft by-play with Irene Beasley on "Grand Slam."

Webs And Stations To Aid AC Campaign

(Continued from Page 1)

meet soon with George Ludlam and Gordon Kinney, of the Ad Council, to determine just how the subject matter of the campaign should be treated for the listening audience and how to effect the widest possible distribution of a booklet entitled, "The Miracle of America."

The campaign, in preparation for two years, tees off next month. It has been endorsed by representatives of both management and labor, including William Green of AFL and Philip Murray of the CIO. General Electric and General Foods have each agreed to put \$10,000 worth of advertising space behind the project. At least four advertising agencies — B & B, F C & B, JWT and Y & R — have said they themselves will buy space to run the ads over their own names. Network shows are expected to bring about at least 180,000,000 listener impressions each month.

Commenting on the purpose of the campaign, Charles G. Mortimer, Jr., General Foods veepee and chairman of the Ad Council, said: "At a time when the whole world is debating the claims of rival ways of life, it is imperative that we understand our own. In other words, that all of us are riding in a wonderful and unique economic machine — one which carries us farther and faster than any other." Mortimer added, "If the people of the country could be made to understand the American system, and how it works, they would be a lot less vulnerable to the appeal of disturbers and Communists."

Idea for such an educational program was first conceived two years ago by the 4-A's and the ANA which set up a joint committee chairmanned by Don Belding of F C & B. An in-plant and community level educational campaign is being conducted by this joint committee. Now the Ad Council moves in with the facilities to project the operation on a national basis.

"BRIGHT REMARKS"

A friend of mine who's a big game hunter in Africa, wrote me a letter the other day, that I think my friends in radio would like to read. He said, in part:

"As you know, one of the primary distinctions between humans and animals is the well known fact that animals can't laugh. You can imagine my dismay yesterday when we came upon a group of full grown apes, sitting in a cleared section of the jungle, laughing and laughing. At first, we thought it was a gag. Perhaps it was Bing Crosby and Bob Hope with a new picture. But, close inspection revealed that they were truly apes. We took pictures, many pictures. I imagine my surprise when the pictures were developed: The apes were looking at a newspaper dated October 1, 1948. The headline that had made even these humorless animals break out into abnormal hysterics:

"World War Three Looms'."

by BOB BRIGHT
WVNJ—NEWARK, N. J.

CHICAGO

By NAT GREEN

IM HANLON, public relations director of WGN, has been elected second vice-president of the Publicity Club of Chicago for the 1948-49 term. October 16 issue of Satevepost will carry an illustrated article by Ruth Hugherty on the helicopter-directed holiday traffic control service provided by station WMAQ.

Eugenia Price, of the Eugenia Price Productions, has signed a three-year agreement with Kasper-Gordon, Inc., Boston, for exclusive world-wide distribution of "The Addison Pelletier Show," open-end quarter-hour daytime program featuring Miss Addison Pelletier and directed by Miss Price.

Local sponsorship of ABC's "Mr. President" by Taylor Reed Co. for Leo Marsh is announced by Roy McLaughlin, manager of WENR. Sponsorship began October 10, for 13 weeks.

J. Porter Smith, president and manager of WGRC, Louisville, Ky., spent a couple of days visiting Mutual's Chicago offices.

WGN's "Chicago Theater of the Air" began its new season October 2 over WGN-WGNB and Mutual with "The Vagabond King," and has a schedule of ten weeks of famous operettas lined up.

WENR-TV will telecast 13 programs a week to the midwestern network of ABC, it is announced by Harold Stokes, program manager of the ABC central division and WENR-TV. Included will be dramas, quiz shows, wrestling and music.

"Tops in Sports," new weekly after-hour sports roundup, made debut on WENR-ABC last Saturday.

Supper Club' Back With A 10.5 The Chesterfield Supper Club and Stafford on Tuesday returned to WCFL for the new season. The program, heard from 7-7:15 p.m., scored a 10.5 average.

Commission Asked To Review Proposed Com. Frequencies

(Continued from Page 1)

the development of television brings with it a demand for cue circuits and more aural circuits for the effective presentation of television programs both in and out of studios."

McNaughton Speaks For NAB

For NAB Neal McNaughton declared that broadcaster today must not only argue for the channels, but also for his right to make remotes at all. He recalled that "until about two years ago, a broadcaster was prohibited from making use of any remote pickup broadcast frequencies from any point of origination where wire facilities were available to his studios. A relay broadcast station before that time was defined as a station licensed to transmit from point where line facilities are not available, programs for broadcast by one or more broadcast stations, or orders concerning such programs." Two years ago the Commission redefined a remote

pickup broadcast station to mean "a station licensed primarily for the transmission of programs from remote points of origination to a broadcast station for simultaneous or delayed broadcast, and for the transmission of orders pertaining to such programs."

Under this definition, the broadcaster is not limited to using pickup facilities only when wire facilities are unavailable. But, said McNaughton, while the change in definition has the effect of encouraging wider use of remote pickups, the present proposal to deny broadcasters the use of channels in the 152-162 MC band nullifies this because the broadcaster would in effect have facilities only for the transmission of orders pertaining to remote pickup programs. No channels really adequate for program service would be made available.

FCC Approval Sought On WHAS-Crosley Deal

(Continued from Page 1)

application for new AM stations from the Elkhorn Baptist Association, Winchester, Ky., for the 1450 band with 250 watts unlimited and Charles William Craft, Newport, Arkansas for the 1280 band with one kilowatt daytime only. The former applicant filed also for an FM station in Lexington, Ky., with three other FM applications filed. The applicants were the Asheboro Broadcasting Co., Asheboro, N. C.; Cecil W. Roberts, Framington, Mo., and G. W. Covington, filing for both Gadsden and Selma, Ala.

Isaac Named WCFL Mgr.

Chicago—William A. Lee, president of the Chicago Federation of Labor, announces the appointment of George Isaac as commercial manager of WCFL. Isaac was associated with WGN as commercial manager.

LOS ANGELES

DON AMECHE has been signed to guest on the Spike Jones-Dorothy Shay "Spotlight Revue" on CBS, tonight.

Sid Ziff, Valley Times sports editor and sportscaster, has been named to fill the commentary spot following KMPC's broadcast of the Saturday collegiate games for Wings Cigarettes.

Mrs. B. Eaton Lawrence became sole owner of Lawson Productions through purchase of half interest from J. H. Johnston. Best known of the radio production company's properties is "Mystery Is My Hobby," starring Glenn Langan, aired in 158 markets. Mrs. Lawrence is the mother of movie starlet Barbara Lawrence. Company name will be changed to Lawrence Productions.

Stanton Kramer has joined the George F. Florey Advertising Agency, which recently opened West Coast headquarters. The home office of the concern is in the Field Building, Chicago. Kramer was formerly with the Chicago Tribune and handled publicity for radio station WGN. More recently he was connected in an advertising and publicity capacity with Warner Bros. and handled radio presentations for Enterprise.

Ozzie and Harriet Nelson celebrated 13th wedding anniversary Friday (8th).

State GOP Organization Buys Time For Alfange

(Continued from Page 1)

cast either live or by delayed transcription are: WGY, Schenectady; WTRY, Troy; WOKO, Albany; WINR, Binghamton and Endicott; WENE, Binghamton; WBEN, Buffalo; WKBW, Buffalo; WWSC, Glens Falls; WENT, Gloversville; WMSA, Massena; WNBC, New York; WDOS, Oneonta; WKNY, Kingston; WHAM, Rochester; WARC, Rochester; WWNV, Watertown; WMBO, Auburn; WSYR, Syracuse; WAGE, Syracuse; WRUN, Utica; WKAL, Rome; WHDL, Olean; WMFF, Plattsburg and WENY, Elmira.

RWG Membership Vote Authorization For Strike

By a vote of 614 to 10 the membership of the Radio Writers Guild in New York, Chicago and Los Angeles authorized a strike Wednesday night by free lance writers against advertising agencies and independent package producers.

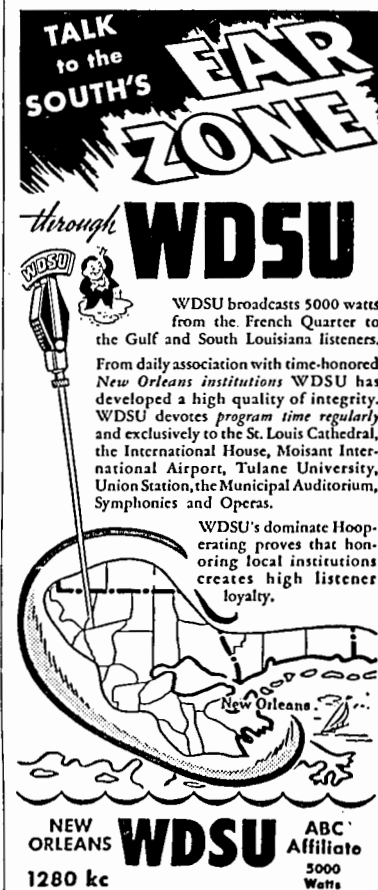
Should a strike be called, it won't come until after Oct. 20, when the Authors League Council meets to approve vote of the membership.

Threat of a strike follows a long series of discussions between the the agencies and RWG, preliminary meetings which have never led up to the opening of actual contract negotiations. To cover free lance writers, the Guild has asked the agencies to immediately sign the Minimum Basic Agreement which the networks signed last Winter but the agencies have answered they can negotiate only when RWG is certified by NLRB. This the Guild has refused to do until the agencies have signed the MBA.

Joins Weintraub Agency

Miss Gertrude Brows, formerly associated with Buchanan & Co., has joined William H. Weintraub & Co., as fashion merchandising director.

TALK to the SOUTH'S **EAR ZONE** through **WDSU**



WDSU broadcasts 5000 watts from the French Quarter to the Gulf and South Louisiana listeners. From daily association with time-honored New Orleans institutions WDSU has developed a high quality of integrity. WDSU devotes program time regularly and exclusively to the St. Louis Cathedral, the International House, Moisant International Airport, Tulane University, Union Station, the Municipal Auditorium, Symphonies and Operas.

WDSU's dominate Hooperating proves that honoring local institutions creates high listener loyalty.

NEW ORLEANS WDSU ABC Affiliate
1280 kc 5000 Watts

CKLW can put your brand OVER in the Detroit Area!

5,000 WATTS at 800 Kc. MUTUAL

CKLW

J. E. Campeau, President

Adam J. Young, Jr., Inc., Nat'l Rep. • Canadian Rep., H. N. Stovin & Co.

★ ★ ★ COAST-TO-COAST ★ ★ ★

WCOV Aims Listeners' Gripes
Montgomery, Ala.—WCOV has added a 15-minute gripe session to its schedule. Appropriately titled "Grouchy Gus," show invites listeners to send in gripes for reading on the air. Sponsor for the new airtimer is the Rice Banking Company.

Coming & Going At KVOO
Tulsa, Okla.—KVOO has laid out the welcome mat for Peggy Comfort, new assistant in the promotion department and has wished Jane Osterhout, station farm home editor, bon voyage on the good ship 'matrimony.' Taking over for Jane is Jean Hines.

WCAE Begins Full-Time Oper.
Pittsburgh, Pa.—WCAE has begun full-time operation with its new 319-foot FM tower. The tower, erected by the Radio & Television Maintenance Corporation, has provision for extension to 500 feet for future television operation. Designer is Blaw Knox.

To Air Kansas "U" Football
Topeka, Kans.—WREN, for the tenth straight year, is broadcasting the entire slate of football games played by the University of Kansas Jayhawkers. Covering the schedule is the station sports director, Max Falkenstein, who is also featured over WREN in a "Football Forecasts" series.

WBMS Names Haley Gen. Mgr.
Boston, Mass.—Arthur H. Haley has been appointed general manager of WBMS by the Friendly Service Group. A former F.B.I. agent and member of the Boston Advertising Club and the Radio Executives Club, Haley joined WBMS in 1947 as an account executive.

To Aid VD Campaign
Washington, D. C.—WRC, in cooperation with the Health Department of the District of Columbia, next week will air a series of dramatic broadcasts designed to combat venereal disease. The transcribed series will be heard each Monday evening from 11:30-11:45 p.m.

WHBC Aims "Football Salute"
Canton, Ohio—"Football Salute," a program featuring football news, songs and marches and pre-game color descriptions, recently made its debut over WHBC. Sponsored by Maloney Motors of this city, the 15-minute broadcasts are handled by Jim Roberts.

Address Radio & Tele League
Denver, Colo.—Addresses on new developments in the field of FM broadcasting was delivered recently before the newly-formed Radio and Television League of this city by Harvey Wehrman, KLZ chief engineer, and Warren Lockyear, chief engineer of KLZ-FM. More than 125 members of the league, composed entirely of radio service engineers, were in attendance.

To Air Syracuse Pro Basketball
Syracuse, N. Y.—WDRR, Mutual's outlet in this city, will broadcast, exclusively, the National Professional Basketball League games to be played in this city. Handling the series, to be sponsored by a local tile and linoleum company, will be Johnny McNevin, station sports director, assisted by Kal Ross. Games will be aired on Sunday and Thursday evenings.

Missoula Moolah For KGVO
Missoula, Montana—KGVO's "Parade of Sports," covering all broadcasts of games on the Montana Grizzlies' '48-'49 football schedule, was recently optioned by The Missoula Mercantile Company. Institutional-type commercials slanted for the women listeners will be used. This same department store sponsored all broadcasts of the World Series when they were carried for Western Montana over KGVO exclusively.

Hooper Up At KSL
Salt Lake City, Utah.—C. E. Hooper, of the Hooper Radio Measurement Service, was a guest recently of KSL sales manager, Frank McLatchy, and C. Richard Evans, assistant manager of the 50,000-watt CBS outlet. The better part of a week was spent by them fishing in the primitive Uintah Mountains.

Downie Adds New Gimmick
Stamford, Conn.—Harry Downie has added a new gimmick to his WSTC "Sports of All Sorts" program. Each Friday on his Monday thru Friday airtimer, Downie goes "out on a limb" with predictions on ten outstanding college football games playing the next day. He now invites his audience to send in their predictions, with the person picking the most winners, receiving an appropriate prize.

Culture News On KONO
San Antonio, Texas—"Call Board" is the name of a new quarter hour program which bowed on KONO recently. News of cultural events as well as analyses of lectures, art exhibits, concerts and recitals given in the city will be featured on the Monday evening show each week.

WBOW Adds Olds
Terre Haute, Ind.—WBOW has added a new member to its announcing staff. He is Michael Olds, formerly affiliated with WGEM and WQDI, Quincy, Illinois and WCOM, Parkersburg, W. Va.

New Biz At KCKN
Kansas City, Kansas—The Lake Quivera Club House, Lake Quivera, Kansas, will make its first use of radio advertising in the form of daily announcements over KCKN. Same station expects Feingold's Department Store, Kansas City, to buy a thirty-minute Sunday show, in place of the fifteen-minute programs used by them for the past three years. Agency is the Hogan Advertising Company.

New Huckster In Fort Wayne
Fort Wayne, Indiana—Marjorie E. Sheldon, former civic events director and continuity writer for WGL, Fort Wayne, has joined the Bonsio Advertising Agency. Miss Sheldon recently completed graduate radio study at Columbia University in New York.

Good "Manners" Pay Off
Hartford, Conn.—WTIC's "Mind Your Manners" show, heard over the NBC outlet Saturdays at 9:30 p.m., EST, was chosen by a representative of the Argentine Broadcasting System, now in the U.S. making a survey of radio, as one of the North American radio productions worthy of emulation on the Argentine Network. It was one of twenty such selected programs.

KSL Salutes a 14-Year-Old Hero
Salt Lake City, Utah—KSL's Story Princess recently honored a 14-year-old hero by telling the story of how he saved two people from drowning near his home in South Salt Lake. Winner of the Bob Feller Award, Dale Christiansen, was also saluted by the Junior Chamber of Commerce which gave a luncheon for him. At this gathering, Dale was presented with the Bravery Award and a \$100 savings bond.

Singers On KDFC
Sausalito, California—Licia Albanese, of Metropolitan and San Francisco Opera Assn., and Mary Jane Greer, local girl who made good in opera were guests of KDFC's special evening director, Euell Labhard. They were interviewed by Mr. Labhard between the acts of a recorded version of an opera, along with George Cehanovskiy, a baritone from the San Francisco Opera Company, on the regular Sunday afternoon feature called "The Opera House."

Fifth Year On KYW
Philadelphia, Pa.—For the fifth consecutive year, Richman Brothers Company, local retailer of men's clothing, have renewed their 10-minute new program with Alwyn Bach on Westinghouse-KYW. A 52-week contract was handled by McCann-Ericks Agency for the program, heard Mondays, Wednesdays and Fridays from 6:05 to 6:15 p.m.

Japanese Guest On WJR
Detroit, Mich.—The public service forum on WJR, "In Our Opinion," got off to a good start recently with a report on the effect of the war in Japan was given by Bunshiro Suzuki, editor of the Japanese edition of the Reader's Digest. George Cushing was moderator, marking his seventh year on the show.

New WABY Sales Manager
Albany, New York—WABY, Gannett Newspapers station here, is named Eugene P. Weil as Sales Manager. Weil was formerly Commercial Manager of the Tobacco Network and General Manager of WLAQ, Roanoke, Georgia, and WJRD, Tuscaloosa, Alabama.

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We have a number of exceptionally well trained and qualified graduates who having completed advanced training in F.M. and Television and hold first class radio-telephone licenses are available for immediate employment. For information, write wire or call Employment Director.

"operated by leaders of the radio and television industry"

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RADIO-ELECTRONICS SCHOOL OF NEW YORK

52 BROADWAY, NEW YORK 4, N.Y.
Bowling Green 9-1120

FAMOUS FOR OVER 75 YEARS

STEIN'S THEATRICAL—TELEVISION
MOVIE Make-up

AT LEADING DRUG STORES AND DEALERS EVERYWHERE

Three-quarters of a century of know-how in the exclusive manufacture of fine make-up for the profession has made STEIN'S preferred by more theatrical, movie—and now television people everywhere.

FREE STEIN'S new up-to-the-minute illustrated booklet that tells at a glance exactly what make-up to use at all times and for all parts. Includes special valuable hints on the new television make-up, fashion shows, photography, etc. Write for your copy today!

STEIN'S Professional MAKE-UP

430 BROOME STREET, NEW YORK 13, N. Y.

TELEVISION DAILY

Daily section of RADIO DAILY, Friday, October 15, 1948 — TELEVISION DAILY is fully protected by register and copyright

DAYTIME PROGRAM TREND GROWS

TELE TOPICS

SEVERAL DAYS AGO, we led off this space with the suggestion that the better shows on the air be spread out over the week and not, as is the case now, spotted in competition with each other on one or two nights. By coincidence, Merrill Panitt devoted his Phila. Inquirer column that day to the same subject, and what he wrote is worth repeating. ". . . Competition is great and free enterprise is great and individual initiative is great, too. But it would seem a more sensible course in these early days of television to schedule programs so that the viewers who pay hard cash for their seats could see all the good shows and that sponsors who fork over equally hard cash could get maximum audiences. . . . Good programs are still too few and far between to have so many of the best ones on at the same times. . . ." Nuff said?

PAUL DOUGLAS will fill-in for the ailing Mel Allen to call the Columbia-Penn game over CBS-TV Saturday. . . . Bob Stephan, radio-tele editor of the Cleveland Plain Dealer, working on a special TV supplement to be published on the 31st. . . . A low bow to the WCAU-TV promotion department for "When It Comes To Television," a useful guide on copy and art for sponsors and prospects. . . . Technicians at 515 Madison are rapidly working to complete Studio D, the 28-by-40 home of WABD's daytime sked. . . . Beginning today, RCA Victor drops the inclusion of installation and service on set sales and places the owner contract on an optional basis. . . . "Alexander's Quizdom Class," which bows in as a simultaneous ainer over WJZ tomorrow, will be the first show to originate from ABC's new TV studios on 66th St.

CAPITAL AIRLINES, in cooperation with Philco, has installed receivers on its non-stop flights between Chicago and Washington, and plans to extend the service to other flights. Initial pickups, stewardesses said, were "exceptionally well received," with "no comments of an adverse nature" from passengers. . . . That veteran campaigner Howdy Doody begins an appeal for Presidential votes from kids in his audience on Monday. . . . CBS claims the largest set in TV history will be used for the "Ford Theater" preem Sunday nite.

Versatile

Atlanta—Credit Vic Piano, WSB and WSB-TV promotion manager, with a sure-fire idea for solving the housing shortage. After a day at the office, Vic is building his own house. But, his resourcefulness doesn't stop there. He's even making his own bricks for the house.

GOP Buys ABC Time For Dewey Speech

Gov. Thomas E. Dewey will speak over an ABC mid-western web of seven stations Oct. 28, in what is believed to be the first political time sale in network tele. Half-hour programs, beginning at 10 p.m., is sponsored by the Dewey-Warren Clubs of America, through BBD&O. Program will originate in Chicago Stadium, and will be carried by WENR-TV, Chicago; WXYZ-TV, Detroit; WTMJ-TV, Milwaukee; WSPD-TV, Toledo; WEWS, Cleveland; WBEN-TV, Buffalo, and KSD-TV, St. Louis.

Pulse Counts Phila. Sets

First regular Pulse survey of the Philadelphia TV audience, released yesterday, revealed that 54,620, or 6.1 per cent, of the 895,420 radio homes in the area possess receivers. Percentage of upper and upper middle class homes owning sets is higher than their incidence in the total population, although more than half the sets are in lower middle and lower class homes.

Kintner Heads TBA Awards

Robert E. Kintner, executive veepee of ABC, has been named chairman of the awards committee for the annual meeting of the Television Broadcasters Association. Awards of merit for outstanding contributions to development of commercial video will be presented at a luncheon at the Waldorf-Astoria, Dec. 8.

Live, Film Producers Groups Organized On West Coast

West Coast Bureau, RADIO DAILY

Los Angeles—First move to organize and consolidate TV package firms here was made this week when film and live producers held simultaneous meetings to effect correlated organizations.

At both sessions, need for prompt unification was stressed along the lines of a "united front" in dealings with labor and sponsors. Herbert L. Strock, of IMPPRO, Inc., who called the groups together, said the producers "have no thought of setting up a clique." He added, "The organization is open to any producer who can meet the association's qualifications. No qualifications, in turn, can be stipulated without agreement of majority."

TV Box Score

On the air.....	39
CP's	85
Applications	310

DuM-Newswk. Setup Revised For Election

Series of three, 30-minute pre-election shows to be aired by DuMont in cooperation with Newsweek, were announced yesterday in addition to the combo's plans for coverage the night of Nov. 2.

Running for three successive Sundays beginning Oct. 17, 6:30-7 p.m., the pre-election programs will analyze and compare platforms of the major parties, public opinion polls and campaign techniques of the candidates. Fifty Washington correspondents and several Congressional hopefuls will take part. Series will originate at WTTG in the Capital.

Election night coverage will originate from WABD, New York, and New York and Washington headquarters of the GOP. Newsweek writers Raymond Moley, Ernest K. Lindley and Kenneth Crawford will head the staff of commentators.

B'way Revue On NBC

The first complete production of a Broadway revue on television will be done by the Philco Playhouse over NBC on the 24th of this month. The show will be "Angel in the Wings," with the Hartmanns, Hank Ladd and others of the original cast appearing before the ikes.

Outlets Add Shows For Women In Early PM

Trend towards extension of programming into the afternoon hours — exclusive of sports and special events pickups — is becoming more apparent as additional stations schedule programs in the hours between noon and 5 or 6 p.m. This is true, however, mainly in cities where several outlets are on the air resulting in considerable competition in the evening.

In New York, WCBS-TV is on the air three afternoons a week, with Dorothy Doan's "Vanity Fair" on Tuesday and Thursday and films and "Missus Goes A-Shopping" running 75 minutes on Wednesday. "Missus" has three participating bankrollers, while "Fair" is open for participating sponsorship. WATV scans films most afternoons beginning at 3 p.m., while the DuMont flagship, WABD, begins its long-heralded 7 a.m.-to-11 p.m. stint on Nov. 1.

Another newcomer to the afternoon field is WBAL-TV, Baltimore, which this week inaugurated a Monday-Friday daytime sked beginning at 12 p.m. Bulk of the shows are in the music and variety category, including simultaneous broadcasts of some of the outlet's AM features.

WCAU-TV, Philadelphia, has just sold "Homemakers' Matinee," an hour-long show aired at 2 p.m. across-the-board, to Peirce-Pheips, Inc., appliance distributors. Program is actually a package combining three shows — "Cinderella Weekend," an AM quiz; "Homemakers at Home," household hints, and "On Chestnut Street," a man on the street stanza. "Matinee" is the second daytimer sold by WCAU-TV to a local advertiser. Lit Brothers Department Store has been sponsoring "Lits Have Fun" Tuesdays, 10-11 a.m., since July.

Geyelin Gets DuM Post

Henry Rawle Geyelin, Jr., has been named advertising and sales promotion manager for DuMont's receiver division, it was announced yesterday. He formerly was an account executive with the Abbott Kimball agency.

TV Traveler

A long distance travel record for appearance on a tele show was claimed by Maria Pallette, Peruvian International Airways stewardess, this week when she made a 9,200-mile round trip especially to speak on behalf of the U.N. Appeal for Children on the WPX "U.N. Carnival" stanza.

130 More Radio-ites Join AP Membership

(Continued from Page 1)

members, as shown in yesterday's statement, are as follows:

ALABAMA — WFUN, Huntsville; WMLS, Sylacauga; WJMW, Athens. ARKANSAS — KGRH, Fayetteville; KCLA, Pine Bluff. CALIFORNIA — KRE, Berkeley; KPMV, Los Angeles; KTFD, Laguna Beach; KFI, Los Angeles; KWSD, Mount Shasta; KSMA, Santa Maria; KDFG, Sausalito; KTIM, San Rafael. COLORADO — KYOU, Greeley; KEXO, Grand Junction; KCSJ, Pueblo. DELAWARE — WDOV, Dover. DISTRICT OF COLUMBIA — WOL, Washington, D. C. FLORIDA — WCNU, Crestview; WDLF, Deland; WOBS, Jacksonville; WLRD, Miami Beach. GEORGIA — WGIG, Brunswick; WERD, Atlanta; WFOG, Marietta; WBBQ, Augusta; WSGC, Elberton. IDAHO — KPST, Preston; KWEL, Weiser. ILLINOIS — WEEK, Peoria; WKRS, Waukegan. INDIANA — WBIW, Bedford; WIOU, Kokomo; WLBC, Muncie. IOWA — WOI, Ames; KFNF, Shenandoah; KXGI, Fort Madison.

KANSAS — KIMV, Hutchinson; KAYS, Hays; KLLC, Parsons. KENTUCKY — WNBS, Murray; WMIK, Middlesboro. LOUISIANA — WABF, Baton Rouge; KTRY, Bastrop. MARYLAND — WCUM, Cumberland; WFMD, Frederick; WMAR, Baltimore. WSD, Essex. MASSACHUSETTS — WCOP, Boston; WTAO, Cambridge. MICHIGAN — WMDN, Midland. MINNESOTA — KEYD, Minneapolis. MISSISSIPPI — WSSO, Starkville; WHSY, Hattiesburg. MISSOURI — KXLW, Clayton; KWGD, St. Louis; KXEO, Mexico. NEBRASKA — KBRL, McCook; WJAG, Norfolk; KFAB, WOW, Omaha. NEW YORK — WPLY, Troy; WFUV, New York; WJOC, Jamestown; WPTR, Albany; WBCA, Schenectady; WUSJ-FM, Lockport; WXRA, Kenmore. NEW JERSEY — WMTR, Morristown; WKDN, Camden. NORTH CAROLINA — WVOT, Wilson; WGAI, Elizabeth City. OHIO — WHOK, Lancaster. OREGON — KUIN, Grants Pass; KNPT, Newport; KEX, KOIN, Portland.

PENNSYLVANIA — WJMJ, Philadelphia; WLEU, Erie; WEDO, McKeesport; KDKA, Pittsburgh; WRZE, York; WWHG, Hornell. OKLAHOMA — KIHN, Hugo. RHODE ISLAND — WRJM, Newport; WPJB, Providence. SOUTH CAROLINA — WNOK, Columbia; WLAT, Conway; WMRA, Myrtle Beach. SOUTH DAKOTA — KABR, Aberdeen; WNAX, Yankton; KSDN, Aberdeen. TENNESSEE — WVUN, Chattanooga; WCLC, Clarksville; WKGX, Knoxville; WCRK, Morristown. TEXAS — KEVT, Kerrville; KTXN, Austin; KDSX, Denison; KDDD, Dallas; KGAF, Gainesville; KCTI, Gonzalez; KCBF, Lubbock; KITE, San Antonio; KSST, Sulphur Springs; KSET, El Paso; KPRO, Longview; KWKC, Abilene; KMAE, McKinney; WTAW, College Station.

VERMONT — WHLV, Rutland. VIRGINIA — WLVA, Lynchburg; WKLV, Blackstone; WREL, Lexington; WTAR, Norfolk; WSSV, Petersburg; WVEC, Hampton; WMEV, Marion. WASHINGTON — KXA, Seattle; KWNW, Wenatchee; KTNF, Tacoma; KJR, Seattle; KRKL, Kirkland. WEST VIRGINIA — WHAW, Weston; WWVA, Wheeling. WISCONSIN — WRFW, Eau Claire; WTAQ, Green Bay; WHBY, Appleton; WBEL, WGEZ, Beloit; WKBH, LaCrosse; WLIN, Merrill. WYOMING — KWRL, Riverton; KRAL, Rawlins; KOWB, Laramie.

Stop The Music Spokesmen Deny Phone Technique Rap

Charles Barry, of ABC, and Mark Goodson, producer of "Stop the Music," have denied the charges of Fred Allen who stated last Sunday that quiz show contestants are phoned in advance and not during the actual airing of the program.

Interviewed by the Associated Press, Barry declared that none of the network's audience participation shows used a "pre-calling" technique. Goodson stated that the reason it appeared as though people were always at home when called for his "Stop the Music" was that only the completed calls were put through.

NETWORK SONG FAVORITES

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

Survey Week of October 1-7, 1948

TITLE	PUBLISHER
A Fella With An Umbrella.....	Feist
A Tree In The Meadow.....	Shapiro-Bernstein
Ah But It Happens.....	Bourne
Blue Bird Of Happiness.....	T. B. Harms
Buttons And Bows.....	Famous
Confess.....	Oxford
Cuanto Le Gusta.....	Southern
Dolores.....	Famous
Ev'ry Day I Love You.....	Harms
Hair Of Gold, Eyes Of Blue.....	Robert
I Don't Care If It Rains All Night.....	Witmark
Isn't It Romantic.....	Famous
It Only Happens When I Dance With You.....	Berlin
It's Magic.....	Witmark
Just For Now.....	Advanced
Little Girl.....	Leeds
Love Somebody.....	Kramer-Whitney
Maybe You'll Be There.....	Triangle
My Happiness.....	Blasco
Night Has A Thousand Eyes.....	Paramount
Put 'Em In A Box.....	Remick
Rambling Rose.....	Laurel
Say Something Sweet To Your Sweetheart.....	Mills
This Is The Moment.....	Miller
Twelfth Street Rag.....	Shapiro-Bernstein
Underneath The Arches.....	Robbins
Until.....	Dorsey Bros.
Walkin' With My Shadow.....	Johnstone-Monteil
When The Red Red Robbin' Comes Bob Bob Bobbin' Along.....	Bourne
You Call Everybody Darling.....	Mayfair
You Were Only Fooling.....	Shapiro-Bernstein

Second Group

A Hundred And Sixty Acres.....	Leeds
Cornbelt Symphony.....	Mellin
Everybody Loves Somebody.....	Sinatra Songs
For You.....	Witmark
Hankerin'.....	Remick
Here I'll Stay.....	Chappell
I Still Get A Thrill Thinking Of You.....	Words & Music
If We Can't Be The Same Old Sweethearts.....	Feist
In My Dreams.....	Murray-Wizell
It's A Most Unusual Day.....	Robbins
Just Because.....	Leeds
Lavender Blue.....	Santly-Joy
Lonesome.....	Republic
Money Song.....	Crawford
On A Slow Boat To China.....	Melrose
Take It Away.....	Pemora
That Certain Party.....	Bourne
Things I Love.....	Campbell
Time And Time Again.....	London
When You Left Me.....	Porgie
Why Does It Have To Rain On Sunday.....	Duchess
With A Twist Of The Wrist.....	Patmar

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McElroy P. & G. Prexy 3 New Veepees Electe

(Continued from Page 1)

ment, was elected chairman of the board at the same meeting—a position which was last held by William Cooper Procter.

McElroy joined the company immediately after his graduation from Harvard in 1925. He started as a clerk in the advertising department, then became a company salesman, then was returned to advertising work and by 1929 was heading the company's promotion activities. In 1943 he was elected to the board of directors and became vice-president in charge of advertising. In 1945 he was named assistant to the president. In 1946 he became vice-president and general manager of the company.

The board of directors re-elected the other officers of the company and also elected three additional vice-presidents, to be in charge of manufacturing, advertising, and overseas operations. John G. Pleasance, who has been director of manufacture, now becomes vice-president in charge of manufacture. Howard Morgens, formerly manager of the advertising department, becomes vice-president in charge of advertising. Walter L. Lingle, Jr., who has been manager of the overseas division, now is vice-president in charge of overseas operations.

Send Birthday Greetings To—

October 15

Don Bigelow	Bob Sherry
Bob Trout	Ransom Sherman
Robert E. Lee	Leu Mander
William Edmonson	

October 16

Cynthia Carlin	Frances E. Kay
Carl Kent	Wilford Lytle
Vincent Munro, Jr.	
Rosemary Garbill	

October 17

Jack Owens	Radie Harris
John Prosser	Marilyn Thorn
Claire Barry	

October 18

Helen Claire	Jack Turner
D. J. Henry	Louise Fitch
William Drips	

October 19

Tom Barton	Clive Dav
Jack Shannon	W. B. Ryc

October 20

Benedict Gimbel, Jr.	
Bob Blake	Thomas Chalme
Clifford Peterson	Leo O'Rourke

October 21

Tommy Riggs	Louis Sob
Irving Strouse	Jack Hold
Richard Nicholls	Frances Scul

FCC TO HEAR VARIED GIVEAWAY VIEWS

Package Firm Buys Time To Sell Show

Introducing a rather unique selling pitch, the package firm Radio Features, Inc. of Chicago has bought time on WOR, New York, for its own transcribed show, "The Deems Taylor Concert," with all commercials to be aimed directly at advertisers. Show is scheduled by WOR Monday through Friday, 11:30 p.m. to midnight, starting today, Oct. 18.

Radio Features is said to be buying time for two weeks and if the show is not sold at the end of that period then WOR has the right to put in spot announcements. Walter Schwimmer, president of the package outfit, said the show already has sold in 84

(Continued on Page 6)

Jacobs Resigns Post As Columbia Executive

Resignation of Clarence R. Jacobs as Director of Construction Operations for the Columbia Broadcasting System, effective immediately, was announced Friday. Jacobs, with CBS since January, 1937, is resigning to devote full time to studio consulting, and will operate from Princeton, Illinois. He has been retained by CBS as Consultant for Isolation and Acoustical Design.

Special Program Planned For U. S. Steel Opening

Top executives of United States Steel corporation, and Gov. Earl S. Warren of California will participate in a special institutional broadcast from Pittsburg, Calif., over the ABC network on Thursday at 9:30 p.m., EST. Program has been arranged in

(Continued on Page 5)

Inspecting

Somo 75 Army, Navy and Air Force officers of the Armed Forces Information and Education School, Carlisle Barracks, Carlisle, Pa., were the guests of the CBS network (Friday) as they received a look-see at radio and television operations and heard addresses by CBS executives and personnel.

FMA Seeks Hearing On FM Applications

A ban on re-filing for FM by an applicant who within the previous two years has surrendered an FM permit was asked Friday by FMA.

In a petition filed by Leonard H. Marks, general counsel, FMA asked the FCC for a public hearing on the matter. The FMA action came as a result of a resolution adopted at FMA's second annual convention, in Chicago last month.

"The provisions of section 3.222 (of the FCC rules and regulations) do not clearly and unmistakably define the Commission's policy with respect

(Continued on Page 6)

GOP Purchases Time For Additional Speeches

Augmenting network commitments for addresses by Governor Thomas E. Dewey, GOP presidential candidate, the radio division of the Republican National Committee has reserved time on ABC and MBS for addresses by Gov. Charles Edison of New Jersey

(Continued on Page 2)

FCC Defends Allocations Actions In U.S. Court Brief

Washington Bureau, RADIO DAILY

Washington, D. C.—The extent of FM service cannot be held out as a determining factor in the FCC's obligation to provide, in the words of the Communications Act, "fair, efficient and equitable distribution" of other radio services among the several states and communities, the Commission told the United States Circuit Court of Appeals last week. In a brief replying to the appeal brief of the

Top Figures Pro And Con "Gimmicks" Ready For Tomorrow's Session; Commission Has 4-Pt. Plan

Educational Radio RMA Booklet Theme

Washington Bureau, RADIO DAILY

Washington, D. C.—Seeking to improve and increase radio usage in public and private schools, a joint U.S. government-industry committee this week issued a booklet on "Classroom Radio Receivers" as a guide to teachers and school administrators in the purchase and utilization of classroom receivers.

Published by RMA, the text was

(Continued on Page 5)

Radar And TV Ring Proposed For U. S.

Envisioning an outer ring of radar stations in the United States connected by television with a central fire control office in the middle west, F. R. Lack, vice president and manager of the radio division of Western Electric Company, addressed an officers meet-

(Continued on Page 8)

Oboler Prepares 'African Adventure' As Ziv Series

Arch Oboler's "African Adventure," to be edited into a 52-week half-hour series from recordings made during the writer's eight and a half months expedition through Africa,

(Continued on Page 2)

Washington Bureau, RADIO DAILY

Washington—With a distinct possibility of court action to follow, the FCC tomorrow will hear arguments pro and con radio giveaways as it seeks to curb the increasingly popular gimmick shows. A group of 13 witnesses are definitely slated to appear tomorrow, as the Commission seeks to clear up the

(Continued on Page 5)

ABC Officials Return From European Tour

Back from a month's tour of Germany and France, Robert Saudek, vice president in charge of public affairs for ABC, and Robert H. Hinckley, v.p., in charge of the Washington office, announced plans for the Berlin documentary to be presented on the AM web and a television documentary on the workings of the Marshall Plan which will be shown on the ABC-TV web.

During their stay in Germany the

(Continued on Page 5)

Foreign Language Shows Added To WLIB Schedule

Dorothy Thackrey's WLIB, New York, heretofore broadcasting in English only, has now added three Spanish periods daily and one full hour on Sunday in Yiddish. New

(Continued on Page 6)

New ABC Series

George Sokolsky, syndicated columnist, author and lecturer, will inaugurate a new series of Sunday evening commentaries on world events over ABC on Oct. 24 at 10:45 p.m., EST. Sokolsky's syndicated newspaper column, "These Days," currently appears in the New York Sun and other newspapers. His broadcast will be heard on WJZ at 11:15 p.m., EST.

Airborne

Edmonton—The R.C.A.F. is testing what is believed to be the world's first flying radio classroom. It was the first unit of 10 twin-engine C-47s being converted into radar, radio and navigational trainers. It is expected the 10 when completed will be sufficient to train all personnel required by the R.C.A.F. They will be fitted to carry thirteen persons.



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JOHN W. ALICOATE : : : Publisher

FRANK BURKE : : : : Editor

MARVIN KIRSCH : : : Business Manager

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WEST COAST OFFICES

Ralph Wiik, Manager 6425 Hollywood Blvd. Phone: Granite 6607

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

CHICAGO BUREAU

Nat Green 1417 Ashland Bldg. 155 No. Clark St. Phone: State 2332

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

FINANCIAL

(October 15)

NEW YORK STOCK EXCHANGE

Table with columns: High, Low, Close, Net Chg. Rows include ABC, Admiral Corp., Am. Tel. & Tel., CBS A, CBS B, Farnsworth T. & R., Gen. Electric, Philco, Philco pfd., RCA Common, Stewart-Warner, Westinghouse, Westinghouse pfd., Zenith Radio.

NEW YORK CURB EXCHANGE

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

OVER THE COUNTER

Table with columns: Bid, Asked. Rows include DuMont Lab., Stromberg-Carlson, U. S. Television, WCAO (Baltimore), WJR (Detroit).

Will Address College Confab

Robert Kalaidjian, CBS employment manager, will discuss "Radio and Television" in an address before the Career Conference at Adelphi College, Garden City, New York, Wednesday, Oct. 20.

I AM

The Timebuyer You Need if you want Experience! 4 years Radio—selling, programming, studio operation; 4 years Agency—Time and space buying, account executive, and radio director. Have "known" radio since one-tube days. Desire affiliation with progressive Metropolitan agency with large or expanding radio—TV dept.

Box 177, RADIO DAILY

1501 Broadway New York City

★ COMING AND GOING ★

JOSEPH H. REAM, executive vice-president of CBS; HERBERT V. AKERBERG, vice-president in charge of station relations; WILLIAM B. LODGE, vice-president in charge of general engineering, and JOHN KAROL, network sales manager, have returned from Dallas, where they participated in the meeting of District 8, Columbia Affiliates Advisory Board.

PAUL WHITEMAN and the members of his orchestra are on a month-long tour that will take them to Canada and as far west as Missouri. They made their first appearance last Friday in Syracuse.

HAROLD PHILLIPS, producer at WMCA, and MRS. PHILLIPS—Florence Walton, former actress—have returned from Europe aboard the French liner De Grasse.

ROBERT P. HELLER, executive producer at CBS, has returned from a three-week vacation at Ausable Forks, N. Y.

LES TREMAYNE, who will be heard shortly as the star of the CBS "Romance" series, has returned from a trip to his old stamping grounds in Chicago.

MAURICE B. MITCHELL, director of broadcast advertising for the NAB, who attended the 10th District regional in Fort Worth, Tex., stopped at KVOO, Tulsa, Okla., on his way back and lectured to the students of University of Tulsa, where KVOO's Gustav Brandborg teaches radio advertising.

RUSSELL LONG, program manager of WCSC, Charleston, S. C., in New York to help organize an alumni chapter of the College of Charleston. He'll also squeeze in some radio biz.

RICHARD J. O'BRIEN, president of WCNX, Middletown, Conn., in town last week on station business.

ALICE REINHEART, star of NBC's "Life Can Be Beautiful," has returned from Washington, D. C., where she went to check data for her pictured series of articles on Mexico.

JOHN BRADFORD is back from Boston. He was up there to promote a stunt in connection with his package "Let's Take a Holiday."

JOHN W. NEW, sales manager of WTAR, Norfolk, Va., who was in New York last week huddling with station reps and agency men, now is back at the station.

JERRY DEVINE, director-producer of ABC's "This Is Your FBI," has resumed his chores in Hollywood after visiting New York and Washington to discuss Fall plans with agency men and officials of FBI.

J. HAROLD RYAN, vice-president and treasurer of Fort Industry Stations, on Friday attended the U. S. Chamber of Commerce meeting in Washington. Today he's in New York for the board session of Associated Music Publishers. Tomorrow he'll convene with the directorate of BMI.

BENEDICT GIMBEL, JR., president and general manager of WIP, Philadelphia, will spend Wednesday in New York celebrating his birthday. MURRAY ARNOLD, program director of the station, is back in Philly following a short visit in Gotham.

HARRY FOSTER, of Foster's Agency, London, has arrived in New York by plane for his annual review of the American show scene. He is also British rep. of William Morris Agency.

H. R. BAUKHAGE, American network news commentator, was in Charlotte, N. C., late last week to address the Associated Executives Club on the subject, "Headline News."

PETER DONALD is back from Shawnee-on-the-Delaware, where for two days he cavorted at the Artists and Writers Outing.

RUSS LANDERS, of the film department at WLW-TV, Cincinnati, and his bride have returned from a wedding trip to Florida. Mrs. Landers is the former Rosemary Davis, of the station's promotion department.

BOB EDGE, sportscaster, has returned from a film-making safari to Boston, during which he screened video features to which he now is adding narration.

BUDD LYNCH, director of public relations and special events for CKLW, Mutual's Detroit area affiliate, is back at the station following a trip to Fort Worth, Tex.

OLIVER B. CAPELLE, sales promotion manager of Miles Laboratories, Elkhart, Ind., was in New York last week, also in Atlantic City for the convention of the National Association of Retail Druggists.

LARRY MARCUS, writer of ABC's Dick Powell show, "Final Edition," in New York talking a deal for the publication of his novel entitled "The Tight Rope."

GENE KING, program manager of WCOP, Boston, was in Gotham last week for conferences at Radio Diffusion Francaise.

GEORGE HICKS, American network correspondent heard on the U. S. Steel Corporation's broadcasts, is spending this week in Pittsburg, Cal., visiting the company's plant.

JOE PORTER, manager of WMTR, Morristown, N. J., was in town last week.

GOP Purchases Time For Additional Speeches

(Continued from Page 1)

sey and Rep. Joseph W. Martin, Jr., of Massachusetts.

Gov. Edison will speak from the New York studios of WJZ-ABC on Wednesday, Oct. 20, from 9 to 9:30 p.m., EST., while Rep. Martin will be heard the same day from 8:30 to 8:55 p.m., EST., on Mutual broadcasting from Beckley, West Va.

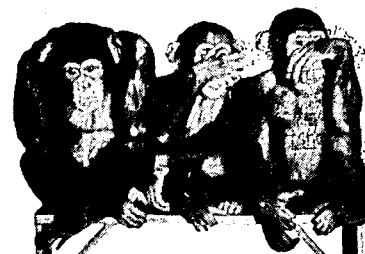
Oboler Prepares 'African Adventure' As Ziv Series

(Continued from Page 1)

will be ready for distribution within the next few months, it was revealed Friday by John Sinn, veepee of Frederic W. Ziv Co. Oboler has just returned from his \$100,000 safari which was backed by Ziv in the interest of a radio and TV series.

Oboler, who might be the first non-explorer to go exploring through African jungles, says the series will be neither a documentary nor a travelogue but an attempt to let the listener himself feel that he is experiencing African adventures. The writer also plans to debunk some of the fallacies created in the public mind by various books and phony explorers.

Oboler was accompanied by cameraman Bill Snyder who shot enough color film to prepare a TV series of 13 one-reelers. The writer feels that he has succeeded in bringing back recordings and films which give a far more honest picture of Africa than has ever been brought out previously.



"Hear no evil..."

The three monkeys holding their ears, eyes, and mouths have stood for the saying, "Hear no evil, see no evil, speak no evil," for a long, long time.

We print their picture to point out that W-I-T-H feels just that way about the other radio stations in Baltimore, the nation's 6th largest market. We hear no evil about them, see none, and speak none.

But we must also tell you that W-I-T-H is the very best buy in this rich town. It covers 92.3% of all the radio homes in the Baltimore trading area.

W-I-T-H is indeed the BIG independent with the BIG audience. Call in that Headley-Reed man and get the full story today.



W-I-T-H

Baltimore 3, Maryland TOM TINSLEY, President Represented by Headley-Reed

TV Network Starts Sept. 20

WWJ-TV Key Link In 5-Station Tieup

The National Broadcasting Co.'s Midwest Television Network, comprising Station WWJ-TV, The Detroit News, and four other television stations, will begin regular program operations Monday, Sept. 20, I. E. Showerman, NBC vice-president in charge of the central division, announced today.

Other TV stations will join the network later.

MEET IN CHICAGO

Plans for the network operations were made at a meeting of NBC and station officials in Chicago Monday. Showerman said WWJ-TV and the St. Louis station would serve as key program origin points, with a minimum of 12 hours of programming a week during the early stages of operation.

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"FIRSTS"

are part of
showmanship

The fact that WWJ-TV, first television station in Michigan, has been designated a key link in NBC's Midwest Television Network is no mere happenstance. This recognition of WWJ-TV leadership is the result of pioneering and showmanship that has characterized its operation since its first historic broadcast. Here, then, is another addition to the spectacular series of "firsts" that have been a WWJ tradition for 28 years. It is little wonder that WWJ constantly maintains first place in the ears and eyes of the loyal Detroit audience that comprises America's fourth market.

first in Michigan . . . Owned and Operated by THE DETROIT NEWS

National Representatives: THE GEORGE P. HOLLINGBERY COMPANY

WWJ-TV

NBC TELEVISION NETWORK

ASSOCIATE AM-FM STATION WWJ

CHICAGO

By NAT GREEN

WBBM has launched its eighth consecutive year of a school children's safety program, giving two minutes each day to the broadcasting of safety warnings.

Florence Folsom, WIND continuity chief, is heading WIND's bowling team, which will buck competition from WJJD.

Earl Huth, manager WNBX, Appleton, Wis.; Clyde Lake, manager WOBT, Rhinelander, Wis., and Bill Kutsch, manager WMMJ, Peoria, Ill., were visitors at Mutual midwest offices.

WBKB has withdrawn its hour-long morning show called "Woman's World" in an effort to coordinate its operating plans. John Mitchell, WBKB business manager, states the same program, or a similar one, is expected to be scheduled for a late afternoon hour.

Sid Roberts, WIND announcer, back at the mike after a nine-week siege of jaundice.

WMGW Meadville, Pa.

WMGW - FM

SERVES! — THE RICH NORTHWEST AGRICULTURAL AND INDUSTRIAL TERRITORY.

SELLS! — WRITE FOR DETAILED SUCCESS STORIES OF OUR CLIENTS.

SAVES! — COMPLETE COVERAGE THRU WMGW + WMGW-FM AFFORDS SAVINGS FOR EVERY ADVERTISING BUDGET.

WMGW - WMGW - FM

FIRST NATIONAL BANK BLDG.

MEADVILLE, PA.

Victor C. Diehm, Vice-President and Gen. Mgr.



California Commentary . . . !

• • • Frank Morgan is packaging a new radio show in which he plays the title role of "Morgan the Pirate." . . . Don Ameche and Joan Banks are the likeliest co-stars for the daytime half-hour dramatic series being planned by Lucky Strike. Show, featuring

Hollywood

a different story daily, is tentatively titled "Matinee Theater." . . . Ozzie Nelson's writers for "The Adventures of Ozzie and Harriet" this season include Ben Gresham, Frank Fox, Bill Davenport, Rick Vollaerts and Paul West. . . . Bob Sweeney and Hal March, who recently broadcast their last show before turning the time over to Jack Carson, have received excellent comment from Y & R. It looks as though they may have another sponsor before the option expires in January. Sweeney and March also have a movie deal in the offing. . . . Art Mooney and orchestra have been set to cut an audition record for a new musical-talent radio show to be tagged "Get Lucky," today (18th) at CBS. The James Saphier agency is handling the deal.

★ ★ ★ ★

• • • Cy Howard's second CBS entry, "Life With Luigi," neared sale last week with Warwick and Legler withholding their client's identity but indicating early signing. . . . Meredith Willson's new tome for Doubleday, "And There I Stood With My Piccolo," goes into its fourth printing this week, proving it the publishing surprise of 1948, since the first edition rolled off the press only three weeks ago! . . . When asked in a recent poll to name the girl they'd most like to see in television, the male students at Duke University selected Dorothy Lamour. The hitch—and we're sure you guessed it, is that she must wear her sarong! . . . "Truth or Consequences" is going to be made into a "short short" film for showing in movie houses throughout the country as part of a new promotion technique developed by Compton Advertising, Inc., for its client, Procter & Gamble. The movie will be filmed for distribution in December. The project was conceived by Joseph Field, assistant publicity director of the agency, who writes the scripts and supervises production. Field is in Hollywood to handle the production of the "TOS" short.

★ ★ ★ ★

• • • Ted Pittenger, Young & Rubicam Hollywood copywriter, and Gerry Garson, assistant to Ned Tollinger, Hollywood representative of the Mutual Broadcasting System, have announced their engagement. . . . Bob Hope will appear at the annual Harvest Moon Ball sponsored by Chicago Sun-Times next month. . . . Jack Bailey took a week's vacation from "Queen For A Day," KHJ-Mutual-Don Lee's weekday cinderella show, with Ed East doubling over from "Meet The Missus" to fill Bailey's spot. . . . Ben Gross, radio editor of the New York News, arrived here October 13 for look-see around Hollywood. . . . Sylvia Dowling, commercial writer on "Duffy's Tavern" arrived from New York for sessions at Hollywood office. . . . M. Robert Anson, young wine executive handling national promotion for Gallo Wines, currently is spending a couple of weeks here to make a survey of the radio and television situation for prospective programs plugging product. Anson already has prepared video script series based on the influence of wine on the course of history and drama, including mention in Shakespeare, Roman literature, and the Bible.

★ ★ ★ ★

• • • The first of a series of television shorts starring Judy Canova, to be used in the 1949 March of Dimes campaign, has been started. The comedienne is scheduled to make several of the campaign shorts which will be used throughout the nation during December and January. . . . Evelyn Knight, now at the Copley-Plaza in Boston, has been set for three more appearances on the new Milton Berle New York television show for Texaco.


AGENCIES


RAY VIR DEN, president of Lennen & Mitchell, Inc., has announced that the agency has resigned the Rupert Brewery account. Decision to resign the account was made at a meeting of the Lennen & Mitchell board of directors. L. & M. will continue on the account pending appointment of new agency.





UNITED

Flight Facts

 Want a box seat for the greatest show on earth—in Technicolor? I'm just the man who can arrange it. I'm the pilot of "the Hollywood," United Air Lines' famous onestop flight from New York to Los Angeles in 11 hours and 10 minutes.

 We leave New York at 12 noon. We arrive in Los Angeles at 8:10 P.M. But we time our flight to arrive over the Grand Canyon just at sunset—that's the great Technicolor Show I mentioned! You see Hoover Dam and the Southwest desert country too. It's really beautiful.

 Of course we have many luxurious attractions on "the Hollywood." Like air conditioning. A spacious cabin, so you can stroll around. A lounge, with perfect observation. Deep soft seats. Delicious meals.

 But my special pride and joy is the sunset show in Technicolor!

E. L. Remelin
United Air Lines Pilot on
"the Hollywood"

Educational Radio RMA Booklet Theme

(Continued from Page 1)
prepared by the Office of Education and the RMA joint committee on specifications for school audio equipment, which has previously issued reports on "School Sound Systems" and "School Sound Recording and Playback Equipment."

"New Opportunities in Audio Education, emphasized by the rapid advance of commercial and educational FM broadcasting and the increased facilities offered by AM radio, are a challenge to school authorities," the joint committee states in an explanatory foreword to the booklet.

Cites Rural and Urban Use

"The classroom radio receiver serves many purposes," the committee continues. "It is the rural student's airway path to recognized centers of urban learning, and it is equally the city student's opportunity to learn from his rural neighbor. The radio is more than a device for equalizing educational opportunity; it offers advantages to all students in the enrichment and vitalizing of instruction."

Four angles of the problem of buying and using classroom radio receivers are covered in the report. They are: utilization, teaching with radio, considerations for purchase, and technical considerations.

Co-chairmen of the joint government-industry committee which prepared the study are: Dr. R. R. Lowdermilk, radio specialist of the Office of Education, and Lee McCanne, chairman of the RMA school equipment committee.

Heads Radio Laboratory Of Bureau Of Standards

Dr. Newbern Smith as been appointed chief of the Central Radio Propagation Laboratory of the National Bureau of Standards succeeding Dr. J. Howard Dellinger who retired in May. In his post as chief, Dr. Smith will plan and direct basic theoretical and experimental radio wave propagation research and the operation of the world-wide network of radio propagation observatories. He will also direct development of radio measurement standards at frequencies from 10 kilocycles per second to 300,000 megacycles per second.

RELIGIOUS TELEVISION SERIES

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Ideal for local
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FCC Has 4-Point Proposal To Control Giveaway Shows

(Continued from Page 1)

hearing in a single day. There is no unanimity among the networks on the matter, although they and NAB are all doubtful about the authority of the FCC to rule in the matter. Violent opposition to FCC action has already been registered by ABC, while NBC said frankly it would welcome a clarification of the whole question, with perhaps the establishment of standards for gimmick programs.

Strong support for the Commission proposals to set these standards has been expressed by the former chairman, Paul Porter, representing WJTB, Baltimore.

ABC challenges the Commission authority on the ground that it is attempting to interpret criminal law, and that even had it that power, the shows aimed at do not violate criminal law.

NAB, as ever on the guard against violations of free speech, sees a threat to free speech in the FCC proposals for regulations on the matter. Both NAB and CBS have pointed out that the Department of Justice refused to act in 1940 when the FCC called upon it for an opinion as to the legality of the "Pot O'Gold" program.

Porter said giveaways block the healthy attempt of broadcasters to compete for audience on the merits of their programming. Unless checked, he said, giveaways will result in "continuing deterioration of program standards." He referred to giveaway shows as "devious hypodermics to stimulate public acceptance," and argued that "forced listening if carried to its ultimate can have only the result of reducing broadcasting to a cheap and unsavory medium of advertising and debase its proven value as an instrument of commercial utility, public entertainment and enlightenment. . . . Public revulsion may provoke legislative or administrative remedies extreme in character and far-reaching in their import."

The Commission has proposed, and the proposal is the subject of the argument tomorrow, to hold in violation of the act any program where "a prize consisting of money or thing of value is awarded to any person

Standard Brands Vets to Dine

More than 4,400 working years will be represented by the 144 employees in the New York area of Standard Brands, Inc., who will gather for dinner at the Waldorf-Astoria, Wednesday, October 20. This will be the first of a series of inaugural dinners planned in key cities from coast to coast to induct 900 men and women into a "Quarter Century Club."

KDKA Man Joins WNJR

Carlton C. Ide, former announcer of KDKA, Pittsburgh, Pa. has joined the announcing staff of WNJR, Newark, N. J. Ide has been a member of the staff of Westinghouse Radio Stations, Inc. for the past six and a half years and a staff announcer at KDKA for the last three years.

whose selection is dependent in any manner upon lot or chance, if as a condition of winning such prize:

(1) Such winner or winners are required to furnish any money or thing of value or are requested to have in their possession any product sold, manufactured, furnished or distributed by a sponsor of a program broadcast on the station in question; or

(2) Such winner or winners are required to be listening to or viewing the program in question on a television receiver; or

(3) Such winner or winners are required to answer correctly a question, the answer to which is given on a program broadcast over the station in question or where aid to answering the question correctly is given on a program broadcast over the station in question. For the purposes of this provision the broadcasting of the question to be answered over the radio station on a previous program will be considered as an aid in answering the question correctly; or

(4) Such winner or winners are required to answer the phone or write a letter if the phone conversation or contents of the letter (or the substance thereof) are broadcast by the station."

ABC Officials Return From European Tour

(Continued from Page 1)

two ABC executives got a first hand impression of German occupation through interviews with government officials and German civilians in Berlin and in the American, British and French zones. They had conferences with Gen. Lucius D. Clay and his political advisor, Ambassador Robert Murphy.

Stopped Over in Paris

Upon leaving Germany, Saudek stopped in Paris to talk with W. Averell Harriman, American ambassador-at-large to the Economic Cooperation Administration and other ECA officials. Information gained through these talks will be the basis of a network television documentary on the Marshall plan. ABC photographers have been in the field filming ECA operations since Spring.

Special Program Planned For U. S. Steel Opening

(Continued from Page 1)

connection with the opening of a new U.S. Steel plant in California. J. Irving Olds, chairman of the board and Benjamin Fairless, president of U.S. Steel, will be heard with George Hicks describing the scene of the opening.

Stratovision

Thousands of Midwestern baseball fans watched Monday's hair-raising finale of the 1948 World Series as the game was played—thanks to Stratovision.

It was the first time this new system of airborne television, under development by Westinghouse and the Glenn L. Martin Company, had been used to carry a major sports event beyond the reach of ground-service television facilities.. to serve new audiences.

Another first for Westinghouse! Another proof of Westinghouse leadership in radio and television! In 6 great market areas, Westinghouse stations are ready to serve you. Interested? See NBC Spot Sales.



WESTINGHOUSE RADIO STATIONS Inc

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

Package Firm Buys Time To Sell Show

(Continued from Page 1)

markets from coast to coast and that he is willing to gamble it can be sold in New York after a regular airing.

A typical commercial as now planned for the show will read in part as follows: "You radio listeners have heard many sales messages presented in many ways but have you ever heard one addressed to advertisers? Yes, like everybody else, advertisers listen to the radio and this message is directed to them. Mr. Advertiser, do you know . . ."

In its air copy, Radio Features will point out that according to surveys over 62 per cent of all listeners, people in every walk of life, tune in programs of good music, such as the "Deems Taylor Concert." Commercial also says that listeners are loyal to sponsors of fine music and express that loyalty through the purchase of products that make the concerts possible.

Taylor's guest on the premiere broadcast, which WOR may do live, will be Gladys Swarthout. Other guests scheduled to appear in interviews as well as through their music include Jan Peerce, Jo Stafford and Lawrence Tibbett.

Foreign Language Shows Added To WLIB Schedule

(Continued from Page 1)

development was engineered by Herman Bess, who has made a number of changes since he moved in some six months ago as manager.

The Spanish programs are aired daily at 7-7:30 a.m., 8-8:30 a.m., and 5:30-6 p.m. Robert Hall Clothes sponsors two five-minute periods in the Spanish programs and Pan American Airways uses spot announcements.

Program in Yiddish is broadcast on Sunday from 12-1 p.m. It is sponsored by Three Lucky Sevens, Inc., clothing merchants.

IDE Offers New ET Series To Stations On Request

A new series of 13 transcribed quarter-hour adaptations of well known stories, designed to combat prejudice and discrimination, is now ready for free distribution to stations who send a request to the Institute for Democratic Education. Programs feature Geraldine Fitzgerald, Melvyn Douglas, Ralph Bellamy, Raymond Massey, Vera Zorina and other personalities in stories originally written by MacKinlay Kantor, Irwin Shaw, Carl Ewald, Dorothy Canfield Fisher and others.

New series is titled "Stories to Remember" and is part of the "Lest We Forget" program produced by Harold Franklin, program director of IDE, and directed by Earl McGill. The Institute got special permission from AFM to use music in the series. IDE is located at 415 Lexington Ave., New York.

★ THE WEEK IN RADIO ★

RMA Discloses War Mobilization Plan

By VAL ADAMS

RMA made public war mobilization plan for electronics industry. Aim is to spread preparedness production load broadly throughout entire industry. RMA seeks to create as many prime contractors as possible and get industry as a whole back into government biz.

Record companies and AFM jointly announced failure in trying to write new contracts. No further meetings scheduled. Record ban continues. . . . RCA gave demonstration of UHF television for Washington chapter of IRE. Regular RCA sets with converters attached were used to bring in UHF band. . . . Supreme Court refused to reverse a lower court ruling denying injunction request of WSAY, Rochester, N. Y., against ABC and MBS.

Organized listener group in San Francisco issued critical report on soap operas in that area. Report said 18 soap operas are broadcast daily on one station alone but that average of only seven per cent of available listening audience tunes in such fare. . . . Theodore Granik's "American Forum of the Air" returning to Mutual Oct. 19. Sponsor, on some dozen stations, is Universal Carloading & Distributing Co.

In his first return broadcast, Fred Allen's Hooper trailed "Stop the Music" by about four points. Charlie McCarthy was about two points ahead of "Music." . . . Arthur Godfrey to cease his early morning broadcasting after 19 years. He's giving up 11 and a quarter hours weekly he fills over WCBS, New York, and WTOP, Washington. Godfrey continues all his network shows on CBS.

Westinghouse used Stratovision relay to send final game of World Series to Cleveland. Plans to feed show to mid-west coax didn't work out because picture received in Cleveland (WEWS) was not of good quality. . . . Joyce Rischmiller named sales manager of Intercollegiate Broadcasting System. . . . H. R. Knickerbocker, formerly with INS and Chicago Sun, signed as commentator by WOR, New York.

Democrats spending \$50,000 with ABC for disk jockey show three afternoons a week from now until Election Day. Music is interspersed with critical comments about GOP. Show is designed to appeal to women voters. . . . Gillette to sponsor three football bowl games next Jan. 1 — Orange and Rose Bowls over CBS and Sugar Bowl over ABC. . . . Headed by Chairman Wayne Coy, FCC members to be guests of New York Radio Execs Club at Oct. 22 luncheon.

Advertising Council's campaign to publicly explain American Economic System to get full support of radio. . . . Neil H. McElroy elected president of Procter & Gamble. He joined P&G in 1925 and was made vicepres and general manager in 1946. . . . Kaiser-Frazer bought two weekly half-hours on Mutual. Guy Lombardo and "The Adventures of the Thin Man" are expected to be the attractions.

FCC hearings on giveaways Oct. 19

to bring testimony by at least 13 parties, Argument limited to 30 minutes for each party but ABC gets 45 minutes. Web had requested 90 minutes originally. . . . Henry Wallace campaign managers bought another \$70,000 worth of network time. So far the Progressives have spent about \$200,000 with the networks. . . . Nathan Straus, president of WMCA, New York enroute to Palestine to arrange daily broadcasts from state of Israel. Shows will be fed to independent network of stations in U. S.

Invitations going out earlier this year for participation in Ohio State's Institute for Education by Radio. Deadline for entries is next Jan. 15 instead of usual Feb. 1. . . . Finance committee of NAB board meets Nov. 14-15. Board itself meets the following three days. . . . RMA named UHF committee to confer with FCC to present manufacturer's point of view on subject of ultra high frequencies.

Leonard Asch, chairman of NAB's FM executive committee, predicted that 1949 will be an "FM year." He said advertisers then will be able to buy a much larger FM audience than heretofore. . . . Members of CBS affiliates' advisory board from 7th district held meeting in Minneapolis. . . . Beaumont Company of St. Louis launched heavy sked on 109 stations for 4-Way Cold Tablets. Agency is Harry B. Cohen Advertising Co.

FCC asked to review proposed re-allocation of frequencies for industrial and commercial services. CBS attorney James Neu asked continuation of 152-162 megacycle band for remote pickup broadcast service. . . . Sta-Neet Corp. of Los Angeles, maker of Sta-Neet Hair Trimmer, entering radio for first time. Sponsor bought CBS co-op, "It Pays To Be Ignorant," over WCBS, New York.

Radio's Educational Force Outlined By Hudson

Chicago—The really significant role of radio in the education of boys and girls today is in its broad environmental influence, Robert B. Hudson, CBS Director of Education and Opinion Broadcasts said in an address before the National School Broadcast Conference here Friday.

"It literally opens up the whole wide world to American children. News, opinion, music, drama, sports, entertainment; it's all there and it's all making an impact whether they are conscious or unconscious of it," Mr. Hudson stated.

Mr. Hudson emphasized that radio has earned a place alongside the library and that it outweighs the reference resources in most schools in the social sciences.

"Even radio 'homework' assignments are not uncommon," he said, adding however that "it is the larger and total impact of radio that enables it to effectively supplement the school and supplement all forms of the continuing educational process."

FMA Seeks Hearing On FM Applications

(Continued from Page 1)

to the reissuance of construction permits to applicants who have previously surrendered the same," Marks stated in the petition.

The petition said there have been instances of "existing radio station licenses and potential operators delaying the installation of FM broadcast service until such time as the pioneers have sufficiently developed their markets to make such broadcasting immediately profitable."

"In some cases, due to the Commission's insistence upon immediate construction activity," the petition continued, "it has become necessary for these permittees to surrender their construction permits. Such surrender usually results in little loss to the permittee since a request can be made under present rules to have this construction permit reinstated at any time.

"The FM Association believes that it is unfair and inequitable to those permittees and licensees who have expended their funds and constructed their stations, that FM construction permits be reissued in such manner to those who have previously forfeited the same. To permit such reissuance would enable these persons to profit at the expense of those who have industriously fostered the development of FM."

KPAN Staff Announced

Hereford, Texas—Complete staff for KPAN, new 250-watt outlet here which will operate daytime hours with 250 watts on 860 kilocycles, has been announced by Marshall Formby, station manager. H. W. Blymiller will be commercial manager and program director. Chief engineer will be Rea Bowman. Clint Formby will be chief announcer. Faye Bowman will be script writer and Mrs. Elmer Patterson will be news editor.

Durr Opens Office In Washington

Washington, D. C.—Former Commissioner Clifford J. Durr of the FCC announced yesterday the opening of his law office at 1625 K. Street, N. W. in Washington. Before coming to Washington, where he served eight years with the RFC and seven with FCC, Durr was in private practice.

Adam J. Young Jr.
11 W. 42nd St., New York, N.Y.
RADIO & TELEVISION REPRESENTATIVES
New York • Chicago • Los Angeles • San Francisco

TELEVISION DAILY

Daily section of RADIO DAILY, Monday, October 18, 1948 — TELEVISION DAILY is fully protected by register and copyright

FCC INTERFERENCE - REPORT READY

TELE TOPICS

LIFE for this department has assumed new complexity since viewing the premiere of the Bigelow show last week. If mentalist Dunninger is on the level — and no one has been able to prove that he is not — his art or ability or whatever you may call it is frightening in its implications. Both on the program and at the YGR party that followed, he performed feats which indicate that he actually is able to read a person's thoughts, and if this is true, no one is safe any longer. . . . On the show, however, Mr. D. is sold strictly for his entertainment value, and in his field he has no peers. His appearance in only two spots on the opener was wise, since he must change his material each week to remain effective.

PAUL WINCHELL, who co-stars with Dunninger on the show, is by far the best ventriloquist to hit show biz since Edgar Bergen first gained national prominence ten years ago. His youth registers well on the screen and he makes a perfect foil for Jerry Mahoney. If he can keep his routines sufficiently varied, he should be the hottest act in town very soon. . . . Production-wise the show needs integration. Present format with announcer Dan Seymour on a stage introducing acts who then step forth from behind the curtain should be changed to provide for more continuity. Film commercials were unimpressive, and care should be taken that the Bigelow switch on the "Figaro" aria is not overdone.

LOCAL Chevrolet dealers set to pick up the tab for the DuM-Newsweek election coverage over WABD. . . . Jack Glenn, exec director of the March of Time, was elected chairman of the board of Natl. Tele Film Council. . . . Industrial Television, Inc., makers of commercial receivers and hotel equipment, will enter the home market shortly. . . . Surveys in Baltimore predict 40,000 receivers in the area within six months. . . . RKO's "Station West" gets the TV hoopla for its Chicago debut, with WGN-TV picking up a press party at the Ambassador East tonight and the torchlight parade opening tomorrow. . . . Paul Williams will do the WWJ-TV pickups of the Red Wings hockey sked. Charles Escoc, manager of Olympia Stadium in Detroit, said that the success of six pickups last year was the deciding factor in letting out the rights for the coming season.

WESTINGHOUSE reports successful reception of the Series Stratovision relay in parts of six states and Canada. . . . "Break the Bank" gets the simulcast treatment over WJZ-TV beginning Friday. Marshall Diskin will direct. . . . Ricki Van Dusen, the beautiful model in the commercial on the Ford Theater last night, wore 35G's worth of furs and jewels for the show. Her dress, the flacks claim, was made of materials used in Ford cars.

Day Program Sked Completed By WABD

Tentative program schedule for WABD's full-time operation, slated to get under way Nov. 1, reveals a combination of entertainment and viewer service, loaded with opportunities for commercial tie-ins.

From 7 a.m. sign-on to 5 p.m. there are nine periods devoted to time and weather announcements and four news shows. A body-building program, conducted by Harold J. Reilly, is skedded for the 7:15 spot; a show for school children with Hal Cooper and Pat Mielke at 7:45; a cartoon feature designed to hold the interest of pre-school youngsters at 8:30, and a religious program (not for sale) at 9:15.

A women's show demonstrating merchandise from various stores will be emceed by Kathie Norris, and a similar stanza for teen-age girls will be handled by Maxine Barrett. Dennis James will preside over an audience participation for mothers with talented and/or problem children, and Alice P. Burrows will offer lessons in needle arts.

A teletranscribed repeat of an evening stanza will be aired at 2 p.m. Casts from legit shows will answer critics on the 3:45 seg, and Chuck Trantum will do a night life show at 4:45. Auditions for new talent is skedded for the 5 p.m. seg.

SMPE Meet To Cover Large Screen Tele

Leaders in the field of large-screen TV development for the motion picture industry will reveal and discuss major advances in research and equipment engineering during the past few months at the 64th semi-annual convention of the Society of Motion Picture Engineers, to be held at the Hotel Statler in Washington, D. C., October 25 through 29.

Papers on the subject have been concentrated on the opening session, Monday afternoon. They include "Effects of Television on Motion Picture Theatre Attendance," by Ralph B. Austrian; a report on the showing of television pictures of the Louis-Walcott championship fight before a regular paying audience in Philadelphia's Fox Theater last June, by Roy Wilcox, of RCA Victor, and H. J. Schafly, of 20th Century-Fox; a discussion of Paramount's intermediate film system of theater television, by Richard Hodgson, of Paramount Pictures; "Equipment for Television Photography," by Ralph V. Little, Jr., of RCA Victor; a description of a new television recording camera intermittent, by J. M. Wall; and "New Developments in Cadmium-Mercury Lamps and other Vapor and Gas-Discharge Lamps for Motion Picture and Television Studio Lighting," by E. W. Beggs, of the Westinghouse Lamp Co.

Release This Week On Troposphere And Terrain

Washington Bureau, RADIO DAILY
Washington — The FCC this week will release its report on tropospheric interference and variable terrain studies preparatory to engineering conferences to be held here at the end of November. In mid-November it is planned that the Commission release a TV channel study showing the effects of ground-wave and tropospheric interference on the current TV allocation and another channel study for FM showing the effects of ground-wave and tropospheric interference.

Three overall topics were announced for the series of engineering conferences to be held here at the end of next month—tentatively Nov. 30 and Dec. 1 and 2: First VHF propagation standards to arrive at standard methods of evaluating the effects upon propagation of various tropospheric effects, terrain effects and antenna matters; second, a more specific reference of the above to TV service in terms of field intensity, channel allocation, antenna height, etc.; and third, a reference of the findings to FM in the same way.

No reference was made in the announcement to the Commission's current deliberations on the question of opening up UHF bands for commercial usage, although this matter is now under intensive consideration by the FCC and is thought to have a heavy bearing on the VHF situation even though officially the Commission maintains there is no connection. Some announcement on the UHF should be forthcoming this month.

The Week in Television

Legality Of Public TV Showings Questioned

Exhibition of tele shows in taverns, hotels, theaters and other public places can be legally stopped, according to David M. Solinger, New York attorney. "The courts have at their disposal the tools necessary to resolve whatever conflicts of interest may arise," he said. . . . Trend toward extension of programming into the daytime hours becoming more apparent, with additional stations skedding afternoon shows. . . . RCA demonstrated UHF tele transmission in a demonstration in Washington. . . . Cleveland set owners, according to an agency survey, prefer sports, news, variety, films, children's shows, plays, audience participation and women's programs in that order. Freeze on applications will not apply in the Parado-Mout case, FCC said. . . . Live and film program producers began organization of their ranks on the West Coast. . . . GOP bought time on ABC's mid-west web for a speech by Gov. Dewey. . . . DuM-Newsweek tie-up was revised for election night cover. . . . Viewing by a family continues on a very high level even after the set has been in use for over a year, Dr. Peter Langhoff, of Y&R, told the AAAA. . . . Final game in the World Series was relayed to Cleveland by Stratovision, but picture lacked sufficient quality for re-transmission on the mid-west web. . . . Philco veepee James C. Carmine predicted production of 2 million sets in 1949 and an additional 3 million the following year.

Weekly RR Show Sold To Lionel Corp. By ABC

First TV purchase of the Lionel Corp. will be a weekly quarter-hour over five ABC eastern outlets, beginning Oct. 22, 7:30-7:45 p.m. Titled "Tales of the Red Caboose," program will employ Lionel model trains in dramatized stories of railroading.

Initial contract runs 13 weeks, and was placed through Reiss agency. Sponsor, however, is expected to carry the series well into the Spring. Stations signed are WJZ-TV, New York; WFIL-TV, Phila.; WMAR-TV, Balt.; WMAL-TV, Wash. and WNAC-TV, Boston.

Cordes Upped At WTMJ

Milwaukee—Appointment of Edwin Cordes as assistant chief engineer of WTMJ-TV was announced last week by general manager Walter J. Damm. Cordes had been TV supervisor.

FCC Defends Allocation Of FM Frequencies

(Continued from Page 1)

Two for Easton. Each city are in extreme eastern section of Pennsylvania. Any intermingling of the different types of services, the Commission said, "would inevitably result in greater rather than less inequity in the allocation of radio facilities. For if the Commission must consider FM, and presumably television and all other existing broadcast services, in its allocation of standard broadcast facilities, as appellant urges, then conversely it must also consider AM and FM in its allocation of television facilities and AM and television in its allocation of FM facilities. "The result would inevitably be that any inequities which may have developed over the years in particular communities in one or more of the broadcast services will tend to perpetuate themselves and make impossible any equalizing of allocations and assignments in the new service." In the case of FM and TV, it was pointed out, the Commission has been able to guide itself by a nationwide allocation pattern which it has not followed in licensing AM stations. In addition to the allocation question, the Commission pointed out the discrepancy in listening to AM and FM, as well as the fact that most of FM programming in the area is duplication of AM programming. Thus the additional service is "in only a technical sense at best."

Adopt Belgian Orphan

The Press Department of NBC in Hollywood, has "adopted" a thirteen year old Dutch girl, through Foster Parents' Plan For War Children, it was announced by Mrs. Edna Blue, international chairman of the organization. The girl is Judith Schavrian, whose father and mother were deported by the Nazis during the war, and died in exile.

Football For Sportscasters

Sportscasters engaged in football activities are finding considerable interest in the first annual edition of Football Plays, Fundamentals and Strategy published for the American Football Coaches Association. Book is distributed by Wells Publishing Co., Leonia, N. J.

Hasn't Missed Yet

Durward Kirby, announcer on the Herb Shriner show, CBS, 5:45 to 6 p.m., Monday through Friday and WCBS, 6:30 to 7 p.m., five days a week, feels certain he's set as permanent announcer for the show, due to the following words which he must say five days each week, when reading the commercial: "sodium acetyl salicylate." Incidentally, he claims he practiced for three days straight before trying it on the air and hasn't mispronounced them yet.

COAST-TO-COAST

WRVA Host To BBC'er.

Richmond, Va.—When Sam J. Slate, program director of BBC's New York office, visited Richmond lately, he made ready a special thirty minute program of WRVA's "Old Dominion Barn Dance" for a special feed to BBC. Slate also explored the possibilities of having other WRVA shows prepared for inclusion in the BBC series of U.S. programs which are currently used in England.

"Playtime Express" Running

Jacksonville, Fla.—"Playtime Express" WPDQ's live dramatic show for children started a fourth season under the direction of Dorothy Horsfall, Woman's Director of the station. A Junior League project, the show is heard on Saturdays at 10:15 a.m.

KITE Adds To Sunday News

San Antonio, Texas—KITE's station owner and manager, Charles Balthrope, announced recently that two 15-minute newscasts had been added to the Sunday schedule. Supplementing the hourly news headlines, Robert Ferrie now airs the news for KITE listeners at 8:45 a.m., 12:45 p.m., and 4:45 p.m.

More Time For KMOX

St. Louis, Mo. — KMOX is now heard by its nationwide audience for 24 hours a day six days a week and 20 hours on the seventh day. An expansion of its operating period by the 50,000 watt clear-channel CBS outlet was made possible by the reorganization of management, personnel and programming.

Pitman Back To WCSH

Portland, Me.—WCSH welcomed Linwood T. Pitman back after a 15 month leave of absence. Mr. Pitman, public relations director of the Maine Broadcasting System, took that time off to serve as Administrative Assistant to Governor Horace Hildreth. Upon his return to the station he immediately took over promotional duties and started plans for editing the Maine Broadcaster, monthly publication on Maine radio. He has been with WCSH in various jobs since 1925.

WRBL Carries Football

Columbus, Ga.—WRBL and WRBL-FM carry the University of Georgia football games over the facilities of the Georgia Sports Network, one of the largest statewide set-ups in the country covering College football. George Theeringer, WRBL sportscaster, handles the play-by-play with assistance from Hugh Batey.

Civil War Yets On WJEF

Grand Rapids, Mich.—Four Civil War veterans, aged respectively 99, 102, 103 and 105, were guests on a WJEF special events program honoring the National Encampment of the G.A.R. The oldsters recalled memories of historic events like the Battle of Bull Run and the Gettysburg Address.

Doings At WHBF

Rock Island, Ill.—Three members of WHBF and WHBF-FM were busy traveling recently, two going and one coming. Les Johnson, general manager of the station, headed for Grand Rapids, Minnesota, to take a late vacation fishing there. Henry Graham, engineer at WHBF, went south to spend three weeks on active reserve duty at Fort Knox, Kentucky. Meanwhile, Benne Alter returned to the announcing staff after a six-months' special assignment in Hollywood.

Pro Grid Battle On WAUD

Auburn, Ala.—For the first time, the fans of East Alabama heard a professional football game broadcast over WAUD, the occasion being the contest at Legion Field, Birmingham, between the Washington Redskins and the Green Bay Packers. It was the first of 16 major engagements WAUD expects to air this fall.

Horsehide To Pigskin

Council Bluffs, Iowa—KFMX, Iowa's first and most powerful FM station, made the transition from baseball to football easily. The station carried the Omaha Cardinals baseball games, both at home and away, with Bevington and Johnson, distributors of Schlitz Beer, as sponsor. KFMX expects to have a full sponsored football schedule.

Radar And TV Ring Proposed For U. S.

(Continued from Page 1)

ing at the economic mobilization course of the Navy Supply school in Bayonne, N. J., the past weekend. Lack indicated that such use of electronics might be needed in an age of guided missiles.

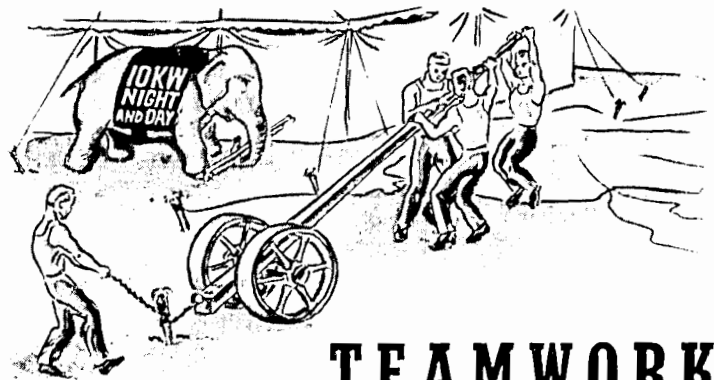
"All experience in World War II," Lack said, "points to the need for far more radio and electronic equipment in the event of another such emergency."

"Practically all the major weapons of war, including ammunition, from now on will contain some form of electronic gear. If this country is to be prepared to meet this tremendous demand on short notice, the roster of companies now building equipment for the Government must be increased to include the whole industry. This means a planned effort by the Government to spread the procurement load throughout the entire industry."

Lack is chairman of the industry mobilization policy committee of the Radio Manufacturers Association which announced plans to co-operate with Government last Friday.

Biggar Returns To WLS

Chicago—George C. Biggar has rejoined the executive staff of WLS after 10 years absence and will act as director of the "National Barn Dance" program, of which he was one of the originators.



TEAMWORK

Makes Pulling Stakes Easy!

Ever look at a circus tent stake? They're really put into the ground to hold. And, if you don't have proper teamwork, you'll have a terrible time getting them out of the ground when breaking the circus for a move.

Just as proper teamwork makes a tough circus job easy, so proper teaming of your commercials with WPTR's listener-intriguing shows will make your selling job easier in the rich Albany-Schenectady-Troy area.

Next Dull

WPTR

1540 · THE RIGHT SIDE OF THE RADIO DIAL

PATROON BROADCASTING COMPANY, HOTEL TEN EYCK, ALBANY 1, N. Y.



RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 45, NO. 12

NEW YORK, TUESDAY, OCTOBER 19, 1948

TEN CENTS

WILL INVESTIGATE GOV'T STATION GRANT

WGAR 50 Kw. OK'd Via High Court Edict

Washington Bureau, RADIO DAILY
Washington—The right of the FCC to deny an application on the strength of the applicant's intent to carry a 100 per cent state of network programs was upheld yesterday in the Supreme Court, with WGAR's right to go from five to 50 kilowatts on the 1220 band thereby established beyond further question. Turned down for the heavy-power assignment on the 1220 band in Cleveland was WADC, presently operating in nearby Akron with five kilowatts on the 1350 band.

WADC had proposed to broadcast every program offered by CBS, and

(Continued on Page 8)

Renew Grand Slam Quiz On Columbia Network

Renewal of the CBS quiz series "Grand Slam" by the Continental Baking Co., Inc., New York, was announced yesterday by William C. Gittinger, vice president in charge of sales. Effective renewal date is November 22.

"Grand Slam," starring Irene Beasley as emcee, is aired Monday through Friday, 11:30-11:45 A. M. Agency is Ted Bates, Inc.

Radio Leaders To Attend Mexico City Conference

Representatives of the FCC, NAB and the four major networks will go to Mexico City this week for the opening of the high frequency broadcasting conference of the International Telecommunications Union which opens on Friday.

The purpose of the conference is

(Continued on Page 5)

Time Changes

Prominent CBS network programs are changing time, effective Oct. 31. "Strike It Rich," quiz now aired from 10:30-11:30 p.m., switches to 5:30-6 p.m.; "Cabin B-13," 8:30-9 p.m. package show, changes to 10:30-11 p.m. Another package, "Adventures of Phillip Marlowe" heard from 5:30-6 p.m., will be broadcast from 8:30-9 p.m. under the new schedule.

Package Deal

Toronto—"Reflections," a series of 104 15-minute programs produced by the program division of All-Canada Radio Facilities, Ltd. and featuring an all-Canadian cast of performers, has been purchased by Household Finance Corporation of Canada. The series will be broadcast over approximately forty Canadian stations on a twice-weekly schedule expected to begin in November.

GOP Buys Two Webs For Closing Program

Purchase of the complete NBC and CBS networks for a final GOP political program on the eve of Election Day was announced yesterday at Republican National headquarters in Washington. The program will be heard from 9 to 10 p.m., EST., on Nov. 1 and will originate in New York and on the west coast with Gov. Thomas E. Dewey and Gov. Earl Warren participating.

The time purchases for Election

(Continued on Page 5)

1-Day Spot Campaign Bought By N. Y. Star

The New York Star yesterday ran a one-day test campaign of spot announcements on 9 AM and 5 television stations in New York, in connection with their promotional book offer of the American Family Encyclopedia. Stations included in the campaign are WNBC, WCBS, WJZ,

(Continued on Page 2)

CBS And MCA Buying Into "Tournament Of Champions"

Confirming reports and indications of months past that CBS would enter the field of boxing-bout promotion, it was revealed yesterday that the network, represented by William S. Paley, and Music Corporation of America, under Lou Wasserman, are joining Tournament of Champions, boxing organization, as partners—on an equal basis—of George Kletz, president of T.O.C. and owner of 60

Harness Committee Investigators Going To Puerto Rico For Inquiry On WIPR Commercial Grant

Sixty Cities Planning For Movie Campaign

Sixty key cities will be covered in a commercial spot campaign sponsored by Samuel Goldwyn Productions in behalf of their motion picture, "A Song Is Born." The spot business will be placed to coincide with the opening date of the picture in each city.

First placement of business in the spot campaign occurred this week in

(Continued on Page 2)

Zimmer Heads Radio Dept. Of Indiana Theater Group

Graeme Zimmer, general manager of Radio Station WCSI-FM, Columbus, Indiana, has been appointed Radio Director of Syndicate Theaters, Inc., owners of WCSI-FM, Columbus, Indiana, and WWNI-FM, Wabash, Indiana, the new FM outlet soon to

(Continued on Page 6)

Eight Returning Shows Listed Among '1st 15'

Eight returning shows are among the top 15 in Hooperatings of Oct. 15, a list headed by Walter Winchell, 21.4, Fibber McGee & Molly, 20.1, and Jack Benny, 19.0. Bob Hope's rating

(Continued on Page 8)

Two developments the past week-end pointed up the growing concern of broadcasters in the proposed entry of WIPR, 10 kw. government owned Puerto Rican station, into the commercial broadcasting field. It was announced that investigators of the Harness committee would leave Washington this

(Continued on Page 5)

100 Stations Carry U. N. Today Program

One hundred stations are carrying "U.N. Today," a daily quarter-hour review of significant international developments, it was revealed at the U.N. Headquarters at Lake Success yesterday. These stations form a "Network For Peace" and include outlets both in the U.S.A. and in Canada.

California leads the list of states with nineteen stations taking the "U.N. Today" program. In Washington

(Continued on Page 2)

N. Y. State CIO Council Sponsoring Candidates

New York State CIO Council has bought two half-hour periods on WMCA, New York, the first, on Oct. 26, in behalf of all Congressional candidates endorsed by the Council;

(Continued on Page 8)

Hope Co-chairman

The 1948 Arthritis and Rheumatism Fund Drive will be co-chaired by comedian Bob Hope, it was announced by Floyd B. Odum, Board Chairman of the Arthritis and Rheumatism Foundation. The Foundation hopes to raise the sum of two million dollars during the period November 15-December 11 to support a program of medical research into the diseases.

(Continued on Page 8)



Vol. 45, No. 12 Tues., Oct. 19, 1948 Price 10 Cts.

JOHN W. ALICOATE : : : Publisher

FRANK BURKE : : : : : Editor

MARVIN KIRSCH : : : : : Business Manager

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WEST COAST OFFICES

Ralph Wilk, Manager
1425 Hollywood Blvd. Phone: Granlite 6607

WASHINGTON BUREAU

Andrew H. Older, Chief 6417 Dahlonga Rd.
Phone: Wisconsin 3271

CHICAGO BUREAU

Nat Green
1417 Ashland Bldg. 155 No. Clark St.
Phone: State 2332

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

FINANCIAL

(October 18)

NEW YORK STOCK EXCHANGE

Table with columns: High, Low, Close, Net Chg. Rows include ABC, Admiral Corp., Am. Tel. & Tel., CBS A, CBS B, Farnsworth T. & R., Gen. Electric, Philco, Philco pfd., RCA Common, RCA 1st pfd., Stewart-Warner, Westinghouse, Westinghouse pfd., Zenith Radio.

NEW YORK CURB EXCHANGE

Table with columns: Bid, Asked. Row: Net. Union Radio.

OVER THE COUNTER

Table with columns: Bid, Asked. Rows include DuMont Lab., Stromberg-Carlson, U. S. Television, WCAO (Baltimore), WJR (Detroit).

One-Day Spot Campaign Bought By N. Y. Star

(Continued from Page 1)

WOR, WNEW, WMGM, WINS, WMCA and WQXR with an average of fifteen spots used on each and WNBT, WJZ-TV, WPIX, WCBS-TV, and WABD with four one-minute announcements apiece.

The Star has made this ten-volume encyclopedia set available to the public in an effort to boost circulation.

Agency is the Leonard Advertising Company.

EDWARD C. LOBDELL

ASSOCIATES

PROGRAM PRODUCERS

17 East 48th St. PL. 5-1127
New York 17, N. Y.

★ COMING AND GOING ★

JOSEPH A. McDONALD, vice-president and general attorney of the American network, is in Washington for the hearings on the proposed "giveaway" regulations of the FCC. He is accompanied by GERALDINE ZORBAUGH, of the web's legal department.

HARWOOD HULL, JR., general manager of WAPA, San Juan, P. R., accompanied by MRS. HULL, who spent the week-end in Gotham, last night left by plane for the station.

GRANT F. ASHBACKER, president of WKBZ, Muskegon, Mich., is in New York this week on station business.

JACQUES MEYER, deputy director general of the French Broadcasting System, is in New York, having arrived recently aboard the De Grasse of the French Line.

SYD STEVENS, manager of the American network's Hollywood guest relations department, is back on the job following a vacation of two weeks.

LLOYD BROWNFIELD, director of press information at KNX, Los Angeles, is here on a ten-day business trip.

DONALD W. THORNBURGH, vice-president of CBS in charge of the western division, is in New York on business.

HUGH FELTIS, president of BMB, will return today from Biloxi and Mobile, where he addressed regional meetings of the NAB. Also returning today is CORT LANGLEY, director of subscriber service, completing a trip that took him all the way to the West Coast. He visited Biloxi on his way back.

FULTON LEWIS, JR., Mutual network commentator, yesterday was in Milwaukee, where he addressed the annual convention of that city's Better Business Bureau. On Thursday of this week, he'll speak in Chicago's Palmer House at the Fall Convention Banquet of the Central Supply Association.

JOHN C. JEFFREY, vice-president and general manager of WIOD, Kokomo, Ind., outlet of CBS, is in town for a few days on station and network business.

CHARLES BISHOP, of the American network's television department, boards an American Airliner today for Washington. He'll return Thursday by the same route.

Sixty Cities Planning For Moving Pic Drive

(Continued from Page 1)

New York with six stations being used for the Manhattan premiere of the picture. The stations are WNEW, WMGM, WMCA, WINS, WOV and WLIB.

Full use of the musical talent featured in the film will be made in special 5- and 15-minute transcriptions and open-end 1-minute announcements. Slanted especially for disc jockey use, the commercials will offer Benny Goodman, Tommy Dorsey, Louis Armstrong, Charlie Barnet, Mel Powell, Lionel Hampton, the Golden Gate Quartet, and the Page Cavanaugh Trio, with a heavy accent on music.

Wedding Bells

Marion, Ohio—Recently, Clark Dozer, commercial manager of WMRN, was married to Betty Steinman, formerly of that station's staff. Before that wedding took place, an inter-office memorandum announcing it was sent to Bob Keller, WMRN's national sales promotion representative in New York. The subject heading on the memo read: "Romance."

10 YEARS AGO TODAY

(From the files of Radio Daily)

According to a ruling laid down by the Internal Revenue Bureau for social security tax purposes, radio artists are now to be regarded as "employees" of the firm which sponsors their programs. . . . A trend toward more scientific selection of programs by advertisers has developed due to the number of accounts calling upon the Co-operative Analysis of Broadcasting (Crosley survey) to determine audience-winning shows. Up to this point, at least three important shows have been purchased thru information on their popularity "history" as received from CAB.

100 Stations Carry U. N. Today Program

(Continued from Page 1)

ton, D. C., only one station WQQW, operating both AM and FM, carries the program while in the state of Washington nine stations present the daily news summary.

In some states only one station carries the program, according to U.N. reports. These are Illinois, WJJD, Chicago; Colorado, KLZ, Denver; Louisiana, WSDU, New Orleans; Minnesota, WCAL, Northfield; Ohio, WGAR, Cleveland; Nevada, KATO, Reno; Pennsylvania, WRZE, York; Rhode Island, WEAN, Providence; Tennessee, WSM, Nashville; Utah, KSL, Salt Lake City.

Adele Purcell Convalescing

Adele M. Purcell, merchandise broker for radio and television programs, is convalescing at her home at New Hyde Park, N. Y., from a recent spinal operation. Miss Purcell is associated with Olsen & Johnson and "Play The Game" WJZ-TV program.

WEVD 5000 WATTS 1330 KC PROGRAMS OF DISTINGUISHED FEATURES in ENGLISH JEWISH ITALIAN 3 RESPONSIVE AUDIENCES 3 MARKETS WITHIN THE NEW YORK METROPOLITAN AREA Send for WHO'S WHO Among Advertisers on WEVD WEVD 117-119 W. 46th St. HENRY GREENFIELD, Mgr. Director N. Y. 19



Quitting time

They've done a day's work . and they're going home. They'll eat. Then they'll listen to their radios. That picture was shot outside of one of the big middle west industrial plants . . . but we're using it as an example for Maryland.

We don't know what percentage of our listeners work with their hands or their heads. But we do know this:

In Baltimore, the country's 6th largest city, it is W-I-T-H that delivers more listeners per-dollar-spent, than any station in town.

If Baltimore is in your plans for next year . . . now's the time to buy time on W-I-T-H!

AM W-I-T-H FM Baltimore 3, Maryland TOM TINSLEY, President Represented by Headley-Reed

WBAL-TV NOW ON AIR 60 HOURS WEEKLY!

Beginning Monday, October 11th, WBAL-TV added an afternoon schedule, Monday thru Friday, beginning at 12:00 Noon—consisting of live broadcasts, news and transcribed programs with appropriate pictures.

“Hi-Jinks,” all star noontime variety show is now broadcast simultaneously on WBAL and WBAL-TV on Monday, Tuesday and Thursday. Wednesday and Friday telecasts will be added soon. “Television Matinee” continues Monday thru Friday from 4:00 to 5:00 P.M. Other afternoon features include “Cavalcade of Hits,” “Melody Matinee,” “Cathedral Hour” and “Rendezvous with Rhythm.”

On Saturday afternoons WBAL-TV telecasts the NBC football game of the week, and on Sunday afternoon the Washington Redskins games.

In addition to NBC programs WBAL-TV telecasts local live studio features including “Song Shop,” “Album Review,” “Television Talent Hunt,” “It Pays to Look,” “Paul’s Puppets,” “Look and Cook,” “Know Your Symphony,” “Baltimore’s Opportunities,” “Fixit Shop,” “Listen Motorists,” “America’s Songs,” “Silhouettes in Song,” “Let’s Look at the News,” “Looking at Sports,” “Open House” and “Photography Can Be Fun.” Film features include “Sports Album,” “Touchdown” and “Wild West Theatre.” Comment programs are conducted by Dr. David E. Weglein, and Former Mayors Theodore R. McKeldin and Howard Jackson.

IN BALTIMORE

WBAL and *only* *WBAL*
OFFERS BOTH!

The Greatest Shows in Radio and Television Are on WBAL and WBAL-TV

NBC AFFILIATE—NATIONALLY REPRESENTED BY EDWARD PETRY CO.

RADIO DAILY

LOS ANGELES

DICK HAYMES waxed a batch of Community Chest announcements that will be used on every radio station this Fall for the regular CC drive.

The Sportsmen Quartet returned to the Jack Benny program for their third consecutive year to warble the zany commercials when the show returned to the air Oct. 3. Basil Ruysdale and Del Sharbutt again spiel the commercial plugs, and F. E. Boone and L. A. Speedy Riggs handle the auctioneering chores.

Dick Joy, free lance announcer and co-owner of the Palm Springs radio station, KCMJ, has been signed to announce the Spike Jones-Dorothy Shay "Spotlight Revue," which returned to CBS October 1st.

Jean Holloway, radio and movie writer, took over the scripting chores on ABC's "Mr. President" show starring Edward Arnold on the broadcast of October 17.

John Brown, who does "Digger O'Dell" on NBC's "Life of Riley," gets the same role in the film version, soon to roll.

Shirley Booth may be brought from New York to replace Joan Banks in the role of Jane Stacey on "My Friend Irma." Final decision will be made in two weeks, depending on whether Cathy Lewis, who originated the role, is well enough to return during the current cycle.

Biggest all-star party in Hollywood in years was recent NBC affair for the entire casts of the Bergen-Benny-Harris shows with several hundred others attending in the "carnival" set up at the new Rexall patio.

Elliott Lewis' starring series, "Gregory Hood," still is sustaining but is reported red hot to be signed as a double commercial, one for one client east of the Rockies, and for a second on Mutual's coast web, Don Lee Network.

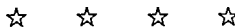
"The Babe Ruth Story," Roy Del Ruth's Allied Artists film, will be dramatized by Screen Guild Players over KFI and NBC October 21, with William Bendix, Claire Trevor and Charles Bickford scheduled to appear in their original roles.

Louis N. Brockway, executive vice-president of Young and Rubicam, Inc., is here from New York for visit to local office.



Mainly About Manhattan. . . !

● ● ● **AROUND TOWN:** 26 two-reelers, based on Gen'l Eisenhower's forthcoming tome, "Crusade in Europe," will be made by ABC television in co-operation with 20th Century-Fox television-film dept. Web is reportedly paying Ike \$400,000 for the video rights. . . . Looks like the FCC will change its stand against editorializing by radio stations. A common sense attitude (presenting all sides of a controversy) looms as likely decision. . . . C. E. Hooper mulling over a plan to add automatic recording devices to his services. (And Harry Ingram wonders why there isn't a Hooper rating for a bad show). . . . Mutual has Conti interested in bank-rolling a light classical music series with Jan Peerce as the star. . . . Add ABC casualties: "Listening Post" and Ted Malone's ayem show, both folding on the 25th. . . . Don't be surprised if Lucky Strikes picks up the tab on the Rob't Q. Lewis stanzas. . . . Dr. I.Q., Jr. (Lew Valentine) which has been off the air for several months, returns to NBC Jan. 9th. . . . Watch for Pat O'Brien to start his own air series with H'wood as the locale of the plots. . . . Fred Allen toying with the idea of making a film burlesquing radio giveaways. . . . Add IMP-ressions: Ted Husing; Bandstandout. . . . Ted Steele: Steele-pan Alley. . . . Henry Morgan: Flatire satire. . . . Arthur Perles will vacate as assistant director of press information at CBS for another department.



● ● ● Hy Gardner, who kids the news via his "Twin Views of the News" stanza with Danton Walker, switches his style in the five-minute Mutual slot he inherits from Billy Rose (8:55 p.m. Mon. thru Fri.). On latter series, he'll stick entirely to personalized anecdotal stuff, oddities and humorous items, similar to his Parade col'm, gathered from his mental file of 15 years of columning. Hy brings to the air a fresh, breezy delivery. Easy to listen to and very habit-forming.



● ● ● One of radio's outstanding success stories belongs to Mark Goodson, who, just a few years ago, was a struggling announcer. Today he's producing four shows, three of which are in the top ten listed in Pulse. In addition to the fantastically successful "Stop the Music," he produces "Winner Take All," "Hit The Jackpot" and "Time's Awastin'." All of these are audience participation shows with gimmicks. In his own quiet way, Mark has elbowed his way into radio's elite in the producing ranks.



● ● ● Eddie Cantor commenting on the crowded condition of schools this year: "This morning I visited a classroom—they were arranging the children in layers. One little boy got the mumps—pushed 12 kids right out of the window. I said to the teacher, 'Look, there're two kids sitting in the wastebasket.' She replied: 'Somebody must've tilted it. There are supposed to be three of 'em in there!'"



● ● ● **SID-BITS:** Del Peters to produce and Ray Harvey writing and directing the Lombardo show for Kaiser-Frazer which preems Sat. on Mutual over some 480 stations. . . . Bill (County Fair) Gernannt in town from the coast with his lovely bride, Lois January. . . . Oct. Radio Mirror carrying a spread on Alice Reinheart. . . . American-British Art Center has invited Staats Colsworth to hold exhibit of his watercolors. . . . Pete Donald's emong as the German psychoanalyst on the F. Allen show is high-grade stuff. . . . Ian Hunter, currently co-starring in "Edward My Son," guesting on Red Benson's show tomorrow. Tommy Dorsey takes over as guest quiz-master Thursday. . . . Toney Terry Hatfield, whose "Woman's Views of the News," was a top feature in Miami, is using the program to conduct tests on pulling power of local radio at WILK, in Wilkes-Barre, Pa.

SAN FRANCISCO

BING CROSBY will transcribe one of his ABC radio shows from the stage of San Francisco's Civic Auditorium as a feature of a three-hour benefit show he is doing on behalf of the Boys' Clubs of America in this area. Others appearing on the program with Bing are ABC's Bill Gargan, Harris and Shore, Jim and Mildred Mulcay, Joe Venuti, Peggie Lee, William Powell and other top stars.

Lenny Sherman is the comedy star in a new Saturday night (6 p.m.) show from KNBC. The supporting cast includes singer Nita Claire, singer of novelty tunes Scat Man, and Harlow Burgess and his orchestra, Bill Roddy announces. Sherman has worked as featured comedian on many of radio's top programs.

KFRC has been stealing the bulk of the 11 to 1 o'clock listening audience with its broadcast of the World Series games.

KQW is conducting a local talent contest in conjunction with Arthur Godfrey's CBS Talent Scouts program. Local winner will have a chance for a trip to New York and a radio appearance there.

Lois Hartzell, regular soloist on KNBC's Light and Mellow program, is singing with the San Francisco Opera Co. during month of October. During her absence the new 16-year-old singing discovery, Beverlee Allen, appears on the Light & Mellow show.

Ira Blue is again conducting his Football Scoreboard contest over KGO. Free radios are given each week to those Pigskin Prognosticators who make the best predictions on the outcomes of twenty football games.

THE ART SCANLON SHOW
LAUGHS, FUN!
1010 ON YOUR DIAL
WINS 6:30-8:15 AM
7:00 • WORLD NEWS • 8:15
CROSBY BROADCASTING CORPORATION

IN BALTIMORE

WBAL

and only WBAL

OFFERS BOTH!

The Greatest Shows in RADIO are on	The Greatest Shows in TELEVISION are on
WBAL	WBAL-TV
50,000 Watts	Channel 11
NBC AFFILIATE	

Opposition Increasing To P. R. Gov't Station

(Continued from Page 1)

week for Puerto Rico and the Fifth District NAB meeting in Atlanta, Ga., adopted a strong resolution against insular government engaging in commercial radio operations.

Frank Bow, counsel for the Harness committee investigating the FCC, will go to San Juan with Thomas Simpson and Oscar Hume, committee investigators, to launch an inquiry into circumstances of the FCC commercial grant to the Puerto Rican Communications Authority. The investigation is expected to last a week or 10 days during which time they will interview government officials, and some of 23 independent commercial station operators on the island.

In Atlanta, the Puerto Rican situation was brought to the attention of the 5th district NAB broadcasters on Friday by Harwood Hull, general manager of WAPA, San Juan. At Hull's instigation the 100 broadcasters from Alabama, Georgia and Florida attending the meeting adopted a resolution opposing government's entry into the commercial radio field and urging an investigation of the grant.

Text of the resolution follows: "Whereas, the Federal Communications Commission has granted a construction permit to the Puerto Rico Communications Authority for a radio station which, it is understood, is to be operated with funds of the insular Government of Puerto Rico, and which will be in unfair and unjustified competition with the privately-owned commercial stations of Puerto Rico, and

"Whereas, such Government-controlled broadcasting is against the long-established principles of free and competitive radio in the United States; therefore, be it

"Resolved, the members of the 5th District call upon the National Association of Broadcasters to formally protest such action and to work for the elimination of such grants."

Hull in presenting the situation to the broadcasters said the Puerto Rican Communications Authority has at its command around \$500,000 for the construction and operation of the new station. He added that agencies of the insular government in Puerto Rico have been committed to use approximately \$150,000 worth of commercial radio time when WIPR goes on the air around the first of the year.

Wedding Bells

Mary Ellen Maher of the operation department of WGN, Chicago, was married October 9 to James Edward Hamilton.

IMMEDIATELY AVAILABLE
TOP-FLIGHT N. Y. C. TIME SALESMAN
A-1 REFERENCES
BOX 179, RADIO DAILY
1501 Broadway, N. Y. C.

★ AGENCY NEWSCAST ★

JEAN MEREDITH assumes the duties of radio publicity manager for Benton & Bowles, Inc. in Hollywood, effective November 1st. Hitherto she has been assistant director of press information for CBS in Hollywood.

THE ART DIRECTORS CLUB is holding this week's luncheon at Toots Shor's on Wednesday, October 20th. Guest speakers will be Frankie Frisch and other sports notables.

UNIVERSAL CARLOADING & DISTRIBUTING CO., Inc., its associated and affiliated companies, announce the appointment of Raymond Spector Co., Inc. as advertising agency. This company, which is the largest nationwide freight forwarder, will sponsor the American Forum of the Air over the Mutual network, and will also use newspapers in key centers.

WIOD, Columbia network affiliate in Kokomo, Ind., has engaged Weed & Co., as its national representatives, it has been announced by John C. Jeffrey, vice-president and general manager of the station, who now is in New York.

NEEDHAM, LOUIS & BRORBY, Inc., advertising agents for Fibber McGee and Molly, sponsored by Johnson's floor wax, have engaged Margaret Ettinger & Co., New York and Hollywood, as public relations and publicity representatives for the radio team.

CARTER-JOHNSON ASSOCIATES, New York, the public relations firm which has specialized in Negro media, has dissolved.

ARNOLD BAKERS, INC. of Port Chester, N. Y., have appointed Benton & Bowles, Inc. as advertising agents for the company's line of fine bread and rolls, effective January 1, 1949. Lester S. Rounds is the account executive.

ROBERT C. PEARSON, formerly of Walker & Downing, Inc., Pittsburgh, Pa., has joined the copy department of Tracy, Kent & Co., Inc., New York.

HOWARD SEWARD, formerly of the Curtis Publishing Company, has been named to head operations on the Association of National Advertiser's study of the advertising appropriation. This study, as previously reported, is designed to establish a sound set of guiding principles for determining the advertising appropriation. The first step, however, is to find out how typical advertisers in various product classifications set up their appropriations. As now planned, this will be accomplished through intensive field interviews with advertising directors and other management representatives.

ELLIOTT CURTISS, former Click Magazine editor and NAM publicist, who, with Ralph Bellamy, helped spark-plug General Electric's anti-inflation campaign early this year, has signed as account executive with Alanson Q. Bailey Advertising, San Diego, Calif. His first move was to set up a radio and television unit which will produce both recordings and live shows for national and local distribution.

GOP Buys Two Webs For Closing Program

(Continued from Page 1)

Day eve aggregate a cost of \$75,000 and another \$35,000 is being spent for a special CBS network of Gov. Dewey's address which will be given in Madison Square Garden, New York, on October 30. In addition the Dewey address will be televised by WABD and carried on the DuMont east coast network.

Democrats Buying Time

Democratic headquarters also intensified radio coverage as the final weeks of the campaign get under way. Today, President Harry S. Truman will be heard on the southern network of 44 NBC stations from Raleigh, N. C., with 12 more independent stations carrying the address from 3:00 to 3:30 p.m., EST.

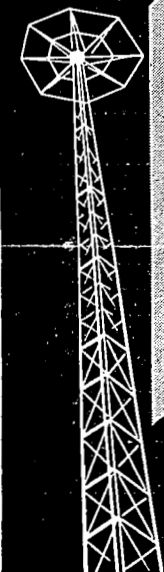
On Friday, Harold Ickes, speaking at Great Falls, Mont., in the interest of the candidacy of Pres. Truman, will be heard over the full Mutual network from 10:30 to 11 p.m., EST.

Plans for Election Eve broadcasts in behalf of the Democratic candidates are being worked out, Ken Fry, radio director, said.

Radio Leaders To Attend Mexico City Conference

(Continued from Page 1)

to establish a plan which will allot shortwave frequencies throughout the various wave bands to all the nations of the world. It is expected that 50 countries, members of the International Telecommunications Union, will be represented at the conference.



RESULTS *is the Buy-Word*

Audited Audiences, a WOV exclusive, gives you the dope you need to get you the results you want.

Get the facts... known, proven, tested facts on each of 5 Audited Audiences. You too, can take the guess out of buying.

- Wake Up New York
- 1280 Club
- Band Parade
- Prairie Stars

- Italian language market
- 2,100,000 individuals
- (larger than Pittsburgh).

Originators of

Audited Audiences

RALPH N. WEIL, Gen. Mgr.

WOV

The Bolling Company,
National Representatives

NEW YORK

PROMOTION

For "Happy The Humbug"

"Happy The Humbug is everywhere," says the new promotional material sent out by the NBC Radio Recording Division. A colorful folder, using a "package" motif, it attempts to prove it by describing the various ways in which Happy The Humbug has captured the imagination of children all over the country. Emphasizing Christmas season programming with the Steve Carlin-created juvenile show, the piece points out that through record albums, Sunday comic pages, jewelry pieces and painted neckties for children, all tied in with Happy The Humbug, the program has a ready-made audience. A form for use in wiring to NBC for an audition record also is included.

Stock Show Tieup

At the 38th annual Pacific International Livestock Exposition in Portland, Oregon, music will be provided by Roy Jackson and the Northwesters and broadcast from the main Exposition Building daily over KEX at 11:30-12 noon.

Bill Hansen, KEX Farm Director, will visit the various exhibits with remote mike facilities and interview top cattlemen, breeders and horsemen from all over the U. S. and Canada.

Zimmer Heads Radio Dept. Of Indiana Theater Group

(Continued from Page 1)

open. Zimmer will be in charge of all radio operations for Syndicate Theaters.

In his first official move as radio director, Zimmer appointed Dick Neher, WCSI program director, as manager of WWNI-FM in Wabash.

Adelaide Hawley At B. & M.

Adelaide Hawley, authority on women's subjects for radio, video, newsreels, press and organizations, today will tee off a Personality Course to be given by Bristol-Myers Co. for their women employees. Miss Hawley's subject will be "Advertising You."

She also will lecture on clothes and grooming at City College, New York, N. Y. on Nov. 10 and Nov. 16, as the guest of Alice Rice Cook.

SOON 56
 First on Your Radio
 in Memphis, Tenn.

 Pulling in a million more listeners on your MUTUAL station in Memphis — A Mighty Market
 CONTRACTS made now at present rates receive full year's protection.
 CALL OR WIRE
THE WALKER CO.

NETWORK SONG FAVORITES

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

Survey Week of October 8-14, 1948

TITLE	PUBLISHER
A Tree In The Meadow.....	Shapiro-Bernstein
Ah But It Happens.....	Bourne
Blue Bird Of Happiness.....	T. B. Harms
Buttons And Bows.....	Famous
Confess.....	Oxford
Cuanto Le Gusta.....	Southern
Ev'ry Day I Love You.....	Harms
For You.....	Witmark
Hair Of Gold, Eyes Of Blue.....	Robert
Here I'll Stay.....	Chappell
I'd Love To Live In Loveland.....	Bregman-Vocco-Conn
If We Can't Be The Same Old Sweethearts.....	Feist
It Only Happens When I Dance With You.....	Berlin
It's A Most Unusual Day.....	Robbins
It's Magic.....	Witmark
Love Somebody.....	Kramer-Whitney
Maybe You'll Be There.....	Triangle
Money Song.....	Crawford
My Darling, My Darling.....	E. H. Morris
My Happiness.....	Blasco
Night Has A Thousand Eyes.....	Paramount
On A Slow Boat To China.....	Melrose
Rambling Rose.....	Laurel
Say It Isn't So.....	Berlin
Things I Love.....	Campbell
This Is The Moment.....	Miller
Underneath The Arches.....	Robbins
When You Left Me.....	Porgie
With A Twist Of The Wrist.....	Patmar
You Call Everybody Darling.....	Mayfair
You Were Only Fooling.....	Shapiro-Bernstein

Second Group

A Hundred And Sixty Acres.....	Leeds
At The Flying "W".....	E. H. Morris
Cornbelt Symphony.....	Mellin
Hankerin'.....	Remick
I Don't Care If It Rains All Night.....	Witmark
I Love You, So Much It Hurts.....	Melody Lane
In My Dreams.....	Murray-Wizell
Isn't It Romantic.....	Famous
Just For Now.....	Advanced
Little Girl.....	Leeds
P.S. I Love You.....	La Salle
Put 'Em In A Box.....	Remick
Say Something Sweet To Your Sweetheart.....	Mills
Steppin' Out With My Baby.....	Berlin
Take It Away.....	Pemora
That Certain Party.....	Bourne
Until.....	Dorsey Bros.
Walkin' With My Shadow.....	Johnstone-Monte
When The Red Red Robbin Comes Bob Bob Bobbin' Along.....	Bourne
When You're Smiling.....	Mills
Why Does It Have To Rain On Sunday.....	Duchess
You Started Something.....	Broadcast Music
You Walk By.....	Cavaller

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NEW BUSINESS

WMAQ, Chicago: The Blue Note, Chicago night club, ordered a 52-week renewal of the 5:30 to 5:45 p.m., EST segment of the Dave Garraway Show (five-a-week, 5:15 to 5:45 p.m.) on Thursday only. The Blue Note also ordered six participating announcements weekly on Garraway's 11:60 Club program (Tuesdays through Saturdays, 12:00 midnight). Dave Garraway, Inc. is the agency for the night club.

Ward Baking Company (Tip Top cake), through J. Walter Thompson Company, contracted for five participating announcements weekly on the Food Magician program (five-a-week, 12:15 to 12:45 p.m.) and six one minute announcements weekly for four weeks. Procter & Gamble Co. (Drene), through the Compton Agency, ordered five participation announcements weekly on the Food Magician program for 52 weeks. The Chicago Arena (Ice Follies) ordered five one-minute announcements. Walter L. Rubens & Company is the agency.

Stork News

A daughter, Margaret Ann, was born October 7 to Mr. and Mrs. William Reilly, Chicago. The father is on the NBC Radio Recording sales staff.



TELEVISION engineers call this the "Test Pattern" of WMAR-TV.

Set-owners call it a sure identification of finest in television entertainment.

Businessmen are discovering that it means the best buy in television in Maryland!

WMAR-TV

The Sunpapers Station

CHANNEL 2 • BALTIMORE, MD.

TELEVISION DAILY

Daily section of RADIO DAILY, Tuesday, October 19, 1948 — TELEVISION DAILY is fully protected by register and copyright

REPUBS, DEMS PREP TV TIME BUYS

TELE TOPICS

RAVE REVIEWS for the Philco Playhouse apparently are becoming a habit with us, but to our eyes the show reaches new heights each week, and Paul Muni's TV debut in "Counsellor-at-Law" Sunday night was no exception. Looking remarkably young and vigorous Muni turned in an outstanding job and was backed up by an excellent cast. . . . Although action was confined to a suite of three offices, director Fred Coe kept the cameras moving throughout the show and came up with many highly effective shots, among them one when Muni was about to jump through the window, and several taken from behind his desk with his head in the foreground. . . . Also excellent photography was the commercial with Eugene Ormandy mounted with members of the Philadelphia orchestra. . . . By the way, how was "Toast of the Town" Sunday night?

"WELCOME ABOARD," another NBC Sunday night, is a high-caliber variety stanza in an obviously phoney nautical setting (everyone in the band seems to be at least a commodore), which detracts from the over-all production. Outstanding acts this past week-end were Dean Martin and Jerry Lewis and satirist Patricia Bright. Latter's take-off on a Stork Club habituee was socko. . . . Commercials for Admiral refrigerators and radios were very well done, but they were thrown into the show too abruptly, thus destroying any sense of continuity. And will someone please tell us why Russ Morgan used a floor mike? This is television, Mr. M.

THE LOU COWAN office has loaded "Stop the Music" with visual gimmicks and seeks to sell it as a separate TV package. . . . Hile Damroth's "Black Magic Board," used by YGR for Jello commercials really lives up to its name. We still don't know how it's done. . . . Herb Swope will direct the first three pickups of the WPIX hockey sked for Schaefer Brewing. . . . Klaus Landsberg, manager of KTLA, will conduct a TV panel discussion Wednesday to help the Reserve Unit of AFRS on the Coast become acquainted with medium. Col. Marvin Young, of Ruthrauff & Ryan, commands the unit. . . . Ed Chester, CBS-TV news and special events chief, is Florida-bound for a month's vacation.

State To Release Film To Television Stations

Albany—"Families First," a two-reel documentary dealing with problems in American family life, will be released to stations by the New York State Youth Commission after Nov. 15. Film was produced for the Commission by RKO Pathe, Inc., and has had national theater distribution in a ten-minute version. TV reels run 17 minutes.

DuMont Interest No Control Over TV Firm—Paramount

Washington Bureau, RADIO DAILY
Washington—Only conclusion to be drawn from the facts of its stock ownership is that "Paramount has a non-controlling minority interest in DuMont," the FCC was told at the week-end by Hogan & Hartson, Paramount attorneys. The mere power to protect its investment against alteration or termination without its consent does not constitute control for Paramount, and "it would be entirely discriminatory for the Commission to rule adversely to Paramount on this issue because of its possession of rights which are in little, if any, respect different from those presently held by minority stockholders in licensee corporations in numberless instances under the Commission's control and jurisdiction," the statement said.

The matter is vital to the TV aspirations for both Paramount and DuMont, in view of the FCC policy of refusing to license more than five stations under common control. DuMont seeks five stations, and Paramount, through subsidiaries, seeks six in other cities.

Paramount owns 2.9 per cent of the 1,471,040 outstanding shares of DuMont "A" stock and all of the 560,000 shares of "B" stock. It is

entitled through its control of the "B" issues to elect three of the eight directors, elect the secretary, treasurer and assistant treasurer of the corporation and to veto "two limited classes of action which may be attempted by the majority of DuMont's board of directors with the approval of the remaining stockholders: (1) changes in the basic contract between DuMont and its stockholders; and (2) termination of the business as conducted by DuMont through dissolution, consolidation, or merger, or through a sale of all the corporations assets and franchises."

The Commission has already indicated, in an earlier opinion when it okayed Paramount's KTLA, Los Angeles TV station, in December, 1946, that it feels Paramount does in effect control DuMont. That fact did not matter in the Los Angeles case because KTLA okay did not mean that the limit of five stations was exceeded.

Ky. Package Firm Moves

Louisville — Southern Television Productions, new package firm here, moves into new studios at the Television Center today. Main studio is 40 by 40, two stories high.

Texaco, Toast Lead Hooper & Pulse Lists

"Texaco Star Theater" and "Toast of the Town" again are the top two shows in New York, according to Hooper's September report, with ratings of 54.5 and 50.5 respectively. The two programs also lead the Pulse report for New York and Philadelphia, but here "Toast" is first with 38.8 and Texaco follows with 37.9.

Following the leaders on the Hooper list are: Bivins-Charles fight, WCBS-TV, 43.0; western film, WNBT, 35.5; "We, the People," WCBS-TV, 34.6; Giants-Dodgers baseball, WNBT, 32.6; "Small Fry Club," WABD, 26.5; "Stop Me If You've Heard This One," WNBT, 24.1; Dodgers-Chicago baseball, WCBS-TV, 23.1; Film Theater, WCBS-TV, 23.0.

Remainder of the Pulse top ten for the two cities follows: boxing, CBS, 31.1; boxing, NBC, 29.3; "Small Fry Club," DuMont, 25.2; Amateur Hour, DuMont, 24.8; "Winner Take All," CBS, 20.7; "We, the People," CBS, 18.5; Kraft Theater, NBC, 17.6; "Gay Nineties," ABC, 15.2.

Package Firm On Air To Sell TV Services

West Coast Bureau, RADIO DAILY
Hollywood—For the first time tele spots are being used commercially by a package producer to sell his own services. Churchill-Wexler Productions has completed the filming of a one-minute commercial aimed at selling potential advertisers on the sales-pull of video.

The film was premiered on Sunday evening, over KFI-TV at 9:00. It will subsequently be used for a series of showings, same station, same time.

The Churchill-Wexler sales staff will also use the film for presentation purposes in talking to prospective clients. It highlights the selling problems which can effectively be solved by TV, and indicates the visual techniques which can be employed.

The spot will also serve to announce to the trade that the organization, which has concentrated on commercial, educational and training films during the past two years has expanded its facilities and is now equipped to handle tele assignments.

Windup Speeches By Candidates To Be Aired

As the Presidential campaign enters its final two weeks, tele, which heretofore has been left out in the cold as far as political time sales are concerned, is due for an increasing share in the budgets of both major parties.

One of the primary reasons for this has been the concentration of the earlier stages of the campaign in the "grass roots" areas of the country. However, when the itinerary included tele cities, a pickup of the main address usually was arranged. This was the pattern during the past two weeks, for example, when speeches by President Truman in Newark, N. J. and Minneapolis were carried by WATV and KSTP-TV, respectively.

Dewey Special to be Scanned

Following tradition, the campaign will close with giant rallies in major cities, and here TV is expected to come into its own. The Republicans have already purchased the ABC mid-western web for a speech by Governor Dewey in Chicago, Oct. 26, and probably will buy time on DuMont's east coast net for their candidate's New York speech Oct. 30 in Madison Square Garden.

Although plans are not yet definite, it is believed that the Democrats also will buy time to televise Mr. Truman's windup talks. The party is said to be lining up a mid-west net for the Chief Executive's address in Chicago next Monday.

In addition, films on the families of both candidates were produced for the major parties. While these were made primarily for theater use, the GOP has begun buying time for the Dewey film and the Dems may follow suit with the movie on the President.

CBC Skeds TV Hearings For Six Applications

Montreal—Six applications for TV licenses will be heard by the CBC board of governors at a meeting in Ottawa, Oct. 27, 28 and 29. Sessions on the last two days will be public.

Four of the requests are from Toronto: Al Leary, well known in local radio circles; CKEY; CFRB; and Famous Players Canadian Corp. Other applicants are CFCE and CKAC, both Montreal.

TV Show In S. F. Store

San Francisco—First store tele demonstration in this area was begun yesterday by KGO-TV in the Jackson department store in Oakland.

WGAR 50 Kw. OK'd Via High Court Edict

(Continued from Page 1)
The Commission had found such a proposal to be not in the public interest. In the Court of Appeals last May Justices Edgerton and Clark upheld the Commission stand, while Justice Wilbur K. Miller attacked it as "censorship" but upheld WGAR on the ground that WADC should be turned down because there was "no valid reason" for bumping WGAR off the air.

The majority of the Appeals Court quoted from the FCC brief to the effect that "the application of WADC thus raises squarely the issue of whether the public interest, convenience and necessity would be served by a station which during by far the largest and most important part of the broadcast day, plugs into the network line and, thereafter, acts as a mere relay station of program material piped in from outside the community. We are of the opinion that such a program policy which makes no effort whatsoever to tailor the programs offered by the national network organization to the particular needs of the community served by the radio station does not meet the public service responsibilities of a radio broadcast licensee.

"The policy is not only tantamount to a voluntary abdication to the network of the duty and responsibility of a broadcast station licensee to determine for itself the nature and character of a program service which will best meet the needs of listeners in its area, but as an abdication to an organization which makes no pretense to scheduling its programs with the particular needs and desires of any one service area in mind.

"A national network affiliation can be of great assistance to a particular station's service to its listeners as the source of a quantity of high calibre programs of general interest not otherwise available locally, to supplement, rather than to supersede, the locally originated programs of the station. It is not equipped, however, to take over the entire programming of any station; even the stations which are wholly owned by the national networks maintain extensive local program staffs which integrate the network service into a daily program best calculated to serve local interests."

The judges found this reasoning "fully" supported in law, and declared that "censorship (is) a curious term to apply to the requirement that licensees select their own programs."

The Supreme Court issued no opinion yesterday, simply refusing to review the lower court decision.

Joins Coast CBS Staff

James T. Aubrey, formerly associated with the Conde Nast Publications west coast offices, has joined the Western Division sales staff of CBS effective immediately. He replaces William D. Shaw, recently promoted to the position of assistant sales manager of the network's western office.

COAST-TO-COAST

WMOB Starts FM Operation

Mobile, Ala.—WMOB, ABC affiliate in Mobile, began FM operations on October 7th. The station will duplicate its complete AM schedule on FM from 6 a.m. to 12 midnight. WMOB's FM frequency will be 97.5 megacycles. WMOB is one of The Nunn Stations, owned and operated by Gilmore N. Nunn and J. Lindsay Nunn. The station manager is D. H. Long.

First Anniversary On WKY

Oklahoma City, Okla.—"Creed, Color and Cooperation," public service program marked its first anniversary recently on WKY. In its one year on the air, the show has received a "first" national award from the National Conference of Christians and Jews, second place in the annual Billboard awards for "public service programming" and recognition from the National Achievement Committee, a Negro organization.

Medicos On WKBW

Buffalo, N. Y.—WKBW recently carried a portion of the annual meeting of the Washington Medical Association, at which several prominent medical figures appeared. Dr. Howard B. Sprague, of the Harvard Medical School, answered questions posed by newspapermen, specializing in science and medicine, on the subject—"Heart Disease And How To Live With It."

Tieup With Movie

Worcester, Mass.—WTAG, in a promotion-exploitation deal with local movie houses showing "The Loves of Carmen," offered as a giveaway on the popular WTAG "Julie 'n' Johnny" show, a "Carmen" doll. Opera questions sent in by listeners won the doll and tickets to the film, as runner-up prizes.

WCSI Promotion-Wise

Columbus, Indiana—Recently WCSI-FM was forced off the air for 36 hours due to transmitter troubles. During this time so many people called the station about it that WCSI was inspired to send out a promotional piece which read in part: "Who says no one listens to FM? WCSI in five hours registered more than 500 calls from listeners."

KITE's Busy Bee

San Antonio, Tex.—Alec Chesser, program director of KITE, was heard on three local stations in two days, much to the confusion of many San Antonio listeners. First on KABC, he took part in the broadcast of the Texas Tech-Texas A & M football game, and on the following day he did his regular stint on KITE. Later in that evening he appeared on KTSA's "The Chamber Speaks," program of the San Antonio Chamber of Commerce of which Mr. Chesser is a member of the News and Publications Committee.

Roving Mike From WSGN

Birmingham, Ala.—Craig Loew, WSGN, interviewed prominent members of the audience gathered to hear Irene Jordan at Municipal Auditorium in her first home-town concert since her debut at the Met. Betty Birmingham, News-Age-Herald fashion editor, was on hand to describe the gowns worn by the women.

Substitute At WLAW

Lawrence, Mass.—When Jack Stevens went on vacation recently, Harvey Chester substituted for him on the daily newscast from Boston for the Eastern Massachusetts Street Railway, over WLAW.

Big Election Night Planned

Newark, N. J.—Arthur Sylvester and William R. Clark, Newark News correspondents with the Dewey and Truman campaign tours, will be present during WNJR's four-hour election night show, to fill in background material about the election. The regular news staff of the station will work with men from the Newark News in compiling national and local returns. Comments by political experts and interviews with "the man in the street" will also be included.

WNLK's Firemen's Parade

Norwalk, Conn.—WNLK originally intending to give only two half-hour periods to Norwalk's firemen's parade, finally devoted two and a half hours to the broadcast. Tom McNeil and Milt Warren, WNLK broadcasters, reviewed the parade in which 10,000 men marched.

WHIO Ups Brophy

Dayton, Ohio—Fred Brophy, news editor of WHIO since Jan. 1, 1948, has been appointed Director of News for WHIO, WHIO-FM and WHIO-TV. Already he is making extensive preparations for TV operation, which is expected after the first of the year. Mr. Brophy has been with WHIO for seven years and in radio since 1938.

Don Bell Feted By Fans

Des Moines, Iowa—More than 750 of his fans from all over central Iowa were on hand to celebrate Don Bell's second anniversary as KRNT's morning disc jockey. The well-wishers greeted Mr. Bell at 6 o'clock in the morning, when he puts the station on the air. Coffee, doughnuts and orange juice were served to the listeners who crowded the KRNT studios.

Teachers On WDRC

Hartford, Conn.—A weekly series of talks over WDRC by faculty members of the Teachers College of New Britain, Conn., got under way lately with an opening talk by president of the college, Herbert D. Welte, who spoke on "The Crisis In Teaching." The program is heard regularly on Saturdays at 6:15 p.m.

CBS, MCA Will Join T.O.C., Boxing Setup

(Continued from Page 1)
apparent for some time, while the enthusiasm of MCA appears more concerned with the ultimate adoption and acceptance of theater video, including, of course, the pickups of bouts for movie-house exhibition. MCA's representation of artists includes entertainment in all its various forms.

The Tournament of Champions has come to the fore during late months as the outstanding rival to the 20th Century Sporting Club, producer of most of the important boxing bouts of recent years. With 20th Century established in Madison Square Garden, T.O.C. went outside the big Eighth Avenue arena to put on the recent Zale-Cerdan bout and the earlier encounter between Zale and Rocky Graziano. The combine now has ten bouts scheduled for the Jersey City Armory, but under the new setup, it is believed that a ring-site in New York will be obtained.

Eight Returning Shows Listed Among "1st 15"

(Continued from Page 1)
is the same as Benny's (19.0) but the former is listed in fourth position.

"Stop the Music," listed in number four slot in the previous Hooper report, skidded to 14th place to 14.6. Fred Allen, checked by Hooper on his first return broadcast Oct. 3, did not make the first 15.

Breakdown of the top 15 by networks finds seven NBC programs on the list, five for Columbia and three for ABC. Remainder of the list, from number five spot on down, is as follows: Radio Theatre, Phil Harris-Alice Faye, Suspense, Duffy's Tavern, Talent Scouts, Bing Crosby, My Friend Irma, Charlie McCarthy, Life of Riley, Stop the Music, Crime Photographer.

Average evening rating is 8.2, up 1.1 from the last report. Average evening sets-in-use (28.0) is up 3.7 from the previous report.

N. Y. State CIO Council Sponsoring Candidates

(Continued from Page 1)
program will be broadcast from 7:30 p.m. with Tom Scott as musical narrator. Candidates for U. S. representative from each of New York City's five boroughs will appear on the program.

Other show is scheduled Oct. 31 from 7-7:30 p. m. Three labor leaders—Jacob Potofsky, Michael Quill and Joseph Curran—will be heard during the broadcast.

Gainsborough Associates produces both shows.

Margaret Wiley

Margaret Wiley, time buyer for J. Walter Thompson Co., since 1941, passed away at Walther Memorial Hospital, Chicago, October 13. She was 42.



RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 45, NO. 13

NEW YORK, WEDNESDAY, OCTOBER 20, 1948

TEN CENTS

QUESTION FCC GIVEAWAY JURISDICTION

FCC Hits Court Edict Against N. J. Stations

Washington Bureau, RADIO DAILY

Washington—The FCC this week told the Federal Court of Appeals here that WCAM, Camden, and WCAP, Asbury Park, N. J., will be unjustly deprived of the benefit of its decision giving them full time on the 1310 band if the stay order asked by WTNJ, Trenton, is granted. The Trenton station, which now shares the 1310 band with the other two stations, has been ordered to cut its power from 500 to 250 watts and move from share-time operation on the 1310 band to daytime operation

(Continued on Page 3)

PM Playhouse Replacing Phil Baker Network Show

Philip Morris is dropping the Phil Baker quiz show, "Everybody Wins," on CBS, Oct. 22, and will replace it Oct. 29 with "Philip Morris Playhouse," heard 10-10:30 p.m., EST.

Return of "Playhouse" marks a revival for Philip Morris which sponsored the show previously. It was last heard in February, 1944. It will feature Hollywood stars in original mystery and suspense dramas with Bill Spier as producer. Biow is the agency.

European Radio Experts Entertained By NBC

European delegates en route to the International High-Frequency Conference at Mexico City were entertained at a luncheon in New York on Monday by William F. Brooks, NBC vice-president in charge of news

(Continued on Page 3)

New Business

Monument builders, disturbed by the competition from "non-monumental" memorial parks which has cut into tombstone sales, are turning to radio to make families more monument conscious. Dealers recently auditioned The Sunday Players Immortal Dramas at their convention in Chicago and series have been sponsored on several stations thus far.

Optimistic

Despite its great growth and with radios in 94 per cent of the nation's homes, the radio market is still far from saturation, H. W. Clough, vice-president in charge of sales of the Belden Manufacturing Company, Chicago, declared yesterday. Developments in TV-FM; increasingly diversified programs, and the growing number of broadcasting stations of all kinds multiply the markets, Clough stated.

CBS Names Perles As Promotion Supervisor

Arthur Perles of CBS is switching over from assistant director of press information to become supervisor of special promotions, it was announced yesterday by Victor Ratner, network veepee and director of advertising and sales promotion. New appointment for Perles, who will report to Neal Hathaway, director of program promotion, is effective today, Wednesday.

Perles has been with CBS for the

(Continued on Page 4)

New Los Angeles Daily Featuring Radio Section

West Coast Bureau, RADIO DAILY
Los Angeles—General ban against radio features by newspapers in this city has been nicked to some extent by the debut of the Los Angeles Mirror, afternoon tabloid owned by the morning Times, which is the

(Continued on Page 2)

Publicist Would Saturate Radio With Florists' Plugs

Society of American Florists, through Nathan E. Jacobs, managing director, have come up with a promotional gimmick called "National Flower Week" in which they utilize a Radio Kit to promote free time on stations and networks during the week of Nov. 7 to 14.

Jacobs, in introducing the presentation says, "this is not a sales promotion but a week set aside to pay tribute to flowers and what they mean in our lives."

Network Spokesmen Doubt Authority Of Commission To Enforce Ban As Lottery Law Violation

Washington Bureau, RADIO DAILY

Washington—While opponents of the FCC's proposed regulations to control giveaways were defending the Commission's jurisdiction, former Chairman Paul A. Porter yesterday declared the Commission has an obligation to adopt rules and, if need be, defend its authority in court. Porter, there

(Continued on Page 5)

Allen Gets Pro Fan Mail But No Takers

Fred Allen has received no legitimate claims in response to his \$5,000 insurance guarantee against giveaway opportunities but according to his right hand man, Uncle Jim Harkins, fan mail is running about 98 per cent in favor of the comedian's battle against giveaway shows. A few jokesters and pranksters have written in to suggest that they be awarded five grand but their stories have not been

(Continued on Page 6)

Bank Buys Segment Of WOR Election Returns

First instance of a network station selling a piece of the web's election coverage on Nov. 2 to a local sponsor has been announced by WOR, New York, which has contracted with

(Continued on Page 2)

WNBC Plans To Sponsor Friendship Letter Plan

Plans to focus attention on the International Friendship letter project through a series of announcements on all programs on Friday, October

(Continued on Page 4)

A. L. Leader Praises Radio For Support

Miami—Commending radio for the support given American Legion Auxiliary during the past year, Mrs. William Kashman of Hartford, Conn., reviewed the radio programming during 1947-48 and paid special tribute to the major networks for time and talent given their activities.

Mrs. Kashman said, "For the five American Legion Auxiliary coast-to-

(Continued on Page 3)

WCBS Sells News Period To White Rock And K-F

White Rock Corp. and Kaiser-Frazer Co. have signed to alternate nightly sponsorship of the 11-11:10 p.m. newscast over WCBS, New York starting Sunday, Oct. 24, it was announced

(Continued on Page 5)

Sales Increase Noted

Montreal—Radio sales of Canadian Marconi Co., Ltd., have shown a marked increase since reduction of the excess tax from 25 per cent to 10 per cent, a company official states. Radiotelephone equipment has been installed in all major Canadian cities and in many smaller centers as well. Facilities are being extended rapidly, and sales have been higher than anticipated.

(Continued on Page 4)



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JOHN W. ALICOATE : : : Publisher
FRANK BURKE : : : : : Editor
MARVIN KIRSCH : : : Business Manager

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★ COMING AND GOING ★

JOHN T. HOPKINS, III, station manager and chief engineer of WJAX, affiliate of NBC owned by the City of Jacksonville, Fla., is in town. He is accompanied by GEORGE A. PIERCE, Jacksonville city commissioner in charge of the station.

JOHN C. JEFFREY, vice-president and general manager of WIOU, Columbia network outlet in Kckomo, Ind., is in New York on business. He has engaged Weed & Co. as the station's national representatives.

BOYD FITZPATRICK, president of WHDL, Olean, N. Y., in Gotham for conferences with officials of the American network, of which the station is an outlet.

JOHN CHURCHILL, director of research at BMB, is on a Caribbean cruise. He'll be back next week. He is accompanied on the voyage by MRS. CHURCHILL.

EDWARD R. MURROW, Columbia network newsmen, tomorrow will be in Chicago, and will originate his program from WBBM. He is accompanied by JESS ZOUSMER, program news editor.

HARRY WISMER, director of sports for the American network, left yesterday for Minneapolis, where on Saturday he will broadcast the game between Minnesota and Michigan. On Friday he'll be a guest at the Little Brown Jug Luncheon conducted annually by the Junior Chamber of Commerce.

OLIVER DANIEL, producer of "Week-end With Music," intermission feature of Columbia's Philharmonic Symphony broadcasts, is visiting Houston, Memphis and Louisville, interviewing prospective participants.

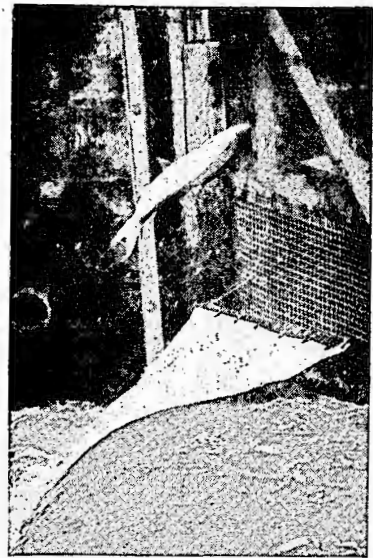
HUGH A. L. HALFF, president and general manager of WOAI, San Antonio, Tex., was welcomed yesterday at the Radio City headquarters of NBC.

GUY LEBOW, sportscaster on WPIX, has returned from Valley Field, Que., where he was guest of the mayor of the town.

WALTER GOAN is in town. He's the manager of WAYS, the ABC outlet in Charlotte, N. C. Paid a call yesterday at network offices.

FRANCIS H. HOGE, JR., vice-president in charge of sales at United States Television Mfg. Corp., has returned from a trip to Washington, D. C.

CHARLES BARHAM, owner of WCHV, Charlottesville, Va., is in Gotham. The station is an ABC affiliate.



WEST COAST OFFICES
Ralph Wiik, Manager
6425 Hollywood Blvd. Phone: Granite 6607
WASHINGTON BUREAU
Andrew H. Oiler, Chief 6417 Dahlonega Rd.
Phone: Wisconsin 3271
CHICAGO BUREAU
Nat Green
1417 Ashland Bldg. 155 No. Clark St.
Phone: State 2332

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

FINANCIAL (October 19)

Table with columns: High, Low, Close, Net Chg. Lists various stocks like ABC, Admiral Corp., and WCAE with their respective prices and changes.

Bank Buys Segment Of WOR Election Returns

(Continued from Page 1) Shields & Company, Wall Street investment bankers, for the 8-9 p.m. segment. Curtis Publishing Company does not pick up the tab on Mutual until 9:15 p.m., EST.

New Los Angeles Daily Featuring Radio Section

(Continued from Page 1) first local paper to carry a full section of radio features. Mirror carries a two-page spread daily divided half and half between program listings and features.

MBS actually begins its election returns broadcast of the Presidential race starting at 7 p.m., EST, with the regular Fulton Lewis show. But after that, everything will be turned over to election returns and highlights. The network will be operating on a sustaining basis, until 9:15 p.m. but from 8-9 p.m. WOR will cut away at intervals for commercials by Shields & Co., to be voiced by Henry Gladstone. Cutaway was provided for in Mutual's original plan, allowing for local returns and station breaks. The investment banker advertiser will use institutional public service announcements. Contract was handled through Doremus & Co.

In the Mirror's first run, radio editor Lou Larkin, who worked in ABC's Hollywood publicity office last year, filled his signed column with commentary on radio personalities and programs. There was one full page of program listings for AM, FM and TV schedules. Among AM stations, the entire air fare was listed for the four network outlets and five indies.

10 YEARS AGO TODAY

(From the files of Radio Daily) First attempt by major television concerns to introduce television as a popular medium of home entertainment will be made by RCA in April, 1939, according to David Sarnoff, the corporation's president. RCA will offer sets for sale to the general public in the New York region in conjunction with its demonstration of this medium at the World's Fair. . . . The Rorabaugh Co., a new type of service which represents ad agencies in an advisory capacity, will shortly open offices in the International Building in New York City. The firm will also furnish reports to the agencies on spots and radio programs billed by them in any city. Information on complete local station needs as regards programs will be available to subscribers.

Five Categories Listed "Best bets" were broken down into five categories: musical, drama and mystery, sport news, variety, comedy. There was one listing on the Mirror's radio page which may be something new for a newspaper anywhere—broadcast time for 15 disk jockeys heard in Los Angeles. It remains to be seen whether the Mirror can force a breakdown of the general anti-radio policy of other Los Angeles dailies. Los Angeles Publishers Association has taken a stand against radio news but the Mirror is not a member of the association.

Upstream

That Chinook salmon finally jumped five feet to get over that counting board at Bonneville Dam.

That's a fightin' species for you. And that's the kind of persistence, aggressiveness and spirit that business is going to need when markets really open up.

We can give your plans a big lift in the country's sixth largest market.

W-I-T-H, the successful independent in this big radio town, can and does deliver more listeners-per-dollar-spent than any other station.

That's a fundamental fact to keep in mind when you look at Baltimore radio. W-I-T-H is the big buy.

Will Tell Press Story "The Story of The New York Herald-Tribune" will be told when Tex McCrary and Jinx Falkenburg present Mrs. Ogden Reid, Tribune publisher, and 11 of her editors on their "Hi Jinx" show, WNBC, Sunday at noon, Oct. 24.

Midwesterner To Replace Godfrey's Early Birder

Arthur Godfrey's early morning show over WCBS, New York, will be taken over by Jack Sexton, now with CBS-owned WBBM, Chicago, on Monday, Nov. 1. Sexton will be known as Jack Sterling when he comes to New York. Godfrey's replacement has been in radio for 10 years. Before joining WBBM he was with KMOX, St. Louis, and with CBS affiliates WTAD, Quincy, and WMBD, Peoria, both in Illinois. He'll be heard over WCBS from 6-7:45 a.m., Monday through Saturday.

Advertisement for W-I-T-H Baltimore 3, Maryland. Features a stylized logo of a man's face with a lightning bolt, and the text 'AM W-I-T-H FM' and 'Baltimore 3, Maryland TOM TINSLEY, President Represented by Headley-Reed'.

Advertisement for WCAE Pittsburgh. Features a graphic of a calendar showing the year 1948 and the text 'INS has served WCAE PITTSBURGH SINCE 1935'.

FCC Hits Court Edict Against N. J. Stations

(Continued from Page 1)

on the 1300 band. Earlier this month t filed an appeal against the decision in the ten-year-old case.

The Commission argued that much of the service loss of WTNJ would be in the Philadelphia area already adequately serviced by other stations, and argued that "not only has appellant utterly failed to show that any actual, specific, irreparable injury will result to becoming a daytime station rendering continuous primary service to the city of Trenton rather than a part-time only station operating only about 40 hours a week, but appellant itself admits that it now suffers difficulties as a result of the time-sharing arrangement. Thus it prefaces its description of its service to Trenton with the statement that by reason of the time-sharing requirement and the disproportionate overhead expenses incident to operating a one-third time station which has made it difficult for WTNJ economically. . . . Certainly it is hard to understand how appellant is threatened with immediate irreparable injury by being changed to a daytime station with at least a doubling of the number of hours it now operates per week. In the present situation, something more than inconvenience to petitioner is necessary for staying the order of modification. And petitioner has utterly failed to make any substantial showing of threatened irreparable injury."

"Not in Public Interest"

And certainly, the Commission argued, "it is not in the public interest to delay the inauguration of a plan which will eliminate the sharing of time by stations and permit each to provide a service more in the public interest for the outcome of another application filed by petitioner." The reference here was to WTNJ's request for the 1170 band.

European Radio Experts Entertained By NBC

(Continued from Page 1)

and international relations for the web.

The guests were: Jacques Meyer, deputy director general of Radio-Diffusion Francaise, and Mrs. Meyer; Pierre Crenesse, RDF representative in the U.S.; Manuel Bivar, director general of broadcasting in Portugal, and Mrs. Bivar; Henrique Leotte, program director of Radio Nacional in Portugal, and Mrs. Leotte; Manuel Meneses, technical director of Radio Nacional, and Leslie W. Hayes, assistant chief engineer of the BBC.

The guests were received by Brooks, John F. Royal, NBC vice-president, O. B. Hanson, NBC vice-president and chief engineer, and Fred B. Bate, and Cal Abraham of NBC's International Dept.

The French and British delegates left for Mexico last night and the Portuguese depart today. The conference will open in Mexico City on Friday.

★ AGENCY NEWSCAST ★

MCCANN-ERICKSON office in Caracas, Venezuela, has been appointed by Robert Bottome, manufacturers' representative, of that city, to handle his advertising for Ever-sharp pens and Polaroid sun-glasses in Venezuela.

JOHN C. WOOD, was elected president of the Better Business Bureau of New York City and Hugh R. Jackson, executive vice-president and chief executive officer of the bureau last week following a meeting of the board of directors of the organization. At the same meeting, Louis Broido, executive vice president of Gimbel Brothers, Inc.; Mead A. Lewis, of Dick and Merle-Smith and William E. Robinson, executive vice-president of The New York Herald Tribune, were elected vice-presidents of the Bureau. Edmund P. Livingston, vice-president and secretary of the Union Dime Savings Bank, was elected Treasurer. Wood, president of Brooks Brothers, who has previously served as vice-president of the Bureau, succeeds Sheldon R. Coons, who has been president since 1945.

EMIL MOGUL CO., INC., has been engaged as advertising agency for Berolio Import Co., Inc., importers of Filippo Berio Olive Oil and Francesconi Olive Oil. The initial schedule now being released calls for the use of minute transcribed spots on 15 stations in 13 Eastern and Middle Western cities with additional stations to be added within the next few weeks. Newspapers and point of sales material will be used in conjunction with the radio schedule.

GARDNER ADVERTISING COMPANY has added five persons to its staff to handle the public relations end of the U. S. Army and U. S. Air Force Recruiting Service account. Alwyn W. Knight will head the PR operation in New York. Clayton G. Going will be his general assistant. Gladys R. Scott also will be in New York as contact with national patriotic, civic and fraternal organizations. Added to Gardner's Washington office are Edgar Swasey, over-all PR head for the account, and Allan Paris, a writer. All five formerly were with N. W. Ayer & Son.

LEE MEYERS ASSOCIATES has been appointed to handle special radio publicity for the Democratic National Committee's new afternoon radio program, "Democratic Record Show," which is heard each Monday, Wednesday and Friday at 3:45 p.m., EST, over the coast-to-coast network of the American Broadcasting Company.

JOHN A. CASHMAN, formerly of Time Inc. and Geffen-Dunn & Co., has joined the staff of O'Brien & Dorrance, promotion specialists, as an account representative.

WEST TELEVISION PRODUCTIONS announces the appointment of Jay Emmett Associates as its publicity-public relations representatives.

TOLEDO ADVERTISING CLUB has elected Franklyn R. Hawkins, advertising manager of Libbey-Owens-Ford Glass Co., as president; J. W. Egan, Jr., advertising director of the Blade, first vice-president; Arthur Reichert, of Beeson, Faller & Reichert, advertising agency, second vice-president, and John H. Daniels, Chamber of Commerce, secretary. Newly-elected directors include Mr. Hawkins, Herbert D. Bissell, John Fales, John McIlwain, Harold Tenney and Mark Hannaford.

ROBERT J. MAYER has been appointed director of public relations for the National Retail Dry Goods Association, J. Gordon Dakins, NRDGA's general manager, announced this week. Mayer joined the association in 1946 after five years service in the Navy. For the past year he has been in charge of NRDGA's membership department, the activities of which will be co-ordinated within those of the public relations division.

ALAN WARD, formerly head of radio production for Kudner Agency, Inc., has joined the faculty of the Alviene Academy of Theater Arts, New York City. Prior to his six years with Kudner, Ward was production head for World Broadcasting Company. As an actor, he has appeared in Theater Guild and Shubert productions.

A. L. Leader Praises Radio For Support

(Continued from Page 1)

coast broadcasts, our appreciation goes to the Mutual Broadcasting System, to Morton Downey, his orchestra and quartette for our half-hour Christmas Radio Party; to the Columbia Broadcasting System for the half-hour presentation of 'This Living Flag' commemorating 'Flag Day' and to Mr. James Dunn for giving his time and talent to be our guest star; to the National Broadcasting Company for making available to us their Public Affairs feature for presenting a talk by Dr. Daniel Poling on Universal Military Training in January, a Girls Nation program in August, and a half-hour for a documentary broadcast during this National Convention.

Stresses Low Cost

"This co-operation," Mrs. Kashman stated, "on the part of national networks and our guest stars made it possible to offer these programs to our membership and to America at a cost of less than two per cent of their commercial value."

In discussing the efforts of the departments (states) of the Auxiliary Mrs. Kashman reported that, "47 Departments announce an all-time high of 119,581 minutes of Auxiliary air-time, presenting 13,543 programs, at a station value for the time utilized of \$216,010."

Smart, those Portland phones !

Bill Moyes, radio columnist on the Portland *Oregonian*, writes this story of an ordinary telephone installed in that city. "The phone . . . is quiet enough until a number is dialed, then it breaks out with music or speech, or whatever happens to be on KEX . . ."

Bill also tells of a jeweler who wrote in to report that his electronic watch-testing machine also picks up KEX!

Where all this will end, we can't guess. But we do know of other instruments which are showing terrific pick-up now that KEX is operating at 50,000 watts. Cash registers, son, cash registers! *Thousands* of them . . . throughout Oregon and a big chunk of Washington, too.

**50,000 WATTS
ABC AFFILIATE
PORTLAND, ORE.**



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

CBS Names Perles As Promotion Supervisor

(Continued from Page 1)

last 10 years and has just completed six years as assistant director of press information, directly under George Crandall. Official announcement made



PERLES

no mention of a replacement for Perles but it's reported that Michael Foster, manager of the trade and feature division, will become number two man in the press department. Chances are that the duties previously carried out by Perles will be absorbed by several others in the department without anyone bearing the same title that Perles had.

Perles came to CBS after 15 years in newspaper and editorial work here and abroad. He worked as a reporter, feature writer and copy reader for the New York Journal American, Daily News and other metropolitan newspapers. In 1936, he traveled extensively on assignments through Italy, Egypt, Palestine, France and England.

During the New York World's Fair, Perles served as Assistant U. S. Commissioner for Public Relations involving Federal participation in the Fair. He is married, has two sons, and lives in Pelham Manor, N. Y.

New Series On WBIK-FM

WBIK, the Balaban & Katz FM station, with studios in its television plant, WBKB, is starting a new series of FM shows; a health broadcast titled "Why Do You Worry?" prepared by the American Medical Association, will be heard each Monday; Tuesdays a transcribed show featuring the U. S. Marine Band will be heard; Wednesdays, "Here's To Veterans;" Thursdays, the U. S. Navy Band; Saturdays, "Voice of the Army," and Sundays, "Guest Star," a Treasury Department show.

Kaye Treas. Broadcast Today

Sammy Kaye will air a special broadcast for the U.S. Treasury today, October 20, from 11:35 p.m. to midnight over ABC. The program will originate from Milwaukee. One of the highlights of the show will be the swing and swayer's version of "Cranberry Bounce," in honor of National Cranberry Week, celebrated throughout the nation this week.

FOR SALE BY OWNER

Attractive nine room house on three acre plot. Three baths, sleeping porch, three car garage. Located 18 miles from George Washington Bridge, less than an hour from Times Square. Ramapo Mts. bus and main line commutation. Write Box 178, Radio Daily, 1501 Broadway, New York 18, N. Y.



Mainly About Manhattan. . . !

● ● ● Latest movie star to head for television prominence is Eliz. Bergner, who will do an hour dramatic series with plays from Burns Mantle collection with John Chapman, Daily News critic, as emcee. . . . Philip Morris Playhouse, produced and directed by Bill Spier, replaces "Everybody Wins" on CBS on the 29th. . . . Report here yesterday that Westinghouse was dropping Ted Malone's ayem show Oct. 25th untrue, according to both ABC and the sponsor. . . . Our printer edited us out of what we thawt was a cutie yesterday when the col'm read: Harry Ingram wonders why there isn't a Hooper rating for a bad show. (What Harry had said was he wondered why there wasn't a HooPOOR rating, etc.). . . . American television dealers to get the new British Baird 10-inch video set costing under \$300 and requiring no aerial. . . . Henry Morgan has switched to Wm. Morris. . . . Television head of one big bankroller has made himself a flock of ill-wishers by "picking the brains" of television production experts who thought they were making a sales pitch. (In other words, chums, this bright lad let it be known he was in the market for video packages—then decided to make use of the ideas himself). . . . Overheard: I wouldn't say anything about her that wasn't good—and, oh, boy, is this good! . . . Proceeds from Ralph Edwards' new contest will also go to the Mental Health Campaign because of the short-lived Mr. & Mrs. Hush thing. (Would you say the winner gets Hush money?)

★ ★ ★ ★

● ● ● Paraphrasing Gilbert & Sullivan, a disc jockey's lot is not a happy one. Eugene Endrey and Patti Spears, who conduct "Music of the Continents" over WMCA Thursday nites, almost lost one of their sponsors recently. It came about when a local newspaper, in captioning a picture, referred to the sponsor's delicacy as "Roumanian strudel" instead of Hungarian. The sponsor tagged it as an unpardonable error and placed all the heat right on the disc jocks.

★ ★ ★ ★

● ● ● VIEWS AND REVIEWS: Even the old pros slip now and then. Dick Kollmar, of Dorothy & Dick, suggested that his listeners go to a King Kong grocery store the other ayem. He meant King Kullen, of course. (Dick explained blithely that he knew he'd make that mistake sometime). . . . Glad to see, as we once suggested, that the Philco television series is now giving the proper credits to its cast. . . . The Ford commercials on the Playhouse Sunday were tops, blending in with the theme of the play, "Years Ago." . . . Actors' Studio, which is on WJZ-TV on the hectic Sunday lineup, fails to compare with the Philco and Ford presentations and demonstrates very clearly what a whale of a difference a budget makes. . . . Paul Douglas spoke with a splendid, easy pace as he came back to sportscasting for the Columbia-Penn game on TV, but he was a little off in his experting. . . . Why is the radio sportscasting pace so terrific, with Red Barber, Connie Desmond and Mel Allen all coming down with illnesses of varying degrees of seriousness this season?

★ ★ ★ ★

● ● ● AROUND TOWN: Television plans of Ted Collins to build a chain of video stations in the upper frequencies postponed by the FCC's recent freezing of all TV permits. . . . Approximately a million bux worth of merchandise is funnel'd annually to the eager hands of quiz contestants through Prizes, Inc. . . . Sound-alikes: Prez. Truman and Gene Autry. Congressman Sol Bloom and Harry Hershfield. . . . Mary Anderson, who scored so solidly in the video version of "Rebecca," one of television's most sought-after actresses now. . . . Dwight Weist is all over the Oct. issue of Radio Mirror. Four separate mentions to say nothing of pics. . . . If you think a dog's life is tough, just bear in mind that Lassie just signed a 52-week NBC pact plus a 7-year deal with Metro.

Florist-Publicist Plan Asks Plugs—For Free

(Continued from Page 1)

songs during National Flower Week, picking up the material from other items in the kit for patter.

"The station breaks and 60-second announcements are filled with interesting and educational material—all good listening, and the dramatization, 'Legend of the Tiger Lily,' will be the delight of any good story teller with your station.

"The radio script which deals with the subject dear to the hearts of flower lovers, 'African Violets and Their Care,' will require the cooperation of a local florist, any of whom will be happy to appear in connection with National Flower Week. The script may also be adapted for reading by two staff members."

By-Passes Commercialism

Mr. Jacobs artfully by-passes any reference to commercial radio rates in his presentation to radio stations. To the contrary he invites broadcaster participation with "Since National Flower Week is not a commercial promotion, but is devoted to the idea of paying homage to flowers and the beauty and pleasure they bring to our lives, we believe that you can do a lot of good by bringing a moment of beauty and serenity into lives which today are so often harried and worry-laden, by stressing flowers and their loveliness during the nationwide celebration of National Flower Week."

Editor's Note: Broadcasters, Mr. Jacobs, are not as naive and glib as your presentation might indicate. Why don't you suggest that your florists buy a little time on local stations to promote "National Flower Week?"

WNBC Plans To Sponsor Friendship Letter Plan

(Continued from Page 1)

22, was announced yesterday by Thomas B. McFadden, manager of WNBC in New York City.

The project is designed to encourage the exchange of letters between Americans and the citizens of the nine western European countries. The all-day appeal on WNBC will be the first public announcement for the plan, which will later become nationwide, according to the sponsors.

1906 1948

Henri
CONFISEUR

FRENCH RESTAURANT
LUNCHEON from \$2.00
DINNER from \$3.00
COCKTAIL BAR

Famous French Candies
15 East 52nd St.
AIR CONDITIONED

LOS ANGELES

**Question Authority Of FCC
To Forbid Giveaway Shows**

(Continued from Page 1)

JEAN MEREDITH, assistant director of press information at CBS, Hollywood, assumes the duties of radio publicity manager of Benton and Bowles, effective November 1st.

Jimmy Wakely returns to Hollywood October 25 from Dallas to star in a Monogram picture, "Outlaw Canyon," after completing a p. a. at the annual rodeo there. Wakely smashed the all-time attendance Saturday (9th).

Robert C. Gutknecht has been added to the KFI-TV art staff as an assistant. Prior to coming to KFI, Gutknecht was an announcer at WHHT, Durham, N. C.

Jean Hersholt, star of the "Dr. Christian" radio show for the past 11 years, and president of the Motion Picture Relief Fund and Academy of Motion Picture Arts and Sciences, will be the subject of a forthcoming article in Reader's Digest in which he will be described as "The Conscience of Hollywood." Author of the article is Ruth Brigham.

Lewis Allen Weiss, president of the Don Lee Network, motored to Santa Barbara on October 16th to take part in the formal opening of new KDB studios at Radio Square in the Channel City. Ed Kemble, former Don Lee sales service department head, is now general manager of the Santa Barbara station.

for WITH, Baltimore, appeared after Don Petty for NAB and Bruce Bromley for ABC had opposed the adoption of the proposed rules. Both had argued that violation of the constitutional guarantees of free speech would result from the Commission's proposed action, and that any moves to control the giveaways go far beyond the rights of the Commission as determined by Congress.

Vital to the interests of broadcasters, the ABC counsel said, is the danger that the Commission might on the basis of these rules silence broadcasters who carry many popular

Wisdom Needed

Washington — FCC Chairman Wayne Coy, a non-lawyer, interrupted in the midst of highly complicated legal argument over lottery laws, criminal codes, limits of authority, etc., yesterday to ask, "Do you suppose we can win a Solomon in a jackpot?"

shows of today. He declared that all the giveaways carried by ABC "comply with the law," meaning the Federal code, and that their legality would certainly be borne out in any judicial proceeding.

Criminal Code Cited

Citing the Federal criminal code on lotteries or information concerning them, Bromley said that "in order to constitute an illegal lottery under this statute, there must be three elements—prizes, chance and consideration."

"Under this statute chance must be the proximate cause of winning and consideration must consist in the wagering of something substantial and of real value. The proposed rules vastly enlarge the statutory and judicial definition of lotteries by providing that chance need no longer be the dominant factor in winning but need only be present in a preliminary or minor role and that consideration need no longer be substantial but maybe merely technical."

Porter Plays Giveaways

Describing giveaways as "a cancerous growth in the American system of broadcasting," Porter said that if the Commission pulls in its horns now the opponents of the giveaways will have no way of forcing a court determination of the legality of the programs. "We will have no choice, save to multiply our bribes to the audience," he said.

Failure by the Commission to act now "is an invitation to shoot the works." The Commission, he argued, will be evading the issue if it fails to promulgate the proposed rules now.

CBS Lawyer Julius Brauner differed somewhat from his network associates, saying that he feels the FCC has absolutely no right to concern itself even if a broadcaster airs a program which is clearly in violation of the lottery laws. He differs here from Bromley, he said, and NBC Vice-President Gustav Margraf took

a radically different position. Only course open to the FCC in such a case, Brauner held, is to put the facts before the attorney general and let him act.

NBC's Attitude Revealed

Margraf said NBC welcomes FCC action in the matter of giveaways because of the present uncertainty concerning the legality of the shows.

"Whether the Commission has authority to act in this field is, of course, the subject of serious debate," Margraf conceded. "The question has been ably discussed and thoroughly argued in the briefs filed with the Commission. There is much to be said on each side. No conclusive answer is afforded by the cases. The answer will have to be provided in the end by the courts."

"So long as the Federal laws contain a prohibition against broadcasting of information about lotteries and gifts enterprises, however, broadcasters will be subjected to the risk of severe penalties in an area surrounded by uncertainty and doubt. It is to the interest of broadcasters that their risks be minimized by removal of the uncertainty which exists in the interpretation of the lottery laws. Therefore, if the Commission intends to apply Section 1304 of the U. S. Criminal Code in its licensing functions, it should make known in advance, as it proposes to do, the standards which it will follow. Through this procedure there will be opportunity to determine the scope of the Commission's power and the validity of the Commission's interpretation of the lottery law. If the Commission's action is sustained, broadcasters will then have a definite set of standards for use in determining in advance whether particular programs fall within the statutory ban."

Margraf urged, however, that in moving against stations the Commission not penalize broadcasters for shows already aired, and that overall program service rather than simply the offending shows be considered.

**WCBS Sells News Period
To White Rock And K-F**

(Continued from Page 1)

nounced yesterday by Don Norman, WCBS sales manager. White Rock will sponsor on Sunday, Tuesday and Thursday with K-F coming in on Monday, Wednesday and Friday.

Kenvon & Eckhardt is the agency for White Rock and Morris F. Swaney, Inc., handles the Kaiser-Frazier account. George Bryan is the news reporter on the show.

Stork News

A son was born Oct. 10 to John S. deRussy, manager of NBC National Spot Sales, and Frances Armstrong deRussy, secretary to John Royal of NBC.

**TIME BUYERS
ARE PEOPLE,
TOO!**

**DRAWN BY
BASIL WOLVERTON**



ARLYN COLE
Mac Wilkins, Cole & Weber
Portland, Oregon

Most people call him "Cole". Friends address him as "Arlyn". But to alumni of Mac Wilkins, Cole & Weber, he will always be "Bilge"—short for "Bilgewater". Cole started in the agency business as a little tad in knee-pants. His mentor, from the beginning, was the late Mac Wilkins, who has become something of a legend as a sort of Paul Bunyan of Pacific Coast advertising circles. In 1942, Cole donned the Navy blue, after acting as chairman of a committee which set up a system of War Bond advertising that was so good it was soon adopted nationally, with but minor modifications. There are few things we could mention about Pacific Northwest resources or industries that Cole wouldn't know, but inasmuch as his activities in the Navy were mostly in the field of Public Relations, we think he'd like to have us mention the remarkable Labor-Management relations record hung up during the war in the Portland area. This cooperation has resulted in an enduring labor peace which has made the KGW market a very dependable one for the national advertiser to cultivate. And, of course, the most profitable way to cultivate it is to use KGW time in copious amounts. Okay, Cole?

KGW and KGW-FM
PORTLAND, OREGON
COMPLETE SCHEDULE
SIMULTANEOUS SERVICE

REPRESENTED NATIONALLY
BY EDWARD PETRY & CO.

Teamed for
SERVICE

The KMBC-KFRM Team serves the Great Kansas City Trade Territory by

- Complete Coverage!
- Complete Programming Services!
- Unprecedented Audience Loyalty!

The KMBC-KFRM Team can produce the best results for your advertising dollar.

KMBC
of Kansas City
KFRM

for Rural Kansas
National Representatives:
Free & Peters, Inc.

CHICAGO

By NAT GREEN

FOUR recordings of the WLS Prairie Ramblers will be listed in the new Montgomery Ward catalogue.

Don Lerch, CBS director of the "Country Journal" program, stopped off in Chicago during his midwestern tour investigating food prices and live stock markets.

Starting this week WGN-TV has scheduled a repeat performance of "Chicagoland Newsreel," regular 8 p. m. telecast, just before sign-off, giving two nightly showings of the 15-minute news program Monday through Saturday.

Ade Hult, Mutual's midwest vice-president, announces International Milling Co. of Greenville, Texas, has signed for a second year to sponsor "Queen for a Day" over 119 southern stations every Monday, Wednesday and Friday.

A special pre-election program, "Discussion of the Ballot," will be presented on WBBM October 31 by the League of Women Voters in cooperation with the WBBM department of education.

Allen Gets Pro Fan Mail But No Takers

(Continued from Page 1)

worthy of consideration according to the rules agreed upon by Allen and National Surety Corporation.

Allen received one letter from a woman in Charlotte, N. C., who enclosed a \$1 bill and said, "This is a widow's mite to help in your battle against giveaway programs."

Out of all the fan mail received, Allen has singled out one letter which he carries around in his pocket to show to friends. It's from a woman in Rochester, N. Y., who claims that last May she was telephoned by "Stop the Music" on Saturday night, May 29, 24 hours before the show was to go on the air. Mark Goodson, producer of the show, denied yesterday that the program had ever called anyone 24 hours ahead of time.

The Rochester letter writer told Allen that she was called on Saturday night and asked if household members would be at home the next night, Sunday. In commenting on this story for RADIO DAILY, Goodson said that in the first five weeks of its broadcasting "Stop the Music" did sometimes make preliminary checks as much as an hour and a half ahead of time to determine people who were at home and available for phone calls but that never were checks made a day ahead. Goodson commented that last Spring, before "Stop the Music" became widely known, the survey technique was used by telephone operators in making preliminary contacts for calls during the show but that this practice has long since been discontinued. The producer stated that the first call is usually made now no more than five minutes before the show goes on the air.

COAST-TO-COAST

Home Beauty On KOA

Denver, Col.—KOA, 50,000 watt NBC outlet here, joined the Western Farm Life Magazine in a project to beautify farm homes in Colorado. Interviews with some of the leaders in the movement to improve landscaping and house decorating were highlights in the campaign for "Fitting A Farm For The Future." KOA's Agricultural Department worked with 100 participating firms and agencies to provide educational demonstrations in connection with the program.

WSB Star Back On Job

Atlanta, Ga.—Paul Benson, star of the popular WSB "Paul Benson Show," returned to the air recently, following a brief stay at the hospital for a tonsillectomy. Wayne Anderson, WSB Public Relations, also announced that the WSB news editor, Walter Paschall, had spoken before the Women's Club of Clayton, Georgia, on the subject of "Civil Rights."

WNLK Gets Results

Norwalk, Conn.—When the Connecticut Legislature was called into special session lately to enact housing legislation, WNLK featured a special broadcast carrying the results of the meeting. Later a panel of representative Democrats and Republicans from the WNLK area went on the air to appraise the work done by the legislators.

Kid Show Back On WTHT

Hartford, Conn.—The popular children's program, "Storyland" returned to the airwaves recently with WTHT's Bob Maurer starring in the show as "Uncle Bob." Based on stories, recorded children's music and birthday announcements, the program will be heard Mondays through Fridays.

Addresses Alabaman Ladies

Birmingham, Ala.—The Third District radio chairmen of the Alabama Federation of Women's Clubs held their annual meeting here and were addressed by Henry P. Johnston, president of the Alabama Broadcasters Association.

KYW Spots For Biz Men

Philadelphia, Pa.—The Germantown Businessmen's Association, in order to attract more shoppers to the greater Germantown area, has begun a six times a week spot schedule that will run through 39 weeks on KYW. Agency is Charles A. White, Jr. Advertising Co. of Philadelphia.

Dudley-Heilmann Sportscast

Detroit, Mich.—Edwin J. Anderson, president of the Goebel Brewing Company, has announced that his company will sponsor the play-by-play descriptions of all Detroit Lions football games by Jimmy Dudley and Harry Heilmann, well-known sportscasters. Five Michigan stations, headed by WJR in Detroit, will carry the broadcasts.

KYW Newscaster In 15th Year

Philadelphia, Pa.—William R. Wilson is celebrating his fifteenth year as radio newscaster by doing what he has always done, getting the news to the public. On KYW he does a noon-time news program and a news analysis series for Metropolitan Life Insurance at 6:05 p.m., three days a week. Some of his former stations are WRVA, Richmond, Va.; WOWO, Fort Wayne, Ind., and WLBC, Muncie, Ind.

Appointment For Julie Chase

Worcester, Mass.—The WTAG "Julie 'N' Johnny" program recently added another honor to its long list. Julie Chase has been appointed Massachusetts chairman of the Association of Women Broadcasters. She plans to attend the forthcoming meeting of state chairmen in Boston.

Open Publicity Course

Newark, N. J.—The opening session of the Montclair Publicity Institute at the Montclair library was conducted by Jim Ryall, promotion manager of station WNJR.

New Canada Station

Edmonton, Canada—A new 50,000-watt CBC station, CBX, was opened recently in Edmonton, Alberta. The studios are located in the MacDonald Hotel in Edmonton.

A Hypnotist From WBNS

Columbus, O.—Bill Corley, sports announcer, of WBNS, helped police in the identification of an amnesia victim. By hypnotizing the man, then asking his name while he was in a trance, Corley was able to reveal his true identity. The sportscaster has been studying hypnotism since an interview with hypnotist Ralph Slater last December aroused his interest.

KLZ On The Air, In The Air

Denver, Colo.—KLZ is using airplane tow-sleeve advertising to promote its programs and personalities at the region's top football games on Saturday afternoons. Airplane ads will be seen over such Colorado towns as Denver, Golden, Boulder, Greeley and Fort Collins.

New Feature At WBBF

Rock Island, Ill.—WBBF and WBBF-FM is the first radio station in the quad-city area to feature a "telephone recorder" in its news room. Chuck Harrison, WBBF, news director, says the device enables the station to "get the news direct from where it is happening, bring listeners actual voice statements by people in the news, and give instant coverage from disaster and accident scenes."

WWDC Adds Stern

Washington, D. C.—Edwin A. Stern has been appointed continuity editor at WWDC. Formerly, Stern was engaged in public relations work in Washington.

SOUTHWEST

BILL MICHAELS, manager of KABC, San Antonio, has been named to head the radio chairmanship of the public relations division of the Community Chest Drive to be held here the end of this month.

A new sports program devoted to high school football in the Southwest will be heard over WFAA, Dallas, each Wednesday. Programs will feature Ralph Widman, WFAA sportscaster and Jimmy Banks, the Dallas News high school football specialist.

William P. Smythe, commercial manager of KCOR, San Antonio, and members of the staff of KCOR played host to 125 orphans of the city at a matinee showing of the Cole Bros. Circus when it was here last weekend. Heard in a special interview by Marvin Broyles, station's program director, was Col. Harry Thomas, Radio Director for the circus.

Bill Shomette, Farm and Ranch Director of WOAI, San Antonio, has been selected as master of ceremonies for the "Farm Bureau Night" to be held this week at Robstown, Tex.

"Talent Scouts" Groups Now Licensed For Road

Recently formed "Arthur Godfrey Productions, Inc." has been licensed by CBS to send variety entertainment units into theaters throughout the country, it was announced yesterday by Arthur Godfrey. Larry Puck, formerly with CBS and more recently executive producer for ABC, has been named as general manager of the Talent Scouts units, effective Monday, Oct. 25.

On the board of directors of the production firm are Frank White, president of Columbia Records; James M. Seward, CBS veepee in charge of operations; Arthur Hull Hayes, WCBS general manager; C. Leo De Orsey, Washington attorney; and Arthur F. Driscoll, Paul D. O'Brien and T. Newman Lawler of the law firm of O'Brien, Driscoll, Raftery & Lawler.

Each unit will consist of seven or eight acts—a self contained, one hour stage revue modeled closely along the lines of "Talent Scouts" on CBS. Each unit is to have a running theme co-ordinated by an experienced stage emcee.

First of the units will be organized and on the road in December. Commenting on the new setup, Godfrey said, "The units are a natural development of our radio program. They will provide an excellent opportunity for employment and showcasing for a large number of talented people whose opportunities have been limited since the decline of vaudeville and other live, stage entertainment."

Wedding Bells

Muriel Fischer, of the Harry B. Cohen Advertising Agency, has announced her engagement to Joseph Hoch, of Hertz & Herndon, accountants.

TELEVISION DAILY

Daily section of RADIO DAILY, Wednesday, October 20, 1948—TELEVISION DAILY is fully protected by register and copyright

FCC DEFERS RULING ON AT&T RATES

TELE TOPICS

THE CBS-MCA deal with Tournament of Champions is evidence that TOC has taken a cue from its chief competitor, Uncle Mike Jacobs, who two years ago said that TV pickups of fights would be restricted to theaters in the not too distant future. Pattern as evolved by CBS probably will call for airing of New York bouts over the net, but not in Gotham, where a closed circuit deal may be worked out with several movie houses. All this, however, is in the future book. . . . Meanwhile, the first TOC fight ever scanned will be the Larkin-Fusari scrap in Jersey City tomorrow nite, with Ballantine Beer picking up the tab.

WOR has completed shooting on two of Samuel Zack's "Labor Arbitration" series and plans a trade showing very soon. Program will be aired by WOR-TV and WOIC, and also will be offered to other stations. . . . NBC's "Meet the Press" Sunday nite should be an unusually fiery session when newsmen A. H. Raskin, Victor Reisel and Lawrence Spivak quiz Rep. Fred Hartley. . . . According to a Signal Corps handout, "Enlisted men of Fort Monmouth, the first Army installation to provide television sets in all company recreation rooms, have acclaimed the innovation as 'the best deal yet.'" To which we might add merely, Natch.

PICKUP of the New York Herald Tribune Forum by CBS yesterday should bring home to all concerned the apparent fact that such events, as they are now staged, do not make good television. Most of the talks were interesting, but they were not made any more interesting because the iconoscopes were on the scene. . . . A rather simple rule that may be followed along these lines is: If a show can be followed completely by a person with his eyes closed, then something is wrong with the program. . . . The Forum, therefore, failed this test. Despite the varied camera angles that were used, all that was shown at any one time was one person reading a speech. Stimulating to the ears, yes, but merely a strain on the eyes.

HARRY S. GOODMAN's package house has completed a series of 30 spots for use during Xmas season. Films are animated cartoons with musical background featuring the number of days before the Yuletide. . . . Lloyd Gross, former production manager of WBAL, has been named an associate director at CBS. He was in the Army for five years during the war and holds the Silver Star. . . . Seymour Andrews, program director of WBAP-TV, will be principal speaker at the annual conference of the Texas District AWB in San Antonio, Nov. 6-7. . . . ITPA meets at the Savoy-Plaza at 8:30 tonite to hear newly-appointed counsel James Lawrence Fly. Also on the agenda is the organization's plan for a showcase series.

Scripts Sought For Chevy Award Series

Award of \$250 and a scroll of excellence for the best play of the current "Chevrolet on Broadway" series on NBC has been set up by the Local Chevrolet Dealers Association as the first step toward the establishment of what is hoped will be a permanent TV "Oscar."

Should the initial venture prove successful and the series extended beyond the present 13-week contract, it is planned to offer a grand award at the end of a year to the best play of the four quarterly winners. Agency for Chevrolet is Campbell-Ewald.

According to Owen Davis, Jr., producer of the show, "Authors have been letting the hocus-pocus of television baffle them. Basically what we want and look for is a good story. We can help with the TV technique. . . ."

Scripts should be submitted to Davis at NBC, 30 Rockefeller Plaza, New York.

Judges of the competition are: Sid Shalitt, Daily News; Charles Sievert, World-Telegram; Nick Kenny, Daily Mirror; George Rosen and Bob Stahl, Variety; Frank Burke and Irwin Rosten, RADIO DAILY; Jim Owens, Television Magazine; Bruce Robertson, Broadcasting; Jerry Franken, Billboard.

Frances McGuire To WFIL

Philadelphia—Frances McGuire has been signed as women's commentator by WFIL-TV, it was announced yesterday. She will be featured regularly on two weekly shows, "Features for Women," and "Meet Frances McGuire."

Pix Producer Plans European TV Series

Hollywood producer Boris Morros has set up a TV package firm, World Wide Television Co., to produce 120 video shorts within the next twelve months. Most of the output will be musical, featuring leading composers and conductors.

Many of the films will be made abroad, Morros said. He added that he has signed up numerous concert and variety halls for the series.

Morros, who leaves for Europe after the first of the year, said that filming overseas will enable him to use funds blocked by foreign countries on several feature films he has produced.

Hart Gets WTMJ Post

Milwaukee—Frank Hart, chief continuity writer of WTMJ's radio and TV operations, has been named to the new post of commercial production manager for the stations. He will continue to supervise the continuity department in addition to his new duties.

Staff Changes At WPIX

Changes in the structural setup of the WPIX announcing staff place the department under direction of Albert T. Knudsen, program continuity chief, with announcer John Tillman elevated to the post of chief announcer. Knudsen will be assisted in his new duties by Edythe Bleetstein.

Coin-Tele Firm Formed

Telecoin Corp., maker of coin-operated service and vending machines, has formed Tele-video Corp., to make receivers with optional coin-operating attachment.

Awaits Decision On Interconnecting TV Relays

Washington Bureau, RADIO DAILY
Washington—The FCC yesterday directed that a decision be reached on the question of interconnection of private and public TV relay systems before the larger question of TV relay rates be settled. A.T.&T. presently refuses to permit interconnection between its system and the Philco links between Philadelphia and New York, and Philco and DuMont have both objected to the policy.

The hearing on the A.T.&T. rates is presently in recess until Nov. 3, with testimony on the interconnection matter to be wound up at that time and another recess to follow pending Commission decision on the question.

A.T.&T. has held that interconnection is not in the public interest both for economic reasons and the efficiency of service. Rates must be on an average basis, with A.T.&T. taking 'the fat with the lean, assistant veepee John Hanselman has argued. If interconnection were permitted, he holds, "private competitors would doubtless skim the cream from the TV network business by placing their facilities where network users would be plentiful and costly construction could be avoided. It might be necessary, in the face of such a situation, to charge higher rates, to the detriment of the public. Networks involving a duplication of facilities, personnel, and administrative expense would lead to higher costs without any offsetting saving. Further, the Bell System, which is subject to regulation, would in effect be required to assist unregulated private companies to compete with it."

Montague Joins Telenews; Other Staff Changes Set

William P. Montague, Jr., has been appointed news editor of Telenews newsreels, it was announced yesterday by John H. Tobin, general manager of the firm. Montague formerly was an editor with Metro in London and Paris, Paramount and OWI. His appointment follows promotion of Newton Meltzer from news editor to director of program development.

Other advancements within the organization move Robert Kingsley to director of production; Fritz Kahlenberg from foreign editor to editorial director; Marshall Davidson to production manager, and Jerry Weiler to sports editor. Marnie Fahr, formerly of Newsweek, has joined Telenews as head of the research department.

Press-Time Paragraphs

Seattle Station Signs With CBS

KRSC-TV, only station in Seattle, yesterday signed a primary affiliation contract with CBS. Station is slated to go on the air late next month or early December on Channel 5. Pact gives CBS outlets in 15 major cities. KRSC-TV is owned by Radio Sales Corp., Palmer K. Leberman president. Robert Priebe is general manager.

Brewing Co. Buys Court Sked

Baltimore—Gunther Brewing Co. will sponsor 31 home games of the Baltimore Bullets, pro basketball team, over WMAR-TV. Games will be played in the Coliseum every Thursday beginning tomorrow and running through March. There will also be three games on Wednesdays and six on Saturdays. Bill Dyer will call the contests. Agency is Ruthrauff & Ryan.

Claims Of Receiver Ads Scored

Two set manufacturers were scored by the Better Business Bureau for improperly advertising the woods used in cabinets. The firms, BBB said, "described their cabinets as 'mabogany' when the exposed surfaces were mabogany and mabogany veneer, the veneer being over another wood."

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LABOR HOUSEWIVES FARMERS



Never before have our freedoms been so imperiled. The Goodwill Stations have ... and always will fight to keep our American Freedoms.

50,000 WATTS

50,000 WATTS

50,000 WATTS (DAYS)

WJR—WGAR—KMPC

DETROIT

CLEVELAND

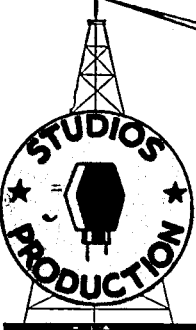
LOS ANGELES

THE GOODWILL STATIONS

G. A. RICHARDS
Chairman of the Board

FRANK E. MULLEN
President

HARRY WISMER
Asst. to President



RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 45, NO. 14

NEW YORK, THURSDAY, OCTOBER 21, 1948

TEN CENTS

DOUBT RWG STRIKE AGAINST AGENCIES

Commission To Okay Deal On WTOP Today

Washington Bureau, RADIO DAILY
Washington—While the FCC was deliberating the transfer of WTOP from CBS to the Washington Post, Washington's newest station, the co-operatively owned WCFM, took to the air yesterday afternoon. The FCC voted early yesterday to permit it to cut its program schedule to six hours—from 5 to 11 p.m.—for first month.

It was reported here yesterday evening (Continued on Page 5)

FCC Guests Tomorrow At REC N. Y. Luncheon

Big hunk of radio's highest officialdom will be in attendance tomorrow when the Radio Executives Club of New York rolls out the red carpet at the Hotel Roosevelt luncheon for all seven commissioners of the FCC, headed by Chairman Wayne Coy. Event may be the most star-studded attraction ever staged by a regular REC luncheon and even Mayor O'Dwyer has been invited.

Big names who will break bread together include David Sarnoff, Wil- (Continued on Page 2)

Name Col. Nussbaum Air Force Radio Chief

Colonel Howard L. Nussbaum, veteran radio producer and writer, has been named Chief of the Radio Branch, U. S. Air Force, directorate of public relations, with headquarters in Washington.

Col. Nussbaum was a producer-director with NBC when he was called into active service at the outbreak of World War II. After setting (Continued on Page 8)

Big Hit
Mutual's World Series broadcasts were heard by 25,000,000 radio homes, 64.3 per cent of all radio homes, according to Crossley surveys. Peak interest was aroused for the Saturday-Sunday games when 82.2 per cent of radio homes were reached by the Gillette Safety Razor-sponsored sportscasts. These figures do not include the thousands who heard the game in public places or on television.

GOP Women Produce Political ET Series

In an effort to stimulate interest among women voters, the Women's National Republican Club has produced an ET series of 1-minute speeches for use on radio stations throughout the country.

In New York these transcriptions were placed on WCBS, WNBC, WOR and WJZ.

Speakers featured in the series are Mrs. Wendell L. Willkie, Mrs. Lowell Thomas, Senator Margaret Chase Smith, Irene Dunne, Mrs. Harry M. Shackelford and Mrs. John Davis Lodge.

Stations Advisory Group Of ABC Meets Mon.-Tues.

The Stations Advisory Committee of the American Broadcasting Company will hold a two-day meeting in New York next Monday and Tuesday, Oct. 25 and 26.

Edward J. Noble, chairman of the (Continued on Page 2)

Despite Plans For Walkout, Adv. Firms Still Seek Basis For Settlement; Writers To Meet Monday

Webs And Stations Observe U. N. Week

Networks and stations throughout the country are giving unprecedented support to the United Nations observance of "U.N. Day" and "U.N. Week" according to reports being received at the radio division of U.N. at Lake Success, L. I.

NBC in co-operation with the American Association for the United (Continued on Page 5)

FCC Protests Halt Plan For 150-Kw. Mexico AMer

Washington Bureau, RADIO DAILY
Washington—Assignment of a high-powered AM station to the 540 kc. band just over the Mexican border is deferred at least temporarily, the FCC said yesterday, following representations by our Government to the Mexican authorities. Through the (Continued on Page 5)

Sales Staff Of Sponsor To Pick Radio Talent

West Coast Bureau, RADIO DAILY
Hollywood—For the first time in radio history, the listening public—or, at any rate, a substantial cross-section thereof—is going to pick its (Continued on Page 2)

Radio Writers Guild is readying plans for a possible strike within the next week against agencies and package producers but a checkup of the complex situation yesterday by RADIO DAILY indicated strong doubt that the walkout will come off—for more reasons than one. Threat of a strike, involving free-lance writers, got official sanction yesterday from the Authors League Council, this following RWG membership approval of stoppage voted last week.

While RWG goes ahead with plans (Continued on Page 8)

Telecal Can't Block DuMont Grant—FCC

Washington Bureau, RADIO DAILY
Washington—The FCC yesterday told the U. S. Circuit Court of Appeals that Ed Pauley's Television California has no right to block the Commission decision to sever the Don Lee Broadcasting Company's application for a TV license and grant it. Telecal had claimed that its own bid for TV in the Bay city was affected thereby. The FCC said that the (Continued on Page 7)

Town Hall Concert Series To Be Carried On WABF

Sixteen chamber music concerts of the New Friends of Music will be carried by WABF, New York FM station, when the concert series gets under way at Town Hall on Oct. 31, Ira A. Hirschmann, president of (Continued on Page 4)

Eight Ton Radio Telescope Will Explore Radio Waves

Exploration of the new and unexplored field of radio-astronomy will get under way at Cornell University, Ithaca, N. Y., within the next few weeks with the installation of an eight-ton radio telescope.

Cornell's new radio telescope is designed to capture some of the radio signals from outer space which are constantly bombarding the earth at the speed of light, a spokesman for the university said yesterday. It was further explained that these

waves come in at virtually all frequencies but radio astronomers to date have only been able to study them between 20 and 30,000 megacycles.

The new radio-telescope is seventeen feet in diameter and has a saucer-shaped antenna and its design is similar to conventional radar antennas. It is geared to record the radio waves of the sun and stars and can scan sections of the sky automatically.

Demonstration
Radio Corporation of America will unveil its Ultrafax at a demonstration this morning which will be held at the Library of Congress in Washington. NBC's television station, WNBW, located in the Wardman Park Hotel, will participate in the demonstration which will be done in the ultra high frequencies. Large group of press representatives will attend.

Campaign Sidelight
A description of life on the campaign train of President Truman featuring interviews with the President, his staff and assistants will be presented in a special WOR broadcast tonight from 8-8:30 p.m. WOR newscaster Prescott Robinson will handle the narration for the series of recorded interviews made during the President's tour of key centers.



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 Ralph Wilk, Manager
 6425 Hollywood Blvd. Phone: Granite 6607

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

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 Nat Green
 1417 Ashland Bldg. 155 No. Clark St.
 Phone: State 2332

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FINANCIAL

(October 20)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
ABC	63 1/8	62 3/8	63 1/8	+ 1/8
Acmir Corp.	17 1/8	17	17 1/8	+ 1/8
Am. Tel. & Tel.	152 3/8	151 7/8	151 7/8	- 3/8
CBS A	24	23 3/4	23 3/4	- 1/8
CBS B	23 1/2	23 1/8	23 1/4	+ 1/8
Furnsworth T. & R.	6 3/4	6 3/8	6 3/4	+ 1/8
Gcn. Electric	41	40 3/4	41 1/8	+ 1/2
Phileo	42 1/4	42	42 1/4	+ 1/2
Phileo pfd.	82	82	82	0
PCA Common	13 1/8	12 7/8	13	+ 1/8
RCA 1st pfd.	68	67 1/2	67 1/2	- 1/2
Stewart-Warner	135 1/2	131 1/2	135 1/2	+ 3/8
Westinghouse	29	28 3/4	28 7/8	+ 1/8
Westinghouse pfd.	92 1/2	92 1/2	92 1/2	+ 1/4
Zenith Radio	28 1/4	28	28	+ 5/8

NEW YORK CURB EXCHANGE

	Bid	Asked
Nat. Union Radio	23 1/4	23 3/4

OVER THE COUNTER

	Bid	Asked
Strcberg-Carlson	16 1/4	17 3/4

Stations Advisory Group Of ABC Meets Mon.-Tues.

(Continued from Page 1)
 board of ABC: Mark Woods, president of the network and Robert E. Kintner, ABC executive vicepres., will attend meetings, with Otto Brandt, manager of the network's station relations department and Lee Jahncek, ABC's television station relations manager.

INS has served

WCAE PITTSBURGH

SINCE 1935

★ **COMING AND GOING** ★

ROBERT SAUDEK, vice-president of ABC in charge of public affairs, has started a cross-country trip. His first stop will be Washington, D. C., where tomorrow he will attend a meeting of the NAB's Public Relations Executive Committee. On Saturday he'll be in Denver to address the Rocky Mountain Radio Council.

EMERSON PRYOR, manager of WDVA, Danville, Va., is spending a few days in town on station and network business.

VAUGHN MONROE and the members of his band are in Canton, Ohio, originating point of tomorrow's broadcast.

HERBERT SCHILLER, regional sales manager of United States Television Mfg. Corp., is in Baltimore on business.

MORTON DOWNEY, whose program is heard on NBC, is in Kansas City, where tomorrow and Saturday he will appear as soloist with the Kansas City Symphony Orchestra. He is on a coast-to-coast tour.

QUINCY HOWE, Columbia network news analyst, is in Greenfield, Mass., to speak at the annual meeting of the Massachusetts Selectmen Association.

CHARLES UNDERHILL, television program director at CBS, and **BARRY WOOD**, video producer and emcee, leave tomorrow for Detroit on business.

MILES HEBERER, director of the New York State radio bureau, is in town from Albany to confer at State offices and with station personnel in the Metropolis.

GAIL and HARRY INGRAM, writing-directing-producing team, return this week to New York. They have completed a tour of veterans hospitals, where they instructed ex-GI's in the art of radio script-writing.

FELIX MORLEY, foreign affairs editor of "Sunoco 3-Star Extra" heard on NBC, tomorrow will be in Cincinnati, where he will address the Ohio Chamber of Commerce.

Sales Staff Of Sponsor To Pick Radio Talent

(Continued from Page 1)
 own stars for a network radio program.

This unique experiment is being conducted by the Electric Auto-Lite Company, which has just mailed out ballots to 75,000 of its dealers and salesmen, asking them to vote on the stars they would most like to hear as guests on the Columbia network's "Suspense" series of psychological chillers.

The voters will check their favorites from a list of 99 top-flight movie names, selecting enough to fill a 13-week "cycle." Those receiving the most votes will be offered guest-shots on the program.

Wedding Bells

Announcement is made of the engagement of Mrs. Valerie Young, daughter of Mrs. Reginald Edmonds of Toronto, Canada, to Ken R. Dyke, administrative vice-president of NBC. Marriage will take place Nov. 5 at the Central Presbyterian Church in New York. Mrs. Young is the granddaughter of the late Archbishop Sweeney of Toronto and the cousin of Canada's Ambassador to the Argentine, Warwick Chipman.

10 YEARS AGO TODAY

(From the files of Radio Daily)

Experiments have been scheduled by the Allen B. DuMont Laboratories, Inc., to test the practicability of color images in television through the use of multiple beam transmission. Besides testing color television films, the DuMont firm will also attempt to produce three-dimensional effects in tele images. Tests will be conducted in New Jersey where the FCC has granted DuMont a construction permit for an experimental television station. . . . WMCA has opened new offices in Chicago to be known as the WMCA Midwest Division.

FCC Guests Tomorrow At REC N. Y. Luncheon

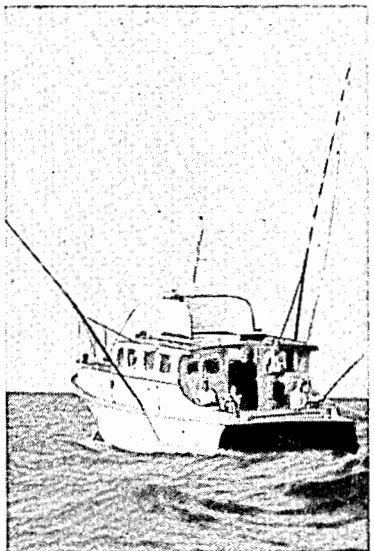
(Continued from Page 1)
 liam Paley, Niles Trammell, Mark Woods, Frank Stanton, Edgar Kobak, Dr. Allen DuMont and Dorothy Thackrey.

Special entertainment will be provided by pianist Alec Templeton who is to play a variation on the notes been switched this week from Thurs-F-C-C.

REC regular luncheon date has day to Friday because FCC members are available on that day to accept the invitation. Ted Cott, entertainment chairman, got an okay from REC President Carl Haverlin to change the date for this week only.

WNYC To Air UN Show

"As A Sacred Trust," an hour-long documentary highlighting the work of the lesser-known UN agencies will be aired by WNYC tonight, 8 p. m. on its "Radio X" series. Utilizing dramatic ET's made by the UN radio staff, program will be carried as part of the outlet's observance of "UN Week." George Wallach is the producer.



Gulf Stream

That's a publicity picture we picked up. It was all about how lucky the southern state of North Carolina was to have the warming Gulf Stream so close to its shores. And how it was the source of a multimillion-dollar state fishing industry. Or words to that effect.

That's not a bad picture and story example for one of our W-I-T-H points.

Down here we've built not one business . . . but quite a few. And we didn't depend on the laws of nature either.

Hard work . . . good programming . . . good engineering . . . this is the trio that enables W-I-T-H to deliver more listeners-per-dollar-spent than any other station.

If you want to join other outfits looking for warm-weather sailing in sales volume in the 6th largest city . . . W-I-T-H in radio is the way to do it.

Put W-I-T-H on that list . . . and you'll hook the listening audience that can buy.

WEVD

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 HENRY GREENFIELD, Mgr. Director N. Y. 19

AM  FM

W-I-T-H

Baltimore 3, Maryland
 TOM TINSLEY, President
 Represented by Headley-Reed

Time-on-the-Air Isn't All!

What happens when a manufacturer or his agent comes to WLW with a sales problem? If it's at all possible, he gets help. And help through time-on-the-air is by no means all.

At The Nation's Station, this fact has long been recognized: advertising alone is seldom the complete answer to a sales problem. So WLW's service to advertisers goes much deeper. With a "know-how" peculiar to the area—and with unrivaled facilities—WLW can help smooth out problems of distribution, selling appeal, packaging, dealer and consumer attitude and other factors which must be right if advertising is to be fully effective.

Here's a case history: Several years ago, a small local manufacturer came to WLW. Distribution was limited in Cincinnati—light and spotty in WLW's 4-state area. A distribution campaign, conducted by WLW's Specialty Sales division, was followed by a modest schedule of spot announcements. Recommendations were made on packaging, selling appeal, display and supplemental media. WLW's Merchandising Department helped secure dealer acceptance and store display.

The result? Sales increased and expansion followed. In this area, the product is now the largest seller in a highly competitive field. The manufacturer is also one of WLW's larg-

est and most consistent advertisers . . . the reason, we believe, why "radio advertising" was given as the factor which influenced purchases among nearly 70% of the product users, in a recent survey of WLW's consumer panel.

Further, this advertiser has followed the same basic formula in other sections of the country . . . so successfully that two additional plants have been established to supply the sales demand.

The lessons and experience you may learn in WLW-Land will apply for all the nation. For the WLW Merchandise-Able Area is a true cross-section of America, an ideal proving ground for new ideas, products packages and techniques.

Yes, the nearly 14 million people who live in WLW-Land mirror America. And with its unequalled facilities—its man power and "know-how", WLW can help you learn how to reach them . . . and sell them.



THE NATION'S MOST MERCHANDISE-ABLE STATION

Crosley Broadcasting Corporation

LOS ANGELES

LOOK for a shift of Tuesday NBC shows. Proposed is a swap of time by Bob Hope and Fibber McGee to give Hope's sponsor (Lever) a continuous hour, second half being its "Big Town" dramas.

Nelson Eddy opened his fall concert tour October 6th at San Diego. From there he swings through Northwest and Eastern cities on seven-week junket, winding up with Los Angeles date on November 20th. Tour was booked by Columbia Concerts.

Larry Marcus, scripter of ABC's "Final Edition" starring Dick Powell, left Hollywood Monday for New York to close a deal for publication of his novel, "The Tightrope," which is based on one of his original ABC's "Dark Venture" broadcasts of two years ago.

Jack Paar after winning the coveted role of replacing Phil Baker as emcee on the program, "Everybody Wins," has just learned that the Biow Agency has decided to drop the show and is considering replacing it with a mystery type of program. Sponsor is the Philip Morris Cigarette.

Gina Janss, who has guest-starred on many West Coast television shows, will have her own TV show after the first of the year. It will be a 15-minute session of romantic ballads, done in an intimate style from a mythical intimate club.

Basil ("Buzz") Adlam, West Coast Musical Director of the American Broadcasting Company, has been set by RCA-Victor to conduct the recordings of Victor's new star, "The Masked Spooner."

Lewis S. Frost, assistant to the vice-president of the Western Division of NBC, Harold J. Bock, manager of NBC's Western television operations, and Frank (Bud) Berend, sales manager, network and television sales for the Western division of NBC, attended the American Association of Advertising Agencies meeting at Arrowhead Springs, San Bernardino, Calif. Convention closes Wednesday.

CBS star Gene Autry has signed a new 7-year contract with Columbia Studios. Autry's current contract calls for six pictures a year.

Town Hall Concert Series To Be Carried On WABF

(Continued from Page 1)
WABF, announced this week. The first concert will present the Hungarian quartet in its American radio debut.

ABE BURROWS
opens at
Le Directoire
Friday



Windy City Wordage. . . !

● ● ● Ted Mack has been in town all week auditioning amateurs for the "Original Amateur Hour," which will be broadcast from ABC's Civic Studio here on October 27. . . . A series of 14 two-color posters plugging 14 NBC shows is being placed in 200 coaches

Chicago

of the Chicago Transit Co. by Harold A. Smith, WMAQ promotion manager, in a month-long advertising campaign. . . . Two of the nation's top jazz artists, Muggsy Spanier and Art Tatum, are currently being heard on WBBM during a late evening broadcast from the Blue Note, Chicago's hottest music spot. . . . Dick Locke, WBKB film director, is trying a new idea in presenting feature films. Starting this week the feature "I Cover Chinatown" will be shown in six 12-minute chapters, one a week. . . . M. G. (Bob) Wamboldt, who was with the NBC central division in 1936-37 as writer, production-director and actor, has returned as a production-director after several years with ABC in Hollywood and with several ad agencies.

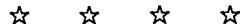


● ● ● How far will a video signal carry? NBC asserts that the signal of its new station, WNBQ, has been reported coming in clear and sharp from Elkhart, Ind., more than 90 miles from Chicago.

. . . Dorothy Miller, WBBM director of education, will speak on "Behind the Scenes In Radio" on November 2 before the Woman's Club of Tipton, Iowa, her home town. . . . The Chicago Sun-Times and WMAQ have hooked up to seek singing talent for the newspaper's fourth annual Harvest Moon Festival to be held November 20 at the Chicago Stadium for benefit of hospitalized war vets. Winner of singing competition will receive a free trip to Hollywood and a guest appearance on an NBC network program. . . . Gladys Blair, WBBM home advisor, has inaugurated a new series of transcribed interviews which are currently heard on "The Country Hour," giving special attention to home economic groups.



● ● ● Roy Rogers is making many new friends among the youngsters during his appearance in the Roy Rogers Rodeo now playing at the Chicago Stadium. He puts in a quarter hour riding slowly around the edge of the arena and shaking hands with all of the kids who can crowd to the railings. Roy and his wife, Dale Evans, accompanied by Foy Willing and his boys, sing a number of the songs that have made them famous on the air.



● ● ● A company has been formed by two Chicago boys, Lloyd Garrett and Jack Buckley, to import and distribute the Baird television set, made in England. Set requires no aerial. . . . Donald S. Graham has been appointed publicity director for the radio shows produced by Feature Productions. Graham will handle publicity for "Hint Hunt," "Ladies Be Seated" and "Man On the Farm." . . . Lawrence Auerbach, junior production-director at NBC since May 1, has been assigned to the regular staff, replacing Norman Felton, who joins the production staff of NBC's tele outlet WNBQ. . . . WLS educational director Josephine Wetzler has been appointed a member of the radio committee of the Illinois Congress of Parents and Teachers.



SOUTHWEST

WFAA, Dallas, has moved several of its daytime programs to the State Fair of Texas while the Fair is in progress, according to Ken L. Sibson, WFAA program director.

Programs will be heard from the permanent WFAA exhibit at the Foods Bldg., from "Murray Cox's Back Porch" in the Agricultural Bldg., and from the Lone Star Gas Bldg.

From the exhibit at the Foods Bldg. WFAA will present the Imperial Quartet, Monday, Wednesday and Fridays at 11:45 a.m.; The Collegians, with Hugh Waddill at the organ and a guest star will be heard at 12:45 p.m., Mondays through Fridays; Julie Benell with "News Concerning Women" at 1:15 p.m. Mondays through Saturdays and newscasts at 6:45 p.m. Mondays through Saturdays.

Murray Cox, WFAA farm director, will air his daily broadcast in the Agricultural Bldg. Monday through Fridays at 12:15 p.m.

A program of Mexican music will be presented from the Lone Star Gas Bldg. at 12:30 p.m. Monday through Friday.

In addition to the broadcast from the Fair, there will be an open house daily Monday through Friday, with conducted tours through the WFAA Penthouse Studios.

Ken McClure, well known radio news commentator who is currently being heard nightly over KABC, San Antonio, is now associated with Collins-Cusick-Schwerke & Wild, local advertising agency, where he will act as consultant on radio production and head a new department of public relations.

Charles Balthrope, owner and manager of KITE, San Antonio, boasts a completely sponsored newscast schedule that offers three 15-minute reports as well as "Headline News" editions every hour on the hour. Joske's of Texas now sponsors the "Headlines News." Studer Photo Co., sponsors the 6:45 a.m., the 7:45 a.m. three days a week, the 12:45 noonday news and the 8:45 a.m. and 4:45 p.m. news on Sunday. Downtown Motors sponsors the 12:45 Sunday news while the Mortgage Investment Corp. sponsors the 7:45 a.m. news three days a week.

Johnny "Curley" Williams will be heard as male vocalist on "Radio Rodeo" heard Monday through Saturday over WOAL, San Antonio. He was formerly with the Texas Top Hands, Crustene Ranch Boys and the Tune Wranglers. He will be featured along with cowgirl songstress Tuffy Dale.

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850 W. 4th Street, New York 14, N. Y.

Commission To Okay Deal On WTOP Today

(Continued from Page 1)
 That announcement is due today from the FCC approving the purchase of a 45 per cent interest in WTOP from CBS by the Post, with conditions relative to the sale of WINX, presently owned by the Post. Also approved is the purchase by CBS of a 55 per cent interest in KJW, San Jose, which is the CBS outlet in the San Francisco Bay area. WCFM is owned in the main by members of the various co-operative groups in the Washington area, with an extremely wide stock distribution. Had of the directing board is news columnist Marquis Childs, with the aid of the late columnist Raymond Clapper also active. An elaborate program to enlist the aid of civic groups in planning and altering the programming of the station has been announced.

It was not established definitely whether the CBS transfer deals were disposed of completely yesterday by the FCC. Disposal of WINX is a problem which need not be treated at this time, but there is some question about future WTOP plans for FM—whether WINX-FM will be taken over or the WTOP-FM permit activated. No decision has yet been reached.

As for TV, it was significant that the Post on Wednesday featured on its front page a story about the new Zenith TV receivers which bring in both VHF and UHF. Since it is at least a gamble that the Post can win the VHF channel here, the play given to two-band receiver was seen as quite significant. It may be that it messages a Post request for UHF-TV.

CKLW Gets 50 Kw. Equipment

Detroit—CKLW will increase its power from 5,000 to 50,000 watts. The 50,000-watt transmitting equipment is now in process of construction and the engineering apparatus has been purchased.

CKLW will be broadcasting on 50,000-watt power by 1949.

Martin's Course Starts Tuesday

Peter Martin, associate script editor at ABC, opens his dramatic workshop at the New School for Social Research on Tuesday night, Oct. 26. His first guest will be Howard Corey, ABC-TV producer-director.

★ AGENCY NEWSCAST ★

ROBERT S. CONGDON was elected a vice-president at the annual meeting of the board of directors of McCann-Erickson Inc., according to announcement by H. K. McCann, president of the agency.

RAYMOND GAETA and **ROLAND JAMES**, members of the art department of Geyer, Newell & Ganger, Inc., have been named art directors. Before joining G. N. & G., seven years ago, Gaeta was associated with the art department at Benton & Bowles, Inc. During World War II, he served with the U.S. Army and saw active duty in the European Theater of Operations. James came to the agency last year from Kenyon & Eckhardt, Inc., where he began his commercial art career in 1946. During the last war, he also served in the armed forces overseas as a combat artist with the U.S. Marine Corps in the Pacific.

ELLIS T. CASH, who for several years operated his own advertising agency, Ellis T. Cash Company, Inc., in Chicago, has joined Campbell-Mithun, Inc., Minneapolis and Chicago, as account executive.

PRODUCTIONS FOR TELEVISION have just completed a new series of one-minute films for Stuarts Clothes for men through Emil Mogul Co., Inc., agency for the account.

NORMAN B. NORMAN has joined the executive staff of William H. Weintraub & Company in the capacity of client supervisor. He formerly was associated with Norman A. Mack & Company and the Biow Advertising Agency.

ROBERT S. KELLER, Inc., is celebrating its second anniversary as point-of-sale promotional organization.

GREEN-BRODIE, advertising agency, New York, is currently scheduling for Pieter de Witt, Inc., New York, the largest campaign in this client's history, to run through the fall and early winter. The de Witt schedule calls for tripling their newspaper budget, tripling the size of their radio campaign to include the purchase of time on WOR, WMGM, WQXR, etc. On the former station, this advertiser will begin the sponsorship next week of "Luncheon at Sardi's" starring Bill Slater.

RICHARD B. SMITH has joined Kenyon & Eckhardt, Inc., as a member of the contact division, Dwight Mills, executive vice-president has announced. Smith was publicity director and adviser on public relations with the Bermuda Trade Development Board prior to coming with K&E.

FCC Protests Halt Plan For 150-Kw. Mexico AMER

(Continued from Page 1)
 State Department the Commission has raised objections, and its letters and verbal protests by our embassy officials in Mexico City have held up the plans for the 150 kw. station which was to take the 540 band at San Luis Potosi.

It is hoped that the matter will rest until the North American Regional Broadcasting Conference meets next September, 1949. Utilization of the 540 kc. band is one of the major points on the agenda for that meet. In the meantime, its use has been tentatively okayed as a temporary measure, provided there is agreement among affected members of the conference.

In May the Commission told the Secretary of State, in a letter released yesterday, that it felt "strong objection" was in order to the San Luis Potosi assignment. It said "harmful interference to stations in the aeronautical mobile service operating on or adjacent to 540 kilocycles" might well result, endangering safety of life and property. It also was pointed out that the signal might cause interference with the distress frequency of 500 kilocycles used by cargo ships.

The Mexican Government has formally requested that the United States withdraw its objection, but the Commission said in September that "we have again concluded the assignment proposed . . . would be in contravention of the international agreement . . . we again submit most vigorous objection"

Webs And Stations Observe U. N. Week

(Continued from Page 1)
 Nations has been staging a series of functions at Rockefeller Plaza this week in addition to originating several network broadcasts.

The recorded voice of Mrs. Eleanor Roosevelt speaking on "Human Rights Under the U.N." was heard yesterday on the NBC web from 12:15 to 12:30 p.m., EST. Gerald Carnes, permanent liaison officer of UNESCO to the United Nations was heard on the same program.

Scheduled On NBC Friday
 Tomorrow from 12:15 to 12:30 p.m., EST., Alfonso Garcia Robles, acting assistant secretary-general, Department of Security Council Affairs of the U.N., will talk on the political aspects of the United Nations. Friday during the same period other U.N. speakers will be heard over the NBC web.

CBS will present a special "First United Nations Day" program over the network on Sunday from 4:30 to 5 p.m., EST. The program will feature a short talk by George C. Marshall, United States Secretary of State; John Foster Dulles, U. S. representative at the current U.N. assembly in Paris and U.N. Secretary General Trygve Lie. Edward R. Murrow and Larry Lesueur will be heard on the same program.

For Spot and Local Advertisers

Two high-rated programs available locally for sponsorship in one or more leading U. S. markets. Live broadcasts. Low pro-rated costs.

THE SHADOW

Sundays 5-5:30 PM NYT

THE FALCON

Mondays 8-8:30 PM NYT

For complete information . . .

Mutual Broadcasting System

Cooperative Program Department • New York & Chicago

W. H. Beecoe says:

ALL-WAYS
 a great selling job

WHBQ

Your Memphis MUTUAL station
 in a mighty market

Represented by
WALKER COMPANY

PLUG TUNES

ON RECORDS and TRANSCRIPTIONS
"I'M A LONELY LITTLE PETUNIA"
 (IN AN ONION PATCH)

Rytvoc, Inc.
 1585 Broadway New York 19, N. Y.

A TIMELY REVIVAL
"AM I WASTING MY TIME ON YOU"

on Records and Transcriptions
STASNY MUSIC CORP.
 1619 BROADWAY NEW YORK 19, N. Y.

LOVE SOMEBODY

KRAMER-WHITNEY, Inc.
 1650 Broadway New York City

Timely — Tuneful
"HIS FRATERNITY PIN"
 (My Fraternity Pin)

Kramer-Whitney, Inc.
 1650 Broadway New York City

A Beautiful Lullaby
TARA TALARA TALA

Oxford Music Corporation
 1619 Broadway New York City

Climbing Fast!
"JANIE and ME"

by Thomas G. Meehan
JAMES MUSIC, Inc.
 1650 Broadway Room 709 N. Y. C.
 Solly Cohn, Mgr.

IRVING BERLIN'S

"SAY IT ISN'T SO"



Irving Berlin, Inc.

THIS IS THE MOMENT

(From "That Lady In Ermine")
 recorded and featured by

SAM BROWN	London
LARRY CLINTON	Decca
TONY MARTIN	Victor
GEORGE PAXTON	M.G.-M
DINAH SHORE	Columbia
JO STAFFORD	Capitol

MILLER MUSIC CORPORATION

WORDS AND MUSIC

By PINKY HERMAN

● ● ● **TIN PAN ALLEY OOPS:**—American enterprise and the spirited will to overcome obstacles is what makes this country great . . . in the world of music especially, is this true . . . top music publishers, unable, because of the recording ban, to gamble big money on new songs, started the revival trend, and, utilizing commercial records by top bands, were rewarded with two-time hits; "Heartaches," "Peg O' My Heart," "Little Girl," "Am I Wasting My Time," "I'll Get By," "Say It Isn't So," "All Of Me," and the current "If We Can't Be The Same Old Sweethearts" and "Down Among The Sheltering Palms" to mention a few . . . likewise small publishers have stimulated keen competition by breaking thru with songs like, "There's A Star Spangled Banner Waving Somewhere" (Bob Miller, Inc.); "I Don't Want To Set The World On Fire" (Cherio); "There I've Said It Again" (Valiant); "Love Somebody" (Kramer-Whitney) . . . in the record field, small companies crashed thru with "My Happiness," (Damon Records); "How Soon" (Tower Records); "Near You" (Bullet Records); "Miserlou" (Diamond); "You Call Everybody Darlin'" (Regent) . . . we've just received and listened to an aircheck of a new novelty ditty, published by Rytvoc titled, "If I Had A Million Dollars" which we predict will sweep the country . . . easily one of the gayest and most singable bits of musical optimism written in the past decade. . . .



● ● ● Joe Galkin celebrated his first year as Mine Host of Melody Lounge in Sunnyside, L. I., Monday nite with Perry Como, Mannie Sachs, Mitchell Ayres, Percy Faith, Mrs. Frank Sinatra, Tommy Valando, Murray Baker, Mack Goldman, Lou Levy and Charlie Trotta among the notables present. . . . ● Ralph Herman, musical director of WMAW, Milwaukee, in Gotham for a week. . . . ● Riley Shepard starts as a regular on WNBT's "Television Screen Magazine" October 30. . . . Riley's 'Broadway Hitching Post' idea rates a spot of his own on the ikes. . . . ● Andy Razaf, writer of "S'Posin'," "Ain't Misbehavin'," and "Honeysuckle Rose," has taken his bride to Hollywood . . . film execs should sign him but fast. . . . ● Johnny Clarke has resigned from WINS to start an across the board series of WNJRecord shows Monday. . . . ● Songstress Julie Conway remembered hubby's (Bob Sherry) birthday yesterday with a small remembrance—a baby grand piano. . . . ● Cowboyodeller Dave Denny, just back from a year at KVOO, starts a new NBTelecast series next week originating in Washington, D. C. . . . Denny is responsible for the rise of the novelty western, "Got A Gal In A Town Way Out West," published by Manor Music. . . .



● ● ● **ON AND OFF THE RECORD:**—Frankie Carle's latest Album (Columbia) "Roses In Rhythm" features 8 standard 'Rose' numbers including "Wild Irish Rose," "Roses Of Picardy," "Honeysuckle Rose," "Only A Rose," etc. . . . this item is a MUST for every record library. . . . ● Capitol building up its classical repertoire with purchase of Telefunken, huge German recording and electronics firm. . . . ● Kay Kyser's fine Columbia waxing of "Who Wouldn't Love You?", cut back in 1942, is the reason for the revival of the number by Freddy Martin's pubbery. . . . ● Eddie Cantor's discovery, Hattie Noel, makes her debut on MGM records with two distinct blues, "Put Some Glue On That Mule" and "Thinkin' Bout My Baby" . . . a juke box special. . . . ● National Records has a hit in Billy Eckstine's smooth warbling of the oldie "You're My Everything" . . . reverse is Billy's Band going be-bop with "Cool Breeze."



● ● ● **SHARPS AND FLATS:**—With "Walkin' With My Shadow" riding high for the Johnstone-Montei firm, outfit is starting to push a new ditty, "Tony's Place." . . . ● Flicker execs are interested in Mutual's Red Benson, now that he's shelved 22 pounds. . . . ● Top Tunes working on a new ballad, "When It Happens To You," penned by Lloyd Shaffer and Terry Nolan . . . Anita O'Day's Signature platter rates an ASSIST. . . . ● Alex Kramer and Joan Whitney have turned out another hit parader in "His Fraternity Pin." . . . ● Lulie Jean's vocalisthenics in the "Willard Robison Deep River Album" has won her a seven-year pact with Capitol. . . . ● Organist Jack Ward doing a splendid musical job, subbing for George Henninger on the WJZ-TV series, "Cartoon Tele Tales." . . . ● DeeJay Art Green's first guest on WMIE was Barry Gray. . . . ● BMI starting on a commercial ballad, "You Started Something," clefted by Al Rinker and Floyd Huddlestone.

PLUG TUNES

On Records and Transcriptions

"RAMBLING ROSE"

LAUREL MUSIC CO.
 1619 Broadway New York 19, N. Y.

No. 1 Hit In England!

"GALWAY BAY"

LEEDS MUSIC CORP.

On RECORDS and TRANSCRIPTIONS

"I'M WAITING FOR SHIPS THAT NEVER COME IN"

FORSTER MUSIC PUB., INC.
 1619 Broadway New York City
 216 S. Wabash Avenue, Chicago, Illinois

#1 in the Juke Boxes
 In the Country

"I'LL HOLD YOU IN MY HEART"

Till I Hold You in My Arms
 ADAMS, VEE & ABBOTT, Inc.
 216 S. Wabash Avenue, Chicago 4, Illinois

Everyone Is "Dating"

LILLETTE

Jefferson Music Co., Inc.
 1619 Broadway New York City

New Ballad Sensation!

"THE BRIDE WORE BLUE"

By Leonard Whitcup, Sy Lefco & Dale Wood

CECILLE MUSIC CO., Inc.

1674 BROADWAY
 NEW YORK CITY

From WALT DISNEY'S

forthcoming

Technicolor Musical,

'So Dear To My Heart'

"LAVENDER BLUE"

(Dilly Dilly)

SANTLY-JOY, Inc.

1619 Broadway, New York
 Eddie Joy, Gen. Prof. Mgr.

TELEVISION DAILY

Daily section of RADIO DAILY, Thursday, October 21, 1948—TELEVISION DAILY is fully protected by register and copyright

SUNDAY EVE SHOW BATTLE LOOMS

TELE TOPICS

AFTER FIVE WEEKS in television, Mary Margaret McBride apparently has not yet learned that her NBC show is being seen as well as heard. She and her assorted guests behind a long table throughout most of the 50-minute show, and when there is camera movement it is only from one close-up to another, making the program one of the dullest on the air. . . . We think more than one camera is used on the stanza, but we can't be sure because at least twice during the program Tuesday night, while one of her guests was talking at length and demonstrating a parlor trick, the screen was completely covered by Miss McBride's head. . . . But perhaps the best comment about the show may be found in the words of Faith Baldwin, who appeared on it the other night. Referring to a parlor game performed by another visitor she said, "That should set television back 100 years."

THE REPUBLICAN PARTY, seeking TV coverage of Gov. Dewey's speech at a GOP rally in Madison Square Garden Oct. 10, signed with DuMont to carry the event. After the contracts were inked, however, CBS reminded those concerned that it has exclusive rights to such Garden events, and therefore will make the pickup itself. . . . David Hopkins, son of the late Harry Hopkins, has been named regional sales director for Emerson AM and TV receivers in Southern California. . . . To assure patronage in its New Jersey movie theaters on election night, Walter Reade will install tele sets in nine of his houses. . . . Piano comic Rollyolls will make his video debut on the Texcc show within two weeks.

WALTER WINCHELL and Drew Pearson, ABC's top commentators, will make their first appearance before the web's ikes Nov. 2, when they participate in election coverage. . . . Advance Television Pictures as completed work on a timely reel titled "Parade of the Presidents," a collection of newsreel clips of White House residents from McKinley to Truman. Sequence on Dewey is ready to be worked in after Election Day if necessary. . . . Decorator-designer Elva T. Hodgkin, just back from Sweden, guests with Dorothy Doan on "Vanity Fair" today. . . . WTMJ-TV has begun a new amateur show with the alliterative title "Tryouts for Teevee." Art Whitfield is emcee.

AUTO-LITE and Wrigley are reported to be interested in the Korn Kobblers CBS series. . . . "Fashions on Parade" will spoof current video fare, including itself, it says here, over DuMont Friday night. . . . Although it has been on the air only five months, WCAU-TV, Philadelphia, has reported a total of 52 clients using its facilities, including six network accounts. Of the local advertisers, 17 are sponsoring programs ranging from 15 minutes to one hour in length.

Telecal Can't Block DuMont Grant—FCC

(Continued from Page 1)
Don Lee application has not yet been granted, and until it is, Telecal has no ground for complaint. Telecal has not been turned down in its bid for a channel, the Commission pointed out, since it is among those competing for channels 9 and 11 in San Francisco.

The Commission pointed out that several applications in a city may be mutually exclusive in the sense that not all can be granted and should therefore be considered on a comparative basis, holding that:

"No one application is mutually exclusive with any other application in the way in which the Ashbacker application was mutually exclusive with that of Fetzer, since a grant of any one application will not effectively preclude the grant of any other particular application. While the grant of one of the applications operates to diminish the opportunities for a grant left to the remaining applicants, it does not operate to result in an effective denial of any specified one of the remaining applicants."

Crow Joins Meredith TV

Syracuse, N. Y.—Gene Crow, for the past three years on the engineering staff of WBKB, Chicago, has been named chief engineer of the Meredith TV station under construction here.

ABC Seeks Dismissal Of Para's UDT Appeal

Washington—ABC yesterday filed in the Court of Appeals here its motion for dismissal of the recent appeal by Paramount's United Detroit Theaters from an FCC decision to extend the time of WXYZ, Detroit, to complete its tele construction. Earlier this month the FCC filed a similar motion, although ABC took exception on procedural grounds to part of the FCC motion. WXYZ-TV went on the air this month during its second six-month extension period.

The Commission maintained in its denial of the United Detroit move of last winter to throw WXYZ back into open competition with other applicants for TV assignments in Detroit that "an application for extension of time in which to complete construction under an authorized construction permit is not similar to an application for a new construction permit and for this reason the Ashbacker decision does not apply."

Undue delay by United Detroit was charged by ABC, and that in legal terms United Detroit was not aggrieved or adversely affected by the extension of WXYZ's completion time.

Grid Classic on KTSL

Hollywood—KTSL has secured exclusive rights to the 1948 edition of the "Little Rose Bowl Game," it was announced yesterday by Lewis Allen Weiss, president of Don Lee.

Progress Report No. 10

WBAL-TV Adds Daytime Sked Seven Months After Debut

Baltimore—Seven months to the day after WBAL-TV began commercial operation, the Heart-owned outlet inaugurated a program schedule of 60 program hours weekly, one-third of which is sponsored, manager Harold C. Burke reports. Monday-through-Friday afternoon line-up which goes on the air at noon, features live music and variety programs, news, the "Cathedral Hour," and transcribed segs.

About 20 program hours weekly are picked up from NBC, including college football on Saturdays. On Sundays the station carries the Washington Redskins pro contests. One feature film, a Western, is scanned each week.

Increasing emphasis is placed on local live programming, with "Television Talent Hunt," "It Pays to Look," "Paul's Puppets," "Look and Cook," "Know Your Symphony," "Baltimore's Opportunities," "Fixit Shop" and "Photography Can Be Fun" among the outstanding features. Station commentators include Dr. David E. Weglein and Former Mayors Theodore R. McKeldin and Howard Jackson.

As of the end of last month, there were 20,020 receivers in the Baltimore area.



BURKE

Emerson, Philco To Compete For Top Aud. Ratings

Suggest of major proportions between Emerson and Philco over who will have the top-rated Sunday night show is seen to be in the offing as a result of initial ratings of the Philco Playhouse which is aired in competition with Emerson's vaude stanza "Toast of the Town."

First Hooper taken since debut of the Philco series gave the show a rating of 18.2 against 53.0 for "Toast." While the "Playhouse" rating is not considered low because the show was only in its second week when the survey was made on Oct. 10, there are two obvious conclusions to be drawn:

(1) Philco, which is shelling out in the neighborhood of \$15,000 a week for its show (which, incidentally costs considerably more than the Emerson stanza) is not going to extend the series beyond present contract commitments unless future ratings are much higher than the initial figure, and

(2) Any sizable increase in audience for the Philco show must come from present listeners to "Toast of the Town," since the sets-in-use figure of 76 per cent recorded for the 10th is unlikely to go very much higher.

Because of this, producers of both programs will be doing their utmost to grab audience from each other. This Sunday "Toast" will be loaded with big-name talent headed by the Benny Goodman quintet, the Ink Spots and Myron Cohen, while "Playhouse" will do its first musical show, "Angel in the Wings" with the Hartmans and Hank Ladd.

Such competition undoubtedly will further improve the quality of both shows, but this will only further confuse the viewer who cannot possibly see both of them.

Sees Half of Population To Be Covered By Tele

Detroit—Half the population of the U. S. will be living in areas served by at least one TV station by the end of the year, according to Joseph B. Elliott, veepee in charge of the RCA Victor home-instrument department, who spoke here last night before a meeting of the Engineering Society of Detroit.

Elliott predicted also that heavy public demand will cause the present receiver shortage to increase before it can be relieved. He attributed this to opening of large new markets, expansion of existing markets as more stations go on the air, and improved programs.

See No RWG Strike Despite Walkout Plan

(Continued from Page 1)

for a strike, it's also known that the special agency committee, chaired by Leonard Bush of Compton, is still holding a series of conferences. Bush said yesterday that the agencies may come up with another proposal to the Guild.

RWG has set membership meetings next Monday night in New York and Los Angeles at which time members will be told of the strike date. Guild has also asked 60 agencies and 70 package producers to sign, by tomorrow night, Friday, a letter of adherence to the network Minimum Basic Agreement. So far, 16 signatures have been received from package firms. Signers include Air Features (biggest of all), Maxwell Associates, John Guedel and Julian Funt.

Extent of Damage Uncertain

It's still impossible to draw a clear picture of just what agency and package shows would be hit by a strike and to what extent. However, there are indications that certain behind the scenes activity has been going on in case a strike is called. Last week, for instance, an agency hired a writer to script a half-hour weekly program for the next 24 weeks. Thus, the show's scripting is taken out of the free lance class and the material assured for the next six months, strike or not.

Most all shows have backlogs on scripts anywhere from four to 16 weeks. Some go much further. "Aunt Jenny," aired on CBS Monday through Friday, could continue for the next 180 broadcasts without a writer turning out a line. "Suspense," the Thursday night half-hour stanza on CBS, normally has a script backlog of 39 to 50.

Dispute between RWG and the agencies and package firms boils down to the fact that the Guild wants immediate adherence to the network MBA, before it seeks NLRB certification, but the agencies refuse to sign anything until the Guild gets certification from NLRB. For a strike fund, the Guild is assessing members an amount equal to six months dues.

Michelson Series For WVNJ

Charles Michelson, Inc. has signed a contract with WVNJ, new independent station in Newark, N. J. to broadcast a half-hour mystery strip five nights weekly, when the station takes to the air later this month. Shows scheduled are the following: The Avenger, The Sealed Book, Adventures By Morse, The Greatest Of These, Liberty Short Stories and Honor The Law.

Football Series On WNOW

York, Penn.—"Sunday Quarterback," a new program featuring football news, college songs, and interesting stories from the football world is now aired each Sunday over WNOW. The broadcast is sponsored by the White Rose Motor Company, Inc., of this city.

COAST-TO-COAST

Church Editor On WDRC

Hartford, Conn.—The Rev. John S. Kennedy, associate editor of the Catholic Transcript in Hartford, was a recent guest speaker on the CBS "Church of the Air" program, a Sunday morning feature originating from WDRC.

WCSC Has New Announcer

Charleston, S. C.—WCSC has acquired a new announcer in the person of Bill Hedepeth, who is no newcomer to radio, having been connected with several stations in this region during the course of his radio career. His last position was on the announcing staff of a Fayetteville station.

WKY Gets Requests

Oklahoma City, Okla.—WKY is getting a great many requests, especially from states like Arkansas, Georgia, Nevada, Colorado, and Tennessee, for us of a transcribed series of public service programs dealing with the problems of venereal disease. The first of these broadcasts was heard a little more than two years ago.

KXLW Football

St. Louis, Mo.—Stephen Burns, Inc., St. Louis County Lincoln-Mercury Dealer, is sponsoring the play-by-play broadcasts of the full season of that city's high school football games over KXLW and KXLW-FM. Bob Terry, KXLW sports announcer, will handle the sportscasts for the auto dealer, making the pick-up via a special mobile unit installed in a station wagon.

A "First" For KOIL

Omaha, Neb.—The first broadcast from an Interstate Commerce Commission hearing was made by the news department of KOIL, Omaha, when the meeting was held in that city recently to determine which of three bus companies would be given permanent authority to operate buses across the Missouri River between Omaha and Council Bluffs, Iowa. The recorded portion of the hearing was featured later on a program called "This Is Omaha," written, produced and narrated by KOIL's news editor, Ted Haas.

WBAP Border Patrol Interviews

Fort Worth, Tex.—Layne Beaty, WBAP farm editor, recently returned to the station with recorded interviews made along the Mexican border where U. S. officials are enforcing precautions against the spread of hoof and mouth disease by cattle wandering into the country. Beaty used the interviews about this activity by the border patrols on his "Farm Editor" program on WBAP.

Poetry For KOOL Listeners

Phoenix, Ariz.—On her 9:15 morning show over KOOL, Lorraine Hall has offered a free copy of her book of poetry, "Nor All My Tears," to the first 100 listeners writing in requesting the book.

Appointment At KSJB

Jamestown, N. Dak.—Arv Johnson has been named Fargo representative of KSJB by the president of the Jamestown station, John W. Boler. Johnson was formerly commercial manager of KVOX in Moorhead, Minn. At the same time, Boler announced the opening of an auxiliary KSJB studio and sales office in Fargo.

Frazier Leaves WGWC

Selma, Ala.—Kyle Frazier has left WGWC, where he was commercial manager, to join the advertising staff of the Huntsville (Ala.) Times. Formerly, Frazier was associated with newspapers in Decatur, Ala., and Kilgore, Texas.

Shriners On KCKN

Kansas City, Mo.—The annual Ararat Shrine Circus in Kansas City is set for the Municipal Auditorium beginning Nov. 8. Over KCKN a schedule of announcements has already been bought by the Shriners, to tie-in with the forthcoming event.

Change Call Letters

Flint, Mich.—The call letters of WTCB, a Trendle-Campbell Broadcasting Corporation station, have been changed to WTAC, according to H. Allen Campbell, vice-president of the corporation. The new name of the station was introduced to the public in a talk by the station's manager, Don DeGroot.

Name Col. Nussbaum Air Corps Radio Chief

(Continued from Page 1)

the first radio branch of the Air Force headquarters in Washington, he was sent to England with the 8th Air Force in the summer of 1942 and came the radio officer of the European theater of operations.

Early in 1944 he transferred to General Omar Bradley's Headquarters to become his radio officer, a position he held throughout the campaign. At the close of the war, SHAEF assigned him as radio officer for the Potsdam Conference. He served overseas three and one-half years.

Production Head At ABC

Upon receiving his discharge in 1946, Nussbaum became production manager for ABC remaining there until 1947 at which time he accepted a position with Warner Brothers Hollywood.

A special staff assignment with General James Van Fleet and the U.S. Embassy in Greece saw his recall to active duty once again in 1948. He returned to the U.S. in September and this month was appointed Chief of Radio Branch, USAF, Directorate of Public Relations.

'Junior Junction' Returning

"Junior Junction," Chicago-originated ABC show, returns to the air on October 23 with a new format which problems close to the high school set will be featured.

Up for Hearing!

Everybody who is anybody will be up before the Federal Communications Commission, sitting en banc,

FRIDAY, OCTOBER 22

as guests of honor of the

**RADIO EXECUTIVES CLUB
OF NEW YORK**

in the Grand Ballroom of the Roosevelt Hotel

If you haven't reserved your seat or a table for your organization, phone Claude Barrere, Murray Hill 2-0238 and he will hold your tickets for you at the door.

SPECIAL: Alec Templeton
will try his hand at "Variations on the Notes F C C."

TOMORROW—FRIDAY—12:30 P. M.

GRAND BALLROOM

ROOSEVELT HOTEL



RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 45, NO. 15

NEW YORK, FRIDAY, OCTOBER 22, 1948

TEN CENTS

NEW RCA TRANSMISSION SERVICE SHOWN

CBS Switch, WTOP To KQW, Okayed By FCC

Washington Bureau, *RADIO DAILY*
Washington—The FCC yesterday announced its conditional approval of the sale of a 55 per cent interest in WTOP, Washington, D. C., by CBS to the Washington Post for \$855,470, conditioned upon sale by the Post of WINX and WINX-FM, also in Washington. The Post bought WINX, an independent station here, for the then record price of \$500,000 in 1944, with direction of the station under Wayne Coy's wing until he came to the FCC at the end of last year.

Chairman Coy and Commissioner Robert F. Jones did not participate

(Continued on Page 5)

WMGM Grossing \$500,000 On Fall-Winter Sports

WMGM's fall and winter sports schedule, with nearly 200 events covered, is expected to bring \$500,000 in billings to the station. The most spectacular in the history of the New York indie, the schedule, when in full sway, will bring a major sports event to WMGM listeners every night at 9 p.m. Bert Lebar, Jr., sales director, and Marty Glickman, sports director, have just announced some

(Continued on Page 2)

Simulate Closed Circuit For Pre-Election Show

As a warm-up election gimmick to whet the appetite of listeners, ABC has scheduled a simulated "closed circuit" operation, patterned on its election coverage plan, for a half-hour broadcast Saturday, Oct. 30, at 10:30 p.m., EST. Show is being aired

(Continued on Page 5)

Gravy Train

Rusty Slocum, 13, and Mimi Strongin, 11, are holders of the "gravy train" jobs of video. As regular members of the new CBS series "Roar of the Rails" they will be paid for playing with the scale model trains featured on the program. Since they were signed the youngsters are the envy of fellow students at the Academy for Professional Children.

Super Duper Ultrafax

During RCA's demonstration in Washington yesterday of Ultrafax, the 1,047 pages of "Gone With the Wind" were transmitted from the Wardman Park Hotel to the Library of Congress in two minutes and 21 seconds. Photographs of the received copy were developed in less than one minute. For Ultrafax transmission, engineers used a frequency of 7,000 megacycles. Highest frequency at which television operates today is a lowly 216 mc.

NAB Committee Plans To Boost Radio Aud.

Washington Bureau, *RADIO DAILY*

Washington—NAB's public relations executive committee yesterday began to study a proposal for a survey and promotion to increase the number of radio listeners throughout the nation. The committee met here under the chairmanship of Frank King, WMBR, Jacksonville, Fla.

It recommended also that NAB public relations be drawn into closer

(Continued on Page 5)

Associated Press Names Starzel General Manager

Frank J. Starzel, an assistant general manager of Associated Press for the last five years in charge of communications and newspaper membership relations, has been appointed general manager of AP, it was announced yesterday by Kent Cooper,

(Continued on Page 2)

Seasonal Baseball Sponsors Campaign For Series Rights

Local and regional advertisers who bankroll broadcasts of major league baseball games nearly six months out of the year are planning to force a showdown battle in an effort to retain their local rights when the World Series comes along every year. Nothing can be done at the moment about radio rights, since Gillette's contract has another three years to run, but the television rights are on a year to year basis.

Major league baseball was sponsored

Ultrafax Unveiled At Demonstration; Gen. Sarnoff Envisions New Era Of World Communications

By FRANK BURKE
Editor, *RADIO DAILY*

Washington — Presaging a new era of national and international communications, Ultrafax, a newly developed system of television communications, was demonstrated at the Library of Congress yesterday by Radio Corporation of America. Ultrafax, capable of transmitting and receiving written or

(Continued on Page 7)

Lima Permit Granted; Other Activity At FCC

Washington Bureau, *RADIO DAILY*
Washington—The FCC stuck to its guns again yesterday, ordering the grant of the application of the Northwestern Ohio Broadcasting Corp. for a new station on the 1150 band with one kilowatt, unlimited, in Lima, O. This application has been fought all the way by the Skyway Broadcasting

(Continued on Page 3)

Swift Renews "Breakfast Club" For Another Year

Chicago — Swift & Company has renewed its half-hour segment (9:15-9:45 a. m., EST) of ABC's daily "Breakfast Club" for another 52 weeks, effective Oct. 25. Swift is the program's earliest sponsor, coming

(Continued on Page 6)

Indies To Spotlight Local Election Returns

New York's independent stations, getting ready for the big day when the political future of the country will be decided, are making Election Day preparations to provide listeners

(Continued on Page 6)

ABC Third Quarter Billings Up 39.6%

New business signed by ABC in the third quarter of 1948 jumped 39.6 per cent over the same period last year, the network announced yesterday. Gross new billings during last July, August and September were \$1,456,996 compared with \$1,044,035 reported for the like three months in 1947.

ABC's gross time sales for the first

(Continued on Page 3)

Westinghouse Ups Prices On Radio-Tele Receivers

Sunbury, Pa.—Westinghouse Home Radio Division yesterday announced price increases ranging from one to ten dollars on one table model radio, two phonograph combination con-

(Continued on Page 3)

Informative

The Economic Co-operation Administration has begun a campaign over Radio Luxembourg and other media to inform Europeans on the details of American aid. Two 15-minute programs, one in English and the other in French, are broadcast weekly at peak listening times. Shows are prepared in the U.S. under supervision of Robert Huse, of the ECA.



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JOHN W. ALICOATE : : : Publisher

FRANK BURKE : : : : : Editor

MARVIN KIRSCH : : : Business Manager

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WEST COAST OFFICES

Ralph Wilk, Manager
6425 Hollywood Blvd. Phone: Granite 8607

WASHINGTON BUREAU

Andrew H. Older, Chief 6417 Dahlonoga Rd.
Phone: Wisconsin 3271

CHICAGO BUREAU

Nat Green
1417 Ashland Bldg. 155 No. Clark St.
Phone: State 2332

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

FINANCIAL

(October 21)

NEW YORK STOCK EXCHANGE

Table with columns: High, Low, Close, Net Chg. Rows include ABC, Admiral Corp., Am. Tel. & Tel., CBS A, CBS B, Fernsworth T. & R., Gen. Electric, Philco, RCA Common, RCA 1st pfd., Stewart-Warner, Westinghouse, Westinghouse pfd., Zenith Radio.

NEW YORK CURB EXCHANGE

Table with columns: High, Low, Close, Net Chg. Rows include Hazeltine Corp., Nat. Union Radio.

OVER THE COUNTER

Table with columns: High, Low, Close, Net Chg. Rows include DuMont Lab., Stromberg-Carlson.

★ COMING AND GOING ★

EDWARD R. MURROW, Columbia network news analyst who is heard nightly under sponsorship of Campbell Soup Co., is in Chicago, where today he will be guest speaker at the National Association of Food Chains luncheon at the Drake Hotel.

WALTER GOAN, who was visiting here this week, has returned to the home office. He heads the Intercity Group, comprising WCOG, Greensboro, N. C.; WKIX, Columbia, S. C., and WAYS, Charlotte, N. C.

C. GROVER DeLANEY, general manager of WTHH, Hartford, Conn., and LEN SCHOENFELD, sales manager of the station, are in Olean, N. Y., for a confab of Gannett Radio Group executives. WHDL, Olean, is the host station for the meeting, which will be in session today and tomorrow.

JOLLY JOYCE, personal manager and video producer, is expected back Monday from a two-week business trip to Hollywood.

WILLIE BRYANT, emcee of the "After-Hour Swing Session" on WHOM, is back from a brief visit to his home town, Chicago.

JOHN LOVETON, producer of "Mr. and Mrs. North" on CBS, will leave Monday for an extensive tour of Hollywood, where he'll study television and radio development to buttress video plans which he now has in the blueprint stage.

GEORGE HICKS, American network correspondent heard Sundays on U. S. Steel's "Theater Guild of the Air," is in California. He'll do the commercials on this Sunday's show from KGO, San Francisco, while the program itself will originate in New York.

GORDON FRAZER, former war correspondent and now United Nations analyst for ABC, next Wednesday will go out to Teaneck, N. J., where he'll address the Rotary Club of that town on the subject, "The United Nations and the Split Within It."

BEN RUSS, Columbia network technician, is in Wilkes-Barre, Pa., handling the controls for the Progressive Party broadcasts.

BRET MORRISON, star of the "Shadow" programs on Mutual, has returned from a flying trip to Chicago in connection with his "Happy Birthday" package.

GUY LOMBARDO and the members of his band will appear Sunday at the Damon Runyan Memorial Cancer Fund benefit at the Hempstead Garden auditorium in Hempstead, L. I. JACK BARRY, of "Juvenile Jury" and "Life Begins at 80," will emcee. Also featured will be EDDY DUCHIN, JAMES BARTON and EARL WILSON, the columnist.

DWIGHT WEIST, flying emcee of "We, the People," has returned from a business jaunt to New England.

Associated Press Names Starzel General Manager

(Continued from Page 1) executive director. In recent years Cooper has served as both AP executive director and general manager and he continues in charge of all operations.

Starzel has been active in the association's radio activities, collaborating with Oliver Gramling, now assistant general manager for radio, in the AP's entry into the radio field some years ago. Incidentally, Starzel's wife was at one time secretary to David Sarnoff of RCA.

The new general manager joined AP in 1929 and his first assignment was to direct promotion for the newly formed Feature Service. He was night city editor in the New York bureau before going to Columbus, Ohio, in 1935 as bureau chief. In 1932 he came back to New York as traffic executive and was appointed assistant general manager in 1943.

WMGM Grossing \$500,000 On Fall-Winter Sports

(Continued from Page 1) of the features planned for the 1948-49 season. They include:

Over 75 basketball games; 26 featured boxing bouts from St. Nicholas Arena; 30 N.Y. Ranger hockey games; 16 N.Y. Rover amateur hockey games; 14 Giant pro football games, and 11 college football games, 7 of them Army meets.

Nedick's and Old Gold cigarettes are bankrolling the basketball sportscasts, while the hockey games will be sponsored by F. & M. Schaefer Brewing Company.

Bert Lee, Ward Wilson and Bud Greenspan are slated to handle play-by-play and color for the series.

New KLAC Transmitter To Be Operating By Nov. 1

West Coast Bureau, RADIO DAILY Hollywood — Don Feddersen, general manager of KLAC and KLAC-TV has announced that KLAC's new 5,000-watt transmitter, located near Los Angeles General Hospital, will be in operation by November 1. Increasing power from 1,000 to 5,000 watts will improve service and quality of 570 kc. signal. Latest in equipment has been used, in addition to a 530-foot transmitter tower.

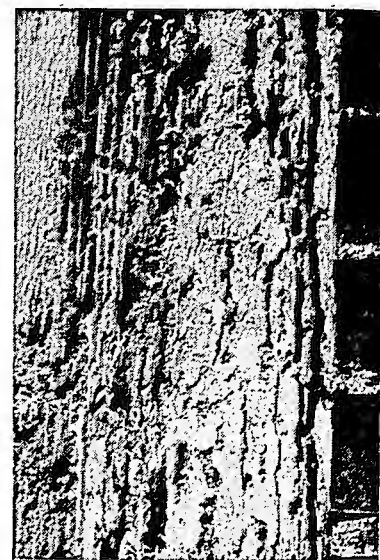
Kent Plans Xmas-Seal Party

A galaxy of stars will be heard on the "Christmas Seal Party" half-hour Los Angeles ET promoting the annual sale of Christmas seals for the Tuberculosis Fund. Bob Hope will be master of ceremonies, and other stars participating are Jo Stafford, Peggy Lee, the King Cole Trio, Benny Goodman, Margaret Whiting, Paul Weston, Johnny Mercer and Andy Russell. Underwritten by philanthropist Atwater Kent, the recorded show will be sent to radio stations throughout the nation.

10 YEARS AGO TODAY

(From the files of Radio Daily)

Friendly rivalry between Goodyear Tire & Rubber Co. and Firestone Tire & Rubber to garner the rural market through concentrated radio drives, has become a literal battle with the entrance into the radio field of International Harvester Co. While the Goodyear and Firestone companies were to primarily sell tires, farm implements, in which International Harvester is the largest dealer, were also plugged heavily by the two former firms. . . . BBC is planning to construct the world's "biggest" television studio at Alexandra Palace. At least five television stages will be built with a sub-control room erected above them to afford a clear view of all stages.



Ever see a termite?

Most people haven't. Termites are tiny and ant-like. They bore through wood from the inside until only a thin outer shell remains. Nothing is known of the damage they've done until it's too late to do anything about it.

Let's repeat part of that: "nothing is known until it's too late." A lot of business men could think that over.

We wouldn't compare competitors, who are outsmarting their industries to termites . . . but a lot of people who have been coasting along in the seller's market are going to wake up with nothing but a "thin shell!"

If you've got a sales problem in Baltimore, and you plan to use radio, you'd be wise to use W-I-T-H. That's the successful independent that delivers more listeners-per-dollar-spent than any other station in this big town. 6th largest in the country.

Remember the call letters W-I-T-H!



Baltimore 3, Maryland

TOM TINSLEY, President

Represented by Headley-Reed

MUSIC . . . SPORTS . . . NEWS

FULL TIME

WINZ

Florida's Big Independent

Primary Signal Covers GREATER MIAMI and Florida's Rich East Coast from the Palm Beaches to Coral Gables.

STUDIOS:

MIAMI, HOLLYWOOD, WINZ BLDG., MIAMI BEACH

MAIN STUDIO:

HOLLYWOOD BEACH HOTEL 940 Kc. — FULL TIME

JONAS WEILAND, President

Represented by: John H. Perry Associates

Local BB Sponsors Want Series Rights

(Continued from Page 1)

What could be done about holding seasonal rights on into the World Series but the sponsors have never tried an organized, collective campaign. That is the plan that is shaping up now.

Chances are that the various sponsors—particularly those which bankroll regional hookups—and their agencies will work out a single pitch for each advertiser to make to the ball club from which he gets seasonal rights. Pressure will be put on the clubs to bring pressure in return on "Happy" Chandler, commissioner of baseball.

As the regional sponsors view the plan, or would like to view it, the World Series would still be carried by a national network but there would be local and regional cut aways for commercials, in effect amounting to a co-op show. Rights to the Series would be paid by each sponsor according to his own coverage.

Under this set-up, the local and regional advertisers might not have the same station coverage they used during the regular baseball season but generally speaking they would get the same area coverage. What they seek to do is hold their own area rights to the World Series with selection of advertisers in other sections to be determined strictly by Commissioner Chandler and baseball itself.

To back up their argument that the plan is workable, the baseball sponsors point to the fact that the National Football League operates under just such a policy. The pro gridiron outfit will sell its playoff game coast-to-coast to a national sponsor except in the two home cities of the playoff teams. First refusal rights go to local sponsors who have bankrolled the two teams all season.

Admiral Profits Announced

The Admiral Corporation, Chicago, reports that the firm and its subsidiaries hit an all-time high in net earnings for the third fiscal quarter ending September 30, 1948, despite vacation periods and steel shortages which were responsible for temporary shut-downs in several Admiral plants. Net sales for the third quarter totaled \$15,128,165 as compared with \$11,120,346 for the corresponding period last year, representing an increase of 36 per cent. For the first nine months of the year sales totaled \$42,514,509 as compared with \$32,669,223 for the same period in 1947, representing an increase of 30 per cent. Earnings showed a substantial increase for the third quarter, totaling \$800,489 compared with \$330,993 for the corresponding quarter last year, or an increase of 142 per cent. Earnings for the first three quarters of 1948 were \$2,037,786 as compared with \$1,785,449 for the same period in 1947, representing an increase of 71 per cent. Earnings per common share for the third quarter this year were \$0.89 compared with \$0.37 for the same period the previous year.

Final Decision In Lima Case Paces Busy Commission Day

(Continued from Page 1)

Corp., Columbus, on the ground that the additional service is more needed in the Columbus area than in the Lima area.

Commissioners Coy and Jones did not participate in the final decision yesterday—Jones because until he became a member of the FCC he was one of the partners in the successful corporation.

Yesterday's was the second final decision favoring the Lima application, with the Lima group also favored in two proposed decisions.

The FCC yesterday okayed three new commercial FM stations and one non-commercial FM operation. The latter is the low-powered campus FM installation at Syracuse University—the first low-powered FM station to receive a grant. The commercial applicants were the Davidson County Broadcasting Co., Lexington, N. C.; The Martinsburg Broadcasting Co., Martinsburg, W. Va., and The Greater Illinois Broadcasting Co., St. Charles, Ill.

Ohio Papers Turned Down

The Commission rejected again the Mansfield Journal and the Lorain Journal, two Ohio newspapers published by the Horwitz Brothers. The papers, seeking AM and FM grants in their cities, were turned down early this year, with the Commission charging that arbitrary policies regarding advertising matter to go into their newspapers did not augur well for rounded, fair radio programming. This action is widely credited as a basic factor in the creation of the

Westinghouse Ups Prices On Radio-Tele Receivers

(Continued from Page 1)

soles and one tele receiver as a result of increased operational costs.

E. G. Herrmann, sales manager, who made the announcement to distributors, pointed out that higher material costs pointed up sharply by the increase in tube prices and wage increases had nullified the Division's effort to completely hold the price line. However, he confirmed an earlier announcement that no across-the-board increase was contemplated, and pointed out that minimum increases has been achieved by applying only specific material cost increases to each receiver.

Previously three major price reductions on both table and console radio models had been made, he pointed out. In accord with Division policy, research to reduce costs will be continued, Herrmann explained, and savings realized on any Westinghouse television or radio model will be passed on to the consumer as soon as it is realized.

Gets NBC-Chicago Post

Peg Rothe has been named supervisor of the NBC central division information department, replacing Isabelle Cooney, transferred to television department.

House committee to investigate the FCC, which is chaired by Rep. Forest Harness of Indiana.

The Commission had been asked to set aside a competitive grant in Fostoria, Ohio, in petitions filed during the summer by the Mansfield and Lorain papers, and yesterday it refused.

Judge Roy Hofheinz, director and partner of stations in Houston, New Orleans and Harlingen, Tex., was yesterday okayed as purchaser of a 49 per cent interest in WTNB and WTNB-FM, Birmingham, Ala. Thomas N. Beach retains control with 51 per cent. Price to Hofheinz was \$29,400.

The FCC also okayed the withdrawal of Roy Leinbach, Jr., as a partner in WNNC, Newton, N. C. Leinbach's third interest was turned over to Earl Holder and Charles C. Turner for \$4,500.

Also approved was the addition of \$41,000 to the capitalization of WLBK, De Kalb, Ill., with control not shifting, however.

A half interest in KRST, Tyler, Tex., was turned over for \$5,000 by Bernard and Jake Wolf, Warren McDonald, Grady Hagan and Percy Andrews to Lonnie and V. M. Preston and Alice Howenstein. The purchasers already held a half interest in the station.

ABC Third Quarter Billings Up 39.6%

(Continued from Page 1)

nine months of 1948 were \$31,576,031, over \$227,000 better than the \$31,349,006 chalked up in the comparable period in 1947.

New business signed during the third quarter of '48 included two and a half hours weekly by Pillsbury Mills, which sponsors a quarter-hour segment of Kay Kyser's Kollege of Fun and Knowledge and the 15-minute Galen Drake show, both heard five times a week. P. Lorillard added the 60-minute Original Amateur Hour to its ABC roster.

Other advertisers added during the third quarter are American Oil Co., Paul F. Beich Co., Swerl Products, Association of American Railroads, Mantle Lamp Company of America, General Foods and U. S. Army & Air Force Recruiting Service.

ABC's Pacific Coast network added Richfield Oil Corp., Butler Packing Co., Fisher Flour Mills and Consolidated Royal Chemical Co.

"Strike It Rich" Renewed

Luden's Inc., in behalf of Fifth Avenue Candy Bars, has renewed the CBS program, "Strike It Rich," effective Nov. 28. Show, starring Todd Russell as quizmaster, is aired Sundays, 10:30-11 p.m., EST, but switches to a new Sunday time at 5:30 p.m. Oct. 31. Agency is J. M. Mathes.

For Profitable Selling—Investigate

WDEL

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YORK
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EASTON
PENNA.



STEINMAN STATIONS
Clair R. McCollough, Managing Director

Represented by **ROBERT MEEKER ASSOCIATES**

Chicago San Francisco New York Los Angeles

RADIO DAILY

LOS ANGELES

By RALPH WILK

MUTUAL'S "Queen For A Day" show has started a two-week contest to select a "For the Love of Mary" queen in conjunction with Universal-International's national promotion of their Deanna Durbin film of the same title. Winner will be sent to Washington, and then will go to New York to guest on Mutual's special election night program.

CBS' Jack Smith flies to New York, October 22, for the week-end, since his regular show is preempted Monday night, Oct. 25. Smith returns to Hollywood in time for his Tuesday program. He plans to see a few Broadway shows and interview song pluggers during his stay in the east.

Doodles Weaver, the "Professor Feitelbaum" of the Spike Jones-Dorothy Shay "Spotlight Revue," has written a biography of his boss, Spike Jones. It's called "The Golden Spike," and it's tagged for publication this Winter.

Bill Symes, Don Lee director of sports, starts a new Sports Series on KHJ and the full Don Lee Network Monday through Friday from 6:55 to 7:00 p.m.

Eddie Green, the poker faced Eddie of the NBC "Duffy's Tavern" program, has formed a company to turn out Negro television films under the title Sepia Productions. He formerly produced Negro movie short subjects.

The Southern California Edison Company has purchased a half-hour program of recorded classical and semi-classical music on KFAC. To be titled "The Edison Hour," the new program will be heard six nights a week, teeing off with its first show October 18th. Bob Cornell, KFAC staff announcer has been selected to do the announcing chore.

Bill Stewart started his 52-week contract for Insta-Curl product Sunday over KLAC, "Harmony House." Deal was set by Bob Klien for the station and the Leo Burnett ad agency.

"The Masked Spooner" has been signed by Chesterfield for three guest shots on The Peggy Lee-Chesterfield Supper Club Show starting November 4th. "The Spooner" will appear with Miss Lee for three consecutive weeks and the cigarette company will have options on The Spooner for the balance of a 13-week period.

ARTHUR EDDY

Public Relations — Publicity

812 Taft Building
Hollywood

GLadstone 5305 — GLadstone 9082



Mainly About Manhattan. . . !

• • • Don Ameche emceeing "Matinee Theater," which Lucky Strikes are considering as a daytimer on CBS. . . Bill Robson taking a leave of absence from CBS and hopping to Paris for a vacation. Speaking of vacations, Bob Hawk takes off Monday for the coast where he'll sun himself until Nov. 6th. . . Mickey Rooney forming a company to produce television features. . . Lionel Barrymore wanted by CBS to star in a series of Arthur Train's "Mr. Tutt" stories. . . Red (Movie Matinee) Benson cutting a new five-time-a-week, 15-minute session tagged "What's Your Fun?" This redheaded lad is moving up fast. . . Spike Jones has become a ten percenter. He's bandling Dave Rose. . . Theater owners putting on the pressure in Washington. They want to be able to show videofferings on their screens. . . Ted Wornor new publicity director of WMCA. . . Eddie Dunn giving up the "Golden Hope Chest," when Mutual shifts it to Chicago. . . Add IMP-recessions: Dorothy & Dick; Breakfast talkers. . . Hank Sylvern, who many times out-Oscars Levant with his off-the-air ad-glibs during rehearsals, ought to be heard on the mike. (The radio cast warms up the audience—but it's Hank who warms up the cast).

★ ★ ★ ★

• • • AFRA holding a cocktail party Monday (25th) in the North Ballroom of the Astor Hotel to raise funds for the 48 New York Local delegates who attended the National AFRA Convention held in Boston, and also to help defray expenses of the N.Y. delegates who will attend next year's convention in San Francisco. Members of the Radio Directors' Guild, Radio Writers' Guild and, in fact, all branches of show biz, are invited to attend.

★ ★ ★ ★

• • • FOR TYPING OUT LOUD: Ever think you'd see the day when a commercial would "stop the show"? Well, Sid Stone does exactly that in pitching the sales spiel for Texaco on the Milton Berle video stanza. Easily the smartest commercials yet devised in television. Stone gets a bigger hand than many of the performers on the bill. . . Wrestling bouts are improved 50 per cent for us when Dennis James is heckling the mike. . . Mac Perrin, Garrison's vocalist-pianist, tells of the agent who demanded that his out-of-work clients pay 10 per cent of their unemployment checks.

★ ★ ★ ★

• • • Mary Margaret McBride outran all other radio stars in getting the highest bid for a painting (her first, too) submitted to the Urban League's celebrity art show and then sold at auction to Bennett Cerf. Incidentally, the famous zipper which maimed NBC's commentator earlier this year when she was preparing for a broadcast from the Waldorf has now become a museum piece. It's part of the 21-inch doll likeness of MMM, which is currently part of a celebrity exhibit on view at Hearn's Dep't store.

★ ★ ★ ★

• • • LUV 'n' KISSES: WOR's outstanding promotion and publicity job on the World's Series. . . Maxine Keith's punchy radio and theater col'ns in the new weekly. Talk of New York. . . Jane Pickens' musical sessions via NBC, aided by Jack Kilty and Phil Leeds. . . Emily Lowe's art exhibit at the Ward Eggleston Galleries, with proceeds turned over to five worthy Settlement Houses. . . Ink Spots' way of toying with "Say Something Sweet To Your Sweetheart." . . Herb Shriner's corn belt routine via CBS.

★ ★ ★ ★

• • • MAIN STREET SEEN-ery: The hatcheck gal at Garrison's acting fluttery at the sight of ZaSu Pitts. . . Turhan Bey having trouble with the Indian names on the menu of the India Prince. . . Paul Draper doing unrehearsed steps dodging Times Sq. traffic. . . Henry Ford, III, the caristocrat, in the Stork's Cub Room. . . Walter Abel, ready, willing and ditto to devour Southern fried chicken at the Fireside Inn.

SOUTHWEST

"CADENZA" a program which has the purpose of presenting in fine music outstanding professional talent and promising artist students along with as many soloists as possible from the Dallas Symphony Orchestra personnel, will be heard for the fifth year over WFAA, Dallas, each Thursday. Initial program will present Lois Risley, Dallas flutist, and Miss Marion Flagg at the piano. Miss Flagg will also preside over the broadcasts.

A new corporation to be known as the Sherman Broadcasting Co., has entered into a contract with the Denison Broadcast Corporation for the purchase of KTAN, Sherman. The new corporation with Euclid T. Fant and Tony Anthony, as principals, has executed a purchase contract with the present owners subject to FCC approval. Denison Broadcast Corporation stockholders include Elmer Scarborough and Joel Carroll of Fort Worth and Mrs. Mary Stewart of Los Angeles. KTAN began operating on Dec. 19, 1947 and operates with 250 watts on 1500 kilocycles daytime hours. Manager of the outlet is Otis McKenzie.

C. D. (Bud) Lutz, manager of KYFM, San Antonio, has announced that C. M. Jansky, one of America's leaders in the development of FM system of broadcasting, will be in San Antonio for about four days when KYFM's new 720,000 watt transmitter and tower go into operation on Nov. 7.

The new transmitter building will accommodate equipment necessary to increase power to 335,000 watts, the outlet's eventual power approved by the FCC.

"The Four Texans" being heard on the Jimmy Durante broadcasts over the NBC network from the State Fair at Dallas is composed of Katy Williams, Jim Burdette, J. T. Adams and Bill Sorrels, all on the staff of WFAA.

"BRIGHT REMARKS"

October 24th: United Nations Day. What a wonderful public service Radio could render next Sunday by devoting 16 hours of continuous broadcasting to the nations who comprise the United Nations! How many millions of Americans would like to hear from official speakers what their Countries stand for! What great contribution to the cause of peace to hear on the air exactly what our differences are with the Soviet Union. What a Hooper for a debate between Vishinsky and Dulles! How about a 'round-table discussion amongst Truman, Dewey, Bevin and Stalin! O Masters of Radio, October 24th is United Nations Day. How inspiring will your programs be, on this day, to the millions of people who now tremble when they think of the stupidity of war as a solution to the controversies of mankind?

By BOB BRIGHT
WVNJ—Newark, N. J.

NAB Committee Plans To Boost Radio Aud.

(Continued from Page 1)

liaison with the All-Radio Presentation Committee.

Dr. Kenneth H. Baker, NAB research director, reported on the proposal for increased tune-in and Maurice B. Mitchell, broadcast advertising chief, conferred with the committee on the All-Radio Presentation.

Robert K. Richards, NAB public relations director, reported on the progress of the 1948 "Voice of Democracy" contest to be held during National Radio Week, Nov. 14-20.

Miss Pat Griffith, NAB director of women's activities, reported to the group on the work of the Association of Women Broadcasters.

On hand were members King, Hugh A. L. Hall, WOA, San Antonio, Tex.; Walter Wagstaff, KIDO, Boise, Ida., and board liaison member William B. Quarton, WMT, Cedar Rapids, Ia.

Network advisory members of the group present were William S. Hedges, NBC, and A. A. Schechter, MBS.

A. D. Willard, Jr., NAB executive vice-president; C. E. Arney, Jr., secretary-treasurer, and Richards were NAB headquarters representatives at the gathering.

In honor of the 20th anniversary of his election as NAB president William S. Hedges, NBC vice-president, was yesterday made honorary chairman of the NAB public relations executive committee.

Hedges served as president of NAB from 1928 to 1930 after his election on Oct. 17, 1928.

The motion to honor the network advisory member of the NAB committee was made by A. A. Schechter, MBS, and was passed unanimously by the committee. Hedges was presented a bouquet of chrysanthemums.

Simulate Closed Circuit For Pre-Election Show

(Continued from Page 1)

exactly as a regular ABC "closed circuit" would be handled.

The standard sign on and sign off with a high frequency oscillator will be heard on the program. In regular "closed circuits" such an oscillator indicates to engineers at ABC stations that the program is not to be put on the air.

On the warm-up show, Henry Kaiser, whose Kaiser-Frazer auto firm will sponsor election coverage on ABC, will discuss with Robert Kintner, web executive vicepres, radio's role on the night of Nov. 2. Thomas Velotta, ABC vicepres in charge of news and special events, will explain how the network's staff of analysts and reporters plans to report returns and indicate trends.

Several commentators will appear on the simulated "closed circuit" including Elmer Davis and Robert Sturdevant, the latter reporting from Paris. Ted Oberfelder, ABC director of advertising and promotion, will explain that phase of the network's activity.

★ AGENCY NEWSCAST ★

BUELL BROOKS has been appointed media director at Erwin, Wasey & Company, Ltd., Los Angeles.

W. A. SHEAFFER PEN CO., Fort Madison, Iowa, announces the appointment of Russel M. Seeds Company, Chicago, advertising agency, to handle advertising of Skrip and Safeguard. The Seeds Company now handles all advertising in the United States on all Sheaffer products.

ARDEN SWEET AND DRY VERMOUTH, and Aperio Aperitif, along with the complete line of wines processed by Lucien Arden, Inc., New York, to William von Zehle agency. Immediate schedule includes metropolitan dailies and 52 issues of "The New Yorker" with radio schedule to be worked out for 1949.

JOHN FRIEDKIN, formerly a publicity writer for Columbia Pictures, has joined the radio publicity department at Young & Rubicam, Inc., New York.

WARCO REFRIGERATION OIL COMPANY, Oakland announces appointment of Ad Fried Advertising Agency, Oakland. Spot radio schedules will be announced later.

ERWIN, WASEY & COMPANY (Los Angeles) announces the appointment of Norman F. Best as account executive on Carnation Evaporated Milk. Best joined the Seattle office of Erwin, Wasey two years ago and was moved to the Los Angeles office last March. He has been head of the media and research department. Before the war, he was with Lennen & Mitchell both in New York and in Hollywood, and later with the production staff of CBS.

ARTHUR PINE ASSOCIATES have been appointed to handle publicity-public relations for hair-stylist Charles Failla, Bronx.

WOODARD & FRIS, INC., Albany, N. Y., now is placing the advertising of Albany Savings Bank, Albany, WXXK, Albany, and Schenectady Railway Company, Schenectady.

WILLIAM E. SHREWSBURY, JR., previously with MBS as account executive, has joined Transit Radio, Inc. in the same capacity, William H. Ensign, eastern manager, has announced. Prior to joining Mutual, Shrewsbury was vice-president of Robertson Shrewsbury Aircraft, Inc. in charge of sales and promotion. Before that he was associated with WOV as an account executive.

MCCANN-ERICKSON Buenos Aires office has been appointed by Tecnica Industrial y Comercial of that city, to handle its forthcoming advertising of "Tinco" cellulose sponges for home and industrial use. This product will be made under license from French patents and under French technicians in a factory just now being completed. Advertising will start shortly after the first of the year.

CHARLES R. MOUGEY has joined the copy staff of Ewell & Thurber Associates, Toledo, advertising agency. He was formerly advertising manager of Airtemp division, Chrysler Corp., Dayton, and until recently was advertising manager of the Wilson Refrigeration Co. in Delaware.

ARTHUR W. BAGGE, for the past eleven years a member of the American Weekly sales staff, has joined Free & Peters, Inc., radio and television station representatives, according to an announcement by Lloyd Griffin, vice-president in charge of the Chicago office. For three years prior to 1937, Bagge was connected with A. C. Nielsen & Company, research firm.

EDMUND S. LENNON, vice-president in charge of national sales, Bremer Broadcasting Corp., Newark, has announced appointment of Weed & Company as national representatives for WAAT and Television Station WATV.

AL TISCH of the Laurel-In-The-Pines Hotel and Country Club of Lakewood, N. J., has announced that Hickory Associates will handle publicity and public relations for the Winter resort during the 1948-49 season. Every type of publicity, including radio will be used.

WILLIAM WHITLOCK, former commercial manager of WLOI at LaPorte, Ind., has joined Harry S. Goodman Radio Productions. Whitlock will travel in the states of Alabama, Georgia and Tennessee, making his headquarters in Chattanooga.

HARVARD BREWING CO., Lowell, Mass., has engaged Duane Jones Co., Inc., to handle the advertising of Harvard Ale and Harvard Export Beer, effective immediately.

FREDERIC W. ZIV COMPANY has added Fred I. Geiger and Harry Eldred to its staff of field representatives. Geiger has been associated with the beverage industry for the past nine years. Eldred has been associated with broadcasting since 1935, except for a brief period when he was business manager in advance for Shubert's "Blossom Time."

W. B. DONER AND COMPANY, New York, has been named to direct the advertising for Nichol Kola, product of H. R. Nicholson Company of Baltimore, for H-R Kola, product of Syrup Products Company of Baltimore, and for Bulgaris & Cia, exclusive distributors of Nichol Kola in South America.

'True Or False' To Baltimore

"True or False," Mutual network program sponsored by Shotwell Candy Co. of Chicago, is being recorded this week at the Leadership Dinner in Baltimore, a feature of that city's Downtown Week. The transcription will be aired on the Saturday program.

CBS Switch, WTOP To KQW, Okayed By FCC

(Continued from Page 1)

in this okay Coy because of his former connection with the Post and Jones because of illness. Coy alone refrained from okaying the CBS deal to buy complete control of KQW and KQW-FM, San Francisco. This meant purchase of 55 per cent of the station stock for \$425,000, with CBS already having had 45 per cent.

The usual 30-day period for the okay of transfers is extended to 120 days in the case of these two because of the problem of selling WINZ. The approval for the KQW deal depends upon the completion of the WTOP deal, since until that goes through CBS will be holding the legal limit of AM properties allowed it under FCC regulations. CBS owns stations in Boston, New York, Chicago, St. Louis, Los Angeles and Minneapolis.

San Diego, Cal. The FCC yesterday okayed the sale of KSDJ, San Diego, by Clinton D. McKinnon, publisher and Democratic Congressional candidate, to Charles E. Salik for \$272,000.

Stork News

Robert Allison, a director in the CBS public affairs department, and Mrs. Allison are parents of a boy, their first child, born at Park East Hospital, New York, Oct. 19. Boy, who weighed six pounds and 11 ounces, has been named Dean Benton.

FAMOUS FOR OVER 75 YEARS



STEIN'S

THEATRICAL — TELEVISION
MOVIE *Make-up*

AT LEADING DRUG STORES
AND DEALERS EVERYWHERE

Three-quarters of a century of know-how in the exclusive manufacture of fine make-up for the profession has made STEIN'S preferred by more theatrical, movie — and now television people everywhere.



FREE STEIN'S new up-to-the-minute illustrated booklet that tells at a glance exactly what make-up to use

at all times and for all parts. Includes special valuable hints on the new television make-up, fashion shows, photography, etc. Write for your copy today!

STEIN'S Professional MAKE-UP

430 Broome Street, New York 13, N. Y.

EQUIPMENT

New Zenith Adapter

H. C. Bonfig, vice-president of Zenith Radio Corporation, Chicago, announces a new long playing record adapter for use by present owners of Zenith radio-phonographs. The adapter is easy to operate and attaches to the audio system of the radio by a simple plug-in arrangement. The unit consists of the new feather-touch Cobra Tone arm, a turntable, electric-driven motor, and special guard which protects the tone arm when not in use.

G. E. Changes Announced

Several personnel changes in the Chemical Department of the General Electric Company in Pittsfield, Mass., have been announced. Dr. Charles E. Reed, of Schenectady, N. Y., has been named engineering manager of the Chemical Department, where he will be responsible for the development of new products, methods, chemical engineering processes, equipment and engineering policy for GE.

Robert L. Gibson, former manager of the plastics division, has been made assistant general manager of the Chemical Department. He has been with GE since 1925. Harry K. Collins and John L. Murphy have been given managerial posts in the plastics division and the chemicals division respectively.

COAST-TO-COAST

Air Force Report

Mobile, Ala.—"Brookley Report" is the title of a series of quarter-hour talks in which Capt. Charles Rawls, of the Brookley Air Base here, gives a report on activities at the giant Air Force installation. He is heard over WKAB each Wednesday afternoon.

WLBR Football Coverage

Lebanon, Pa.—WLBR, and WLBR-FM have arranged to broadcast all of the major football games of the Lebanon High School and Lebanon Valley College including "away" games as well as those played at home. In order to avoid conflicts in the schedules of the two schools, games broadcast direct on WLBR-FM only will be recorded for later use on WLBR. Bill Halpern, WLBR Production Manager, and his announcing crew will handle play-by-play, color and Commercials.

From Tape to News

Atlanta, Ga.—Carleton Morrison, formerly head of the WSB tape recorder department, has been transferred to the same station's news staff. In his new position, Morrison will handle three newscasts daily.

KOA Man At Red Cross Meeting

Denver, Col.—Lloyd E. Yoder, general manager of KOA, and 1948 chapter chairman of Denver's American Red Cross, has attended the Red Cross meeting of chapter chairmen and executive managers at the Statler Hotel in Washington, D. C.

KFAB "Around The Clock"

Omaha, Neb.—KFAB's promotion director, Don Shoemaker, recently started a four-week campaign for

the station, which used all media of advertising to let the public know about KFAB's "Around The Clock Radio's Finest Entertainment" theme. Newspapers with a combined circulation of over three-quarters of a million carried large ads. Car cards and movie trailers were also used to arouse audience interest.

Weatherman

Worcester, Mass.—WTAG and the Iver J. Erikson Company of Worcester have come up with a new twist in weather reporting. Bill Ostberg will be heard as "The Weatherman" six days a week and his commercials will be slanted to fit in with the current weather conditions.

Editors On WPAT

Paterson, N. J.—On a recent discussion program in the "Inside The City Desk" series on WPAT, four New Jersey city editors tackled the question: "Should The Community Chest Be Continued?" Edwin J. MacEwen served as moderator.

Insurance Co. On Air

Charlotte, N. C.—WBT is carrying the current schedule of Charlotte Central High School football games. James J. Harris Insurance Company is sponsoring the play-by-play descriptions of the games, handled by WBT's sportscaster, Dave Campbell, and his assistant, Clyde McLain.

To College From KROD

El Paso, Tex.—Frank Junnell, KROD sales manager and director of station relations for the Southwest Network, has resigned to take a post as assistant to the president of Texas Technological College at Lubbock.

Indies To Spotlight
Local Election Returns

(Continued from Page 1)

with the most complete coverage possible.

Here is a round-up of indie plans for Nov. 2:

WNEW is giving full time to election coverage after 8 p.m. It will work with the N.Y. Daily News and emphasize key contests in New York and New Jersey. Bruno Shaw and Murray Davis are to give sidelights.

WMGM will feature news commentator George Hamilton Combs. Remotes from Republican and Democratic headquarters are scheduled also.

WMCA and N.Y. Herald-Tribune plan 4-minute election news summaries on the hour and on the half.

WINS offers commentators Don Goddard and Carroll Alcott and remotes from the Times Square area, Washington and New York campaign headquarters.

WVO plans commentaries by Tom Morgan, director of special events.

WQXR will broadcast direct from the N.Y. Times news room.

WHOM will have a comprehensive

Swift Renews "Breakfast
Club" For Another Year

(Continued from Page 1)

in early in 1941. Renewal was signed through the Chicago office of J. Walter Thompson.

Philco Corporation and General Mills sponsor two 15-minute segments of "Breakfast Club," emceed by Don McNeill Monday through Friday from 9-10 a. m., EST.

George F. Gouge

George F. Gouge, age 58, former BBD & O exec. died late Wednesday following a heart attack at Sea Island, Ga. He was associated with the agency for 25 years, and retired in 1946. He is survived by his wife, the former Bessie Westerberg, a son, Frederick Hamilton, and a daughter, Mrs. John Harper Mallory.

Italian-language election coverage.

WLJB goes off the air at 5:30 p.m. but it will carry election highlights up to that time. A "get-out-and-vote" announcement will be featured to encourage voters.

WNYC will offer election returns until 10 p.m., sign-off time.

NEW STATIONS

KFUO Dedicates Annex

Station KFUO, located at St. Louis, Missouri, and owned and operated by the Lutheran Church — Missouri Synod, dedicated a large addition to its radio plant Sunday, October 17, 3:30 p.m. The annex is needed because the station is now operating two transmitters AM and FM, and is broadcasting the FM programs with unlimited time. The station is on the air from 6:00 a.m. to 12:00 midnight.

The dedication of the annex marks the completion of the first of five major projects of KFUO's great \$500,000 Expansion and Improvement Program. The other four endeavors consist of the development of the 1,000 watt FM Station into a 10,000 watt plant; removal of the AM Station from the campus of Concordia Seminary to a new location; increase in power of the AM Station from 5,000 to 10,000 watts; increase of broadcasting hours of the AM Station from daytime to unlimited time; erection of a large auditorium studio.

Script Distrib. By State

Albany—Script for a 15-minute public service dramatic show titled "The Egg Came First," is being sent to all stations in the country by the New York State Radio Bureau which originated the show in co-operation with the State Department of Agriculture and Markets. Originally scanned by WRGB, under direction of Bob Stone, program is in domestic comedy vein and deals with correct method of storing eggs.

RKO Buys For "Joan"

RKO, for "Joan of Arc," has purchased six participations weekly in the 11:30 p.m. to 12:30 a.m. "Starlight Salute" program over WCBS, beginning Monday, November 4. F. C. & B. is the agency.

TELEVISION
FM • RADIO • ELECTRONICS
ENGINEERS AVAILABLE

We have a number of exceptionally well trained and qualified graduates who having completed advanced training in F.M. and Television and hold first class radio-telephone licenses are available for immediate employment. For information, write, wire or call Employment Director.

"operated by leaders of the radio and television industry"

Visit the School or write for free catalog
RADIO-ELECTRONICS SCHOOL
OF NEW YORK
52 BROADWAY, NEW YORK 4, N.Y.
Bowling Green 9-1120

Send Birthday
Greetings To—

October 22

Parker Fennelly Roger DeKoven
Frank Danzig Allen Stuart
Charles A. Nobles
Frank Sullivan Noel Mills
Powell Clark

October 23

Ford Bond Lucy Monroe
Margaret Speaks Colleen Ward
Charlie Capps Frederic A. Willis

October 24

Radie Harris Paul Lindsay
Gerry Allison Russell Willis
Elinor Sherry Regina Schuebel
Louise King Frances Distillator

October 25

Vera Barton Fanny Brice
Dan Landt Cyril Pitts
Wallace Butterworth
Richard Gordon Anne Dall

October 26

Pat Barnes Charlie Barnet
Estelle Brenner Raymond Caddell

October 27

Kathryn Cravens Jack Kilmartin
Jack Carson Bob Becker
Mignon Schreiber

October 28

Herbert Butterfield
Sydney B. Gaynor
Joe Hasel Madeline Lee

TELEVISION DAILY

Daily section of RADIO DAILY, Friday, October 22, 1948 — TELEVISION DAILY is fully protected by register and copyright

RCA DEMONSTRATES "ULTRAFAX"

TELE TOPICS

CANDID MIKE went back to a full half-hour this week, and judging from the program the other nite, the added time will be most welcome. The best spot on the show—and one of best Allen Funt has done since the series was first put on film—involved a group of elementary school children about ten years old who were questioned about love notes that had been chalked on the school wall. The children were relaxed and unaffected and their answers to Funt's questions about their preferences for the opposite sex made the segment one of the most refreshing yet placed before the ikes. . . . The other spot on the show, in a tropical fish store, was not on as high a plane as the opener, but made for pleasant viewing.

ALBERT BUILDING CO., Detroit, will install a TV receiver in each of its homes now under construction in Oak Park. In a letter to Harry Bannister, general manager of WWJ-TV, the head of the firm, Albert Winnick, said, "It gives me great pleasure to make possible this contribution to television, as I feel no home should be without its pleasant, as well as educational entertainment." . . . Margaret Truman will be interviewed by Vera Clay, of Newsweek, on a special pre-election program over DuMont Sunday nite. . . . We're merely asking: Why do stations often begin feature films at 7 and 7:30 p.m.? A great many folks we know are just getting around to washing the dishes at that time.

BROTHER ACT: Herb Cahan, formerly with WFIL-TV, Philadelphia, has just been appointed operations manager of WAAM, ABC affiliate in Baltimore, while sibling George has been named director of studio operations with ABC-TV in Hollywood. . . . Bill Weintraub, Jr., of the Weintraub agency, will outline the TV scene from the agency viewpoint for Nat Rudich's class at the New School Dramatic Workshop. . . . "Journey to Mecca," said to be the first photographic account of an actual pilgrimage to the Moslem shrine, will be scanned by WPIX tonite. The 15-minute reel was produced by A. F. Films, Inc. . . . If the CBC grants the tele licenses now pending, Canadians may expect receivers to be on the market within a year's time.

GFWC To Hear Markham

G. Emerson Markham, manager of WRGB, Schenectady, will represent TBA and the industry at a one-day forum to be conducted by the General Federation of Women's Clubs in Washington, Oct. 29. Representatives of tele, radio, movies and the comic book field will take part in the session, which will be devoted to the development of American youth.

Transmits Written Or Printed Messages, Documents At The Speed Of Light—Million Words Per Minute; Greetings Received From Sarnoff, Coy, Forrestal

(Continued from Page 1)

printed messages and documents at the rate of a million words a minute, using ultra high frequencies, combines the elements of television with the latest techniques in radio-relaying and high speed photography. In the demonstration today at Coolidge auditorium of the Library of Congress messages were transmitted directly from the tower of NBC's television station in the Wardman Park Hotel to a receiving terminal on the stage of the auditorium.

The demonstration revealed the ability to transmit at the speed of light—186,000 miles a second—a wide variety of graphic material including charts, fingerprints, news and advertising layouts and items ranging from historical documents to atomic formulae and battle maps.

Brig. General David Sarnoff, president and chairman of the board of RCA, speaking to representatives of the Armed Forces, Government Agencies, industry and press, following the demonstration outlined some of the possible developments of the new service. They are:

1. The exchange of international television programs achieved on a transoceanic basis.
2. A service of television and Ultrafax by which the same receiving set would bring various types of publications into the home, or a newspaper for that matter, without interrupting the program being viewed.
3. A system of world-wide military communications for this country, scrambled to the needs of secrecy, which with ten transmitters could carry in sixty seconds the peak load of message traffic cleared from the Pentagon Building in twenty-four hours during the height of World War II.
4. The establishment of great newspapers as national institutions, by instantaneous transmission and reception of complete

Larry Roemer Returning

"We, the People" production manager, Larry Roemer and cameraman Edward Leftwich are due back in New York Monday, following a two-week trip to Europe where they have been gathering material for the CBS simulcast.

While abroad the team interviewed occupation troupes, DP's, German leaders and "world citizen" Garry Davis. In England, spots were made with George Bernard Shaw, Winston Churchill and government officials.

editions into every home equipped with a television set.

5. The transmission of a full length motion picture from a single negative in the production studio simultaneously to the screens of thousands of motion picture theaters throughout the country.

6. The possibility of a new radio-mail system with the vast pickup and delivery services of the Post Office Department.

First Messages Transmitted

The first message transmitted at the demonstration was a hand-written letter by Gen. Sarnoff congratulating RCA scientists and engineers in the development of the new communications service. Another was from Wayne Coy, chairman of the FCC, and a third from Secretary of Defense James A. Forrestal.

Principal steps in transmitting and receiving Ultrafax were outlined as follows:

- 1—Preparation of data to be transmitted, to assure a continuous flow at high speed.
 - 2—Scanning of this data by what is known as flying-spot television scanner, at the sending terminal.
 - 3—Transmission of the television image at ultra high radio frequency signals over a micro-wave relay system.
 - 4—Reception on projection-type kinescope, or "picture tube," from which incoming messages are recorded on motion picture film, or ultimately directly onto photographic paper.
- Elmer W. Engstrom stressed the significance of the Ultrafax demonstration with respect to the construction at this time of nationwide radio-relay networks which are capable of transmitting interchangeably both television and Ultrafax signals.
- The demonstration yesterday was televised from Washington to viewers on the NBC East coast network.

DuMont Signs Cournand

E. L. Cournand Co., manufacturer of Walco Tele-Vue Lens, has signed with DuMont for sponsorship of a new weekly five-minute film series titled "Greatest Fights of the Century." Show will be aired with live commentary by Charles Tranum on WABD and on web outlets in Washington, Baltimore, Philadelphia and New Haven via teletranscription. Other markets will be added soon. Cayton, Inc., is the agency in charge of the Cournand account.

FCC Nixes 3 AM-ers Asking License-Halt

Washington Bureau, RADIO DAILY
Washington—The FCC yesterday turned down the petitions of three AM licensees west of the Mississippi who had sought to hold up all TV grants in their cities until all channels allocated to their cities could be assigned. In each case a rival applicant had been granted a construction permit, after which a new application had been received, pushing the number of pending applications to one more than the number of channels left.

The applicants were KFAB, Omaha; KAKC, Tulsa, and KALL, Salt Lake City. They claimed that they were aggrieved and their interests adversely affected, demanding that the Commission suspend the grants already made in their cities and order the permittees to stand for hearing with the other applicants for channels.

WMAR Sets Gala Show To Mark Its First Anniv.

Baltimore—Maryland's first video station, WMAR-TV, celebrates its first anniversary on Navy Day, Oct. 27, with an evening of special programs recapping outstanding features aired by the outlet during the past year. Event will be marked also by greetings from Governor William Preston Lane and Mayor Thomas D'Alessandro as well as a special salute by CBS.

The first documentary film made by the station's staffers, "Three Men From Suribachi," will be repeated for the anniversary. This will be followed by "Operation Camid," a 20-minute film account of amphibious operations of West Point cadets and Annapolis midshipmen.

Since its debut, WMAR-TV has aired about 2,300 program hours and was on the air an addition 1,400 hours with test patterns.

Dems Buy Time On ABC For Truman Chi. Speech

Chicago — Democratic National Committee has signed ABC's mid-west web for a half-hour Monday night, Oct. 25, 9 p. m., to carry a speech by President Truman from Chicago Stadium. Agency is Warwick & Legler.

Stations carrying the pickup will be WENR-TV, Chicago; WXYZ-TV, Detroit; WQWS, Cleveland; KSD-TV, St. Louis; WTMJ-TV, Milwaukee; WSPD-TV, Toledo and WBEN-TV, Buffalo.

UNITED FOR FREEDOM!



LABOR



MANAGEMENT HOUSEWIVES FARMERS



Never before have our freedoms been so imperiled. The Goodwill Stations have ... and always will fight to keep our American Freedoms.

50,000 WATTS

WJR

DETROIT

G. A. RICHARDS
Chairman of the Board

50,000 WATTS

WGAR

CLEVELAND

FRANK E. MULLEN
President

50,000 WATTS (DAYS)

KMPC

LOS ANGELES

HARRY WISMER
Ass't to the President

THE GOODWILL STATIONS



COY APPRAISES FUTURE OF AM AND FM

FCC Okays 5 Stations; Approves WDSU Sale

Washington Bureau, *RADIO DAILY*
 Washington—The FCC Friday announced its okay for another major station deal, approving the sale of WDSU, WDSU-FM and WDSU-TV, New Orleans, by E. A. Stephens, Fred Weber and H. G. Wall to the International City Broadcasting Service for a cost of \$675,000. Nearly all stock in the purchasing corporation is held within the Stern family, wealthy real estate and cotton operators in New Orleans area. The sale is conditioned upon the disposal of his interest in the Times-Picayune Publishing Co.

(Continued on Page 3)

Detroit Symphony Set For Series On ABC Web

Through arrangements made with Henry H. Reichhold, president of the Detroit Symphony Orchestra, ABC will again carry the concerts of the symphony orchestra for the fall and winter season beginning Nov. 9. The program will be heard Tuesday nights from 9:45 to 10:30 p.m., EST, according to Charles C. Barry, vice-president in charge of radio and television programming with the network. Deal, according to reports, has ABC furnishing the network time and Reichhold's organization the talent.

Political Business Aids WMAQ Billings

Chicago—Time orders on behalf of candidates and political organizations made up a large share of the business reported by WMAQ the past week. Business included: Edward J. Barrett, candidate for Illinois sec-

(Continued on Page 2)

Complimentary

Women broadcasters attending the luncheon of the Radio Executives Club at the Hotel Roosevelt were more interested in the appearance of Frieda Henneck, FCC commissioner, than they were in all the speech-making. Consensus was that Miss Henneck was attractive, well dressed and very personable. Male club members seemed to be of the same opinion.

Movie Spot Campaign Set By Paramount

A series of 12 spot commercials scheduled for 800 stations and ranging from chain breaks to 1-minute talks have been produced by Paramount Pictures for use in the exploitation of "Night Has a Thousand Eyes," first of their new fall features.

In addition to this campaign Paramount is arranging guest appearances of stars and studio personalities on network shows and releasing a series of star interviews transcriptions to 900 stations. Edward G. Robinson, Gail Russell and John Lund appear in the picture.

Dodge Named Vice-Pres. Of Foote, Cone & Belding

Sherwood Dodge has been named vice-president in charge of media and research of Foote, Cone & Belding in New York, it was announced Friday. Dodge has been director of research in the New York office.

Harold H. Webber, vice-president and national director of media and

(Continued on Page 2)

FCC Chairman In Address Before REC Sees Place For Aural Broadcasting Despite Expansion Of Television

GE Profit Increases 34% Over Last Year

In the first nine months of the year, General Electric and its consolidated affiliates showed a profit available for dividends of \$83,893,459, increase of 34 per cent over the corresponding period in 1947, it is announced by Charles E. Wilson, president.

Earnings for the nine-month period just ended were equivalent to 7.4 cents per dollar of sales compared with 6.8 cents a year ago. Earnings (Continued on Page 3)

FMA Seeks Member Info Re "Advertising Value"

Washington Bureau, *RADIO DAILY*
 Washington—The FMA has announced that it is sending each of the 637 commercial FM stations on the air questionnaires designed to elicit data concerning FM's value as an advertising medium. Director Bill Bailey, in an accompanying letter, (Continued on Page 3)

New Artist Bureau Formed For Radio-TV

Jack Bertell, formerly vice-president of CBS' Artists Bureau, who as vice-president, headed the Act Department for MCA for seven years, has formed a partnership with Bern-

(Continued on Page 6)

Predicting that TV would never completely replace aural broadcasting and that the two services would probably operate independently of each other in the years to come, Wayne C. Coy, chairman of the FCC, addressed a luncheon meeting of the Radio Executives' Club at the Roosevelt Hotel on Friday;

(Continued on Page 3)

Hooper Considering Electronic Devices

One of the last strongholds against electronic devices and mechanical recording gadgets—C. E. Hooper, Inc.—may become just a memory. The Hooper office has officially announced that letters have gone out to five owners or inventors of devices for producing electronic measurements with the understanding that said gadgets will get Hooper consideration.

In his letters, Hooper stated in part: (Continued on Page 2)

Canadian Service Web Observes 25th Birthday

Montreal—Today is the 25th birthday of a radio network that is one of the important segments in Canada's efforts to open her northland.

It is known officially as the Northwest Territories and Yukon Radio (Continued on Page 2)

Set-Making In All Categories, Boomed During August—RMA

Production of radio sets of all types zoomed last month, according to RMA figures, with a sharp rise noted in AM and FM-AM combinations. TV receivers were produced at the fastest rate yet, bringing the total 1948 turnout to 488,133. The weekly rate of production of AM-FM combinations rose from about 27,720 in August to about 34,350 in September—the nine-

month total for 1948 rising to 1,052,933 sets. A total of 171,753 FM-AM sets were turned out last month, with no count of the FM bands on TV sets.

The production rate of AM sets went from about 190,000 in August to a weekly average of 205,000 last month. A total of 9,103,234 AM sets were turned out in the first nine months of this year.

Honored

William Hodges, vice-president of NBC, was honored by members of the NAB public relations executive committee in Washington on Thursday when on motion of A. A. Schechter, MBS, he was made honorary chairman of the committee. Hodges, Schechter pointed out, was observing the 20th anniversary of his election to the presidency of NAB.

Election Interest

Interest in the U.S. elections of Nov. 2 has resulted in the Canadian Broadcasting Corp. to plan broadcast of two-minute election bulletins on the hour and half-hour from the Canadian Broadcasting Corporation central newsroom in Toronto, Ontario. The election returns will be heard on both Trans-Canada and Dominion networks beginning at 8 p.m.

RADIO DAILY



★ COMING AND GOING ★

Vol. 45, No. 16 Mon., Oct. 25, 1948 Price 10 Cts.

JOHN W. ALICOATE : : : Publisher
FRANK BURKE : : : : : Editor
MARVIN KIRSCH : : : Business Manager

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JOHN V. NORTON, JR., vice-president of the American network in charge of the central division, is in town for conferences with officials of the web.

PAUL GARDNER, radio package producer and magazine writer, left for Chicago over the weekend on an assignment. He plans to return tomorrow.

LOUIS BROCKWAY, executive vice-president of Young & Rubicam, back to New York following a trip to Hollywood with a side trip to San Francisco.

BILL SPIER, producer of the CBS "Suspense" and "Sam Spade" programs, arrives in New York today from the West Coast. He has the producing assignment for the "Philip Morris Playhouse," which starts Nov. 5.

D. W. THORNBURGH, vice-president of CBS in charge of the Western division, who has spent a week in New York, is returning to the West Coast.

KEN BANGHART, announcer on the RCA-Victor show over NBC, went out to Detroit last Saturday via American Airlines.

DWIGHT COOKE, master of ceremonies on the "People's Platform" heard over CBS, is in Washington, D. C., from which point the program will emanate.

JOHN PRESTON, chief allocations engineer at ABC, on Friday was in Camden, N. J., on network business.

HARRY ACKERMAN, director of CBS programs in Hollywood, arrived in Gotham Sunday for confabs with web officials.

Political Business Aids WMAQ Billings

(Continued from Page 1) tary of State, through Walter L. Rubens & Co., 15-minute periods on October 22 and 31; Socialist Labor Party, quarter-hour spot on October 25; Republican Committee, for Gov. Green, the 6:30-6:45 p.m. spot on October 26; the Brooks for Senator committee, through E. Ross Humphrey, the 10:15-10:30 p.m. period on October 25.

Lite Soap Co., through L. W. Ramsey Co., participation in the five-a-week "Food Magician" program for 13 weeks; American Chicle Co., through Badger, Browning & Hersey, Inc., six station breaks weekly for 52 weeks starting November 1; Collier Publishing Co., through the Kudner Agency, one station break weekly for 52 weeks, starting October 22; Lever Bros. Co., through Needham, Louis & Brorby, two station breaks weekly for 11 weeks starting October 21.

E. J. Pryor WDVA Mgr. Danville, Va.—WDVA was recently given a new general manager in the person of Emerson J. Pryor, formerly manager of WRRN, Mutual outlet in Warren, Ohio.

Hooper Considers Use Of Electronics Devices

(Continued from Page 1) "We have determined a practical means of utilizing electronics produced audience measurements in conjunction with those furnished by currently accepted methods." Hooper said that the electronic devices hold promise of being fitted into his own established format without disturbing certain basic considerations.

The rating firm has retained two consultants to help out in considerations to be given to electronic recording devices. On the strictly technical side, Hooper has retained John V. L. Hogan, president of WQXR, Radio Inventions and Faximile, Inc. Retainer basis has also been set with the patent firm of Morgan, Finnegan and Durham.

Hooper said that four of the five electronic sponsors he has invited in for discussion came to him first voluntarily. No commitment has been made to adopt any one of the services.

Invitations also have gone out to buyers and sellers of radio time to act as informal observers in considering any electronic devices. So far, acceptances have come from Thomas H. Brown, Jr., president of Radio Council of National Advertisers, Inc., and Kenneth Baker, NAB research director.

10 YEARS AGO TODAY

(From the files of Radio Daily) Bitter rivalry between the officials running the New York World's Fair and the San Francisco Exposition is the cause behind the entrance of both organizations into a huge radio campaign on a national scale within the next 60 days. Continuing through the first nine months of 1939, the campaigns, using the same tactics employed in a political drive, will be concentrated on luring radio listeners from all parts of the country to their respective sites. . . . Radio Manufacturers Association, in order "to strengthen its position and relations with organized industry and to secure legal and other information," has affiliated with the National Industrial Council, associated with the National Association of Manufacturers.

WEST COAST OFFICES
Ralph Wilk, Manager
6425 Hollywood Blvd. Phone: Granite 6607
WASHINGTON BUREAU
Andrew H. Older, Chief 6417 Dahlgren Rd.
Phone: Wisconsin 3271
CHICAGO BUREAU
Nat Green
1417 Ashland Bldg. 155 No. Clark St.
Phone: State 2332
Entered as second class matter, April 5, 1937, at the postoffice at New York, N. Y., under the act of March 3, 1879.

FINANCIAL (October 22)

Table with columns: High, Low, Close, Net Chg. Rows include Am. Tel. & Tel., CBS A, CBS B, Farnsworth T. & R., Gen. Electric, Philco, FCA Common, FCA 1st pfd., Stewart-Warner, Westinghouse, Westinghouse pfd., Zenith Radio, OVER THE COUNTER, DuMont Lab., Stromberg-Carlson.

Award To Franklin Joe Franklin, conductor of WMCA's "Antique Record Shop," will be awarded a plaque of honor today in recognition of five years of continued service to the New York Lighthouse for the Blind. Each year Franklin stages a monthly entertainment program featuring prominent radio artists at the Lighthouse.

Gallaher For Godfrey On WTOP Washington—Eddie Gallaher, WTOP disk jockey, will take over the two 15-minute morning periods now filled by Arthur Godfrey when the latter retires from early a.m. broadcasting Nov. 1. Gallaher will absorb the two periods—7:45-8 a.m. and 8:15-8:30 a.m.—in his current programming.

HELP WANTED Radio and television artists with contact in field. Place luxury items with high publicity potential. Liberal commission. Reply with description of contacts and your phone number. Box No. 180, Radio Daily, 1501 Broadway, New York, 18, N. Y.



Cutting Edge

Some product stories are fortunate. They have a cutting edge. The facts are crisp, alert. And usually right down the alley of potential buyers.

We think W-I-T-H has a story that's so sharp in radio, if you touched it, it would cut you. Just listen:

WITH is in Baltimore, the 6th largest city in the country.

And, in that big city there are seven AM radio stations.

But WITH delivers more listeners-per-dollar spent than any other station in town.

So when you make up that list . . . take a good look at WITH, the successful independent. An amazing number of smart advertisers have . . . and it pays off.

Canadian Service Web Observes 25th Birthday

(Continued from Page 1) System and it is operated by the Army's Royal Canadian Corps of Signals. It has grown from a crude and almost abortive initiation at Dawson City in 1923 into a 29-station setup which provides northern outposts with communications, news and radio programs similar to those heard in other parts of the Dominion.

Dodge Named Vice-Pres. Of Foote, Cone & Belding

(Continued from Page 1) research, is being transferred to the Chicago office of the agency. He will be an account executive and member of the chief executive group.

AM W-I-T-H FM Baltimore 3, Maryland TOM TINSLEY, President Represented by Headley-Reed

FCC Okays 5 Stations; Approves WDSU Sale

(Continued from Page 1)

by Monte Lemann, a director of the new licensee corporation.

The Times-Picayune is licensee of WTSP, New Orleans.

The Commission also okayed five new daytime AM stations, with the Lewis & Clark Broadcasting Corp., Helena, Mont., granted unlimited time on the 1340 band with 250 watts. Estimated cost of construction of the station is \$16,535.

The new daytime stations will go to the Red Wing Broadcasting Co., Red Wing, Minn., on the 1250 band with 1 kilowatt at a cost of \$32,550; Carolina Broadcasting System, Inc., Greenville, N. C., on the 1270 band with 1 kilowatt at a cost of \$23,500; The Advocate Printing Company, Newark, N. J., on the 1430 band with 500 watts at a cost of \$14,750, and the McPherson Broadcasting Company, McPherson, Kansas, and the Good Neighbor Broadcasting Company, San Antonio, Texas, both to go on the 1540 band with 250 watts. The former estimates a cost of \$19,500 and the latter \$12,522.

WHL D, Niagara Falls, N. Y. was granted permission to shift from the 1290 to the 1270 band, upping its power from 1 to 5 kilowatts, and WBEL, Beloit, Wisc., was permitted to double its power from 500 watts to 1 kilowatt.

Bob Nolan Returns

Los Angeles—Bob Nolan, composer of such top tunes as "Tumbling Tumbleweeds" and "Cool Waters," has rejoined the "Sons of the Pioneers" following a sick spell which forced his return to Hollywood from a successful personal appearance tour of the East. Tim Spencer, Pat Brady, Lloyd Nolan and the Farr Brothers, Hugh and Carol, welcomed back the head of the "Sons of the Pioneers" group the other evening when they appeared as guests on the Contented Hour with Buddy Clark over NBC.

EXCEPTIONAL SALES OPPORTUNITIES

for experienced radio time salesman. New 10,000 watt station, with application in for 50 KW and TV, offers hard selling (not high-pressure) time salesman fine future with aggressive, progressive organization. Salary and commission.

For appointment for interview in New York City write or wire

LEONARD L. ASCH
Vice-President and General Manager
WPTR WBCA-FM
Albany, N. Y. Schenectady, N. Y.
Studios in Hotel Ten Eyck
Albany New York

Coy Appraises The Future Of AM-FM Broadcasting

(Continued from Page 1)

Chairman Coy with other members of the Commission were guests of the REC at a record luncheon attended by 600 executives from radio and television.

"It is really a sad thought to contemplate that aural broadcasting should be called upon to pay the post-natal expenses of television until it is old enough to walk," Chairman Coy said. "But I do not think that even though aural broadcasting may so honorably serve in the development of the new media that it is destined to die as a result of such service.

"Aural broadcasting will continue to perform throughout your lifetime and mine a real public service," he continued. "It is not necessary to have sight in order to enjoy sound. I think some of the programming of sound broadcasting which appeals to special groups will continue to find an eager, if not a mammoth audience."

Coy said that the Commission's planning for aural broadcasting is being influenced day by day with the rapid growth of television "and more particularly by what we believe to be the potential of television."

Services May Separate

"The competition between the two media under a single management today must be of some concern to the broadcasters," the FCC chairman continued. "Day by day, as the number of hours of television on the air increase, that competition under a single management will become more and more incompatible.

"I do not think any one can predict when management will make the choice to operate television as their only broadcast service. Some of you have undoubtedly given considerable thought to this problem, I am sure that you would like to have a profitable business through the operation of both media but the practical problems involved seem to me to indicate clearly that you will eventually be in one business or the other."

Coy estimated that between the next 7 and 8 years that about a thousand television stations will be on the air. He added, however, these

stations will not cover the entire country and that large areas will be unserved by TV. "Aural broadcasting will have a real field in this regard," Coy said, and pointed to FM as a service that is meeting this need in a real way.

"Some of FM's greatest success stories are being written now in communities up to 30 and 40 thousand which have never had any radio station of any kind and often have had to depend upon secondary service for most of its radio service," the FCC chairman explained.

Distinguished Guests

Carl Haverlin, president of the REC, introduced Chairman Coy, other members of the Commission and Mayor O'Dwyer. Seated on the dais at the luncheon were: Eldon Park, vice-president, station manager, WINS; Elliott Sanger, general manager, WQXR; James Lawrence Fly, former chairman FCC, now private law practice; Jack W. Poppele, vice-president, WOR; Commdr. Mortimer W. Loewi, vice-president, Allen B. DuMont Lab.; Robert E. Kintner, executive vice-president, ABC; Joseph H. Ream, executive vice-president, CBS; Edgar Kobak, president, Mutual Broadcasting System; Frieda M. Hennock, (First Lady of the FCC); Niles Trammell, president, NBC; Rosel H. Hyde, FCC commissioner; Edward J. Noble, chairman of the board, ABC; William O'Dwyer, mayor of the City of New York; Carl Haverlin, president of BMI and REC; Wayne Coy, chairman of the FCC; Brig. General David Sarnoff, chairman of the board, NBC and president, RCA; Edward M. Webster, FCC commissioner; Frank Stanton, president, CBS; Mark Woods, president, ABC; Dr. Allen B. DuMont, president, Allen B. DuMont Lab. and WABD; Dorothy Thackrey, president and general manager, WLIB (and N. Y. Post owner); Theodore C. Streibert, president, WOR; Charles R. Denny, executive vice-president, general manager, NBC; Herbert Petley, managing director, WMGM; Alec Templeton; Theodore Cott, vice-president, program director, WNEW.

Oppenheim Will Direct CBS Program Promotion

Appointment of Charles Oppenheim as assistant director of program promotion for CBS has been announced by Victor M. Ratner, CBS vice-president in charge of advertising and sales promotion. The appointment is effective immediately.

Oppenheim, who will report to Neal Hathaway, director of program promotion, joined the department in April of this year. Previously he had been advertising and publicity director of Jay Thorpe, trade news editor and publicity director for WOR, New York, and promotion and research director for WINS, New York.

FMA Seeks Member Info Re "Advertising Value"

(Continued from Page 1)
cited an address by Kenneth Godfrey of the AAAA at the FMA convention in Chicago last month, pointing out that Godfrey had said agencies "literally were begging for factual data concerning FMA."

Gordon For London Broadcast
Hollywood — Al Gordon, KFWB news editor, has been chosen one of eight American news commentators to air a special broadcast to Great Britain in a special series arranged by the National Association of News Directors. Gordon's stint will be beamed to London October 30.

GE Profit Increases 34% Over Last Year

(Continued from Page 1)

per share of common stock amounted to \$2.91 during the first nine months of 1948 compared with \$2.17 a share in the similar period in 1947.

GE sponsors three coast-to-coast programs on three different networks. They are "GE Houseparty," CBS; "What's My Name?" ABC; and the Fred Waring program, NBC.

Wilson, commenting on the nine months report, said: "In each nine months' period the net income reflects the receipt of non-recurring dividends resulting from the liquidation of former investment affiliates. The dividends in question, representing principally the undistributed earnings of prior years, consisted of \$6,525,310 received in September, 1948, from G. E. Employees Securities Corp. and \$5,306,835 received in Feb., 1947, from Electrical Securities Corp.

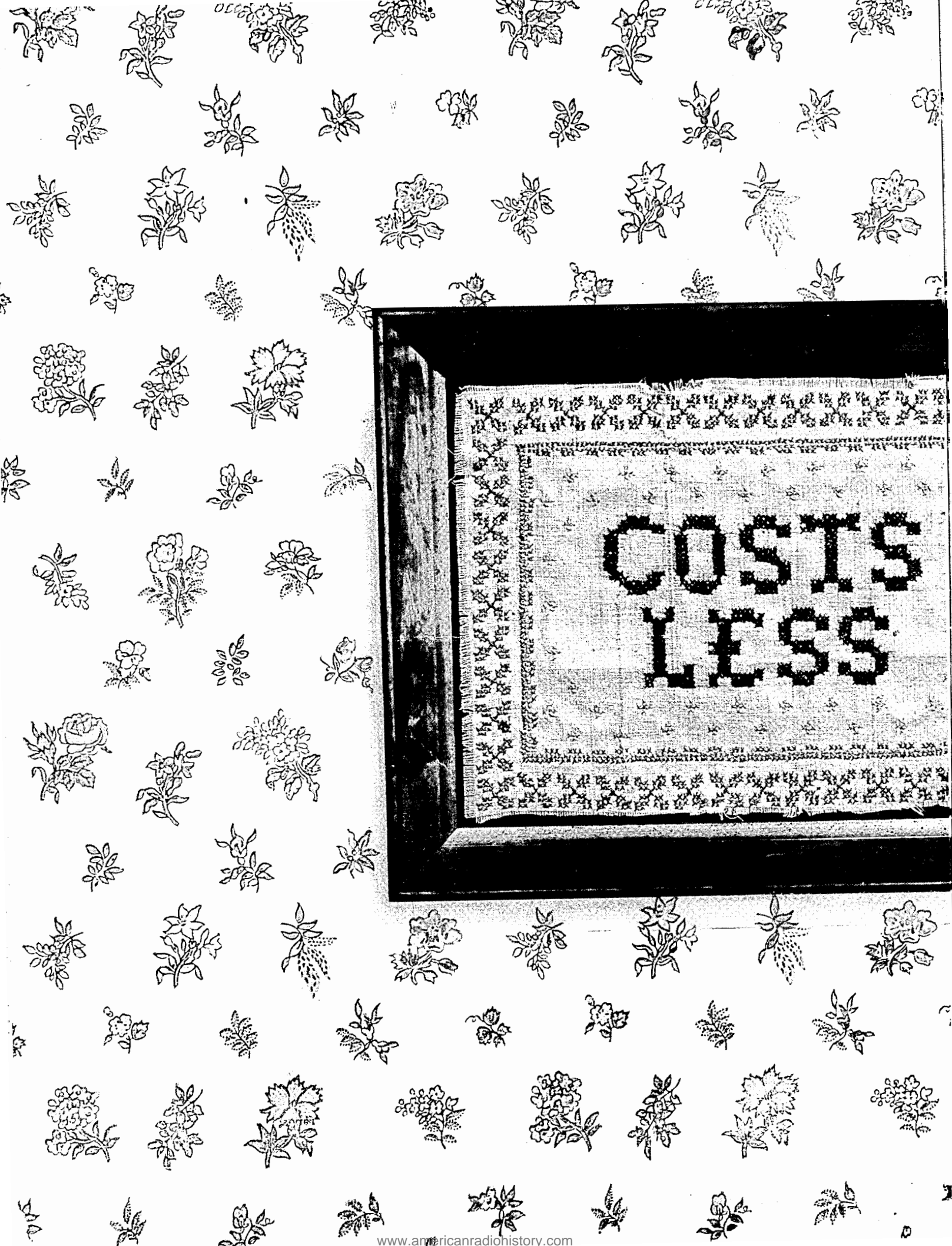
General Electric's consolidated net sales billed in the first nine months of 1948 amounted to \$1,137,935,052. This is an increase of 24 per cent over the similar period a year ago.

WGKV Man To Reunion

Charleston, W. Va. — Colonel Ben Venable, director of personnel at WGKV, recently attended a reunion of the 81st "Wildcat" Division in Chattanooga, Tenn. Venable is national commander of the "Wildcat" veterans organization.



Day In and Day Out!
Write for Details
Robert Meeker Associates
521 Fifth Avenue
New York City
or
Vic Diehm, Manager
Radio Station WAZL
Hazleton, Pa.



(Have these words "costs less" vanished from the language? Almost...yet not entirely.)

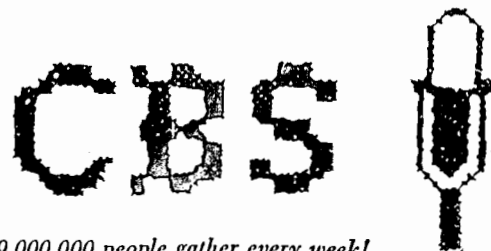
Today virtually the only commodity that still costs less than in 1939 is the American consumer himself.

Today an advertiser by carefully choosing his medium can buy circulation (that is, *customers*) for considerably less than he could in 1939. Nowhere, for example, has the cost of a customer dropped more than in network radio. (SEE "ADVERTISING & SELLING," MAY 1948)

And nowhere in network radio does he cost as little as on CBS.

Today an advertiser's dollar spent on CBS delivers from 8% to 57% more listeners than on any other network. For the second year in a row, CBS sponsored programs have again averaged the lowest cost per thousand families in all network radio —13% lower than the average for the other three networks.

Today "costs less" may be two words inaudible in most places throughout the land, but they can be heard in Radio, and *most distinctly* on the Columbia Broadcasting System.



—where 99,000,000 people gather every week!

THE WEEK IN RADIO

Webs Defend Giveaways

By VAL ADAMS

WEB spokesmen told FCC they doubted authority of Commission to ban giveaways as lottery law violation. NBC differed from arguments by ABC and CBS, with National saying only course open to FCC is to let the Attorney General rule. Paul Porter, attorney for indie WITH, Baltimore, declared FCC has obligation to adopt rules governing giveaways and, if need be, defend its authority in court.

Harness Committee investigators going to Puerto Rico for inquiry on WIPR commercial grant. Station is owned by local government. . . . CBS and Music Corporation of America bought into "Tournament of Champions," boxing organization in New York. . . . Radio Writers Guild strike against agencies and package producers officially authorized by membership and Authors League Council.

ABC third quarter gross billings up 39.6 per cent over same period last year. Gross for July, August and September was \$1,456,996. . . . FCC gave conditional approval of sale of 55 per cent interest in WTOP, Washington, by CBS to Washington Post for \$855,470. Post must unload WINX. Approval also granted for CBS to take full control of KQW, San Francisco, by purchasing 55 per cent interest for \$425,000.

NAB studying proposal for survey and promotion to increase number of listeners throughout the nation. . . . Frank J. Starzel named general manager of Associated Press. . . . Local and regional sponsors of major league baseball planning a battle to continue seasonal rights on into the World Series period. Local sponsors maintain they contribute to baseball popularity six months out of the year and should not have the cream denied them when the Series comes along. . . . Arthur Perles moved out of CBS press information to become Columbia's supervisor of special promotions.

GOP bought full hour on both NBC and CBS for final political broadcasts on Election Eve. . . . Sixty key cities being covered in commercial spot campaign by Samuel Goldwyn Productions for "A Song Is Born."

RELIGIOUS TELEVISION SERIES

30 Minute pictures
non-denominational
inspirational sermons

by
leading ministers
Ideal for local
church sponsorship
and television
Now available

YOUTH FILMS, INC.
7904 Santa Monica Blvd.
Hollywood 46, California



California Commentary. . . !

● ● ● Inna Phillips, dean of writers for radio's daytime serials, is in Hollywood for story conferences with Compton agency on "The Guiding Light." Miss Phillips left Hollywood some months ago to make her home in Chicago again. . . . Bob Forward, Don Lee assistant program director, has been named Hollywood Radio Coordinator for the American Cancer Society. . . .

Hollywood

Phil Harris has been conferring with Tom Lane, vice-president of the Rexall Drug Company, about the new program. . . . Myron Dutton, producer of "The Meredith Willson Show," and Nancy Davis have revealed their marriage October 13 in Las Vegas. . . . Lurene Tuttle drew the Claire Trevor assignment on last Thursday's "Screen Guild Players" offering of "The Babe Ruth Story," which starred Bill Bendix. . . . Frank De Vol, music director and comic on the "Jack Carson Show," will have his new song "Inspiration Point" premiered by Freddy Martin when he returns to the bandstand at the Ambassador Coconut Grove.

☆ ☆ ☆ ☆

● ● ● Bob Hope joined Jack Benny, Kay Kyser and Abbott & Costello on first Friars charity frolic October 23 held at the Philharmonic Auditorium. . . . Parkyakarkus is considering a new radio show in which he will star as the zany owner of a used car lot. The program would be called "Park at Parky's" and would be a situation comedy. A "safe driving" message will thread through the program if the comedian decides to package. . . . Dennis Day's RCA recording of novelty tune, "Clancy Lowered the Boom," is proving to be a "sleeper," having topped the quarter-of-a-million mark in sales. Day introduced the ditty on his radio program, "A Day in the Life of Dennis Day."

☆ ☆ ☆ ☆

● ● ● Nadine Amos, secretary to Lewis Allen Weiss, president of the Don Lee network, is in New York for a fortnight's vacation. . . . "This Is Your FBI" may switch over to NBC for its producer, Jerry Devine, has anything to say about it. . . . The steady improvement of convalescing Cathy Lewis has caused Director Cy Howard to hold off any permanent replacements for her role of Jane Stacey on "My Friend Irma." Instead, Joan Banks, who is pinch-hitting for Cathy, was handed a 13-week extension last week. . . . Carmen Dragon, musical director for the Railroad Hour and the Prudential program, did the arranging and conducting for 12 standard light opera and semi-classical songs recorded for Columbia by Jane Powell. . . . Officials of BBC have requested NBC maestro Henry Russell for a resume of his "Music in Radio" lecture series for U.C.L.A. in order to study American methods of presenting vocal, instrumental and background music over the airmes.

☆ ☆ ☆ ☆

● ● ● Mel Torme's replacement will be a "Mystery Playhouse" type of show, with William Spier editing, producing and directing, a three-way job similar to the one he held for the same agency (Biow) on "Suspense." . . . Art Mooney has waxed the audition platter of his new talent show at CBS. Mooney's "Four-Leaf Clover" band, featuring Bud Breese, Kerwin Somerville, Billy Dee, Johnny Lamonte and Eddie Rollins spark the new ainer. The James Saphier agency will handle the sale of the show. . . . Earle Ross, "Judge Hooker" on "The Great Gildersleeve," will celebrate the beginning of his eighth year on the NBC show Nov. 13 by throwing a "spaghetti feed" for members of the cast at a Hollywood eatery. . . . Milt Samuel and Bob McAndrews were appointed chairman and assistant chairman, respectively, of general publicity committee on 1948 Community Chest Task Force appointed by Southern California chapter of American Association of Advertising Agencies.

AGENCIES

FIRE B. MANCHEE, vice-president in charge of research and marketing, Batten, Barton, Durstine & Osborn, Inc., will speak before the Advertising and Selling Course conducted by the Advertising Club of New York, today, October 25. His subject will be "Methods of Market Research." This meeting will be held at the Engineering Societies Building, 29 West 39th Street, at 6:15 p.m.

ROBERT E. DENNISON, Jr., account executive in the international department of J. Walter Thompson Co., has been named manager of the agency's Rio de Janeiro office.

THE NESTLE COMPANY, INC. has named Doherty, Clifford & Shenfield to handle advertising for Nescafe and Nestle milk products, it has been announced by Daniel F. Norton, president. D. C. & S. previously was appointed for Nestea, new soluble tea product introduced by Nestle earlier this month in key Eastern markets.

THE INDUSTRIAL DIVISION OF TELECHRON, INC., Ashland, Mass., a General Electric affiliate, and makers of timers and synchronous motors, has appointed James Thomas Chirurg Company, Boston and New York, as its advertising agency. The account manager will be Edmund P. Lord of the Chirurg Boston office.

New Artist Bureau Formed For Radio-TV

(Continued from Page 1)

ard L. Schubert, the radio package producer and agent in the latter Radio Artists Corp. (R.A.C.) with offices in New York and Beverly Hills.

In joining R.A.C., Bertell brings his specialty of management knowledge in personal appearances a legitimate theater, while Schubert will continue heading the Radio and Television Departments.

Wedding Bells

Los Angeles—Al Jarvis' secretary Elma Greer, announced her engagement to Charles Kuhn, with wedding plans set for early in November.

Adam J. Young Jr.
11 W. 42nd St., New York, N.Y.
RADIO & TELEVISION REPRESENTATIVES
New York • Chicago • Los Angeles • San Francisco

TELEVISION DAILY

Daily section of RADIO DAILY, Monday, October 25, 1948 — TELEVISION DAILY is fully protected by register and copyright

NYC PLANS NON-COMMERCIAL TV

TELE TOPICS

THE NBC-CBS BATTLE for top Sunday night ratings—which prevents viewers from seeing almost one-half of video's best shows, and at the same time exposes them to inferior programming on other nights— took a new turn over the week-end, when CBS completed plans to bring the award-winning "Studio One" series to TV. Program will be aired twice monthly in the 7:30-8:30 seg beginning Nov. 7, with Margaret Sullivan starring in Tony Miner's production of "The Storm" for the opener. "Ford Theater," now aired once a month in the same time slot, is expected to expand to semi-monthly status around the first of the year. . . . Completing the lineup preceding the high-rated "Toast of the Town" will be a new variety stanza sponsored by General Electric. Titled "Dennis James Carnival," and featuring the popular DuM sportscaster's emcee, program goes in to the 8:30-9:30 on Oct. 31.

WPIX has landed a sponsor for its election coverage, which will be tied in with editorial operation of the parent Daily News. Ehler's Coffee will pick up the tab beginning at 7:40 p. m. Agency is Weiss & Geller. . . . Cameras will move through the paper's vast editorial room for shots of the staff in action. Special TV newsroom will be set up, presided over by Lowell Limous, with radio ed Ben Gross interviewing visiting celebs, and there will be pickups from Times Square and Democratic and Republican headquarters in New York.

"GULF ROAD SHOW," with Bob Smith, hit a new low in bad taste last week when former kid star Jackie Cooper's phony demonstration of a phony "kiss meter." Entire bit was obviously a publicity stunt for Cooper and concluded with a pitch for a job by the actor along the overworked "has tuxedo, will travel" line. There's nothing wrong with press agency on shows of his type, but the stunts should entertain, which this one failed to do. Even the kisses looked spurious. . . . Other acts on the program were much better. Dizzy Gillespie and combo went through their bebop paces both musically and verbally, and Henry Moran got off a few yocks, although he couldn't seem to get started on his "What's Wrong with Tele" routine. Gerald Jennings, xylophone-piano-drum playing four-year-old, was fine, if you like xylophone-piano-drum playing four-year-olds.

DR. ALLEN DuMONT sets up personal headquarters in the web's Madison Ave. offices this week. . . . Betty Forsling, Newsweek's radio ed, guests with grid star Bob Chapman on the Bigelow show over NBC Thursday. . . . Eugen Sharin, Ambassador films proxy, planes to Hollywood today to negotiate studio space for future video productions.

Wm. Murdock Named WOIC Sales Manager

Appointment of William D. Murdock as sales manager of WOIC, Washington outlet slated to go on the air in January, was announced Friday by Eugene S. Thomas, general manager of the WOR-owned station.

Murdock has been sales manager and assistant general manager of WOL, MBS AM outlet in the capital, since 1946. For 14 years previously, he held the same position with WTOP.

Native of Washington, Murdock is a member of the District's Advertising Club, Sales Executives Club, Lions and Grocery Manufacturers Representative Association. He lives in Washington with his wife, Ethel, and their son, Michael, 10.

Emerson Ups Fishbein

Edward Fishbein has been appointed manager of the Emerson Television Service Corp., it was announced Friday by Emerson proxy Benjamin Abrams. He was formerly co-operative ad manager and assistant sales promotion manager for the firm's manufacturing operation.

TV Box Score

On the air.....	40
CP's	84
Applications	311

FCC Technical Reports Ready For Distribution

Washington Bureau, RADIO DAILY
Washington — A series of highly technical reports on tropospheric propagation studies, sporadic "E" field intensity measurements and terrain effects was released by the FCC Friday as a preliminary to the approaching engineering conferences looking toward revision of the present TV standards. They are designed primarily for those who will participate in the conferences at the end of next month, but interested parties may have them by writing the Commission technical information division here.

Although the release was in preparation for the VHF conferences, it was noted that the tropospheric studies included data on tropospheric interference on the 700 MC band as well as on 47.1 and 106.5 MC.

Child's World TV Debut Set For Nov. 1 By ABC

"Child's World," ABC's prize-winning radio series on problems of youngsters, makes its TV debut Nov. 1, 8 p. m. and will continue thereafter as a regular weekly series on the ABC eastern network, it was announced yesterday by Robert Saudek, web public affairs veepee.

City Expects Sta. To Go On Air In A Year

First official disclosure that the City of New York is looking toward establishing the first non-commercial television station in the country, within the next year, came from Mayor William O'Dwyer who spoke Friday at the Radio Executives Club luncheon.

In his talk, O'Dwyer made no direct mention of the TV application which WNYC is preparing to submit to the FCC but in commenting on the arrival and growth of television the Mayor said: "Before the end of my administration next year it is my hope that we can make a serious beginning of visual education."

WNYC has never made an official announcement about its television plans but it's understood that the application has been drawn up and awaits the Mayor's signature. A construction budget of \$282,000 has been set.

Discussing New York's city owned broadcasting operation, O'Dwyer said that he did not wish to compete with commercial stations but that his administration was greatly depended upon WNYC as doing a public service and educational job which other outlets could not be expected to do.

New Sylvania Tube Plant To Be Built In Ottawa, O.

Sylvania Electric Co. has acquired a plant in Ottawa, Ohio, for the manufacture of picture tubes, it was revealed Friday. Plant has 27,000 square feet and another 34,000 square feet will be added. When the plant reaches full production around the middle of next year, officials of the firm said, it will double Sylvania's present output.

Production will be concentrated on 10, 12 and 16 inch kinescopes, the latter the glass and metal tube developed by RCA, Sylvania said. First tubes are slated to come off the line this Fall, with shipment of the 16-inch model expected around the first of the year.

Ward Byron Appointed Web Program Executive

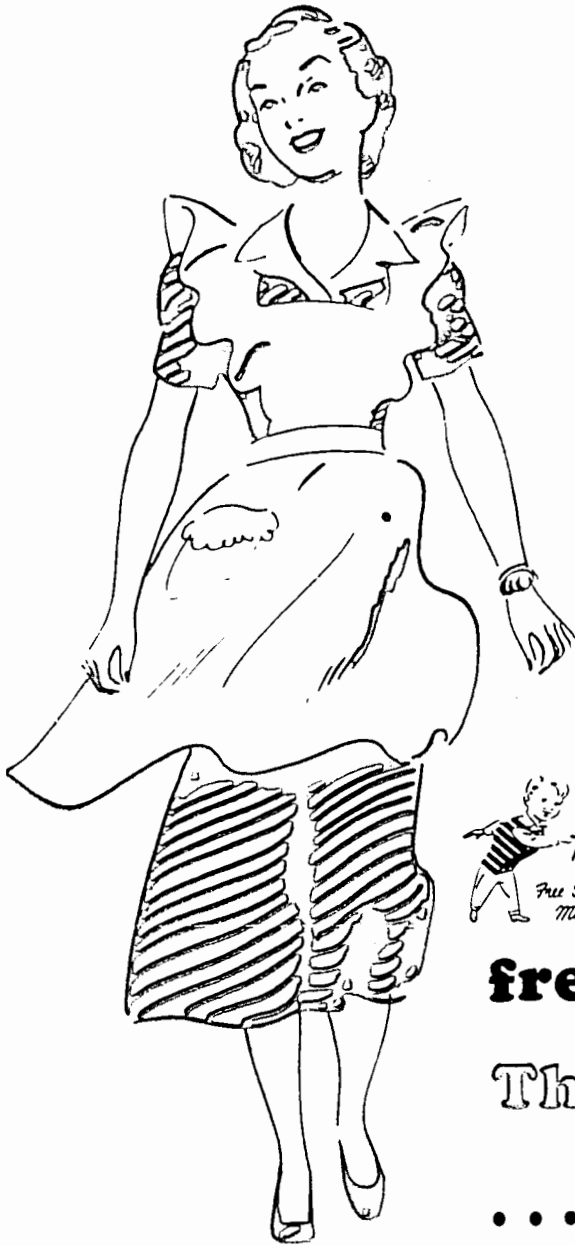
Ward Byron, veteran writer-producer-director, joins the ABC-TV program department today in an executive capacity. Former Eastern program manager for the Biow agency, and most recently producer of the Chesterfield Supper Club, Byron will be concerned with shows and talent and also will coordinate the program and sales departments.

The Week in Television

RCA Demonstrates Ultrafax System

New system of tele communication was demonstrated by RCA in Washington. Named Ultrafax, development can transmit printed matter at rate of 1,000,000 words per minute, is capable of bringing newspapers or other publications into the home via video without interrupting programs. . . . Sluggest of major proportions seen developing between Emerson's "Toast of the Town" and the "Philco Playhouse" for top Sunday night ratings. . . . Tele due for increasing slice of political budgets as Presidential campaign enters final two weeks. . . . FCC directed that question of interconnection of private and public relay systems be settled before decision on rates be made. . . . Local Chevrolet Dealers Association set up an award for the best script used on its NBC dramatic series, with plans to establish a permanent TV writing award. . . . Latest advances in large screen tele will be revealed at the semi-annual SMPTE convention in Washington. . . . Paramount told the FCC that it has only "a non-controlling minority interest in DuMont." . . . CBC board of governors set hearings for six video applications. . . . Hollywood producer Boris Morros set up World Wide Television Co. to produce 120 tele shorts within the next twelve months. . . . WMAR-TV completed plans for its first anniversary program Oct. 27.

UNITED FOR FREEDOM!



HOUSEWIVES



MANAGEMENT

LABOR

FARMERS



Never before have our freedoms been so imperiled. The Goodwill Stations have ... and always will fight to keep our American Freedoms.

50,000 WATTS

WJR

DETROIT

G. A. RICHARDS
Chairman of the Board

50,000 WATTS

WGAR

CLEVELAND

FRANK E. MULLEN
President

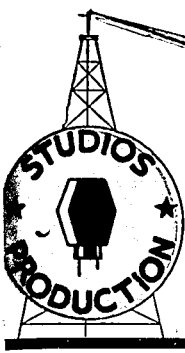
50,000 WATTS (DAYS)

KMPC

LOS ANGELES

HARRY WISMER
Ass't to the President

THE GOODWILL STATIONS



RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 45, NO. 17

NEW YORK, TUESDAY, OCTOBER 26, 1948

TEN CENTS

NAB MEMBERS 'OK' BY-LAW CHANGES

U. S. Mediator Effects Halt Of RWG Strike

Strike plans by the Radio Writers' Guild against advertising agencies and certain package producers, originally set to become effective today, were suspended at the last minute by request of the Federal Mediation and Conciliation Service. It's expected that J. R. Mandelbaum, assistant regional director of the service, will meet with Guild officers today in the first step of an effort to break the deadlock between the writers and the agencies.

The Federal agency is reported to
(Continued on Page 8)

Affiliates Advisory Board Meets At CBS Nov. 10-11

The second 1948 meeting of the CBS Affiliates Advisory Board will be held at CBS headquarters in New York on Wednesday and Thursday, November 10 and 11.

Activities of the rapidly expanding CBS Television Network are among the matters to be discussed by the board members, representing 171 independently-owned affiliates, with key CBS officials.

Members of the Board are: I. R. Lounsbury, WGR, Buffalo, chairman, representing District No. 2; E. E. Hill,
(Continued on Page 8)

News Directors Invited To St. Louis Meeting

Des Moines—News executives of the four major radio networks have been invited to take part in discussions at the annual convention of the National Association of Radio News Directors in Saint Louis, Mo., Nov. 12, 3 and 14. Jack Shelley, News Direc-
(Continued on Page 3)

Preview

Arthur Godfrey will give listeners a "preview" of Jack Sterling, the man who is to take over his WCBS early morning programs starting Monday, Nov. 1. Sterling will be heard with Godfrey on the latter's WCBS program, tomorrow, 6:00-7:45 a.m. and again on Friday, Oct. 29. Godfrey very recently announced his intention of relinquishing his early morning shows.

Don Lee Tribute

Hollywood—It was "Don Lee Day" at the luncheon of the Hollywood Advertising Club at the Hotel Roosevelt yesterday with many famous alumni of the coast broadcasting system on hand to honor the organization for its progress in radio and television. Guest personalities included Don Wilson, Meredith Willson, Spike Jones, Art Linkletter, Ted Fio Rito, Jo Stafford, Louella Parsons, David Rose, Raymond Paige, Mary Martin and many other Hollywood radio names.

TV Highlites Annual ANA Meeting Tonight

Association of National Advertisers opened its 39th annual meeting at the Waldorf-Astoria Hotel in New York yesterday and will continue in session through tomorrow, Wednesday. Event winds up tomorrow night with a banquet and special feature, "The Implications of Our Foreign Policy to American Business," a graphic presentation by a panel of news analysts
(Continued on Page 3)

Investigators Arriving For Inquiry Into WIPR

San Juan, P.R.—Frank Bow, counsel for the Harness committee investigating the FCC, arrived in San Juan the past week-end to begin the investigation of circumstances surrounding a commercial radio grant to the Puerto Rico Communications Au-
(Continued on Page 3)

Giveaway Issues Mulled By Commission Members

Washington Bureau, RADIO DAILY
Washington — Fairly swift FCC action rules against giveaways was looked for here after last week's hearing on the matter. Notable was the fact that although most industry witnesses challenged the right of the Commission to rule in the matter, none actually had anything kind to say about the shows themselves. In terms of public interest, which is the proposed basis for FCC action, the

Mail-Referendum Gets Overwhelming Approval Of Suggested Revisions; Only One Vote Against Each

Cosgrove Forecasts Wide TV Expansion

Boston — Declaring that during the past year television has grown faster than any other major industry on the American horizon, Raymond C. Cosgrove, vice-president of the Avco Manufacturing Company, addressed the 20th annual Boston Conference on Distribution yesterday. He predicted that by 1958 the number of television sets in operation can be as least 40
(Continued on Page 8)

Rural Radio Network Signs Two Sponsors

Two new sponsors were announced yesterday by Rural Radio Network, Inc., FM web of eight stations with headquarters in Ithaca, N. Y. The sponsors are Zenith Radio Corp., and the New Haven Clock and Watch Company.

The Zenith program is a co-opera-
(Continued on Page 2)

Outlets Aiding Drive Of Community Chests

Almost all of the nation's 39 stations are co-operating with the 1948 Community Chest fund raising campaign by carrying a series of filmed
(Continued on Page 2)

Washington Bureau, RADIO DAILY
Washington—Overwhelming approval by the membership of the National Association of Broadcasters was announced yesterday for four amendments to the association's by-laws, on the basis of a mail referendum. Only a single vote was registered against each of the four changes. NAB explained that
(Continued on Page 3)

RCA Victor Silent About New Product

While trend talk and speculation in the record industry is based pretty much on the future of LP records, it has been learned that RCA-Victor is currently working on what it considers to be a revolutionary product. Whatever the item—and it's said to be something never before put on the market — RCA personnel who have been told of the development
(Continued on Page 2)

Liberals Spend \$20,000 In Campaign's Final Week

Liberal Party is spending about \$20,000 during the final week of the political campaign to sponsor various speakers on eight New York City stations and a speech by President Truman over MBS, Thursday, Oct. 28. Speech by Mr. Truman will be broad-
(Continued on Page 5)

Veto

RCA has refused to grant authorization to Russia to set up an Ultrafax system in the Soviet Union. When Russia sought rights to the system, which transmits a million words a minute, RCA turned it down for security reasons. Secretary of Defense James Forrestal told David Sarnoff that Ultrafax in war-time might be a great defense aid to this nation.



★ COMING AND GOING ★

Vol. 45, No. 17 Tues., Oct. 26, 1948 Price 10 Cts.

JOHN W. ALICOATE : : : Publisher

FRANK BURKE : : : : : Editor

MARVIN KIRSCH : : : Business Manager

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RICHARD E. JONES, managing director of WJBK, Detroit, is spending this week in New York conferring with executives of the station's national representatives and with Tom Harker, sales manager of the Fort Industry Company.

DR. PETER LANGHOFF, research director of Young & Rubicam, back to New York following a trip to the West Coast. He stopped in Toronto on the way home.

GORDON GRAY, vice-president of WIP, is in Washington for a meeting of the NAB sales managers executive committee.

JOHN CHURCHILL, research director of BMB, has returned from a one-month cruise among the Caribbean islands. He was accompanied by Mrs. Churchill.

CHARLES UNDERHILL, director of television programs for CBS, and BARRY WOOD, producer-director of video shows for the web, have returned via American Airlines from a business trip to Detroit.

CARL BURKLAND, general sales manager of CBS Radio Sales, is in Philadelphia on business.

JOHN W. HUNDLEY, formerly acting director of the CBS shortwave division, has returned from a vacation at Sea Island, Ga., and has assumed his new duties at CBS-TV.

RICHARD W. HUBBELL, television management consultant, who returned recently from a station survey in Boston and Philadelphia, now has left on a video business trip to Baltimore, Washington and Richmond.

Outlets Aiding Drive Of Community Chests

(Continued from Page 1)

public service station breaks prepared by the organization's staff, Community Chests of America announced yesterday.

Included in the series are ten different clips, each about 40 seconds long. Music and lyrics were written by members of the Chicago Community Fund, and adapted for video by Eloise Walton, radio director of the organization. Spots were directed by Kendall Foster, TV director of the William Esty advertising agency and produced by the Gray-O'Reilly studio.

Verses are sung by Lanny Ross with music by the Jon Gart Trio, and dances by the Ward Triplets and Edwin Carter and Erwin Chudnovsky.

Rural Radio Network Signs Two Sponsors

(Continued from Page 1)

tive deal between the manufacturer and its distributors. Program will be heard Sundays from 8 to 8:30 p.m. using Columbia masterworks. New Haven Clock and Watch Company signed to sponsor Dr. Charles Hodges, the RRN news commentator, from 6:05 to 6:15 p.m., Monday, Wednesday, and Friday.

RCA Victor Is Silent Concerning New Product

(Continued from Page 1)

also have been sworn not to divulge anything at all about the project.

There have been recent reports that RCA might bring out in the near future a magnetic tape with recordings of classics and other numbers but the company is believed to be working on something with more sales impact than tape. It's true that RCA says it has licked the problem. To some extent, of multiple tape recordings, but it has never intimated when, or if, they would go on the market.

To date, Columbia is the only company offering the LP record. Sales have reportedly hit over a million records. Several other top companies have experimented with the LP but none have shown inclination to start distribution at this time.

Philco and Magnavox are among the manufacturers now including LP attachments in their console models. Others are expected to follow shortly. The LP is said to have gotten considerable attention from purchasers of wired music service who feel that the micro-groove record might be considerably cheaper for them in providing continuous music.

Conti Products Returns To Mutual Next Month

Conti Products Corp. returns to Mutual Nov. 19 with a new musical series, "Yours For a Song," to be aired Friday from 9:30-9:55 p.m., EST. Conductor Alfredo Antonini and a 30-piece orchestra will offer popular classics, semi-classical music and modern songs. Series also provides for a guest star policy. Conti account is handled by Birmingham, Castleman & Pierce.

Announce UHF Committee

Theodore Streibert, president of WOR, as chairman of the radio committee of the United Hospital Fund in New York, yesterday announced the membership of his committee which will handle the solicitation in the radio industry. Network representatives on the committee are William Hedges, NBC; Robert Kintner, ABC; Herbert Akerberg, CBS and Robert Swezey, MBS.



All fires start small

A cow kicked over a lantern and Chicago almost burned down.

A passenger tossed a cigarette over the side . . . and the Morro Castle burned.

A careless camper leaves a fire . . . and half of Oregon's forests are destroyed.

Firefighters are taught . . . don't try to put out a fire when you see it getting started. Turn in the alarm . . . and then go back to the fire.

If competition is building a fire under your markets . . . turn in the alarm. In Baltimore it's W-I-T-H that brings on the people who'll pull you out of trouble.

W-I-T-H is the successful independent that delivers more listeners-per-dollar-spent than any other station in town.



Baltimore 3, Maryland
TOM TINSLEY, President
Represented by Headley-Reed

FINANCIAL

(October 25)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Admiral Corp.	17 3/8	17 1/8	17 1/4	+ 1/8
Am. Tel. & Tel.	153 1/8	152 1/2	152 1/2	- 1/4
CBS A	22 7/8	22 5/8	22 7/8	+ 3/8
CBS B	22 1/2	22 1/2	22 1/2	+ 1/4
Furnsworth T. & R.	6 7/8	6 5/8	6 3/4
Gen. Electric	42 1/4	41 3/4	42
Philco	42 1/2	41	41 3/4	- 3/4
Philco Pfd.	82	82	82
RCA Common	13 5/8	13 1/4	13 3/8	- 3/8
FCA First Pfd.	70	70	70	- 3/4
Stewart-Warner	14 1/8	13 7/8	13 7/8	- 1/4
Westinghouse	29 3/4	29 1/4	29 1/2	- 3/8
Westinghouse Pfd.	93 1/2	93	93 1/2	+ 1/2
Zenith Radio	30 3/8	29 1/2	29 1/2	- 1

NEW YORK CURB EXCHANGE

Nat. Union Radio	2 3/4	2 5/8	2 5/8
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OVER THE COUNTER

	Bid	Asked
DuMont Lab.	13 3/4	14 3/4
Stromberg-Carlson	16 1/2	18
U. S. Television	1 1/2	2
WCAO (Baltimore)	26	28 1/2
WJR (Detroit)	8 3/4	9 1/2

Justin Miller To Speak

Washington—Justin Miller, president of the NAB, will appear on ABC's "Youth Asks the Government" program, tonight at 8 p.m., EST.

Miller, who also is vice-chairman of the U.S. Commission for UNESCO, and a member of the President's Advisory Commission on Information, will describe the operations of this government organization which advises the State Department on its overseas information programs, including the "Voice Of America."

EDWARD C. LOBDELL ASSOCIATES

PROGRAM PRODUCERS

17 East 48th St. PL. 5-1127
New York 17, N. Y.

10 YEARS AGO TODAY

(From the files of Radio Daily)

NAB has made public the first issue of "NAB News Review," a compilation of reprints of timely articles relative to radio which have appeared in daily newspapers and magazines throughout the country. Distributed to all radio people, the publication is designed to give the trade a reflection of public opinion and its appraisal of radio. . . . A single union for all entertainment groups, to include all members of AFRA, AFA, AGMA and SAG in the United States and Canada is being planned by Frank Gilmore, international president of the Associated Actors and Artists of America.

FCC Members Mull Issues Of Giveaways

(Continued from Page 1)
but beyond that, there is a feeling in Commission circles that the storm aroused by its proposals has thus far been much less intense than it was at first feared, and there is a definite feeling that the new rules will stand up.

Since the hearings on giveaways in Washington last week networks and stations have done nothing to alter the formats of jackpot shows and in some instances the audience participation angle has been strengthened. Attorneys for networks and producers seem to concur in the opinion that the FCC is without authority to enforce a ban on this type of commercial radio programs and are prepared to take legal steps in the interest of their clients.

TV Highlites Annual ANA Meeting Tonight

(Continued from Page 1)
assembled by the "Washington Post." Broadcasting makes its big discussion splash of the meeting tonight when the ANA holds a television round-up session at CBS Radio Theater No. 4. Session is to be chair-manned by Charles Durban, president of American Television Society and assistant director of advertising for U. S. Rubber Co. Tonight's roundtable is designed to inform ANA members where TV stands today, what it will be like next year and the years afterward, and what to do about television now.

Impressive List of Speakers
Panel of speakers includes Niles Trammell, NBC; Frank Stanton, CBS; Howard Chapin, General Foods; Pat Weaver, Y & R; Dr. Thomas Coffin, Hofstra College; Fred Kugel, Television Magazine; J. R. Poppele, TBA; and Sam Cuff, Allied Stores Corp.

ANA session this afternoon, which takes the theme "Our Individual and Collective Responsibilities," will be highlighted by the appearance of Gen. Dwight Eisenhower. The president of Columbia University is said to be very much interested in fostering a closer relationship between industry and education. During the remainder of the afternoon session ANA officers will be elected for the coming year.

★ AGENCY NEWSCAST ★

SIGURD S. LARMON, president of Young & Rubicam, Inc., has announced the appointment of Edward A. Merrill, Jr., as manager of the agency's San Francisco office. Merrill joined Young & Rubicam upon his graduation from the University of Maine in 1931 and has been with the agency since that time except for war-time service with the army. He served successively in the agency's research, merchandising, and copy departments.

HAROLD KEMP, radio director of Roche, Williams & Cleary, Inc., New York advertising agency, has signed final papers for the Alan Young radio show for Tums. Program will start Jan. 11, 1949 and will replace "Date With Judy." It will be heard in the Tuesday night NBC spot at 8:30 p.m. Contract is for five years.

ARTHUR PINE ASSOCIATES has been retained by Philip R. Distillator, president of Vogue Ceramic Industries, Inc., manufacturers of American dinnerware, to handle publicity-public relations for the parent organization, as well as its two subsidiaries, Jackson Vitrified China Co., Inc., of Falls Creek Pa., and Vogue China & Glass Co., Inc., of New York. Pine Associates will also handle radio and television for the outfits.

FCC Supports 2 Stations In Controversy With 'Dry'

Washington Bureau, RADIO DAILY
Washington—"Elementary principles of fairness may dictate that a station which has afforded considerable time during the primary—should make a reasonable amount of time available to a candidate for (the same) office in the general election," the FCC said Friday in letters regarding the complaints of the prohibitionist, Sam Morris, that he was given unfair treatment in his race for the Senate by KWFT, Wichita Falls, and KRLD, Houston, both in Texas.

"No general rule can be laid down on this matter," the Commission said, "and the licensee's responsibility to make such time available under its obligation to serve the public interest in a fair and impartial manner will obviously depend on the facts of the particular case."

These statements were included in a letter to Attorney Clair Stout of Washington, representing KWFT. Morris had sought on both stations the same time which was given George Peddy, unsuccessful candidate for the Democratic nomination to the Senate, during the primary. The stations are not obligated to make the time available, the Commission held.

In a letter to Attorney Henry M. Johnson of Louisville, for KRLD, the Commission said it believes Congress "intended to assure equality of radio opportunities only to candidates competing with each other in the same contest. It appears to the Commission that the contest in which Mr. Peddy was engaged was separate and

DONAHUE & COE, INC. has named Jacob Rosenthal director of merchandising and research. Rosenthal recently resigned as executive director of the Coffee Advertising Council of the Pan-American Coffee Bureau and the National Coffee Association, in which position, for the past six years he directed the national coffee promotion campaign of the industry.

ROBERT O. SMITH has joined Benton & Bowles agency to handle the merchandising phase of Maxwell House Coffee promotion. Smith has spent the past 17 years with Lever Brothers, where he worked up from a salesman's position to division manager in Atlanta, controlling sales in seven states.

BUCHANAN & CO. has named as vice-president in charge of its Los Angeles office John R. Christie, for the last five years vice-president in charge of public relations and advertising of Citizens National Trust & Savings Bank of Los Angeles.

EUGENE LESSERE has become a member of the radio copy department at Batten, Barton, Durstine & Osborn, Inc. He formerly was with Compton, where he worked on the Ivory Soap account.

Investigators Arriving For Inquiry Into WIPR

(Continued from Page 1)
thority. Bow and his investigators expect to spend 10 days on the island during which time they will interview representatives of both private and government broadcasting interests. Station WIPR, owned and operated by the island's Communications Commission, is scheduled to go on the air as a commercial radio venture around Jan. 1.

Wedding Bells

Hal Freidman, ABC-TV staff director, and Marie Torre, drama editor of the New York World-Telegram, will be married Nov. 6 at the "Little Church Around The Corner."

Leonard "Buzz" Blair, ABC staff director, and Emily Emery, of the network's studio assignment department, have announced their engagement.

distinct from the one in which Mr. Morris is now engaged, and that the touchstone of the station's fairness in dealing with Mr. Morris' present candidacy for election to the office of United States Senator in the general election to be held in November must be its treatment of other candidates for election to the same office in that election rather than by any consideration of the amount of time furnished Mr. Peddy, an unsuccessful candidate in the primary election, who is, therefore, not a candidate for the office of United States Senator in the same election as Mr. Morris."

NAB Members Okay 4 By-Law Changes

(Continued from Page 1)
the four amendments accepted would:
... Provide annual correction of the list of station owners, partners, officers and executives certified to vote and act for the members;
... Call for payment of dues of new members along with applications for active membership, to place such new members in the same status as other members, all of whom pay dues in advance;
... Make eligible for election to the NAB board of directors only those persons certified within time limits set by the secretary-treasurer; and provide that persons receiving "five or more nominations in any classification" for election to the board would be nominated, but that all would be notified and given five days to refuse the nomination;
... Alter the requirement for the president's report, making it submit-able on a fiscal-year basis rather than on the present calendar-year basis, the amendment giving the board authority to determine the fiscal year.

News Directors Invited To St. Louis Meeting

(Continued from Page 1)
tor of WHO, Des Moines, and second vice-president of NARND, announced yesterday.
Wells Church, Director of News Broadcasts for CBS; Frank McCall, News and Special Events Director of the NBC, and A. A. Schechter, Vice-President in charge of news and special events for MBS, have indicated they will take part in the NARND sessions.
All interested newsmen, whether members or not, may attend the NARND convention in Saint Louis. Reservations should be addressed at once to Bruce Barrington, News Director, KXOK, Saint Louis.

1st IN SELLING KANSAS
Ben Lundy
General Manager
WIBW
The Voice of Kansas
TOPEKA

WEVD
5000 WATTS 1330 K.C.
PROGRAMS OF DISTINGUISHED FEATURES in
- ENGLISH
- JEWISH
- ITALIAN
3 RESPONSIVE AUDIENCES
3 MARKETS WITHIN THE NEW YORK METROPOLITAN AREA
Send for WHO'S WHO Among Advertisers on WEVD
WEVD
117-119 W. 46th St.
HENRY GREENFIELD, Mgr. Director N. Y. 19

LOS ANGELES

By RALPH WILK

ART LINKLETTER, who has been on a tour with his "People Are Funny" show, returned to Hollywood from St. Louis, to await the arrival of their fifth child which was expected over the week-end. Program will emanate from Hollywood for the next three weeks, and then continue its tour for charity purposes.

With the October 28th "Suspense" broadcast washed out by a Dewey speech, Blayne Butcher, radio head of the Newell-Emmett agency, took advantage of the lull, and planned to New York for a week of conferences in his home office there.

Garry Moore and his production staff have returned from New York following four broadcasts of "Take It Or Leave It" there.

Bill Thompson (Wallace Wimple of the Fibber McGee & Molly air show) has been made an honorary deputy sheriff of Alameda County by Sheriff H. P. "Jack" Gleason. He is also an honorary deputy sheriff of Los Angeles County under Sheriff Eugene Biscailuz.

William N. Robson, CBS producer-director, is on leave of absence and has departed for a tour of European countries.

Phil Baker has composed nearly a dozen tunes for an operetta, on which he has been working over a period of four years.

Sullivan Gets Promotion To WNEW Sales Post

John V. B. Sullivan WNEW director of promotion for the past six years, has been appointed an account executive at that station, according to Ira Herbert, v.-p. in charge of sales.

Robert D. Guthrie will move in as director of promotion for WNEW on Nov. 1. Guthrie is the former promotion manager of the Elks Magazine.

Claire R. Himmel, former assistant to Sullivan, has been placed in charge of WNEW research activities.

Arthur W. Nelson

Arthur W. Nelson, puppeteer for television station WGN-TV, Chicago, died Friday, October 22, at his home in Oak Park, Ill., of a heart attack. Nelson was a nationally known artist and member of a celebrated family of showmen. He is survived by his wife, a sister, Mrs. Lorraine Mackie; a 20-months-old son, Robert, and his father, Nicholas Nelson.

The "Little Borden" program on WGN-TV, of which Nelson was co-producer, will be continued by Mrs. Nelson and Mrs. Mackie.

Beautiful Apartment for Rent

Unusually Large 2½ Rooms
76th ST., OFF CENTRAL PARK WEST
Must Buy Complete Furnishings
Immediate Occupancy, 2-year Lease
Call Murray Hill 7-2175



Mainly About Manhattan. . . !

● ● ● Brooklyn business syndicate is being formed to push for local station, declaring that Queens and the Bronx have local outlets, while Nassau has two. . . American Tobacco reported to have underwritten the Bernie Schubert audition platter of the daytimer, "Your Lucky Strike," with Don Ameche. . . AFRA has gone on record approving guest star appearances on disc jockey stanzas for free, angle being that it's a publicity chore. . . Arnold Stang readying a series spoofing the radio "private eyes." . . Press staff of a movie outfit was split in half in the N.Y. office over the week-end. . . WWRL tying up 500 theaters in its annual Christmas Toys drive. . . Over abundance of Communist party paid political talks and spots on several local stations drew protests from regular sponsors. . . Peggy Lee to do a dozen guest shots with Bing Crosby over ABC, even tho' she has an "exclusive" with CBS. Ciggie bankroller okayed the deal provided she doesn't do all the guest shots in succession. . . Raymond Morgan leaving for Paris to transcribe a series of audience participation shows called "This Is Paris." . . Add IMP-recessions: Gracie Allen: The better half-wit. . .

★ ★ ★ ★

● ● ● Memo from C. E. Hooper: "I think you really simplified all our lives. Is this it? Over-average rating: HooPOPULAR. Average: HooPAR. Below-average rating: HooPOOR."

★ ★ ★ ★

● ● ● WELL, FOR TYPING OUT LOUD: We don't like to tell Mutual their business and all that sorta thing, but we did happen to catch a recording of the Lanny Ross ayem show (which is aired on the web but not locally) and feel that the local customers are being deprived of a thoroughly delightful and charming stanza. (Either that, Mr. Mutual, or send us some more recordings of same!) . . . Ed Sullivan showed his critics Sunday p.m. why his "Toast of the Town" is a top-rated video offering. Smooth, well-paced and Big Time written all over it with such headliners as Benny Goodman, the Ink Spots and Myron Cohen. And don't forget, Mr. Printer, Ray Bloch's flawless musical support. . . Kermit Schafer's WPIX series, the Rube Goldberg Drawing Game, has caught on like a summer cold and is proving the station's fattest mail lure. . . Harry Hershfield, Broadway's beloved spokesman, toastmaster and raconteur, starts his new midnite series tonight from Billy Rose's Diamond Horseshoe via WOR. . . Jan Gilbert, a time buyer with Harold Cabot & Co., Inc., in Boston, had to be in town overnight not long ago and like so many of us couldn't connect with a hotel room. Finally, one of his radio pals fixed it up for him to get the whole top floor of the Hotel Berkshire. (Don't tell anybody, Jan, but that happens to be Tommy Manville's apartment!)

★ ★ ★ ★

● ● ● The Alan Young show for Tums, skedded to preem Jan. 11th, has finally been set, according to an announcement from Harold Kemp, radio director at Roche, Williams & Cleary, Inc. New series will replace "Date With Judy" and will be heard Tuesday at 8:30 via NBC. Contract is for five years.

★ ★ ★ ★

● ● ● AROUND TOWN: "Casey, Crime Photogger," with Staats Cotsworth, again hit the top fifteen in Mr. Hooper's sweepstakes. . . Bret Morrison signed to sing at the Penthouse Club. . . Dwight Weist's interview with Chas. Boyer on "We the People" revealed the talented Frenchman as an equally talented comedian who secretly hates the word "Casbah." . . Radio Row gabbing about the new Geo. O'Hanlon show skedded from H'wood via Mutual Nov. 9th. He's been featured in countless Warner films. . . Overheard at NBC newsroom: Only way you can tell a bore is to tell him off.

The Mailbag

Flower Week Followup

Regarding your article page on October 20, relative to spectacular successful promotion of National Flower Week by Society of American Florists, week of November 7, this is to advise you that we have consistently advocated the use of paid advertising space by florists, not on radio but in newspapers and other media as well. Florists have not been known to be advertising-minded and public relations campaign is first step nationally to demonstrate the value of space, whether or not it paid. We hope it will lead into major advertising program of national importance. National Flower Week has greatly expanded paid space for local florists, for florists in many cities have asked for special newspaper advertisements and radio continuity use in paid local space.

We have advised each state chairman of National Flower Week to appoint a finance committee to raise funds for local co-operative campaigns. National Flower Week is not a commercial sales vehicle, but an educational program and florists throughout America will give away more than \$250,000 of flowers to hospitals, veterans' institutions, public offices, etc. If it were more of sales effort, florists would probably use even more paid space than they now contemplate.

NATHAN E. JACOBS,
Bozell & Jacobs, Inc., Chicago
Managing Director of National Flower Week.

Patt Barnes Cited For Speech

Patt Barnes of ABC received one of the two annual radio awards given by the Linguaphone Institute of America for "speech excellence." Selection was made in a national poll of stage, screen and radio performers. Van Heflin and Barbra Stanwyck received awards in the movie category and Eugene Conley for the opera.

Stork News

Hollywood—The Hilliard Mark, he's producer of the Jack Benny radio program, are the parents of a boy, 6 lbs. 3½ oz., born Tuesday in the Hollywood Presbyterian Hospital. The lad, their first, is named Phillip.

THE ART SCANLON SHOW
WINS 6:30-8:15 A.M.
7:00 • WORLD NEWS • 8:15
CROSLY BROADCASTING CORPORATION

SOUTHWEST

AMONG the network shows yet to come to the Southwest soon are Fred Waring and his orchestra booked for Thursday, Nov. 18, and Friday, Nov. 19, both through WFAA-WBAP. These will be preceded by two broadcasts from Fort Worth also through WFAA-WBAP.

Ted Hills, formerly with KTHT, Houston, has been named general manager of KLEE, Houston. The post was formerly held by Ray E. Bright.

The Trinity University Radio Forum has returned for the fall season and will be heard each Tuesday for a full hour through KMAC and KISS-FM, San Antonio. Airings are sponsored by the Handy-Andy Food Stores of the city.

What promises to be a real life series of dramatic programs of network calibre is that heard each Sunday evening over KONO, San Antonio. Program is titled "So You Want To Be A Cop?" and is an actual factual report of what is taking place on a Saturday night with the San Antonio police. The entire program is tape recorded. Police call to the squad car and rush to actual scene of the crime is all carefully recorded. Jack Shoemaker heads the programs assisted by Corp. Guy Liggins of the Police Department.

"The Collegians" trio of voices heard over WFAA, Dallas, are offering prizes totalling \$150 for a new name for their ensemble. First prize is \$100 and there will be second prize of \$30 and third of \$20.

"The American Farmer" carried by the ABC network is scheduled to originate at Texas A & M College at College Station on Oct. 30. "Conservation Days and Soil Building Builds People" will be the theme of the broadcast. R. B. White, ABC's agricultural public relations director is scheduled to be here to take part in the broadcast. Others include D. A. Adam and Frances Arnold of the Extension Service's Texas Farm and Home Broadcast; R. E. Dickson; Mr. and Mrs. Dale Stockton; Miss Geraldine Ashford and L. M. Henley.

Marjorie Hart, women's news editor for WOAI, San Antonio, has left the station to go to New York City for new prospects. Barclay Russell, disc jockey and emcee of KABC, San Antonio, also has resigned for what he believes to be the greener pastures in New York.

Louis Breault, public service director of WFAA, Dallas, and Wade Barnes, Dallas manager for NBC Radio Recording, are writers of a new BMI song which is titled "Just for the Ride."

Application has been made to the FCC for transfer of the construction permit of KTXN, Austin, from a partnership to a corporation. There will be no change in the ownership and no money is involved. Thomas J. Harris is president of the group.

The Tom Thumb Food Stores of Dallas will sponsor a segment of the WFAA, Dallas, "Early Birds" each Monday, Wednesday and Friday mornings.

NETWORK SONG FAVORITES

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

Survey Week of October 15-21, 1948

TITLE	PUBLISHER
A Tree In The Meadow.....	Shapiro-Bernstein
Ah But It Happens.....	Bourne
Blue Bird Of Happiness.....	T. B. Harms
Buttons And Bows.....	Famous
Cuanto Le Gusta.....	Southern
Ev'ry Day I Love You.....	Harms
Galway Bay.....	Leeds
Hair Of Gold, Eyes Of Blue.....	Robert
Here I'll Stay.....	Chappell
I Don't Care If It Rains All Night.....	Witmark
In My Dreams.....	Murray-Wizell
It Only Happens When I Dance With You.....	Berlin
It's A Most Unusual Day.....	Robbins
It's Magic.....	Witmark
Just For Now.....	Advanced
Love Somebody.....	Kramer-Whitney
Maybe You'll Be There.....	Triangle
My Happiness.....	Blasco
Night Has A Thousand Eyes.....	Paramount
On A Slow Boat To China.....	Melrose
One Sunday Afternoon.....	Remick
Put 'Em In A Box.....	Remick
Rambling Rose.....	Laurel
This Is The Moment.....	Miller
Twelfth Street Rag.....	Shapiro-Bernstein
Underneath The Arches.....	Robbins
Until.....	Dorsey Bros.
Walkin' With My Shadow.....	Johnstone-Montei
With A Twist Of The Wrist.....	Patmar
You Call Everybody Darling.....	Mayfair
You Were Only Fooling.....	Shapiro-Bernstein

Second Group

A Hundred And Sixty Acres.....	Leeds
By The Way.....	Bregman-Vocco-Conn
Confess.....	Oxford
Cool Water.....	American Music
Cornbelt Symphony.....	Mollin
Everybody Loves Somebody.....	Sinatra Songs
For You.....	Witmark
Hankerin'.....	Remick
I Love You So Much It Hurts.....	Melody Lane
I'd Love To Live In Loveland.....	Bregman-Vocco-Conn
Isn't It Romantic.....	Famous
Lavender Blue.....	Santly-Joy
Lonosomo.....	Republic
Money Song.....	Crawford
My Darling, My Darling.....	E. H. Morris
Say It Isn't So.....	Berlin
Take It Away.....	Pemora
Things I Love.....	Campbell
When You Left Me.....	Porgie
You Came A Long Way From St. Louis.....	Jewel
You Started Something.....	Broadcast Music
You Walk By.....	Cavaller

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NEW BUSINESS

KMPC, Los Angeles—Holmes P. Tuttle, Ford dealer, is sponsoring "A Song for You" program on KMPC for the next 26 weeks. Program, aired each Saturday morning from 10:00 to 10:30 a.m., is represented by the Mogge-Privett agency. Central Chevrolet has increased its programming on KMPC to introduce the "Keith Hetherington" record program Monday through Friday from 11:30 to 12:00 noon. Show is currently aired from 11:00 a.m. to 12:00 noon. This 52-week account is handled by Hunter Advertising agency. The "Pet Exchange" program, sponsored by Calo Dog Food, has been renewed for 39 weeks on KMPC. Charlie Stone emcees the show which is aired each Sunday evening from 7:00 to 7:15 p.m. Frank Wright National Company represents the account.

Liberals Spend \$20,000 In Campaign's Final Week

(Continued from Page 1)

cast from Madison Square Garden, 10:30-11 p.m., EST.

Series which the Liberals have scheduled on metropolitan stations—in behalf of the Truman-Barkley tickets and various state and local candidates—will consist of at least two programs daily on each of the eight stations. List includes WMCA, WJZ, WNBC, WCBS, WOR, WEVD, WQXR and WMGM. Schedule puts emphasis on the last two days before election, Oct. 31 and Nov. 1.

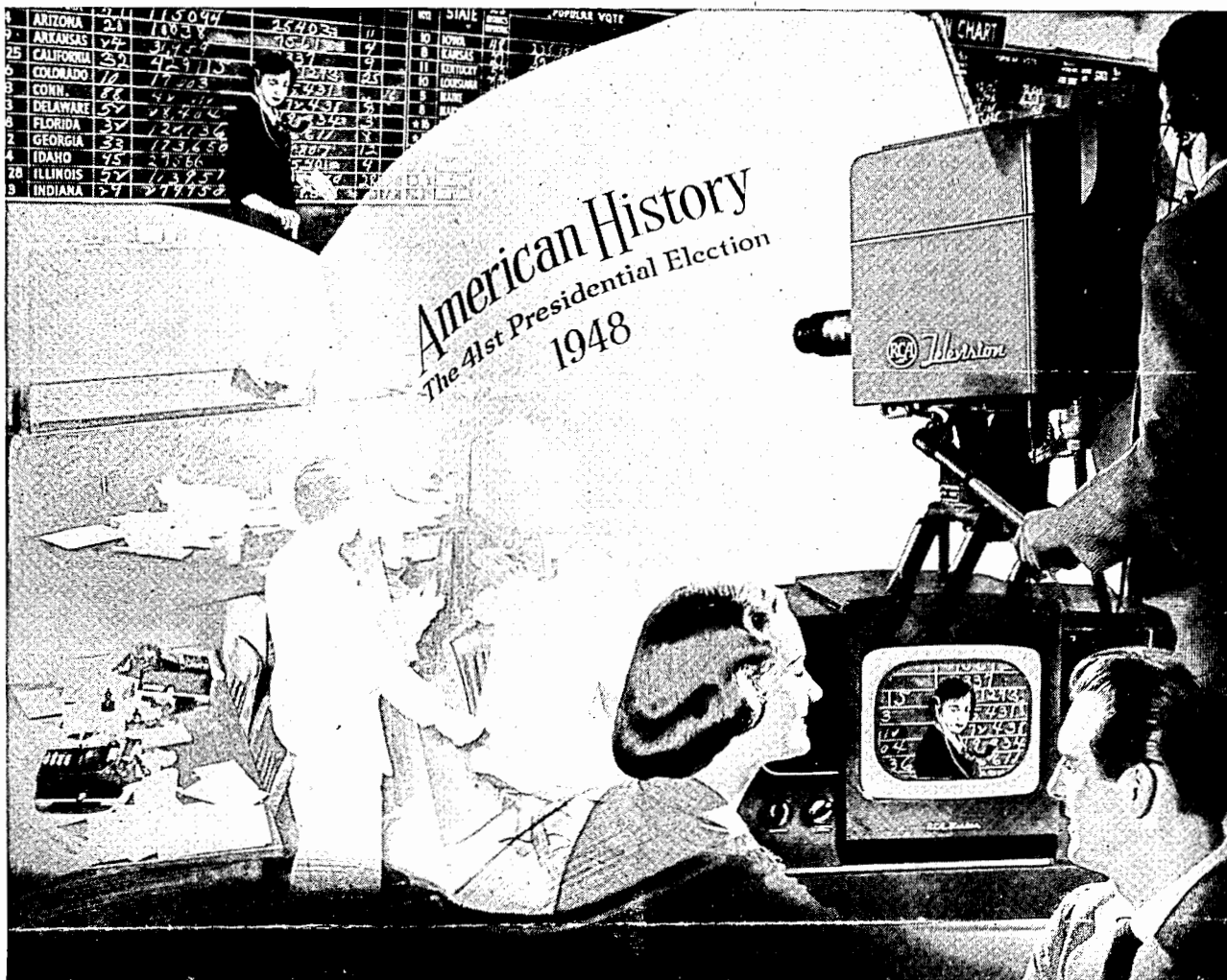
Agency for the Liberal Party is Furman, Feiner & Co. Gainsborough Associates produces the programs.

WBAL-TV

Channel 11—Baltimore
NBC Affiliate

**NOW ON
THE AIR
60 HOURS
WEEKLY!**

Daytime Programs Begin at
12 Noon Monday thru Friday



Election returns telecast by NBC will be seen by television's ever-increasing audience.

See History in the making—on Television

Thirty years ago, to get election results, people waited for the morning papers . . . or election "extras." Then came radio! In 1920 election returns were broadcast for the first time.

Now television arrives as a star "reporter" . . . making you an eye witness of politics as it is practiced . . . of history as it is made . . . of the news as it happens!

In the world's largest television newsroom, RCA image orthicon cameras will watch the incoming

returns. State-by-state results will be telecast with the speed of light to be viewed—sharply, clearly—on the screens of more than 500,000 television receivers.

You will see the candidates when they appear, in person or on newsreels. In fact, more people will see them by television on this election night than saw Lincoln during his entire four years in the White House!

More than forty million people live within the areas now reached

by regular television programs. Pioneering and research at RCA Laboratories, coupled with RCA "know-how" in engineering, production and broadcasting, have contributed greatly to bring this new service to the American people.

When in Radio City, New York, you are cordially invited to visit the radio, television and electronic wonders at RCA Exhibition Hall, 36 West 49th Street. Free admission. Radio Corporation of America, RCA Building, Radio City, N. Y. 20.



RADIO CORPORATION of AMERICA

TELEVISION DAILY

Daily section of RADIO DAILY, Tuesday, October 26, 1948—TELEVISION DAILY is fully protected by register and copyright

TV ON SMPE, MPAA MEET-AGENDA

TELE TOPICS

THE best demonstration of the educational impact of this wonderful medium of ours and of its possibilities as a dynamic force for the betterment of mankind was found in NBC's salute to the UN Saturday night. A slick combination of live and film features, the hour-long show was exciting and inspiring throughout, and left the viewer with a feeling of hope too often lacking in these troubled times. . . . Films shown were the March of Time's "American Teachers" and "One World or None." But the high spot on the program was a discussion of the latter movie by a class from Midwood High School in Brooklyn. The youngsters, about 17 years old, were wonderfully informed and articulate in kicking around such topics as control of atomic energy and world government. . . . Film of Toscanini conducting the NBC Symphony in the "Hymn of Nations" made a stirring finale. . . . A bow to Sterling Fisher, producer Jane Fiffany Wagner and director Garry Simpson for a great program—and a request to NBC for more like it.

SPOTTY is the word for the Sunday nite's "Philco Playhouse" stanza. Although a musical like "Angel in the Wings" cannot be justly compared with the other vehicles the series has aired, to avoid doing so is difficult. In this light, the quality of "Angel" was definitely not up to that of its predecessors. . . . The Hartmans are always funny, and we'd like to see more of them. Their closing bit, however, was somewhat on the blue side, and should have been changed. Hank Ladd had a couple of sock routines, but he was on too much and his singing would not have been missed. Elaine Stritch gave new life to the (by now) tired "Civilization," and failure to introduce her properly was a glaring omission. . . . Surprise of the show was the sudden appearance of Sid Stone against the Texaco backdrop used on the Berle show. The pitchman did most of his regular Texaco commercial routine before he was interrupted by Bert Lytell, who told him that it was Sunday, not Tuesday, etc. Lytell then did a Philco commercial in pitchman style, but Texaco, obviously, got the better of the deal.

Informative

Special preview of the U.S. Presidential election will be aired by BBC tele Nov. 1, with Stephen Laird and Ed Murrow, of CBS, and other American personalities explaining the issues of the campaign, methods of voting and offering a forecast of the results. Film titled "Tuesday in November" will detail functions of election machinery in typical U.S. small town.

Paramount To Screen Election Night Cover

New York Paramount Theater will use its large screen projection system to pick up election coverage of Daily News outlet WPIX Nov. 2. Although the showplace has screened other notable tele events, including the Louis-Walcott fight, this is the first screening to be given advance public notice in an attempt to insure attendance on election night.

WPIX coverage will be film-recorded off a kinescope in the theater's projection booth and edited selections will be shown at intervals on the 18 by 24 foot screen. Station transmitter and Para.'s transcription system will be linked by coaxial cable and matched phone lines.

Station pickups from Baltimore and Roosevelt hotels, headquarters of the major parties, will be microwaved from hotel roofs to Paramount tower and then relayed to the News building. Pickup from Para. marquee also will be transmitted to the station via the microwave relay setup.

Pabst Buys WENR Pickup

Chicago—Pabst Blue Ribbon Distributing Co. will sponsor two half-hour pickups of the six-day bike races over WENR-TV here, Oct. 31 and Nov. 1. Events will be announced by Bob Elson. Contract was placed direct.

NBC-Fairbanks Sked Three New Film Series

NBC-Jerry Fairbanks film activities will be expanded to include three newly-scheduled series — dramatic, children's and quiz. Deal was made by Fairbanks, who was in New York last week, and Sidney N. Strotz, web veepee in charge of tele.

Dramatic series will comprise a 13-week cycle of domestic comedy, tentatively titled "Jackson and Jill." A 26-week 10-minute kiddie show will be in the form of a travelogue, titled "Going Places with Uncle George." Third show will be a 26-week, half-hour program titled "Quizology." Audition films of the three programs have already been canned, with production to get under way when Fairbanks returns to Hollywood.

In announcing the new films, Strotz said, "It should be evident by now that Hollywood producers cannot judge television film potentials from a motion picture viewpoint. Similarly, film labor unions must readjust their sights and plan to replace high individual picture scales with expected earnings through great volume."

EAL Film On 19 Stations

"Air Power is Peace Power," non-theatrical film produced by Jerry Fairbanks for Eastern Air Lines, has been booked as a sustainer by 19 stations to date.

Progress Report No. 11

One-Third Of WPIX Time Sold: Station Has Heavy Sports Sked

New York's only newspaper-owned station and one of the metropolis' two non-network outlets, WPIX has made great strides—both commercially and program-wise—since it began commercial operation on June 16 of this year.

Although it went on the air with only three accounts, two of which were spots, WPIX, under management of Robert L. Coe, now has almost one third of its program time on the commercial side of the ledger. Sports comprise almost half of the station's live sked. Main event of the winter season will be the 30-game home card of the N. Y. Rangers pro hockey team, with F. & M. Schaefer Brewing Co. picking up the tab. Combining forces with the editorial staff of the parent Daily News, WPIX is now completing plans for election coverage Nov. 2. Entire evening, from 7:40 until results are decided, will be sponsored by Ehler's Coffee. Station's weekly program sked breaks down as follows: Studio (live), 12 hours; remotes, 12 hours, and film, eight hours. Two or three feature pictures are scanned weekly, including the Alexander Korda series. Program classifications are: sports, 10 hours, 40 minutes; children's, 4 hours, 15 minutes; news, special events, 2:15; variety, 2 hours; women's, 1:45; forum, one hour; interviews, one hour; religious, 30 minutes, and charades, 30 minutes.



COE

Theater Tele Vital To Film Industry, Says Johnston

Washington Bureau, RADIO DAILY
Washington—Indicative of the importance—the steadily and rapidly increasing importance—of television in the film industry, is the statement made yesterday during the course of the SMPE meeting here by Eric Johnston, president of the Motion Picture Association of America that video will be high on the agenda of the association's board meeting which will be held next month. While the MPA prexy was mum regarding the nature of the recommendations he plans to make to the directorate, it is believed here that considerable attention will be given to the overall matter of film production for tele use.

Several large motion picture theater circuits are seeking information on TV sending costs, it was revealed at the meeting. Special advisers to the Theater Owners of America, it was pointed out, are making detailed analyses of the video question.

Eastman Kodak Company, the meeting was told, has had requests from theater circuits in the West and Midwest, asking full information regarding the various problems involved in getting video stations on the air. Their purpose, the Eastman spokesman said, is to be able to program in their own theaters the outstanding special events which otherwise would cut down their box-office take.

Technical papers were delivered during the meeting describing the TV theater systems of both Paramount and Fox circuits.

New Texas TV Bid

El Paso, Texas — Application has been filed with the FCC by the El Paso Television Co. for a new tele station to be operated on Channel 7 with 2.94 kw visual and 1.47 kw aural. Estimated cost of the outlet is said to be \$109,090. Clyde Weatherby is head of the group and is also owner of the Hamilton Broadcasting Co., operators of KCLW, Hamilton.

Experiment

Detroit—First in the new fall series of children's concerts by the Detroit Symphony Orchestra under direction of Valter Poole will be scanned by WWJ-TV tomorrow to determine reaction of school children and educators to TV as an educational medium. Students will see the pickup on a theater-size screen installed in the auditorium at Condon Intermediate School.

COAST-TO-COAST

Conservation On KGVO

Missoula, Mont.—KGVO is presenting a series of public service programs entitled, "Your Natural Resources, Life Blood of Western Montana," dealing with conservation. Co-operating with the station in the three-times-a-week program are the U.S. Forest Service, the Montana Federation of Garden Clubs, the Farmers' Union and Grange, and Montana State University.

Straw Poll In Tenn.

Chattanooga, Tenn.—Bob Bosworth, WDOD, is using his tape recorder to conduct a straw poll about the Presidential elections and he is making the rounds of Chattanooga's public places to find out the trends. Those interviewed are not identified "nor is the sanctity of the secret ballot otherwise jeopardized," according to Bosworth.

Dedicate WPJB In R. I.

Providence, R. I.—WPJB, Rhode Island's newest radio station was dedicated recently in an hour-long ceremony before a capacity audience in the R. I. School of Design Auditorium. Stars of stage, screen and radio attended the opening of the Providence Journal Company FM station.

Piano-Organ Team Returns

Dallas, Tex.—Faye and Nez, popular in the Southwest since the early 1930's, are reviving their piano and organ routines for their WRR show, heard each Tuesday and Thursday evening. They feature two-piano numbers and organ-piano combinations during their quarter-hour broadcasts.

WTIC Orchestra

Hartford, Conn.—Rudy Martin and the WTIC staff orchestra recently returned to the air under the title, "Rudy Martin and His Music." Heard daily Monday through Friday at 2:45 p.m., the musical program will work in news headline and highlights.

WRZE In Tribute

York, Pa.—Saul David, WRZE program director, and George Luckett, staff writer, have seen to it that proper honor was given to Ben Sipe, an old-timer who had been a lifesaver on the Susquehanna River all his life, saving hundreds of lives while on duty there. WRZE took the initiative and with the help of Mayor Felix Benzel and York's civic leaders, a Ben Sipe Day was proclaimed to pay tribute to a man who had served his community long and well.

Pioneer Of The Airwaves

Oakland, Calif.—Wilt Gunzendorfer, general manager of KROW, has been elected a member of the Radio Pioneers, a club composed of people who have been in the radio industry for 20 years or more. Gunzendorfer was found well-qualified for membership since he began in radio in 1921.

Kelley Upped At WCAE

Pittsburgh, Pa.—Bill Kelley has been made promotion manager of WCAE, replacing John Wilkoff who has gone over to a similar position at WCOP in Boston. A graduate of the University of Pittsburgh, Kelley has served as publicity director and merchandising manager of WCAE since his return from the armed forces.

KGVO Adds To Continuity

Missoula, Mont.—Elizabeth Bauman Smyth has been added to the continuity staff at KGVO. A native of Boston, she attended William and Mary College in Virginia and worked for a weekly newspaper in Townsend, Mass. and in the sales department of the Fitchburg, Massachusetts Paper Company before entering the radio field.

"Parade Of Progress" On WHFB

Dowagiac, Mich.—The 11th community-wide "Parade of Progress," a tie-in with Dowagiac's centennial birthday celebration, got under way recently with radio coverage by WHFB. Parades, exhibits, meetings of various kinds and sizes made up the "parade." A special gathering of housewives, The Homemakers' Theater, also was carried by WHFB.

WCSC To Sea

Charleston, S. C.—Recently, Bob Truere, director of news for WCSC, did a broadcast from aboard a ship which was landing the first shipment of English Fords to be imported through the port of Charleston. The cars were for distribution through the Carolinas and Truere made his coverage of the event so pleasing to the Ford people that transcriptions of it are being sent to other stations and Ford dealers in the Carolinas.

Air High School Sports

Paterson, N. J.—The Sunday morning "Hi Sports" program has returned to the air over WPAT with Mervin Hyman. Sports news in north Jersey's high schools and interviews with coaches and players are featured. Hyman has been sports editor of the Englewood Press for the last 15 years.

WOAI Star Cowboy Singer

San Antonio, Tex.—In a recent article in the Saturday Evening Post, J. C. Furnas named Red River Dave, WOAI's own cowboy singer, along with Gene Autry and Roy Rogers as tops among radio's western stars.

Wedding Service Waxed

Buffalo, N. Y.—Al Zink, the Uncle Bill of WEBR, arranged to have a recording made of a wedding ceremony in order that the bride's mother who is ill in Tucumcari, New Mexico, could have it. Zink got the request for the transcription from the mother's doctor through station KTNM, Tucumcari.

Cosgrove Forecasts Wide TV Expansion

(Continued from Page 1)

million, with the total audience around 100 million.

"Within the next five years, television, in all its ramifications, will be giving employment to at least 1,000,000 people and at the end of that time will have injected an investment of \$8,000,000,000 into the economic blood stream of America," Cosgrove said.

Cosgrove stated that the television industry is growing much faster than radio did in its early days. During the first nine months of this year 500,000 TV receivers were produced compared with 85,000 over the same period in the previous year.

By the first of the year, Cosgrove continued, inter-city television networks will consist of approximately 5,000 miles of channels linking 15 major cities from the East Coast to the Mississippi river. Within the next five years at least 400 television stations are expected to be on the air in 140 cities.

Forecasting production by 1951, Cosgrove said that the annual production of receivers will be in the neighborhood of 2,000,000 units. In 1953 the total number of sets is likely to be 12,000,000 with some 50,000,000 in television's day to day audience.

Affiliates Advisory Board Meets At CBS Nov. 10-11

(Continued from Page 1)

WATG, Worcester, Mass., secretary, District No. 1; C. T. Lucy, WRVA, Richmond, Va., District No. 3; Glenn Marshall, Jr., WMBR, Jacksonville, Fla., District No. 4; Howard Sumerville, WWL, New Orleans, District No. 5; Richard Borel, WBNS, Columbus, O., District No. 6; William Quarton, WMT, Cedar Rapids, Iowa, District No. 7; Kenyon Brown, KWFT, Wichita Falls, Texas, District No. 8 and Clyde Coombs, KARM, Fresno, Calif., District No. 9.

CBS executives who are to attend include:

Frank Stanton, president; Joseph H. Ream, executive vice-president; Howard S. Meighan, vice-president and general executive; Lawrence Lowman, vice-president and general executive; Herbert V. Akerberg, vice-president in charge of station relations; J. Kelly Smith, vice-president and director of station administration; William C. Gittinger, vice-president in charge of sales; Hubbell Robinson, Jr., vice-president and director of programs.

Also, Davidson Taylor vice-president and director of public affairs; Victor M. Ratner, vice-president in charge of advertising and sales promotion; Earl Gammons, vice-president and director of CBS' Washington office; J. L. Van Volkenburg, vice-president and director of television operations; William B. Lodge, vice-president and director of general engineering; Samuel R. Dean, treasurer and comptroller; Oscar Katz, director of research, and William A. Schudt, Jr., director of station relations.

U. S. Mediator Effects Halt Of RWG Strike

(Continued from Page 1)

have moved onto the scene voluntarily on its own initiative. This marks the first time that an intermediary has come into the controversy.

The last minute development brought the following statement from the RWG:

"At the request of J. R. Mandelbaum, assistant regional director of the Federal Mediation and Conciliation Service, the radio writers have agreed, pending federal efforts at conciliation, to suspend plans for picketing radio programs produced by advertising agencies and independent producers which have not signed letters of adherence to the Minimum Basic Agreement in effect between the Radio Writers' Guild of the Authors' League of America and the four major networks.

"Approximately 70 independent producers have signed letters of adherence, but most advertising agencies have not.

"Picketing plans are being held in readiness by the radio writers, in case the mediation fails."

The Guild has sought to have agencies and producers sign letters of adherence to the Minimum Basic Agreement, agreed to by the networks last year, covering free lance writers. The agencies have asked that, prior to any negotiations for a contract, the Guild first obtain NLRB certification.

Engineering Personnel Changes Announced In Chi.

Chicago — Howard C. Luttgens, chief engineer of the NBC central division, announces a number of promotions and transfers in the engineering department personnel. Vern D. Mills has been promoted to the post of transmission engineer in AM operations, replacing Paul Moore, temporarily assigned to NBC New York television for training. Clark P. Lonie and Donald J. Wilson moved from the AM staff to tele station WNBQ transmitter staff, and Lester L. Washburn is name TV studio engineer.

Other AM engineering changes were the promotions of C. Vernon Corliss to fill Mills' position as junior control supervisor in master control, and of Fred Shidel and Harold D. Royston to master control.

Temporary employees named to regular positions on the AM engineering staff are Laurel L. Caudill and Morton A. Clarke, to the WMAQ transmitter; Robert M. Daly, William A. Easley, Jr., Don R. Fitch, Walter V. Lester, Alois B. Osterhoff and Huel G. Powell, to studio engineers. Richard Riedle was added to the staff as a studio engineer.

Stork News

John Mallow, narrator-announcer on WGN, Chicago, and Mrs. Mallow became the parents of a son, David John, on October 19.



RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 45, NO. 18

NEW YORK, WEDNESDAY, OCTOBER 27, 1948

TEN CENTS

HOOVER COMMITTEE REPORTS ON FCC

Higher Adv. Budgets Forecast For 1949

Prospects of higher advertising budgets for 1949 were revealed by E. T. Batchelder, ANA vice-president and secretary, in a survey report made to the Association of National Advertisers during the convention sessions yesterday at the Waldorf-Astoria Hotel.

The report, based on the first 139 replies received by ANA, indicated that the advertising expectations for 24 industrial companies under \$50,000,000 for 1949 as compared with

(Continued on Page 3)

Mediator Tries To Break RWG-Agencies Deadlock

Mediator J. R. Mandelbaum rolled up his sleeves and began an all out effort yesterday to break the deadlock between the Radio Writers Guild and advertising agencies and certain package producers. Mandelbaum, assistant regional director of the Federal Mediation and Conciliation Service, was in session with Guild officers for two hours in the morning and conferred with agency representatives all afternoon.

The mediator said last night that

(Continued on Page 2)

Mobile Radio Planned By Canadian Stations

Montreal—Two companies have applied to the CBC board of governors for permission to broadcast radio programs produced for mobile audiences using buses and street cars in Montreal and Toronto.

One application is sponsored by the Canadian Marconi Company, operator

(Continued on Page 2)

Innovation
A laboratory model of an electronic device which converts reading matter into the sounds of individual letters, thereby enabling a blind person to read printed words, was demonstrated for the first time last night at a meeting of the New York Electrical Society in Engineering Societies Building.

Hayes Named V.-P. Of CBS Web In 'Frisco

Arthur Hull Hayes, general manager of WCBS since 1940 and a member of the Columbia Broadcasting System organization for the past 15 years, has been named vice-president in charge of San Francisco office of the network, Frank Stanton, president of CBS, announced yesterday. Hayes will take over his new post when the transfer of KQW and KQW-FM to CBS is completed.

In his new post, Hayes will be in full charge of CBS activities in the

(Continued on Page 3)

Navy Day Programs Heard On Stations

Both networks and stations throughout the country are observing Navy Day with special programs emphasizing the role of the Navy both in peace and war. Programs being presented include:

NBC's Navy Day address by Admiral William H. P. Blandy, Commander-in-Chief of the Atlantic Fleet, from Detroit, 1-1:30 p.m.; WCBS' doc-

(Continued on Page 4)

Rural Area Radio Service Shows Substantial Increase

Indicative of the increasing radio interest in the rural market areas, the U. S. Department of Agriculture released the results of a survey yesterday which shows there has been a 57 per cent increase in the number of stations broadcasting farm market news in the Northeast within a year's time. At present 197 stations regularly schedule market news and last year the total number was 126 stations. The Production and Marketing Ad-

Confidential Analysis Of Commission Being Circulated In Washington; Changes Are Recommended

Washington Bureau, RADIO DAILY

Washington—An exhaustive report covering the personnel, functions and administration of the Federal Communications Commission has been completed by the Commission on Organization of the Executive Branch of the Government of which former President Herbert Hoover is chairman. The report, a confidential analysis of the FCC, has been circulating here in government circles this week.

The Commission would remain a seven-man independent body, but should undertake a more consistent regulatory program in the broadcast field, it was said, with wider discretion as to penalties for violations.

Retirement benefits and salary jumps to \$15,000 per year for commissioners were recommended. Continued White House power to appoint the chairman was proposed, with Commission terms staggered so that none expires in the last year of the President's term of office. "More frequent contacts with non-industry groups" were proposed, with several references in the body of the report to a tendency on the part of the Commission to listen too closely to industry spokesmen.

An immediate "emergency short-

(Continued on Page 5)

ABC Sets New Policy To Conform To Code

In order to comply with the NAB code, which becomes effective next Jan. 1, ABC yesterday notified advertisers and agencies of certain changes in network policies, particularly time allotments for sponsor messages. Official announcement was released by Mark Woods, ABC president.

Details of the policy changes were outlined by Woods at a Station's Advisory Committee meeting which concluded a two-day session in New York yesterday. The changes, all

(Continued on Page 5)

Four Web Hookup Planned By Demos.

Tentative plans call for a four network 15-minute Election Eve program sponsored by the Democratic National Committee which will bring President Harry S. Truman and vice-presidential candidate, Senator Alben Barkley, to the microphones between 10:30 to

(Continued on Page 3)

To Give Thanks

WEVD continues its current series of programs extolling the American way of life with a special Thanksgiving Day broadcast from the Freedom Train, in New York on that day. Prominent Jewish personalities will speak for all Americans and for those of Jewish origin in particular in expressing appreciation for the Freedom Train decorations and what they symbolize.

About Time

Jackpot on Red Benson's Movie Matinee over MBS, worth \$3,000 in household goods, was won yesterday by a bachelor who said he had no use for the loot and asked that it be auctioned for the benefit of the Damon Runyon cancer fund. Winner, Samuel J. Schaunbach, of Jersey City, said all winners should give at least part of their winnings to charity.



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JOHN W. ALICOATE : : : Publisher

FRANK BURKE : : : : : Editor

MARVIN KIRSCH : : : Business Manager

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WEST COAST OFFICES
Ralph Wiik, Manager
6425 Hollywood Blvd. Phone: Granite 6607

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

CHICAGO BUREAU
Nat Green
1417 Ashland Bldg. 155 No. Clark St.
Phone: State 2332

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

FINANCIAL

(October 26)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
ABC	67 1/2	63 3/4	63 3/4
Admiral Corp.	17 3/8	17 1/4	17 1/4
Am. Tel. & Tel.	152 3/4	152 1/2	152 1/2	+ 1/8
CBS A	23 3/4	22 3/4	23 1/4	+ 3/8
CBS B	23	23	23	+ 1/2
Farnsworth T. & R.	6 3/4	6 3/8	6 5/8
Gen. Electric	42 1/2	42	42 1/4	+ 1/4
Philco	42	41	41	+ 3/4
Philco pfd.	83 1/2	83 1/2	83 1/2	+ 1 1/2
RCA Common	13 1/2	13 1/4	13 1/4	- 1/8
RCA 1st pfd.	70	70	70
Stewart-Warner	14	13 3/4	14	+ 1/8
Westinghouse	30 1/2	28 5/8	28 3/4	- 3/4
Westinghouse pfd.	93 1/2	93 1/2	93 1/2
Zenith Radio	29 1/4	29	29	- 1/2

NEW YORK CURB EXCHANGE

Hazeltine Corp.	123 3/4	123 3/4	123 3/4
Nat. Union Radio	2 3/4	2 3/4	2 3/4	+ 1/8

OVER THE COUNTER

Stromberg-Carlson	Bid 16 1/2	Asked 18
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WCBS Quiz Show Resumes

"Hits and Misses," audience participation stanza in which contestants trade their musical knowledge for cash prizes, returns to WCBS, New York, on Monday, Nov. 1, 5-5:30 p.m. Program will be heard five times a week with Harry Marble as emcee. Doug MacNamee will direct.

INS has served



SINCE 1935

★ **COMING AND GOING** ★

FLOYD BROWNFIELD, press information director of KNX, Los Angeles, has returned to the West Coast following a trip to New York for conferences at the offices of CBS.

GEORGE P. HOLLINGBERY, head of the national rep. firm bearing his name, is spending some time in Gotham on business.

MILO BOULTON, en route to Chicago to do a movie short for Wilding Productions, will fly from the Windy City to Boston to appear on the Sunday Gene Autry show, and from there will go to New York to announce NBC-Life and the network's television coverage of Tuesday's election.

ARTHUR PINE, publicity-public relations counselor, is back in town following a business trip to Chicago.

MORRIS NOVIK, radio consultant, last night was in the Nation's Capital, where he handled the Washington portion of the AFL broadcast on the American network.

SYLVIA DOWLING, radio commercial writer for Young & Rubicam, back to New York following two weeks on the West Coast.

CHARLES GARLAND, who earlier this week was here from KOOL, Phoenix, Ariz., has returned to the station.

ALLEN JACKSON, Columbia network salesman, is aboard the Dewey train in Chicago.

R. A. JOLLEY, president of WMRC, American network affiliate in Greenville, S. C., a recent visitor to New York, where he conferred with officials of the web.

Mobile Radio Planned By Canadian Stations

(Continued from Page 1)
of CFCF in Montreal. The company seeks permission to operate its FM station separately from its AM station. Now CFCF has to carry the same programs on both AM and FM.

CFCF officials have told the board they would offer a balanced program over the FM outlet but they would strive to appeal to mobile listeners. Transportation Advertising, Ltd., Toronto, has applied for a license for an FM station which would operate somewhat similarly to CFCF. The company now handles the advertising placed in street cars and buses.

Kate Smith 'Flower' Chairman

For the second successive year, Kate Smith will act as chairman of National Flower Week, to be celebrated through the land November 7 to 14, sponsored by the Society of American Florists. A different corsage of flowers will be sent to Kate each day during Flower Week. There are three different flowers which have been named for the famous radio star: the Kate Smith Chrysanthemum, the Kate Smith Rose and the Kate Smith Sweet Pea.

Wedding Bells

Frank Fitzpatrick, salesman in the New York office of George P. Hollingbery Co., national station reps. is honeymooning in Bermuda. His bride is the former Norma Seiffert.

10 YEARS AGO TODAY

(From the files of Radio Daily)

The FCC is being prodded by the Radio Manufacturers Association to set a date in the near future for hearings on television standards, as part of the radio industry's efforts to hasten commercial television. This action follows the limited-scale television service recently suggested by David Sarnoff. . . . World Broadcasting System has formed a new creative program selling organization to function in connection with the World Transcription Service. New department will operate in conjunction with the new Market Analysis staff.

Mediator Tries To Break RWG-Agencies Deadlock

(Continued from Page 1)
it was still too early to make any predictions but he will resume his discussions with the agency crowd this morning. Mandelbaum says that he still has assurance from RWG that free-lance writers will not begin a strike so long as he strives to effect a path to a settlement. The Guild withheld putting its strike plans in effect at Monday midnight after a last-minute request from Mandelbaum.

"The Strike Is On"

Despite the Guild's adherence to Mandelbaum's requests to withhold pickets from radio programs listed as unfair, Roy Langham, RWG national executive secretary, said, "The strike is on." He added, "Although the writers are not picketing, they are withholding material and rights."

Two agencies yesterday signed letters of adherence to the Minimum Basic Agreement now in effect with the four major networks—but for two specific shows only. Warwick & Legler signed to cover "The Democratic Record Show" and the H. B. Humphrey Co. signed for "Great Scenes From Great Plays," the series aired over MBS for the Episcopal Churches.

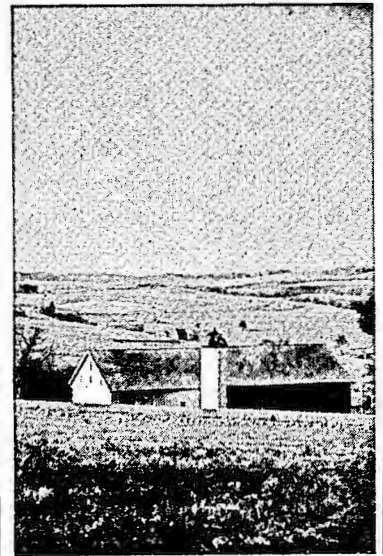
RWG Has "Unfair List"

Publication of a list of shows designated as "unfair" by RWG, which included "The Democratic Record Show" on ABC, brought a flurry of excitement to the Democratic National Committee and Sen. J. Howard McGrath.

The agency, Warwick & Legler, had not notified the committee, according to McGrath, of any dispute with the Guild because the agency reasoned that the program was written by staff employees and was not a part of the free-lance controversy. But just to cover the political program, which has only three more broadcasts, the agency signed a letter of adherence.

Sports Roundup On WOR

Sportscaster Russ Hodges has started a five-minute nightly sports roundup on WOR, New York, at 8:55 p.m. He replaces "Hy Gardner Says" in New York but Gardner continues to be heard at the same time on the Mutual network.



PEACEFUL

Peace is wonderful in the country. That picture proves it. But as long as you're in the business of buying radio time, you've got to stay in there and plough and prune and put on the bug powder.

Smart time buyers are never serene about their time buys.

And we're glad. Because year after year, W-I-T-H continues to deliver more listeners-per-dollar-spent than any other station in town.

You'll recall, too, that Baltimore is the 6th largest city in the States.

No wonder W-I-T-H is considered one of the most successful independent operations in the country. Do you use W-I-T-H?



W·I·T·H

Baltimore 3, Maryland
TOM TINSLEY, President
Represented by Headley-Reed

Hayes Named V.-P. Of CBS Web In 'Frisco

(Continued from Page 1)

San Francisco area with Donald W. Thornburgh, vice-president in charge of the CBS western division, continuing his supervision of all Columbia Pacific network operations, including those in San Francisco and the KNX operation in Los Angeles.



HAYES

Hayes came to CBS from Detroit in January, 1934, taking the post of account executive in Radio Sales. He was later appointed the department's Eastern sales manager, and in January, 1938, he became head of WABC. Serving first as sales manager, Hayes was later promoted to the post of general manager.

Aside from serving as general manager of WCBS, Hayes has been active in industry organizations. He has served as the chairman of the Sales Managers' Executive Committee of NAB; chairman of the NAB Committee on Standardization of Rate Cards; a member of the NAB Committee on Contracts and the NAB Retail Promotion Committee. Last week he was appointed to the board of directors of the newly formed Arthur Godfrey Productions, Inc.

During the war years he served as Office of War Information Regional Radio Consultant for New York and New Jersey. He is a member of the faculty of Fordham University's School of Communications Art; Chairman of the Radio Committee, Cardinals Committee of the Laity; and on the Board of Advisors of WFUV, Fordham's radio station.

Stovin Stresses Value Of Audience Measurement

Toronto—Horace Stovin, president of the Bureau of Broadcast Measurement in Canada, speaking before the Association of Canadian Advertisers yesterday, stressed the relationship of BBM with Broadcast Measurement Bureau in the United States and the co-operation of the two services. He said that the BBM survey of Canadian stations has become an integral part of station operations and pointed to the increasing number of advertising agencies using the BBM service.

★ AGENCY NEWSCAST ★

DAVID KARR, Washington and foreign correspondent and assistant to Drew Pearson for the last five years, will join William H. Weintraub & Co. as vice-president in charge of the public relations department on Nov. 1. William H. Weintraub, agency president, said Karr's association will open an important new field of increased service to the agency's clients and that several other prominent Washington and New York journalists will be added to the company's staff shortly.

HAROLD S. BARNES, director of the Bureau of Advertising, has been elected to the board of directors of the Advertising Council. He will represent newspapers on the Council board, replacing Alfred B. Stanford who has resigned from the Bureau of Advertising. In the past, Barnes was a veepee at Compton Advertising and before that was with Y&R and Pedlar & Ryan.

STUART D. LUDLUM, radio and television producer, copy writer and commercial movie maker, has joined the radio department of Marschalk and Pratt Company, New York, in a contact capacity on the Standard Oil Company (New Jersey) Philharmonic broadcasts. As former head of McCann-Erickson's radio-television-commercial department, script editor and production supervisor for Frank Hummert's Air Features, also free-lance writer and director, Ludlum has written, produced or directed over 10,000 radio broadcasts in New York, Chicago and Hollywood.

ARTHUR DALY, formerly head of the Los Angeles office of the Peck Advertising Agency has joined the New York office in an executive capacity.

WALTER WEIR, president, Walter Weir, Inc., will speak before the Advertising and Selling Course, conducted by the Advertising Club of New York, tomorrow, October 28th. His subject will be "How to Write Copy that Sells." This meeting will be held at the Engineering Societies Building, 29 West 39th Street at 6:15 p.m.

CHARLES M. STORM CO., Inc., advertising agency, effective Nov. 1, will change its name to Storm & Klein, Inc., according to an announcement by Allston E. Storm, president of both the old and the new corporations. Charles M. Storm will continue as chairman of the executive committee. Edward Klein, executive vice-president of Charles M. Storm Co. for the past 10 years, will continue in this capacity under the successor corporation.

DOUBLEDAY & COMPANY, Inc., announces the appointment of Raymond Spector Company, Inc., as its advertising agency for the Mutual Book Plan, and for a number of its other mail order activities.

GATE CITY LUMBER & SUPPLY CO., Fort Lauderdale, Fla., has assigned its account to the R. T. O'Connell Company, which has been handling the associated company, Gate City Sash & Door Company.

"MISS SHUSH" will be the honor guest Nov. 5, when the Advertising Women of New York entertain at their fall cocktail party at the Astor. A Bulova watch will be the prize for the man who guesses the identity of Miss Shush, a member of the club whose birthday falls on that day. Clues printed on the tickets will help the men select the birthday girl. Music will be supplied by Jenö Bartal and tickets are available through the club for \$3.50. The proceeds of this party will go to the Advertising Women's fund for the Salvation Army Home for Working Women.

E. F. HUTTON & CO., Los Angeles, announces the appointment of Erwin, Wasey & Company, Los Angeles, as its agency for the Los Angeles and Arizona areas, effective Nov. 1, 1948.

ROBERT O. SMITH, for 17 years with Lever Brothers, has joined Benton & Bowles to handle the merchandising phase of Maxwell House coffee promotion.

Four Web Hookup Planned By Demos.

(Continued from Page 1)

10.45 p.m., EST. The network time is being purchased by the National Committee as the final program of its planned series of network political broadcasts.

On Friday, between 9 and 9:30 p.m., EST., President Truman will be heard in special broadcast over ABC and NBC from the Brooklyn Academy of Music.

Tonight, the President is speaking over CBS from Boston and on Thursday he will be heard over Mutual from Madison Square Garden. This broadcast, according to Ken Fry, radio director for the Democratic National Committee, is being sponsored by the Liberal Party.

Higher Adv. Budgets Forecast For 1949

(Continued from Page 1)

1948 are: Up, 54 per cent, same, 37 per cent, and down, 9 per cent. Twenty companies over \$50,000,000 said: Up, 55 per cent, same, 45 per cent, and down none.

In the consumer goods category 93 companies reported on their advertising expectations as follows: More 55 per cent; same, 38 per cent, and less, 7 per cent.

Hey, Mister Motorist!

If, in driving through Fort Wayne, you're stopped by a man with a microphone, you'll be talking to Bill Bailey, roadside reporter on WOWO's "Hey, Mister Motorist" program. Bill has interviewed motorists from every state in the union. His novel program, stressing highway safety, wins high ratings... and helps make sales for its sponsor, a used-car dealer. All this is another example of WOWO's ability to build programs custom-made for your product, and for your budget. Want details? Check with NBC Spot Sales.

WOWO **FORT WAYNE**
ABC AFFILIATE

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

KGW and KGW-FM
PORTLAND, OREGON

COMPLETE SCHEDULE
SIMULTANEOUS SERVICE

REPRESENTED NATIONALLY BY EDWARD PETRY & CO.

SOUTHWEST



CHICAGO

By NAT GREEN

JESS BARNES, Mutual vice-president in charge of sales, stopped off in Chicago for chats with midwest officials before heading for meetings out west.

Glenn Snyder, WLS vice-president and general manager, will be one of the judges in an essay contest for school children, sponsored by the Izaak Walton League of America, aimed to stop pollution of streams.

Waage Heinberg, Danish journalist and broadcaster, recorded a number of interviews with prominent Danish-Americans during a visit to local NBC studios.

WGN-TV will televise six games in the Catholic high school football schedule in what is believed to be the first regularly televised high school league series in the country.

John Boyt has been appointed art director for station WENR-TV. He comes from New York, where he handled art work for theater, stage, screen and video.

Les Learned, Mutual's chief of engineering traffic, spent several days meeting with midwest Mutual officials.

Dr. John Holland, now in his 15th year in the unique position of full time pastor of station WLS, recently celebrated his 40th wedding anniversary on the station's "Dinner Bell" program. Staff presented a large decorated cake for the occasion, and roses for the "bride of yesterday," Mrs. Holland, who was also present at the celebration.

Judith Waller, director of public affairs and education of the NBC central division, has been named to the board of directors of the National Safety Council as alternate vice-president in charge of public information. She also has been elected to the board of directors of the Chicago Council on Foreign Relations.

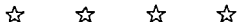
Navy Day Programs Heard On Stations

(Continued from Page 1)
umentary "Wings For The Navy," 5-5:30 p.m.; WJZ's Navy Day address by Admiral Louis E. Denfeld, Chief of Naval Operations, 11:20-11:30 p.m.; WOR's Navy Day music by Eddie Duchin, Lieut. Commander, USNR, 10-10:30 p.m.

1906 *Henri* 1948
CONFISEUR
FRENCH RESTAURANT
LUNCHEON from \$2.00
DINNER from \$3.00
COCKTAIL BAR
Famous French Candies
15 East 52nd St.
AIR CONDITIONED

Mainly About Manhattan. . . !

● ● ● NAB is seeking better relations with the N.Y. trade press and plans a series of luncheon conferences between the newspapermen and the organization's leaders. (Suggestion of a local NAB office was tabled because of limited public relations funds). . . . New RCA table television receiver now in production at Camden is reported to have less tubes than the conventional model and as a consequence will sell from 50 to 75 bux cheaper. . . . Democratic Nat'l Committee invested \$45,000 in radio and television time for Pres. Truman's address in Chicago Monday nite. . . . Both NBC and CBS, we understand, tried to pressure DuMont from starting its all-day television programming, which is bound to cut deeply into the radio audience. However, station having no radio ties, is going ahead with present plans and starts telecasting 16 hours a day (7 ayem to 11 p.m.) Nov. 1st. . . . To date, Al Jolson has recorded over 40 tunes for "Jolson Sings Again"—20 of which will be used in the film. . . . Television set manufacturers here to receive competition from a British firm (Baird) which will export 100,000 sets to the U.S. in '49. . . . Kelvin Keech, ABC announcer, just back from his first trip to Hawaii in over 20 years, is enlivening Radio Row with tales of his birthplace.



● ● ● Dick Condon, formerly with 20th Century and Walt Disney (and whose new novel comes off the Houghton-Mifflin presses next Spring) will preem his new air show, "Masquerade," over WLIB Monday from noon to 1 p.m., starring Allan Melvin in a new disc jockey idea. Latter imitates some 42 stars and is a regular one-man show. New series will be syndicated by Herman Bess, gen'l manager of WLIB.



● ● ● AROUND TOWN: Saul Reiss, of the Bernie Schubert office here, back at his desk after a 7-week siege of pneumonia. . . . That proposed series heckling radio's "private eyes" (with Arnold Stang) is the property of Aaron Rubin, crack comedy writer and cousin of Nat Hiken, who's one of the best. . . . Edw. C. Lobdell Associates now interviewing a new sales staff following recent "purge." . . . Eve Freeman sez that whenever you hear a rumor about the lifting of the Petrillo edict, it's merely a flash in the ban. . . . And John Bradford, after listening to a couple of new giveaway shows, opines that hysteria doesn't repeat itself. . . . Herb Sheldon's first screen shorts for Universal reported a clickeroo. . . . Jack Manning featured on Ford Theater's "Of Human Bondage" Friday. . . . Jack Barry, who poses many questions to his "Juve Jury" and "Life Begins at 80" panels, is posing questions of a different nature to Doris Sands, Latin Quarter lovely. . . . Guy Lombardo's music is now heard over more stations than any other ork in the country. (His Kaiser-Frazer show hits 480 on Mutual—220 more for his transcribed show—plus 6 network wires weekly from the Roosevelt). . . .



● ● ● VIEWS AND REVIEWS: The Chevrolet on Broadway television presentation with Mischa Auer and Arthur Treacher was wasted video. Neither performer had much to do and the material wasn't even worth doing. . . . Dr. George Gallup's CBS television show has promise, but the good doctor of statistics has developed a beautiful way of taking nine minutes to give you nothing. Last Sunday was blank night so far as this listener was concerned. . . . If Gov. Dewey is elected to the White House, will Ford Bond be made the official Presidential announcer? . . . Cy Pitts, who produces Dorothy Kilgallen's ABC show for Y & R, is the same gent who sang tip-top tenor for NBC out of Chicago some 15 years ago. . . . Joe Hasel improving as a football announcer with the passing of each week. He did a swell job on the television end of the Giants-Steelers game.

A NEW quarter-hour series of programs to be heard Monday through Saturday on station KONO, San Antonio is titled "A Call from Les Paul" and will be sponsored by the Robert Hall Clothes, local outlet. In addition to featuring Paul on the electric guitar, program will feature the Paul combo of bass fiddle, guitar and piano. The Williamson County Broadcasting Co., licensee of KTAE, Taylor, has applied to the FCC for assignment of license from Graham Conoley, Dr. Ramond Garrett and Ross K. Prescott to a new partnership composed of Dr. Garrett, Conoley and K. L. McConchie. In the deal Prescott sells his 20 per cent interest in the outlet to McConchie for \$10,000. The other two partners retain their 40 per cent interest each.

Ardyce Pfansteil, program director for KYFM, San Antonio, is taking a two week's vacation from her duties.

A special vote of appreciation has gone to the staff of KITE, San Antonio, for their co-operation in helping obtain registrars for the local draft boards. Glenn Krueger, KITE news editor, received a telephone call to aid in obtaining help to sign up men in the 23 to 25 bracket. Krueger scheduled the appeals every hour during the station's 5-minute news periods and on the regular 15-minute news periods. As a result enough volunteers responded, and made signing up of the young men a simple task.

Lillian Thorson has been appointed to the staff of the University of Houston as radio production teacher. She has worked with most of the leading networks and is author of many radio scripts. She worked with the late David Owen, originator of "Scattergood Baines." "Jack Armstrong" and other programs.

New radio quiz game has debuted on KITE, San Antonio, and will be heard Monday through Friday for a full hour and will be known as "Sixty Silver Minutes." Programs will be sponsored by Mrs. Bohnets Bakery, Sunshine Laundry, Roeglin Provision Co., and Sommers Drug Stores and will feature Alec Chesser as emcee. From letters sent into the outlet names will be selected and called during the program to answer question with silver dollars given in the payoff. During the program there will be a Jackpot Question which increases in value \$5 each day it goes unanswered.

A nine-week series of radio programs to boost the fund raising campaign for the Waco Methodist Home is being heard over KWTX, Waco.

White Rock On WNEW

The White Rock Corporation has bought three quarter-hour periods of Martin Block's "Make Believe Ballroom," WNEW, for its product, Sparkling Water. Sold to the beverage company are the 6:45-7 p.m. segments on the Tuesday, Thursday and Saturday shows. Agency is Kenyon & Eckhardt.

Hoover Group, In Analysis Of FCC, Scans Operation; Suggests Changes

(Continued from Page 1)

range planning program to single out immediate regulatory objectives and the policy determinations required for their achievement" was proposed by William W. Golub, New York administrative law expert who authored the highly confidential document. "While the program is being formulated," he said, "Commission business should be limited to matters of an emergency character and to policy issues of clearly immediate moment." Long-range planning activities should be the responsibility of the chairman, it was recommended, assisted by a staff planning committee.

"Sanctions of lesser severity than those now contained in the Act should be provided for the violation of Commission regulatory policies by broadcast licensees," Golub recommended. "Civil penalties or cease and desist orders or both should be satisfactory." In another section of the report the author was highly critical of the Commission for promulgating policies, winning court sanction and then failing to enforce them vigorously.

Commission Acts Criticized

On the other hand, it was said that the Commission has made "little, if any, attempt to avert the effect of court decisions by resorting to delicate distinctions. . . . The Commission has been satisfied that the courts have been sensitive to the problems before them and accordingly it has no hesitation in abiding by the courts' interpretation of the act. . . .

"In those situations where the courts have disagreed with the Commission's construction of the Act, steps have been taken immediately by the Commission to adjust its procedures and its policies to the judicial interpretation. On the other hand, judicial affirmance of the Commission rulings, even when unequivocal, has not inevitably been followed by a vigorous enforcement of the approved policies."

Comments on Network Rules

For instance, Golub said, "there has been virtually no effort to enforce the letter of the network rules, and the adequacy of the rules to meet present-day conditions is almost completely unexplored. While shortage of personnel is a possible reason, it may be also that the Commission laxity 'reflects' a disinclination to come to grips again with the network interests.

"The consequence of lack of vigorous enforcement in this area is most serious. It is highly likely that if the regulations had not been promulgated the networks would have been subjected to anti-trust litigation along the lines of that directed against the movie industry. Since they have been subjected to rules designed to eliminate monopolistic practices, the networks in effect have gained an immunity to anti-trust suits.

"Won Battle But Lost War"

"In the light of the Commission's failure thus far to enforce the rules and to modify them to meet current conditions, the chain broadcasting case

may truly be characterized as one in which the Commission won the battle but lost the war."

Although FDR was behind the newspaper-radio study, the White House has never dictated policy to the FCC, the Hoover commission has been told. In a confidential report on the FCC, covering every phase of the Commission's activities and responsibilities, Golub said that even where the views of the President have been known the Commission has shown no special inclination to accede to those views.

Fly Not Approached

There is no evidence, he said, "of any situations in which the President has attempted to affect the Commission's action in pending cases, even for the limited purpose of seeking their expeditious. Any efforts of this nature have been from the White House staff, if they have occurred, and without the President's knowledge." Since early in the chairmanship of James Lawrence Fly, Golub added, any such attempts have been directed at someone other than the chairman.

"When Fly first came to the Commission," Golub wrote, "he discovered that some applicants and industry representatives were attempting to funnel their views into the Commission through members of the Roosevelt staff. He soon arrived at an understanding with the President that, if there were any suggestions with respect to the administration of the act, he was to receive them from the head man and not from subordinates with special axes to grind."

Cites Coy Incident

Only once has the present chairman, Wayne Coy, discussed a pending case with the President, the report states. Suspecting that an attempt might be made to exert pressure through the White House on the Commission, Coy went out of his way to advise the President beforehand what the Commission had decided. "In this way he sought to prepare the President for the anticipated repercussions and also to avert any subsequent inclination on the part of the White House to attempt to intervene."

President Roosevelt was described as "particularly interested in communications problems and had fairly frequent talks with Fly and Porter about all types of important policy questions. President Truman, on the other hand, apparently had a lesser personal interest in the field."

FDR Wanted Gov't Stations

At one point, the report relates, FDR was very much interested in the idea of establishing "a small group of Government stations which, operating on clear channels with superpower, would be able to bring broadcast service to the rural areas." The Commission considered the matter, but eventually abandoned it.

It was revealed, too, that FDR was "greatly troubled" by newspaper ownership of radio stations, feeling

that the public interest would better be served by more diversified ownership of communications media. "At his request, therefore, Fly raised the problem with the other commissioners, and the protracted newspaper-ownership study resulted."

Golub said there is no evidence that the President's interest in the matter was "even revealed to the other commissioners, (but) there was a general suspicion that the investigation had been prompted by him.

No "Bringing Into Line"

"Commission chairmen seem to have felt that they should discuss policy with the President, but there is no indication that the President has succeeded in achieving Commission compliance with his desires through pressures exerted by the chairman. The newspaper ownership issue probably was a high mark of Presidential interest in this type of problem and the Commission's ultimate policy determination fell far short of the President's views."

There is no indication that the President had used his powers of appointment to the Commission, or removal, to bring commissioners "into line with his views," Golub wrote, nor that he has tried to "stack" the body.

Lauds Commission Chairmen

Commission chairmen, it was said, "have all been men of great ability and integrity. Their personalities and philosophies have been of such a kind as to leave no room for belief on the part of the President that they would automatically take orders from him."

Appointment of commissioners has certainly not been free of political considerations, the report said. The naming of former Commissioner C. J. Durr in 1941 was decided upon largely because he was an Alabamian and would succeed an Alabamian. When Durr declined re-appointment, the report said, it was largely on the political ground that the GOP Senate might refuse to reconfirm him. The choice of his successor, Commissioner Hennock, was also politically inspired, said Golub.

Naming of Woman Desired

"When Durr announced his contemplated resignation," Golub wrote, "Miss Hennock sought to obtain the appointment." Her lack of a communications background was perhaps in her favor, the report said, in view of the antipathy of a powerful member of the Senate Interstate Commerce Commission (obviously Senator Tobey) "toward anyone connected with the communications industry.

"Miss Hennock's chief qualification, however," said Golub, "was her sex. For many years there has been a great deal of agitation for the appointment of a woman to the Commission. It was felt at the White House, therefore, that the Republican Senate would be loath to stimulate ill will on the part of women voters in an election year by refusing to confirm the first female appointee to the Commission."

ABC Sets New Policy To Conform To Code

(Continued from Page 1)

approved by the committee, include the exact commercial time limitations per program, ranging from 5-minute shows to full hour broadcasts, as stipulated in the official NAB code.

But in the case of prizes on giveaway shows such as "Stop the Music" and "Bride and Groom," ABC will give its own interpretation—and there is no predetermined yardstick—to how much descriptive material relative to the prizes constitutes commercial time. The network's official announcement stated:

"ABC has decided that in announcing the prizes on such giveaway programs it will count as advertising any unduly detailed descriptive material used in connection with the award as well as the trade name of those furnishing the prizes."

By this statement, ABC announces that it will count as commercial copy only trade names and "unduly detailed descriptive material" related to prizes on giveaway shows, thus leaving the way open for its own decision as to what might be "duly descriptive material" and not subject to commercial time limits. An ABC official confirmed to RADIO DAILY that such is true and that each case must be handled on its own merits.

In addition to new policies pertaining strictly to giveaway programs, ABC also has set a new ruling for contests, those conducted by sponsors on their own programs. All copy pertaining to contests on programs, concerning the exploitation or sale of a sponsor's product or services, will be counted as commercial time. This will also cover any references during the course of a broadcast made to prizes or gifts offered to participants in radio contests.

ET Disk Jockey Series Sold To 100 Stations

Kermit-Raymond's "Robbins Nest," hour-long transcribed disk jockey show starring Fred Robbins, has been bought by more than 100 stations around the country, according to Ray Green, K-R veepee and general manager. Show is sold in a package of 52 programs.

"Robbins Nest" features a name guest on each show. Kermit-Raymond has built a special promotion campaign for stations using the series which includes a giveaway feature, "Fred Robbins Dictionary of Spectacular Vernacular."

Sokolsky A Co-op.

ABC's quarter-hour weekly show featuring columnist George Sokolsky of the New York Sun, has been put in the co-op class. Program is sponsored on WJZ, New York, by the Sun every Sunday at 11:15 p.m. Agency is Victor A. Bennett. Program is heard on the network at 10:45 p.m., EST, on Sunday and starting Dec. 19 Sokolsky will be heard in New York at the same time his show is aired on the network.

Farm Market News Increasing On Radio

(Continued from Page 1)
from 6:30 to 7:00 A.M. Broadcasts then fell off to a few scattered reports between 8:00 A.M. and noon, when they began rising quickly to the day's second highest level between 12:30 and 1:00 P.M. Frequency of market news broadcasts then fell off to a fairly low level, picking up only slightly in the 6:00 P.M. service period. No market broadcasts were reported after 7:30 P.M.

Nationally, market news is being made available to farmers by nearly 1100 radio stations, the survey revealed. This is the largest number of stations which have ever carried Government market reports, and is a 45 per cent increase over last year's total of 744. The Production and Marketing Administration sent questionnaires to 1,732 stations. Replies were received from 1,394 stations, of which 1,079 reported one or more market news broadcasts each weekday.

Faught Opens Office For Local Relations Service

Millard C. (Tex) Faught, public relations counsel for the Industry Music Committee, has set up a New York consulting firm under the name of The Faught Co. with a special Community Relations Service. He was formerly executive veepee of Young & Faught.

Faught has launched his new company to develop and execute special community relations and development programs for radio and television stations, theater chains, banks, public utilities and other types of enterprise seeking to create and influence community action and understanding.

Bakers Buy Spots

General Baking Company, for Bond Bread, has purchased three participations per week, Monday, Tuesday and Thursday in the "This Is New York" program over WCBS, 9:15-10:00 a.m. Agency is BBD&O, Inc.

Madison Square Garden Corp. for the Ice Follies, has purchased a week of participations in the Housewives Protective League-Starlight Salute over WCBS, effective Nov. 10, thru Smith, Bull & McCreery.

COAST-TO-COAST

"Ladies" At Christmas Carnival
Birmingham, Ala.—The Birmingham Christmas Carnival, rated as one of the nation's top holiday activities, will feature a Municipal Auditorium broadcast of the program "Ladies Be Seated." The carnival will run Nov. 22-26 with Raiford Ellis as chairman.

Air Georgian WAC In Germany
Atlanta, Ga.—Bob Van Camp featured a transcription made in Germany by WAC Captain Mary W. Wakeford of Statesboro, Ga., on his WSB "One-Thirty Date" show recently. She told about her teaching job in the Army's German Youth Center at Griesheim, near Frankfurt, Germany and how hundreds of youngsters there were learning about America.

WREN In Movie Houses
Topeka, Kan.—The audiences in the three first-run movie houses will hear the latest returns on Election Eve via a direct wire service from WREN to each of the theaters. Newscasters will air 5-minute national, state and local returns at intervals throughout the evening. Arrangements were made by WREN's assistant manager, John Bondesen, and C. A. Stewart of the theater organization.

WEAT In Western Union Stunt
Lake Worth, Fla.—C. L. Menser, owner of WEAT, NBC affiliate, announced recently that distribution of its printed program schedules to more than 7,500 homes had been accomplished by means of uniformed Western Union messengers. This is believed by WEAT to be a "first" time for such promotional activity.

"Boston Tea Party" On WCOP
Boston, Mass.—WCOP's "General Electric Boston Tea Party" was staged recently at Rose Wharf in commemoration of the historical event. Broadcasters wore Indian garb for the occasion and Ron Cochran, WCOP news director, was dressed up as a Town Crier of Revolutionary days. The U.S. Tea Association tied in with the celebration with its convention in nearby Swampscott, Mass.

'Junior Safety Council' Broadcast
Canton, Ohio—Junior school police and deputy sheriffs in the Stark County school safety program are all anxious to get the chance to appear on the recently inaugurated safety series on WHBC called, "The Junior Safety Council of the Air." Such an appearance on the Saturday morning show is, along with certificates of honor, one of the awards in a merit system set up for the safety project.

Loft Candy Buys Time

The Loft Candy Company has purchased sponsorship of the Tuesday and Thursday 8:30-8:45 a.m. portions of the "Hi! Jinx" program starring Tex McCrary and Jinx Falkenburg, it has been announced by Donald A. Norman, sales manager of WNBC.

Gov. Youngdahl On KSTP

Minneapolis—Governor Luther W. Youngdahl of Minnesota was interviewed recently by Ralph Edwards of NBC's "Truth Or Consequences," on a special transcription on KSTP and the Northwest network. The subject of the interview was the "Mr. and Mrs. Hush" contest and its beneficiaries, the National Committee for Mental Hygiene and the National Mental Health Foundation.

"Soil" Winners Named

Denver, Col.—Winners of the first KLZ-Denver Post Soil Conservation Contest have been announced by Lowell Watts, KLZ farm reporter. Entries came from two-thirds of Colorado's soil conservation districts and the winning districts, each awarded \$500 cash, were San Juan, Bent, Haxtun, Plainview and Central. In addition, Watts has broadcast 18 remote programs for his KLZ Farm Reporter program from the various sections of the state.

Announcer-Organist At WSB

Atlanta, Ga.—Bob Van Camp, WSB announcer-organist, appeared recently at the console of the largest theater organ in the South in Atlanta's Fox Theater. It was in connection with the Georgia Tech freshman show.

NATIONAL TELEVISION FILM COUNCIL

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National Director of
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TELEVISION DAILY

Daily section of RADIO DAILY, Wednesday, October 27, 1948—TELEVISION DAILY is fully protected by register and copyright

BIG CROWD ATTENDS ANA TV MEET

TELE TOPICS

REVIVAL of two-a-day vaudeville is in the cards as a result of the popularity of "Toast of the Town," Texaco Star Theater and other vaudeo stanzas. Outlying theaters in the New York area are already featuring week-end vaudeville, giving billing to some of the oldtime troupers who have been reborn before the ikes. Touring stage units are also in prospect with artists doubling on local stations while playing theater dates. . . . CBS' other network will do five interview shows on "You and Television" beginning Nov. 8, with Frank Stanton appearing on the opener. Lyman Bryson will ask the questions during the series. . . . WBBM-TV, Buffalo, has expanded its program sked to seven nights a week, with afternoon programs five days weekly. Dealers in the area are asking for more test pattern time because of the rush on set sales.

VICK KNIGHT, veteran producer-director, has joined ABC's West Coast operation as a creative consultant on AM and TV shows. . . . Herb Swope has been engaged by Geyer, Newell & Ganger to supervise commercial arrangements for Nash on the CBS-TV election coverage. . . . Oscar Katz, CBS research director, will speak on tele research at the Pulse luncheon at the Biltmore tomorrow. . . . At the ANA session last nite, Pat Weaver, of YGR, revealed that the agency shot 14,000 feet of film to get the 22 feet used of a cat in the Bigelow-Sanford commercial. . . . Surprise of the evening was the musical produced by Charles Durban especially for the event. Production was top-drawer and right out of Buck Rogers.

MID-WEST VIEWERS will see the Hildamroth "Black Magic Board" in action for the first time election nite. J. Walter Thompson is using the amazing gadget for RCA Victor commercials on the NBC web. The Life-NBC combo in the East also will use the board to illustrate voting trends. . . . Macy's reports that more than 2,000 youngsters—largest turnout ever for a P.A. at the store—swamped Bob Smith the other day when he showed up in the toy department to take part in the sale of "Howdy Doody" dolls. . . . APT Productions starts shooting the first three-reeler in its "Album of Songs" series today, with Stanley Simmons directing. Film is said to be one of most expensive made in the East, with the nut already over 15G's.

ON THE HEELS of an announcement by WCAU-TV that 52 advertisers are using their facilities, comes word from Philco that WPTZ has 65 accounts signed up. Let's not split sponsors, fellas. . . . Jim Stevenson's package firm is working out a quiz show with a special visual gimmick called "What's That?" Program would have viewers bring in curious gadgets with a board of experts (consisting of a mechanic, science editor and museum curator) attempting to identify the objects.

Present And Future Status Of Television Discussed; "Infancy Of Video Behind Us," Says Stanton; Trammell Sees "New Opportunity In New Medium"

Capacity crowd of more than 1,000 members and guests of the ANA filled CBS Theater No. 4 last night to hear top industry execs discuss present and future status of tele, its impact on the public and its value to the advertiser. In sum, the speakers told the men who foot the bill for all broadcasting that video is the fastest



TRAMMELL

growing industry in the country, that it is the greatest advertising medium of all and that its use today is an effective and valuable selling tool.

Niles Trammell, president of NBC, pointing out that TV "is a new opportunity in a new medium" and should not be considered "as a replacement for any present advertising," said that of the 14 hours of sponsored web time on NBC-TV, over 60 per cent has been purchased by advertisers not now using the net's AM facilities.

"The rush is on," Trammell said. "Almost daily, new advertisers are coming into television. In fact, at NBC we have more than doubled our network sponsors during the past 90 days." While many of the largest advertisers are effectively using video, he continued, smaller bankrollers "are also finding out that network television is paying off for them."

Attitude of Young & Rubicam toward video is "bullish," Pat Weaver, veepee of the agency, said. He revealed that 10 of the agency's 36 New York clients are now in tele. "In addition, 13 additional clients are working with us in some pre-television activity from kinescope analysis of present radio shows up and down, but all 13 are now considering a television plan specifically interpreted to their problems by their agency," he said.

Stating that the "infancy of television is already behind us, and . . . its maturity—as a magnificent medium of both communications and marketing—is assured," Frank Stan-

ton, president of CBS, outlined for the audience actual production costs of several typical shows on the air.

Some of the figures cited by Stanton, who gave them exclusive of time costs, follow: "Face the Music," \$674; "Winner Take All," \$1,730; "Toast of the Town," \$6,975; "Author Meets the Critics," \$1,850; "Tonight on Broadway," \$7,435; "We the People," \$1,800 for tele in addition to AM costs.

Stanton scored the "per market" basis for feature film charges, and said, "This is not the way national advertiser normally pays for radio programs and we are making a strenuous effort to get film people to accept the practice of network radio program-pricing rather than that of movie distribution. . . . In fact, we are not buying any films for network use which are priced on a 'per market' basis. And we don't intend to."

Preparation of film commercials by national advertisers for local sponsorship by department stores and other retailers as well as for in-store use was urged by Sam Cuff, consultant to Allied Stores, as "a most fertile field for the manufacturer to enter." Cost of such production is relatively small, Cuff said, but will place the manufacturer in "a dominant position with the individual retailer" and will obtain for him "a vast amount" of TV time "for the mere preparation and expense of producing" the spots.

Forecasting a minimum of 1,000 stations by the end of 1955, J. R. Poppele, president of TBA, said that the investment necessary to build new outlets will decrease sharply in the next few years. He estimated the cost of stations with applications now pending at \$325,000 each, or less than half the investment in each outlet now on the air. Cost of an expected 600 "satellite" stations to be built in lesser markets will be about \$90,000 each, he added.

NBC Merges AM-TV Operations In N. Y.

Operation of NBC flagship WNBT will be integrated with that of the web's local radio setup, WNBC and WNBC-FM, under direction of Thomas B. McFadden, manager of the latter outlets, it was announced yesterday by Charles R. Denny, web executive veepee.

Move is in line with a similar switch made on the network level several months ago, when tele operations were merged with those of the AM web.

McFadden will continue to report to James M. Gaines, director of O. & O. stations. Gaines, in turn, will report to veepee Harry C. Kopf on sound broadcasting matters and to Carleton D. Smith, director of TV operations, on WNBT.

Denny announced also appointment of John H. Reber, assistant TV production manager, as program manager of WNBT, reporting directly to McFadden.

E. T. Meredith, Jr. Named To T. A. Board Of Directors

Chicago — Edwin T. Meredith, Jr., vice-president of Meredith Publishing Company, Des Moines, publisher of "Better Homes and Gardens" and "Successful Farming," has been elected to the board of directors of Television Associates, Inc. Appointment was announced by Charles L. Collette, chairman of the board. Headed by Capt. W. C. Eddy, Television Associates manufactures video equipment under the patents and development of Eddy.

Other tele activities of Meredith Publishing include a station at Syracuse, New York, now under construction, and applications for stations at Albany and Rochester.

Tyler Named KFI-TV Mgr.

Los Angeles—Haan J. Tyler, program director of KFI, has been named manager of KFI-TV, it was announced yesterday by W. B. Ryan, radio head of Earle C. Anthony, Inc. Tyler has been in radio and the agency field on the Pacific Coast and in the Midwest for the past 25 years.

WSB-TV Signs With ABC

Atlanta Journal's WSB-TV has signed affiliation contract with ABC, giving the web a total of 14 affiliates plus five o. & o. outlets, three of which are on the air. WSB-TV, which began operation Sept. 29, is affiliated also with NBC.

WPIX Aids Paralyzed Boy

WPIX came up with a top human interest feature yesterday when it helped convince a polio-stricken boy that his dog was not dying. The boy, 11 years old, knew that his pet had undergone an operation and, thinking the dog was dying, was inconsolable. Station placed the dog on its "Pixlo Playtime" show, however, and the boy was able to see him on a set placed near his bed in Knickerbocker Hospital.

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RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television

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TEN CENTS

RECORDING BAN SETTLEMENT REACHED

NAB Sales Mgr. Com. Adopts 3 Resolutions

Washington Bureau, RADIO DAILY
Washington—In a two-day meeting here this week, NAB's sales managers executive committee voted resolutions condemning "free time," giveaways and "per inquiry" arrangements, which, it was said, may violate the NAB-AAAA standard contract. Such propositions were termed "unfair discrimination against the advertisers who buy advertising on that station at published rates and conditions." The resolution said such deals are in violation of Sec. 5 (A).
(Continued on Page 4)

FCC Refuses WNYC 'All-Night' For Nov. 2

New York's sole representative on the FCC failed yesterday to win special permission for New York City's own station, WNYC, to stay on the air all Tuesday night to present election returns, but Miss Frieda Hennock issued a blistering statement charging that the Commission decision will deprive New Yorkers of the type of coverage they should have of their own municipal elections. WNYC ran into the recent Commission determination.
(Continued on Page 5)

Former NBC Executive To Head Coast Agency

Hollywood — Lathrop Mack, formerly with NBC, has been named vice president and general manager of the Davis-Harrison-Simmonds advertising agency, Don L. Davis, agency president, announced yesterday. Mack was associated with NBC for 10 years and during the past two years was western spot sales manager with offices in Hollywood.

Political Debate

Two of the nation's most prominent political figures, Senator James H. McGrath, Chairman of the Democratic National Committee, and Senator Robert A. Taft, Republican Party's chief Congressional spokesman, will debate "Truman vs. Dewey" on the Columbia network's "People's Platform" Sunday, Oct. 31, 12:30-1:00 p.m., EST.

Timely

Cedar Rapids, Ia.—A dramatic reminder which emphasizes what happens to a nation when the people fail to take advantage of their right to vote is contained in each of the 30-second transcriptions prepared by WMT's program director, Douglas Grant and technician Kenny Blake. The sound of an exploding atom bomb and the voices of Hitler, Mussolini, Goebbels are used to stress the theme of WMT's campaign: "Vote any way you please, but vote."

New Peacetime High In Sales Announced

Setting a new peacetime sales high for the first nine months of 1948, Westinghouse Electric Corporation, yesterday announced the total net sales to be \$711,275,535. The net sales for the same period during 1947 were \$583,342,409.
While sales for the period showed a sharp increase the net income for the first nine months of 1948 declined.
(Continued on Page 3)

Gillette Sponsoring Army-Navy Game On AM, TV

Army-Navy football classic on Nov. 27 will be sponsored again this year by Gillette Safety Razor Co. on both AM and television—the radio version on Mutual and the TV account on the NBC network. This marks the second straight year that Gillette has sponsored the event on MBS and the
(Continued on Page 5)

FCC's Allocation Of FM, TV Better Than AM, Says Report

Washington—FCC handling of the overall problem of where and how many television and FM stations to authorize has been handled far more intelligently than was the case in the AM field, the Hoover commission was told. The present distribution of AM stations "has not achieved the desired end of bringing adequate radio service to the entire population," according to William W. Golub, New York lawyer who wrote the report.

AFM And Major Disc Makers Agree On Terms Of Record Royalties; Ban Will Be Lifted Soon

Major record companies and the American Federation of Musicians reached an agreement yesterday to settle the 10-month-old recording ban, pending Government okay of the trust fund plan, RADIO DAILY learned from an authoritative source. The contract to be signed, it was revealed, will be a five-year pact. James Petrillo himself initiated the move to break the deadlock by offering a compromise proposal to the record industry.

Last week-end, Milton Diamond, AFM general counsel, telephoned Brig. Gen. David Sarnoff, RCA president, and made a new proposition to settle the controversy. Sarnoff was told that AFM would waive its previous demand for retroactive royalties since last January 1 if the companies would agree to a slight increase in royalty rates in new contracts. It was the union demand for back royalties—reportedly amounting to some \$1,800,000—which proved a big factor in breaking off negotiations two weeks ago. Representatives of major platter firms held their own meeting yesterday morning to discuss Petrillo's proposal. Within a short period they found it acceptable and
(Continued on Page 2)

Set 'GOP Band Wagon' Show For NBC And CBS

As a climax to the GOP campaign, a full hour show from New York City, Hollywood, Charleston, W. Va. and Richmond, will be aired Monday evening from 9-10 p.m., EST over full NBC and CBS networks, and will be staged by the Republican National Committee.
Show will kick off from New York with Robert Montgomery as emcee. The rest of the New York portion will include: Irene Dunne, Bob Considine, Senator Ford, Harry Hershfield, Ray Milland, Zasu Pitts, Tex
(Continued on Page 3)

ASCAP Loser In Suit Against Theater Group

ASCAP lost the first of three anti-trust suits pending against it yesterday when Federal Judge Vincent Leibell ordered injunctive relief, but withheld divestiture, in the suit of Independent Theater Owners Assn. (ITOA) against the music licensing organization. Basis of the suit was the film-rental contract between the exhibitors and producers wherein the exhibitor was required to obtain picture-performing rights, through a li-
(Continued on Page 4)

Extensive Tour

Fred Waring and the Pennsylvanians are on a six-and-a-half-week concert and broadcast tour started Monday, Oct. 25. The tour will encompass 39 cities in fifteen states. In addition to the 41 NBC broadcasts, the company will give 39 full-length concerts. The tour will cover eastern and middle western states with appearances scheduled in key cities.



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JOHN W. ALICOATE : : : Publisher
FRANK BURKE : : : : : Editor
MARVIN KIRSCH : : : Business Manager

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WEST COAST OFFICES
Hindi Wilk, Manager
6425 Hollywood Blvd., Phone: Granta 0007
WASHINGTON BUREAU
Andrew H. Older, Chief 6417 Dablonaga Rd.
Phone: Wisconsin 3271
CHICAGO BUREAU
Nat Green
1417 Ashland Bldg. 165 No. Clark St.
Phone: State 2332

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

FINANCIAL

(October 27)

NEW YORK STOCK EXCHANGE

Table with columns: ABC, Admiral Corp., Am. Tel. & Tel., CBS A, CBS B, Farnsworth T. & R., Gen. Electric, Philco, RCA Common, RCA 1st pfd., Stewart-Warner, Westinghouse, Westinghouse pfd., Zenith Radio. Includes High, Low, Close, Net Chg. columns.

NEW YORK CURB EXCHANGE

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

OVER THE COUNTER

Table with columns: DuMont Lab., Stromberg-Carlson. Includes Bid, Asked columns.

Wedding Bells

Hollywood Beryl Davis, feminine singing star of NBC's "Your Hit Parade," was married last Sunday to William Mann Moore, Los Angeles disc jockey whose professional name is Peter Patler.

INS has served



SINCE 1935

Petrillo And Disc Leaders Reported Agreed On Terms

(Continued from Page 1)

they then notified Diamond of their decision.

According to the settlement plan, companies will pay a royalty of one per cent on records retailing for \$1 and less. There will be slight increases in royalty rates for records retailing for more than \$1.

Information was not immediately available as to when the making of records may actually be given the green light by Petrillo but it could be within a very short time, even days. Big question is whether the AFM will okay the making of records pending a Government decision on the royalty fund or if it will wait until the whole issue is cleared up.

between AFM and the companies. That may be saved for a brass band affair with lights. Attorneys of both sides are expected to spend the next few days polishing off the wording.

Whether it was coincidence or otherwise, Decca Records suddenly took a considerable jump on the New York Stock Exchange yesterday morning, closing one and one-eighths higher than it had the day previous. Within 30 minutes after the exchange opened Decca was a full point higher than it had been at Tuesday's close.

The whirlwind finish in making a settlement between record companies and AFM came just two weeks after Petrillo, the union board and the companies broke off discussions in a complete deadlock. The breaking off came after one full week of negotiations. Even so, the current settlement has been made in unusually fast time in comparison with usual negotiations, bearing out to some extent the contention that both sides were ripe for a deal.

FCC Mum On Ga. Award Of 165 Gs For Broken Pact

Washington Bureau, RADIO DAILY
Washington The FCC had no comment when apprised of the Georgia court decision awarding the Southern Broadcasting Co. \$165,000 damages from the Regents of Georgia Institute of Technology. The award was based upon the abrogation of the contract whereby the Southern Broadcasting Co. operated WGST, Atlanta, for the Institute. The contract was broken because the FCC refused to renew the WGST license unless the licensees recaptured the full control of their station.

A Commission attorney had appeared as a friend of the court to oppose the damage suit.

New Low Priced Set Announced By RCA

RCA Victor has announced a new and lower price bottom for its line of table model radio receivers with the addition of a four-tube AM set designed to retail at \$19.95, and a new AM-FM table model at a suggested retail price of \$59.95, twenty dollars less than any of the company's previous FM sets. A miniature AM model and an AM-shortwave table radio were also announced.

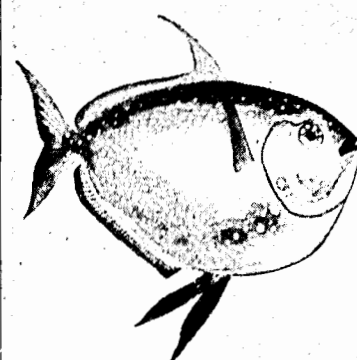
10 YEARS AGO TODAY

(From the files of Radio Daily)

Newspapers yesterday seized the opportunity to criticize radio as a result of the widespread publicity given the Orson Wollon broadcast of the "War of Worlds" over CBS. Complaints from the public that the show was a war scare, caused the dailies to play up the program, a fantasy on the invasion of this world by the people of planet mars. CBS' program department has stated that it will no longer use this technique of broadcasting and an FCC investigation of said program is impending.

WEVD advertisement: 5000 WATTS 1330 K.C. PROGRAMS OF DISTINGUISHED FEATURES in ENGLISH, JEWISH, ITALIAN. 3-RESPONSIVE AUDIENCES 3 MARKETS WITHIN THE NEW YORK METROPOLITAN AREA. Send for WHO'S WHO Among Advertisers on WEVD.

117-119 W. 46th St. HENRY GREENFIELD, Mar. Director N. Y. 19



It's an Opah!

Don't let that baby face fool you. That thing grows to a diameter of six feet, almost circular in shape, and weighs up to six hundred pounds! It's also called a Moonfish. The Chicago Natural History Museum had it on exhibit. May still have it.

Actually we picked that picture because we wanted to make a point about "starry eyes." Notice how that fish is spotted, even in its eyes?

"Starry" is the look that comes into a sales manager's eyes when he sees the low cost sales results W-I-T-H turns up in Baltimore radio!

For it is W-I-T-H, the successful independent, that produces more listeners - per - dollar - spent than any other station in this big town.

To keep down the cost of doing business in this 6th largest city ... in radio, pick W-I-T-H!



Baltimore 3, Maryland

TOM TINSLEY, President Represented by Headley-Reed

Set 'GOP Band Wagon' Show For NBC And CBS

(Continued from Page 1)

McCrary and Jinx Falkenburg. Happy Felton, Rube Goldberg, Bert Lytell and others. From Charleston, Fred Waring, his orchestra and glee club will cut in; while from Richmond, James Melton will be heard.

The Hollywood portion will be emceed by George Murphy and will feature among others: Ginger Rogers, Lionel Barrymore, Eddie Bracken, Gary Cooper, Frank Morgan, Adolphe Menjou, Victor Moore, Jimmy Stewart, Walter Pidgeon, Phil Harris, Alice Faye, etc. Show will be titled the Dewey-Warren Bandwagon.

Monday afternoon a show will be presented on the full NBC network from 12:30-12:45 EST and will feature Senator-elect Margaret Chase Smith, from Washington, with a talk directed to the women.

Tonight's airer will feature Gov. Stassen from Boulder, Colo., and will be heard over the Western network of 31 stations at 8:15-8:45 p.m., Mountain Standard Time. Other stations carrying it will be KSL, Salt Lake City; KOA, Denver, the Z-Bar, NBC net of Montana and KMPC, La.

Wedding Bells

Hugh Jones, news writer on WBBM, Chicago, and Billie Marie Hamilton, freelance magazine writer, were married October 25 at the bride's home in Wier, Kansas.

★ AGENCY NEWSCAST ★

JUSTICE CHARLES E. MURPHY of the New York State Supreme Court heads the list of judges in the National High School Essay Contest on Advertising sponsored by the Advertising Federation of America, according to George S. McMillan, chairman of the AFA Board, who announced the full list of judges yesterday. The others are Ross M. Cunningham, associate professor of marketing, Massachusetts Institute of Technology, at Cambridge; Dorothy Dignam, writer in the public relations department of N. W. Ayer and Son, New York; Donald M. Hobart, director of research, Curtis Publishing Co., Philadelphia, and Charles E. Lord, managing editor, Yale Daily News, New Haven. The contest now is in its third year.

PAUL GAYNOR, until recently chief of services branch, director public relations, Office of the Secretary of the Air Force, has rejoined Marschalk and Pratt Company, New York, after an absence of six and a half years in military service. He will act in a contact capacity on the Standard Oil Company (New Jersey) Philharmonic broadcasts.

HAZEL THOMPSON has joined the copy staff of Hanly, Hicks & Montgomery. She formerly was associated with William Esty, Lennen & Mitchell and Young & Rubicam.

BEN HOLDSWORTH, formerly in the J. Walter Thompson Company's Toronto branch, has joined the New York office, where he will serve in the agency's international department.

EDWARD ROSEN, formerly with Sidney Ascher Associates, has joined Walter Kaner Associates, New York public relations firm, as account executive.

HIZ-HIIZ of Ciudad Trujillo, Republica Dominicana, has appointed Melchor Guzman Company, Inc. as its United States and Canadian representatives.

EDWARD A. MERRILL, JR., has been appointed manager of the San Francisco office of Young & Rubicam, Inc. He joined the agency in 1931.

ANDREW J. HENDRY, vice-president of The Thomas A. Koppel Company, Inc., announces the inauguration of the Koppel News Service to be distributed to daily and weekly newspaper editors of the nation.

GEORGE GOODLETT has joined the staff of Benton & Bowles agency as an assistant account executive on the Post's Cereals account. Goodlett had been with the J. M. Mathes agency for nearly three years as an account executive.

New Peacetime High In Sales Announced

(Continued from Page 1)

to \$33,546,345 equal after preferred dividends, to \$2.45 per common share, compared with \$34,514,886 or \$2.53 per share for the same period last year.

Earnings for the past nine months represent a return of 4.7 per cent on total sales against 5.9 per cent on sales during the first three quarters of 1947. For the quarter ending September 30 net profit was equal to 62 cents per share compared with 94 cents per share in last year's third quarter.

Gwilym A. Price, president of Westinghouse, attributed the company's reduced earnings to higher labor and material costs and to the price reductions made on the company's products last spring.

Stork News

A son, Robert Scott, was born October 15 to Mr. and Mrs. Bob Lee at Wesley Memorial Hospital, Chicago. Lee is the writer of the WGN-TV video program entitled, "Moments of Melody."

Hollywood—William C. Gartland, head of NBC Library and Syndicated Shows and Library, and Mrs. Gartland became the parents of a baby girl, born October 25. Named Susan Frances.

"you need your head examined, Boniface"

Boniface wants WOR to smirk and say "we told you so" to advertisers.

Just because most of our powerful participation shows are sold out SOLID.

Nope, we won't do it, Boniface.

Anyhow, if the gentlemen step lively, we may be able to squeeze them in SOMEWHERE.

And, although in some cases there's standing room only, the first standees will be the first to sit down at the feast of sales when someone vacates.

WOR's daily "sell-out" participating shows:

Breakfast with Dorothy and Dick

The McCanns at Home

Martha Deane

Luncheon at Sardi's

The Barbara Welles Show

The Ladies' Man

Charlotte Adams (Sat. only)

WOR

mutual

Coming! Two great television stations...

WOR-TV, NEW YORK... CHANNEL 9... WOIC, WASHINGTON, D. C.



NAB Sales Mgr. Com. Adopts 3 Resolutions

(Continued from Page 1)

and 5 (B) of the NAB-AAAA standard contract, and warned that an advertiser abiding by the terms of the contract, has, in the belief of the committee, a legitimate cause of action against every station "which breeches its contracts by allowing what in effect amounts to a lower or more favorable rate."

Okays Convention Resolution

The group reaffirmed its endorsement of the 1946 NAB convention resolution against such propositions, and asked the board of directors to approve letters by directors to all stations in their districts urging rejection of such offers.

Two resolutions bore on the free time matter, the first condemning current "buying" of radio time on giveaway programs with merchandise to be awarded as prizes with free promotion, instead of on the established rate-card basis.

The other strongly disapproved the growing number of requests for free time for commercial promotions masquerading as "public interest" features. "The SMEC believes that in many cases the donation of time for such projects had made it impossible to obtain legitimate advertising appropriations for them because of the feeling on the part of individuals, organizations, and in some cases, industries, that such time can be gotten without pay from radio," the resolution said.

Approves "Check List"

The group recommended a check list, to be used by stations in determining legitimacy of such requests for free time. The list suggests investigation of paid advertising in other media than radio for such projects, inquiry into newsworthiness of the promotions, and into whether the project charges for admission or not.

In another resolution adopted at the two-day meeting, the committee recommended elimination of "hiatus periods" from network and station program schedules, contending that such hiatus grants in contracts have discouraged advertisers from using radio through the year.

Maintenance of a continuing file of "results stories" in TV advertising was recommended as a permanent NAB activity by the committee. It would be similar to a file long maintained for AM and FM stations.

A compilation of 100 such case histories was recently published by NAB, under the title, "operation traffic flow," with special attention to the use of radio to increase retail store traffic.

Full Committee Present

The full committee was present: Eugene S. Thomas, WOR, New York, chairman; Ray Baker, KOMO, Seattle; Gordon Gray, WIP, Philadelphia; J. Robert Gulick, WGAL, Lancaster; John W. Kennedy, WHAM, Rochester, N. Y.; Joseph B. Matthews, WIRK, West Palm Beach, Fla.; Odin S. Ramsland, KDAL, Duluth, Minn., and Frank Pellegrin, KSTL, St. Louis.



Windy City Wordage. . . !

• • • No one has yet been selected to replace Jack Sexton as director of production for WBBM. . . . Sexton moved to New York to take over the Arthur Godfrey early morning program. . . . Seva Records is reported planning to open a pressing plant somewhere in the vicinity of Chicago. . . . Joan Edwards, radio thrush, opened last Friday at the Blackstone Hotel. . . .

Chicago

The six-day bike races at International Amphitheater, October 31 and November 1, will be sponsored by Pabst Blue Ribbon beer for telecast over WENR-TV, with Bob Elson announcing the races. . . . Lovers of classical music will be interested in a compilation of pipe organ recordings of classical organ literature which has been made by M. H. Doner, Ph.D., of Winona, Minn., and James Cameron, of London, England. This "discography" includes more than 450 recordings. . . . Adeline Smith, secretary to A. W. Kaney, NBC station relations manager, has been appointed NBC chairman of the local Community Fund drive.



• • • WJJD has added an hour to its operating schedule and now signs on at 1 a.m. Tuesday through Sunday. Extra hour will be taken by "The Light Watch," disc program with Ted Travers as emcee. Addition of Travers increases the number of disc jockeys on the station to eight. The other seven are Ernie Simon, Al Benson, Marty Hogan, Dirk Courtenay, Rosemary Wayne, Frank Sweeney and Randy Blake.



• • • WGN-TV is now filming many of the commercials used on the station. Using camera equipment of the newsreel department, film is shot either on location or at the WGN-TV studio, and a staff announcer handles sound for the copy at the time of telecasting. . . . Bob Hartman, WBBM continuity editor who has written many of the plays heard on "First Nighter" and "Stars Over Hollywood," wrote the play "From Jessica, With Love," which will be heard on the CBS "Grand Central Station" program on November 13. . . . Dave Garroway, local disc jockey, will be featured on the studio commercials for Motorola television sets during the WENR-TV telecasts of boxing bouts on Tuesday nights. . . . WBBM and the CBS network will carry the first post-war annual Illinois Guard Military Ball to be held at a local armory November 6, with Ray Heatherton, New York band leader, as emcee. Governor Dwight H. Green of Illinois will make a brief talk. . . . Rex Allen, WLS "National Barn Dance" star, with his wife Bonnie and infant son, is back from a three-week vacation in Colorado, Arizona, New Mexico and Hollywood.



• • • Six "handie-talkies," two-way radio developed in Motorola's Chicago laboratories, were shipped a few days ago to King Farouk of Egypt, to be used to maintain two-way communications between the king and his bodyguards. The outfits, weighing only nine pounds, employ a crystal controlled FM transmitter and receiver in a single housing. They have been painted in the vivid national colors of Egypt, two in vermillion red, two royal purple, and two French blue, with the French style telephone handsets in gold.



• • • Forrest L. McAllister, who has been chief of the recreation division, special services, branch No. 8, Veterans Administration, has joined the staff of the American Music Conference as director of research and education. . . . Chicago Television Council will hold a three-day conference in Chicago some time in February, probably at the Edgewater Beach Hotel. Session will be devoted to panel discussions introducing video's leaders.

ASCAP Loser In Suit Against Theater Group

(Continued from Page 1)

cence from ASCAP, to music use in the producer's film.

Regarding ASCAP's collusive practices which were "threatening irreparable harm to the 160 motion picture exhibitors who are plaintiffs in this action, it appeared necessary (1) to prevent the splitting of the picture synchronization rights from the picture performing rights of the musical composition copyright; (2) to require that those rights be under one ownership and control, and (3) to require that when the picture synchronization rights of a musical composition are assigned to a motion picture producer, the picture performing rights be also assigned to the producer. By this means, the basis for the paragraph in the film rental contract, and the need for a license from ASCAP, would be removed."

Regarding the remaining two anti-trust suits against ASCAP, the Court declared "plaintiffs may ask leave to intervene in those suits and see therein additional and more sweeping remedies."

New York Disc Jockeys Plan Halloween Party

The Metropolitan Association of Disc Jockeys will be launched officially next Sunday, Oct. 31, at a special Halloween party for the disc jockeys given by the New York Heart Fund at their Dream House on 51 Avenue and 48th Street.

Paul Brenner, president of the MADJ, will accept a citation on behalf of all the disc jockeys, whose cooperation has earned the admiration of many organizations like the New York Heart Fund.

Ed Sullivan, Milton Berle and many other celebrities will be on hand to pay tribute to the men behind the turntable.

Sack To Distrib. Texas Film

Dallas—Sack Television Enterprises has acquired exclusive tele and theatrical rights to the "This Is Texas" series of one reel films produced by Nationwide Pictures, Inc., of this city. Deal made by Alfred N. Sack and F. K. Carrington, president of Nationwide, is for a five year period on six one reelers. Of the six, four have been completed and two are still in production. Completed are "This Is Texas," "Invisible River," "Bells of Texas" and "Swords and Ploughshares."

RCA INSTITUTES, INC.

The oldest and recognized as one of the leading Radio Schools in America, offers its specially trained Radio and Television technicians to the Broadcast Industry.

Our graduates have
 1st Class Telephone License.
 We solicit your inquiry.
 Address Placement Manager,
 RCA INSTITUTES, Inc.
 850 W. 4th Street, New York 14, N. Y.

FCC Refuses WNYC 'All-Night' For Nov. 2

(Continued from Page 1)
 ation not to make exceptions to its policy of granting no waivers of the 'temporary authorization' rule.

The decision was by Commissioners Hyde and Webster and Chairman Coy. Commissioners Walker and Sterling did not participate, and Commissioner Jones dissented. His dissent was not on behalf of WNYC, but rather on the ground that the rule has already been breached.

Miss Henneck wrote that WNYC, which operates limited hours on the 830 band assigned as a clear channel to CBS' powerful WCCO, Minneapolis, "is the foremost municipally owned non-commercial station in this country, with a long and meritorious record of service.

"On election night for the last 24 years this fine station has rendered a unique service to the people of New York. This station alone, because of its municipal ownership, utilizes the complete facilities of the Police Department and the Board of Elections throughout the city. Through this means it can bring to the people complete, accurate and up-to-the-minute returns of the elections in the City of New York. The network affiliates in New York must of necessity spend relatively less time on local New York returns. WNYC offers complete coverage of local New York elections.

"It is on Election Day that the people of this nation fulfill their greatest duty as citizens. No service that broadcasting can give could be more important than complete coverage of this uniquely Democratic institution. This Commission has recognized the value of such service by granting station WNYC special authority to broadcast election returns on election night for many years."

Apex Recording Studios To Scheuing, Feitelberg

Apex Recording Studios, formerly Carl Fischer Studios, have been purchased by Bob Scheuing, president, and Sidney M. Feitelberg, theatrical attorney. Scheuing and Feitelberg have refurbished and re-equipped the studios with the most modern facilities, and operate twenty-four hours a day. The services offered include master and commercial record pressings, NAB standard transcriptions, reference auditions, off-the-air recordings, complete theater-studio facilities including Hammond Organ and sound effects. Most of the Carl Fischer personnel were retained when Apex took over on September 1st.

Election Day Plans

For Election Day, WLIB moves into the city room of the New York Post where color on local and national elections as well as the latest news will be aired. Such columnists as Leonard Lyons, Samuel Grafton, Frank Kingdom, Victor Reisel, Sylvia Porter, Paul Denis and the publisher, Ted Thackrey, will be interviewed.

FCC's Allocation Of FM, TV Better Than AM, Says Report

(Continued from Page 1)

no serious attempt to distribute frequencies on a geographical basis, with the ability of an area to support a station considered the prime factor.

Clear channel stations could help ameliorate the difficulties of rural listening, however, he said, if they could use greater power.

"The basic problem before the Commission in the AM field is to cut the Gordian Knot created by its allocation plan," said the report. "It must either permit the operation of super-power stations or break down the protections now afforded to clear channel stations." He sees the overall allocation plans for FM and TV as far more promising.

Would Ease "Saturation"

Golub suggested that the FCC may yet have to take on the responsibility of discouraging, at least, the entry of new stations into areas where there is already saturation, from the commercial point of view. He said there may be some question about the propriety of the Commission's policy of refusing to consider the overall economic effects of new stations upon others in the market and the possibilities for additional profitable operation. Because this policy "may encourage the birth of financial cripples," he said, "the Commission may have the responsibility at least to warn prospective station operators of the perils which may lie ahead."

In general terms this has been done through publication of statistical studies, he admitted, but "in the light of the rapid growth of FM and TV, the need for a comprehensive study of the economic aspects of the entire broadcasting industry may be a problem of real significance."

The doings of the FCC "are probably of more interest to the average member of Congress than the operations of any other independent regulatory agency," the Hoover commission was told in the study. This interest stems not only from the effect of radio upon their own political futures, he said, but "it is also brought to their attention through requests and complaints from their constituents and the activities of lobbying groups."

Congressmen Believed Influential

Golub wrote that "members of Congress are natural targets for potential broadcasters because of the belief that they will do their utmost to secure the issuance of licenses in order to solidify a happy relationship with the owners of new stations in their home states. Continued pleas to Congress are promoted, moreover, by a widely-held notion, stimulated by many members of the bar, that Congressional intervention may further an applicant's cause."

In fact, the report states, "the whole subject of broadcasting is so inflammatory that it is inevitable for members of Congress to become involved in one phase of it or another.

"This is particularly true of the continuous controversy between the

Commission and the industry with respect to the Commission's jurisdiction over program content. A member of Congress may ordinarily be unconcerned (but) he is likely to become quite interested if the Commission is reported as restricting right of free speech, or as permitting the advocacy of atheism, or as granting licenses to Communists, or as selling out to the big interests."

These are reasons enough to account for the Commission's being "unquestionably the most investigated agency in Washington." In addition, he added, it is clear that the Commission "acts with an awareness of Congressional attitudes and the distinct possibility that it will be called to account for its judgments. This would appear to be the inevitable result of the experiences which the Commission has had with individual members of Congress and Congressional committees."

Asks Firmness Against Pressure

Badly needed is Congressional awareness of the important judicial responsibilities of the Commission, and Commission firmness against Congressional pressure, Golub said. One of the important factors to buck up the Commission stand would be assurance of firm Presidential sup-

Gillette Sponsoring Army-Navy Game

(Continued from Page 1)

third consecutive year on NBC television.

Game is played at Municipal Stadium, Philadelphia. Air time for Mutual is 1:15 p.m., EST. Announcers for the radio broadcast have not been named. Bob Stanton will be one of the announcers on NBC's telecast.

Gillette also has moved in on ABC's Saturday football series for a one shot deal Oct. 30 when it will sponsor the Navy-Notre Dame contest at Baltimore. U. S. Army & Air Force Recruiting Service normally sponsors the "Game of the Week" over ABC but the account, through Gardner Advertising Co., relinquished the time for this coming Saturday since Gillette has rights to Navy games. Maxon agency handles the Gillette account.

Tribute To Franz Lehar

WLIB, New York, will pay tribute to the memory of the late Franz Lehar this Sunday, Oct. 31. On that day all of the station's many musical programs will be devoted entirely to the works of the composer.

port for the Commission. He called also for co-ordination among the several Congressional committees interested in the FCC.

Spooks!

Still rattling around in the minds of some advertisers is the scary idea that it costs more to place a campaign on a high-powered station than to use a smaller outlet.

Let's chase that ghost right now. Figures below show the relative rate per thousand radio families in the primary areas of leading Boston stations, based on a quarter-hour show, and the relative rates of the two regional networks serving all New England.

Station or Network	Cost per 1,000 radio families
WBZ-WBZA	\$0.116
Station "B"	0.167
Station "C"	0.168
New England Regional Network	0.195
Regional Network "B"	0.484

Base your schedule on cold facts... not on spook stories. Use WBZ to tell your story to the most people at the lowest rate in New England! NBC Spot Sales has details.

BOSTON
50,000 WATTS
NBC AFFILIATE

WBZ

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

PLUG TUNES

ON RECORDS and TRANSCRIPTIONS
"I'M A LONELY LITTLE PETUNIA"
 (IN AN ONION PATCH)

Rytvoc, Inc.
 1585 Broadway New York 19, N. Y.

LOVE SOMEBODY

KRAMER-WHITNEY, Inc.
 1650 Broadway New York City

"HIS FRATERNITY PIN"

Kramer-Whitney, Inc.
 1650 Broadway New York City

A Beautiful Lullaby

TARA TALARA TALA

Oxford Music Corporation
 1619 Broadway New York City

Climbing Fast!

"JANIE and ME"

by Thomas G. Meehan
 JAMES MUSIC, Inc.
 1650 Broadway Room 709 N. Y. C.
 Sally Cohn, Mgr.

IRVING BERLIN'S

"SAY IT ISN'T SO"

Irving Berlin, Inc.

Boom Par-Rah (Rah Tching) Boom Boom

THE MATADOR

You've Gotta Get
 With This Great New
 Novelty From South of
 The Border.

ROBBINS MUSIC CORPORATION

WORDS AND MUSIC

By PINKY HERMAN

● ● ● **TIN PAN ALLEY OOPS:**—Frankie Loesser has done it again... this time the prolific tunesmith has turned out the fast-climbing "On A Slow Boat To China" which is published by his own firm, Susan Music. . . . ● Robbins Music starting on a fine ballad, "Again," penned by Dorcas Cochran and Lionel Newman for the 20th Century-Fox flicker, "Roadhouse." . . . ● Harry Weinstein, former manager of Benny Goodman and Abe Lyman Orks, has acquired the rights to "Gloria," from Leon Rene Publishing Co. . . . Buddy Clark's Decca platter should zoom this number skyward. . . . ● Burns Mantle's new tome, "Ten Best Plays of 1947-48" which will hit the book stores Monday, includes Gertrude Berg's "Molly and Me." . . . Another feather in La Berg's chapeau. . . . ● Nicky Campbell has snared a sure-fire ballad in "You, You, You Are The One" . . . written by Fred Wise, Milton Leeds and Tetos Demey, ditty was originally published back in 1942 by Colonial Music. . . . ● Jean Friley, formerly one of the Clark Sisters, is Ray McKinley's new vocalove. . . . ● George Evans has cooked up a cute promotion stunt for Elliott Lawrence's new Columbia platter of the Mesto's own tune, "The Greatest Little Girl In The World" . . . lyricist Bix Reichner writes special parodies which deejays sing for their listeners. . . . ● Another son of Old Erin invades the Alley via "Clancy Lowered The Boom," a novelty Irish Jig, clefted by Johnny Lange and Hy Heath and published by Kenmore Music. . . .

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● ● ● Meredith Willson's current theme song, "Every Day" could be as popular as his earlier "You And I" . . . watch some publisher grab it for a number one plug. . . . ● Deejay Rosalie Allen and Billy Hayes have a commercial ballad in "Tomorrow's Just Another Day To Cry," just released by Dawn Music. . . . ● One of the Mid-West's most popular orchestra pilots, Harry Kogen, spent a week in Gotham and placed for publication three popular songs, two piano solos, two orchestral suites and a symphonic score. . . . Starting his musical career as a concert violinist, Kogen rapidly advanced and began conducting music ranging from Bach and Beethoven to be-bop, which gave him a very wide and most impressive versatility in the musical firmament. . . . ● That Grand Young Man of Music, Paul Heinecke, prexy of Sesac, celebrates his fiftieth anniversary in the music business . . . the founder of Breitkopf & Hartel, Inc. (1912) Associated Music Publishers, Inc. (1927) and Sesac (1930) spent his anniversary setting plans to establish a new department devoted to selecting and cataloguing music for entertainment's latest development, Television. . . . ● A daily WAAttraction for the past ten years, disk jockey Dave Miller writes us to deny persistent rumors that he plans to go to another station. . . . ● Sonny Kippe's society combo opens next Tuesday at Pelham Heath Inn with several NBC wires weekly. . . . ● Louis Zito has opened his own pubbery and starts off with a waltz, "I Wouldn't Hurt You For The World" . . . written by Sam Berlind. . . .

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● ● ● **ON AND OFF THE RECORD:**—Victor has just released a Twenty-Song Album of "Holiday Songs" with words and music composed by Gerald (Dixie) Marks . . . featuring Jack Arthur, supported by a symphonic orchestra, this number should prove a standard seller. . . . ● MGM has released a musical preview of Kathryn Grayson's forthcoming musical, "The Kissing Bandit" . . . the screen thrush offers a smooth rendition of "What's Wrong With Me" backed with "Love Is Where You Find It." . . . George Stoll's orchestra provides mood background . . . disk jockeys will use this platter a lot. . . . ● The Three Murphy Sisters are headed for the big time via their latest Apollo waxing of "To Make A Mistake Is Human" and "Whose Heart Are You Breaking Now?" . . . with a fine assist by Jerry Jerome's orchestra, this coupling is a natural for jukes and deejays. . . . ● Chalk up another novelty click for Arthur Godfrey's newest Columbia offering, pairing the oldies, "Take 'Em To The Door," and "Waiting At The Church" . . . the Mariners and Archie Bleyer ork clown along on the "jilted bride" side. . . . ● Record execs will soon scramble for the town's newest Spiritual Quintet, The Novatones . . . great is an understatement. . . .

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PLUG TUNES

On Records and Transcriptions
"RAMBLING ROSE"
 LAUREL MUSIC CO.
 1619 Broadway New York 19, N. Y.

A Big Revival!
"LITTLE GIRL"
 LEEDS MUSIC CORPORATION

ON RECORDS and TRANSCRIPTIONS
**"I'M WAITING FOR SHIPS
 THAT NEVER COME IN"**
 FORSTER MUSIC PUB., INC.
 1619 Broadway New York City
 216 S. Wabash Avenue, Chicago, Illinois

#1 in the Juke Boxes
 In the Country
"I'LL HOLD YOU IN MY HEART"
 Till I Hold You in My Arms
 ADAMS, VEE & ABBOTT, Inc.
 216 S. Wabash Avenue, Chicago 4, Illinois

Everyone Is "Dating"
LILLETTE
 Jefferson Music Co., Inc.
 1619 Broadway New York City

New Ballad Sensation!
"THE BRIDE WORE BLUE"
 By Leonard Whitcup, Sy Lefco &
 Dale Wood

CECILLE MUSIC CO., Inc.
 1674 BROADWAY
 NEW YORK CITY

From WALT DISNEY'S
 forthcoming
 Technicolor Musical,
 'So Dear To My Heart'
"LAVENDER BLUE"
 (Dilly Dilly)
 SANTLY-JOY, Inc.
 1619 Broadway, New York
 Eddie Joy, Gen. Prof. Mgr.

TELEVISION DAILY

Daily section of RADIO DAILY, Thursday, October 28, 1948—TELEVISION DAILY is fully protected by register and copyright

MERGER OF INDIE PRODUCERS SEEN

TELE TOPICS

STAR OF THE Eddie Condon "Floor Show" stanza on WPIX this week was director Clark Jones. Working with uninspiring TV material, Jones' camera work made the program as interesting and varied as pictures of musicians and singers can be. Especially effective was the spot by old-time jazz great Sidney Bechet, with deliberate distortion shots of him playing the soprano sax making excellent photography. . . . Aside from the camera work and the music—assuming you like the Condon brand of jazz—the show was dull. Condon as emcee lacks personality and delivers his lines poorly in a flat harsh voice. . . . There were six acts beside the band on the show the other nite—too many for a 25-minute stanza—and none of them showed to best advantage. Closing spot was filled by "activationist" Anne Converse. We don't know what "activationism" is, but it most certainly is not dancing, and looked more like grimacing set to music.

TEXACO STAR THEATER once again was Berle all the way. Most of the acts Tuesday nite were at best mediocre. That the show entertained to the degree it did is a tribute to Berle's great showmanship. He even stood as a target for the knife-throwing member of the Appletons apache team to get a yock. . . . Sid Caesar, making his second appearance on the program, drew plenty of laughs with his familiar "Coming Attractions" routine. . . . Biggest letdown was the closing spot by George M. Cohan, Jr., who tried to cash in on his father's greatness by doing Cohan Sr.'s great song and dance routines. Even James Cagney did it better.

OPERATION SUCCESS, the VA program for disabled vets, will begin its second cycle over DuMont soon. Three veterans appeared on the show each week to demonstrate job skills, and prospective employers were asked to phone in opportunities. Every vet who took part on the program got a job. . . . The 100-foot antenna of KPIX has been erected atop the Hotel Mark Hopkins. The five-ton tower was flown to San Francisco from the RCA plant in Camden. . . . Sports caster Bob Edge has organized a TV workshop at the Madison Square Boys Club. Youngsters' response to acting and building of shows and sets has been tremendous, he says.

ORK PILOT RAYMOND SCOTT has organized his own TV package firm, with the first show to be built around the maestro and Dorothy Collins. . . . Several new NTFC committees will be announced at the groups' meeting at the Fifth Ave. Brass Rail tonite. ABC's Paul Mowrey will be guest speaker. . . . Gotham Productions is readying a new package titled "The More You Know Us," which they claim will be the "first novel" for tele. Jimmy Elliott directs.

ATS Announces Plans For Annual TV Meet

C. J. Durban, president of American Television Society, yesterday announced establishment of an annual TV congress as the highlight of a seven-point program adopted by the society for the 1948-49 season. Congress would be an enlarged version of the forums presently conducted by ATS.

Other points in the proposed program call for services in research, information, personnel advice, laboratory experimentation, publication of a monthly journal and an annual directory, and miscellaneous services including awards, cooperation with broadcasters and setting up of standards.

"There can be no question," said Durban, "that American business is supplying and will continue to supply the impetus that will carry television forward. Yet, I believe strongly that it is in education, science, religion and general public information that television as a communications medium will make itself felt with greatest advantage to the individual, to the family and to society as a whole."

Boyt Joins WENR-TV

Chicago — John Boyt has been appointed art director of WENR-TV, it was announced yesterday by Fred Killian, director of programming for the ABC outlet. Boyt formerly handled art assignments in New York video and legit.

Canadian Set Mfrs. Prep TV Production

Montreal—Canadian General Electric Co., Ltd., has been turning out tele receivers from its Toronto plant for several weeks, and component manufacturers are beginning to get volume orders for parts. The rest of the industry is geared to go at a signal from the CBC.

Last month visitors to the Canadian National Exhibition, in Toronto, were surprised to see video at work, bringing in programs from Buffalo's WBEN-TV. They were seeing, too, the first attempt to make a dent in Canada's potential market. For some were watching Canadian GE sets, and products of Canada's first video production line.

No estimate has yet been given on the number of receivers on the market to date, but Canadian GE production has been rolling since Exhibition time. The new product, of consolette design, receives only TV's audio and video signals—not radio broadcasts. It has been placed in several leading department and radio stores in Ontario's U. S. video areas, with almost immediate delivery so far.

WABD Signs Pioneer

Pioneer Scientific Corp. for Polaroid TV filter, will sponsor one-half of the Thursday wrestling pickup from Park Arena over WABD, it was announced yesterday by Humboldt J. Greig, DuMont sales manager. Effective tonight, contract runs 13 weeks, and was placed through Cayton, Inc.

Press-Time Paragraphs

WAAM Debut Set For Nov. 1

Baltimore—WAAM, Baltimore's third outlet, goes into commercial operation next week in time to carry election coverage. Station will pick up the ABC feed, sponsored by Kaiser-Frazer, with all local spots and a local half-hour round-up sold to Johnson Brothers, set dealers. Armand Grant is commercial manager of WAAM; Clark Reynolds is sales promotion manager, and Herb Caban is operations manager.

"Playhouse" To Be Aired In Midwest

NBC's "Pbilco Television Playhouse," hour-long dramatic series carried by the NBC East Coast net since Oct. 3, will be aired by the web's WNBK, Cleveland, and WNBQ, Chicago, beginning Sunday night. Series will originate on film recording in Cleveland and will be fed to the Windy City via coaxial cable. Program will be WNBQ's first commercial series.

Gamer Forms TV Cartoon Firm

Hollywood—Ace Gamer, veteran Warner Bros. animator, yesterday announced formation, with Murray Youlin, of Animated Video Film Co., to produce and market animated advertising films. Production is now underway in Los Angeles, and firm plans to open New York offices soon. Gamer will supervise creative activity, and Youlin will handle sales.

Nationwide Trade Group Aim Of Packagers

Establishment of a nationwide organization of film and live package producers is believed to be in the initial stages, and probably will come about through merger of three newly-organized groups, two on the West Coast and the other in New York.

The Hollywood organizations, Television Producers Association, and Television Film Producers Association, have established liaison between themselves. The next move, reported to be in the correspondence stage at present, would be a tie-up with the Independent Television Producers Association in Gotham.

General aims of all three organizations are similar: to represent producers in dealings with stations and other program buyers; to conduct union negotiations with talent and other unions; to help elevate the standards of programming, and to help promote video as a medium.

In his first address to the ITPA steering committee, James Lawrence Fly, newly-appointed counsel for the organization, scored an "obvious" lack of "uniformity in standards of conduct and practice" in the industry. "Some unfair practices have already arisen," he said. "In fact, some individual members are the victims of uncertain policy, and possibly unfair practice. Clarity is demanded. We must set high standards, stand by them ourselves, and insist that others respect them. This we cannot do separately; this we can do as we stand united."

Another important factor which would contribute to the possible merger is the rapid expansion of network facilities toward a nationwide TV system. This combined with increasing use of films and kinescope recordings is seen as adding further impetus to co-operation among the package groups.

NBC Chicago Assigns 12 To WNBQ Technical Staff

Chicago—Shift of three AM engineers in the NBC Central Division to the web's video operation has been announced by Howard C. Luttgens, chief engineer of the division. In addition, eight temporary employees and one newcomer to the staff were assigned as TV students for training purposes.

Staffers Clark P. Lonie and Donald J. Wilson were assigned to the WNBQ transmitter staff, and Lester L. Washburn was appointed a TV studio engineer.

COAST-TO-COAST

Resigns KTSA Post

San Antonio—Ronnie Dugger, sports announcer for KTSA has resigned his post to return to his studies at the University of Texas. Bob Gray, formerly with KABC, here, has been named temporarily as KTSA sports-caster.

The Perrins On WSB

Atlanta, Ga.—Forrest and Margaret Perrin, popular Atlanta piano team, have inaugurated a new series of night shows, called "Piano Panorama," to be carried over WSB. The Perrins, a brother-and-sister combination, finished an extended engagement at the Ansley Hotel's Rainbow Roof in Atlanta before taking to the air.

WQAM Staff Grows

Miami, Fla.—Owen F. Uridge, general manager of WQAM, has announced the two new staff additions as Wilfred Guenther and Hal Murray. Guenther has been assigned to sales and sales promotion duties while Murray brings with him his popular disc show "The Murray-Go-Round" from WKAT to WQAM. Guenther's last job was as general manager of Crosley's FM station, WLWA, Cincinnati, Ohio.

Fire In Control Room

Milwaukee, Wis.—Fire in a WMAW control room has caused an estimated \$10,000 damage. The entire control room was put out of commission and WMAW engineers worked through the night putting an alternate control system into operation so that the station could sign on the next morning at its regular time. Jack Bundy, station manager, reported the damage was covered by insurance.

Egerton Visits KTOK

Oklahoma City, Okla.—W. G. Egerton, chief engineer at KTSA, San Antonio, Texas and technical director of the Taylor-Howe-Snowden stations, was a recent visitor to KTOK, where he will supervise installation of technical equipment to increase KTOK power to one and five kilowatts in keeping with CP recently granted by FCC.

To Rep. KRNT Sales

Des Moines, Ia.—KRNT commercial manager, Paul M. (Luke) Elliott, has announced the appointment of Charles M. Butler as sales representative of the station. Before joining KRNT, Butler was affiliated with the ABC and NBC networks and with KTRI, Sioux City, as sales manager. He knows radio production and engineering as well as sales.

Commentator Flies Again

Rochester, N. Y.—Blanche Stuart Scott, America's first woman pilot and now a commentator for WVET, recently celebrated the 38th anniversary of her first solo flight by being the first woman to fly in an Army jet plane, P-80. Her week-day morning WVET program is popular among Rochester listeners.

Troesch Made Ass't Mgr.

Steubenville, Ohio—John J. Laux, manager of WSTV and WSTV-FM, has announced the appointment of Joseph M. Troesch as assistant manager of the station. Formerly, Troesch was chief engineer for WSTV.

WGYT Adds Coursan

Greenville, Ala.—New addition to the staff of WGYT is Wes Coursan, who has assumed the duties of program director and production manager at the new station. Coursan recently completed work for a degree in radio arts at the University of Alabama.

To Air Bullets Basketball Games

Baltimore, Md.—WITH will broadcast all Baltimore Bullets pro-basketball games this season, under the sponsorship of the Gunther Brewing Company of this city. Handling the play-by-play each Wednesday, Thursday and Saturday, will be Bill Dyer, station sportscaster.

To Broadcast School Workshops

Columbus, Ind.—WCSI-FM, in cooperation with the Board of Education of several southern Indiana schools, has scheduled a series of programs featuring plays enacted by the students of various high schools. Known as the "Southern Indiana Schools Workshops," series is aired over the station each week-day afternoon. Participating schools are Columbus, North Vernon, Seymour, Greensburg and Franklin.

M.I.T. Course Aired By WHDH

Boston, Mass.—Parts of popular M.I.T. reading seminar in famous books are now being broadcast by WHDH, to whose studios regular class sessions have been transferred. Broadcasts are part of the "Your Ideas" series, broadcast each Monday evening at 10:00 p.m. and produced by the Lowell Institute in co-operation with Boston College, Boston University, Harvard, M.I.T., Northeastern and Tufts.

WOW Cops 7th Award

Omaha, Neb.—The Southwestern Association of Industrial Editors has honored the WOW News Tower, published monthly by the station, with the 1948 "Award for Excellence." It is WOW's seventh in succession which is given for "accomplishment in appearance, editorial quality and appropriateness to purpose." Editor of the WOW publication is Bill Wiseman.

To Supply Doc. & Ed. B'casts

Minneapolis, Minn.—As a service to the entire radio industry in this state as well as to the public, KUOM has announced the availability of two 13-week series of transcribed public service programs for 1949 which will be furnished without charge to at least 20 Minnesota stations. Programs will deal with education, medicine, agriculture, University of Minnesota activities, etc.



His Touch System Keeps His Finger On Top of the News from Washington

The "system" includes much more than an alert set of fingers on a typewriter. His office staff, complete with reporters and radio editors, works under constant pressure, sifting the news, confirming the facts, interviewing the people who know why news is made. By the time he goes on the air, his 185-line script reflects precise background data gathered by trained reporters.

The system pays off for listeners and advertisers as well. His vast and loyal national audience gets "the top of the news from Washington". His co-op advertisers get results. Currently sponsored on 316 stations, Fulton Lewis, Jr. affords local advertisers network prestige at local time cost, with pro-rated talent cost.

Since there are more than 500 MBS stations, there may be an opening in your city. If you want a ready-made audience for a client (or yourself), investigate now. Check your local Mutual outlet—or the Co-operative Program Department, **Mutual Broadcasting System**, 1440 Broadway, NYC 18 (or Tribune Tower, Chicago 11).



RADIO-TV READY FOR ELECTION NIGHT

Gross Income of RCA Shows Sharp Increase

An increase of \$31,985,932 in gross income from all sources for the first nine months of 1948 as compared to the same period in 1947 was reported in the consolidated statement of income of the Radio Corporation of America and subsidiaries released yesterday by Brig. General David Sarnoff, president and chairman of the board of RCA.

The total gross income from all sources amount to \$256,958,537 in the first nine months of 1948, compared with \$224,982,205 in the same period of 1947.

Net income, after all charges and
(Continued on Page 3)

NRDGA Announces Plans For Retailer-Radio Contest

Plans for the annual contest for retailers' use of radio programs was announced yesterday by the National Retail Dry Goods Association with stores invited to send their entries in between now and Dec. 1.

In announcing the contest the NRDGA circular states:

"The purpose of this contest is to promote and reward good radio advertising by retailers. Awards will be given to those programs which best achieve the store's particular objective."
(Continued on Page 8)

Gillette Becomes First Rose Bowl-CBS Sponsor

Gillette Safety Razor Co., through President J. P. Spang, Jr., officially announced yesterday that it will sponsor the Rose Bowl football game on radio and television via CBS next Jan. 1. CBS recently acquired com-
(Continued on Page 2)

Japanese Listeners Polled For First Time

Tokyo—The first scientifically-designed radio poll ever attempted in Japan is under way.

To determine data which eventually will contribute to the setting up of the Japanese equivalent of Hooper Ratings, 23,000 families already have been interviewed in the first phase of the survey and 500 pollsters are now in the field working on subsequent phases.

The survey, to be known as the "Listeners' Poll," is being conducted by the Broadcasting Corporation of Japan, this country's publicly-financed, dual-network monopoly. Questions and methods for the survey were devised by SCAP radio and survey specialists Herbert Passin, Chicago, and Ralph Hunter, Scarsdale, N. Y. Hunter was active in radio at Hartford, Conn., and New York City before coming to Japan.

Hoover Report Treats "Pressuring" Of FCC

Washington Bureau, RADIO DAILY

Washington—The broadcasting industry has "conducted a continuous campaign" to keep the FCC living in a goldfish bowl, former President Hoover's Commission on the organization of the executive branch of the Federal government has been told. Attorney William W. Golub, author of the confidential study on the FCC for the Commission, said the Commission operates under "re-"
(Continued on Page 8)

Disc Production Race Looms As AFM Peace Is Confirmed

By VAL ADAMS
Associate Editor, RADIO DAILY

Mad rush by the recording industry in the closing days of 1947 to record huge backlogs of platters before James Petrillo shut off the water may be repeated again as 1948 comes to an end—but this time for a different reason. The scramble which may be on in a matter of days, following lifting of the recording ban, is based on record companies tooling up again for all the disks they haven't been

Unprecedented Preparations Complete For AM-TV Coverage Of Election; Webs Plan Dress Rehearsals

Philip Morris Sales Show Heavy Increase

Philip Morris & Co., heavy users of network and spot radio as well as TV time, reported a sales increase of \$24,927,939 for the six months period ending September 30 as compared with the same period in 1947.

The 1948 sales were \$111,466,484 against \$86,538,545 in 1947, a rise of 28.8 per cent. Of the increase \$22,787,560 was due to greater volume.
(Continued on Page 8)

Three New York Indies To Carry WNYC Reports

Three New York stations have come to the rescue of WNYC and will carry election returns originating with the Municipal station after it signs off at 10 p.m. on Election Night. The three stations which accepted Sey-
(Continued on Page 2)

Hayward Succeeds Quirk With Inquirer Stations

Fred Hayward, formerly general manager of KWSC, Pullman, Wash., has been named director of advertising, promotion and public relations of the Philadelphia Inquirer stations.
(Continued on Page 4)

Radio is primed to put its best foot forward next Tuesday night when it will bring listeners from coast-to-coast Presidential election results from the four corners of the nation almost simultaneously with their actual occurrence. Extent of broadcasting's coverage this year will hit a new high, particularly in the face of a half-dozen regional television networks which never got into the bedlam before.

And for the first time in history
(Continued on Page 6)

Giveaway Producers Meet Here Monday

A call to independent package producers, network program directors and agency producers to gather at the Hotel Biltmore in New York at 12:30 p.m., Monday for the purpose of formulating concerted action in the defense of "giveaway" shows was issued yesterday by Bill Todman, producer of "Winner Take All" and "Hit the Jackpot."

Emphasizing that he was calling the
(Continued on Page 3)

Higgins, NAB Executive, Joining WMOA As V.P.

Washington Bureau, RADIO DAILY
Washington—Hugh Higgins, assistant broadcast advertising director for NAB, will leave his post next week to become vice-president and general manager of WMOA, Marietta, O.,
(Continued on Page 3)

Social Note

Hollywood—Ad clubbers tonight will hold their First Annual Advertising Ball in the Crystal Room of the Beverly Hills Hotel. A panel of judges will select the outstanding costumes worn to depict well-known advertisements, sponsor's product or the media in which they are employed. An impressive array of prizes has been donated for the occasion.

Picketing Postponed

Picketing plans of the Radio Writers Guild were postponed yesterday at the instigation of J. R. Mandelbaum, assistant regional director of the Federal Mediation and Conciliation Service, until Monday. Mandelbaum asked delay because of a meeting of radio sponsors, RWG execs. Sunday. Delegation representing sponsors and Guild coming from the West Coast.

able to turn out since last January 1. A joint statement issued last night by AFM and representatives of the recording industry confirmed RADIO DAILY's earlier disclosure that the two parties had on Wednesday made an agreement to end the ban on making of records. The official announcement had been delayed pending a meeting of the Capitol Records board members, conducted yesterday afternoon in Hollywood. While there had been
(Continued on Page 3)

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FRANK BURKE : : : : : Editor

MARVIN KIRSCH : : : : Business Manager

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WEST COAST OFFICES
Ralph Wilk, Manager
6425 Hollywood Blvd. Phone: Granlito 6607

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

CHICAGO BUREAU
Nat Green
1417 Ashland Bldg. 155 No. Clark St.
Phone: State 2332

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FINANCIAL

(October 28)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
ABC	67 3/8	63 3/4	63 3/4	- 1/8
Admiral Corp.	175 3/4	171 1/4	173 3/8	- 1/4
Am. Tel. & Tel.	152 3/4	152 1/2	152 1/2	- 1/4
CBS A	24 1/2	23 3/4	24 1/2	+ 1/8
CBS B	23 1/2	23 3/8	23 1/2	+ 1/8
Farnsworth T. & R.	6 5/8	6 3/8	6 3/8	- 1/8
Gen. Electric	42 1/4	42	42	- 1/4
Philco	41 3/8	40 1/2	40 1/2	- 5/8
Philco pfd.	83 1/2	83 1/2	83 1/2	-
RCA Common	13 1/2	12 5/8	12 5/8	- 3/8
RCA 1st pfd.	70	69 1/2	69 1/2	+ 1/2
Stewart-Warner	137 1/2	133 3/4	133 3/4	- 1/2
Westinghouse	28 3/8	27 1/2	28	- 1/8
Westinghouse pfd.	92	92	92	-
Zenith Radio	28 7/8	28 1/4	28 1/4	- 1/4

OVER THE COUNTER

	Bid	Asked
DuMont Lab.	13 3/4	14 3/4
Stromberg-Carlson	16 1/4	17 3/4

WAMS Joins MBS

WAMS, Wilmington, Delaware, becomes a full time affiliate of Mutual on Nov. 1. George Sutherland, vice-president and general manager of the station, announced yesterday. In announcing the Mutual affiliation of WAMS the Sunday Morning Star of Oct. 24 carried a full page editorial feature on the station and its personalities.

10 YEARS AGO TODAY

(From the files of Radio Daily)

"Television is a non-competitive medium," is the opinion expressed by Hollis Baird, president of General Television Corporation in connection with the Boston branch's series of television demonstrations to be held in the Mechanics Building at the World of Tomorrow Exposition. Television shows will be transmitted three times daily from station WIXG.

★ **COMING AND GOING** ★

HARRY ACKERMAN, director of CBS programs, Hollywood, who during the past week has been conferring with web officials in New York, plans to return to Los Angeles Sunday by train.

RAYMOND R. MORGAN, producer of "Queen for a Day" on the Mutual network, is en route to France. He plans to spend two weeks in Paris.

COL. HOWARD L. NUSSBAUM, chief of the radio branch, U.S.A.F., today is in New York to discuss television plans with industry executives.

JOHN WINGATE, of the news and special events division at WOR, has returned from a coast-to-coast bus trip during which he recorded gross roots opinion regarding the coming Presidential election.

RAY BAKER, commercial manager of KOMO, Seattle, Wash., a visitor yesterday at the Radio City headquarters of NBC, with which the station is affiliated.

PAUL B. MOWREY, national television director of ABC, is on a business trip to Chicago and Detroit. He'll be back in New York next Monday.

WILLIAM von ZEHLE, head of the agency bearing his name, is back in town after sailing the 71-foot yawl "Gulf Stream" from Brooklyn to Norfolk, Va.

T. D. LANFORD, secretary-treasurer of KRMD Shreveport, La., an affiliate of ABC, is visiting with web officials in New York.

DON ROBERTS, Western sales manager for CBS, has left Gotham following conferences with executives of the network.

Gillette Becomes First Rose Bowl-CBS Sponsor

(Continued from Page 1)
mercial rights to the classic under a three-year deal.

New Year's Day will mark the first time that the Rose Bowl has ever been broadcast on any network except NBC and also the first time a sponsor has been allowed to move in. Television coverage of the game will inaugurate the broadcasting operations of KTTV, the CBS-Los Angeles Times station in the movie capital. All events connected with the Tournament of Roses ceremonies will be filmed and rushed to other TV affiliates of the CBS network. Maxon is the agency for Gillette.

Straus Series On Israel Starts Nov. 1 On WMCA

Nathan Straus, WMCA president, will begin his series of on-the-spot radio programs describing life in the new state of Israel on Monday night, Nov. 1 on his own station. Straus arrived in Palestine last week from the U.S. to gather material for the series, which is scheduled for the 6:05 to 6:15 p.m. slot on Mondays through Fridays. Leading Israeli figures will be interviewed on the broadcasts.

Three New York Indies To Carry WNYC Reports

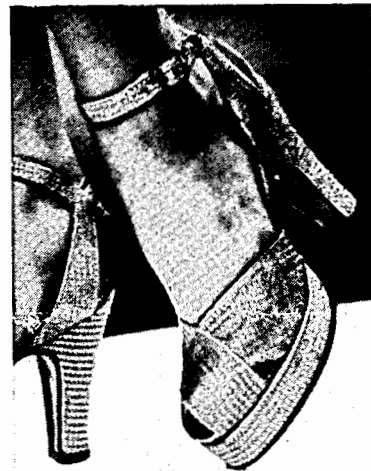
(Continued from Page 1)
mour Siegel's invitation to carry WNYC reports are WOV, WNEW and WEVD. FCC declined to grant WNYC's request to remain on the air after its usual closing time on Election Night.

Heavy Time Donations For Amer. Cancer Fund

Dollar value of broadcast time donated to the American Cancer Society's 1948 campaign totaled around \$2,000,000 with the networks and stations throughout the country giving service to the cause, Walter King, director of radio for the Society, announced yesterday. California topped all states for time contributions with a total of \$100,025.86 in time donations; Pennsylvania ranked second with a total of \$56,393.71 and New York was third with \$49,736.55.

1,052 Stations Participated

Local stations throughout the country gave an estimated \$1,008,934.94 in time while the network time donated was reported to be worth \$885,061.70. In all 1052 network affiliates and independent stations participated in the campaign.



Cool your heels!

That's the way some of the glib fashion writers toss off a headline, they tell us, when they talk about those fashionable sandals and other style innovations.

But we have a deeper . . . and we think an even older tie-up with "cool your heels." It's this:

The fight for sales is coming. And if you don't want your salesmen cooling their heels in some anteroom . . . today is the day to start to command attention.

Down here in the country's 6th largest city, it's the independent Radio Station W-I-T-H that delivers more listeners-per-dollar-spent than any station in town.

And remember . . . Baltimore is the 6th largest city in the country!

To move goods at the lowest cost . . . W-I-T-H belongs on any smart list for products in a highly competitive field!



Baltimore 3, Maryland

TOM TINSLEY, President
Represented by Headley-Reed

CKLW can put your brand OVER

in the Detroit Area!



CKLW

J. E. Campeau, President

Adam J. Young, Jr., Inc., Nat'l Rep. • Canadian Rep., H. N. Stovin & Co.

Gross Income of RCA Shows Sharp Increase

(Continued from Page 1)

taxes, was \$15,128,783 for the first nine months of 1948, compared with \$12,233,758 in 1947, an increase of \$2,895,025.

After payment of preferred dividends, net earnings applicable to the common stock for the first nine months of 1948 were 92 cents per share, compared with 71.1 cents per share during the first nine months of 1947.

KXOK Phone Interview Broadcast Service Set

St. Louis—KXOK yesterday became the first station in St. Louis to use the new telephone company development designed to record phone conversations for broadcast. Bruce Barrington, KXOK news director, interviewed by telephone Rear Admiral Francis S. Denebrink, Navy member of the executive committee of the U. S. Munitions Board who was in St. Louis for an address before the St. Louis Council of the Navy League. Barrington contacted the Admiral in his hotel room from the KXOK studio and the recorded telephone interview was broadcast during the 1:00 p.m. newscast.

Disc Production Race Looms As AFM Peace Is Confirmed

(Continued from Page 1)

slight speculation as to whether or not Capitol would go along on the deal with other major companies, informed sources had maintained that Capitol would signify its approval and not attempt to defy the majority decision.

Apparently no records will be made pending a ruling by the Department of Justice on the trustee or royalty plan. However, the joint statement noted, "Both the Federation and the industry group said that the preparation of their formal documents and the request for their approval in Washington will be expedited, so that recording may be resumed as soon as possible."

Presumably the name of the trustee who would administer the royalty fund, paying it out for public music performances, will be stipulated in the plan submitted to the Department of Justice. While it was thought some weeks ago that the trustee would be named jointly, it has now been learned that he or she will be put up by the record industry. It's only logical, however, that anyone named, even though so done by disk representatives, must also get the nod from AFM. So far, no salary has been set for the trustee.

The joint statement, while not in contrast with earlier reports about the whirlwind settlement, gave few details. The announcement read in part: "While announcement of details of the plan must await completion of the paper work involved in formalizing the understandings of the parties, it was stated that the plan would continue in operation for a period of five years."

When the ban is actually lifted, recording companies are planning to put their big name talent on a fast schedule in order to get the latest tunes back in the platter market. It's not impossible that some artists may try to shift labels, in the face of the fast breaking new development, in an effort to better themselves.

One of the next questions on the agenda is what effect the record industry settlement with AFM will have on transcription companies. It's easy to assume that ET firms will shortly find themselves making the same type of deal but it's still too early to get a solid answer. But transcription representatives are meeting today for a general discussion as a result of the biggest news of the week in the record industry.

Giveaway Producers Meet Here Monday

(Continued from Page 1)

meeting on his own initiative, Todman declared that what had begun as responsible activities by the FCC and the NAB was now "degenerating into irresponsible sniping from a variety of quarters, including persons with axes to grind or declining audiences to conjure with."

Defining the aims of the meeting, Todman said:

"It would enable us to collate the separate views of all producers with a stake in the controversy into a cohesive informational entity; to seek ways of making known our stand to the public; and to sift out and weld into a public relations force those aspects of our combined experience which might best serve persons and organizations now representing us on an official level before the FCC and NAB."

Higgins, NAB Executive, Joining WMOA As V.-P.

(Continued from Page 1)

President Justin Miller said last night. President of the 250-watt MBS affiliate is William G. Wells, deputy director of the Civil Aeronautics Authority here.



"STARKE CONSCIOUS"

Never before have New York listeners and advertisers accepted a program so quickly and favorably as they have the WINS CHARLIE STARKE MUSIC SHOPPE.®

Listeners are happy with Starke's informal style and cheery personality. Advertisers are happy because of his superb salesmanship and WINS is proud to realize New York is fast becoming STARKE-conscious.

Get in touch with the nearest WINS-Crosley sales office for further details on CHARLIE STARKE'S MUSIC SHOPPE.

®Daily except Sunday—10:00 A.M.-Noon.



CROSLY BROADCASTING CORPORATION



LOS ANGELES

By RALPH WILK

AMOS BARON has been appointed sales manager of Station KECA, ABC's owned and operated station in Los Angeles, according to an announcement made by Frank Samuels, ABC's Western Division sales manager. Baron was formerly sales manager of KECA and he has been commercial manager of KSDJ, CBS affiliate in San Diego, for the past year. He returns to KECA on November 1.

Florence Halop, "Miss Duffy" on NBC Duffy's Tavern, has especially enjoyed commuting to Dallas to appear on another NBC ailer, The Jimmy Durante show, the past three weeks because it gave her her first personal contact with the first and most enthusiastic Florence Halop fan club, a group of students at Georgetown University, Texas.

Motor Sales of America, Division of Kaiser-Frazer, have purchased Cleo Roberts News Reports, heard on Warner Bros.' KFVB, at 6 p.m. Monday through Friday.

N. L. Rogers, West Coast sales representatives for the Frederic W. Ziv Company, has sold the "Wayne King Show," "It's Showtime in Hollywood" with Freddie Martin, and Ronald Colman's "Favorite Story" to radio stations in Missoula, Montana.

Hayward Succeeds Quirk With Inquirer Stations

(Continued from Page 1)

Roger W. Clipp, general manager, announced yesterday. Hayward succeeds James T. Quirk who recently accepted a position as general manager of WKNA, Charleston, W. Va.

In addition to supervising advertising and promotion, Hayward will also direct merchandising, publicity and special events for WFIL, WFIL-TV, WFIL-FM and WFIL facsimile.

A graduate of Yale university, Hayward entered the radio field as a time salesman while he was still a student. Upon graduating from Yale in 1937 Hayward was associated with WHN, New York, and later was a production man for CBS.

From 1940 until 1942 Hayward served as officer-in-charge of seven 5,000 watt American Expeditionary stations in the Mediterranean theater of operations.

ARTHUR EDDY

Public Relations — Publicity

812 Taft Building
Hollywood

Gladstone 5305 — Gladstone 9082



Mainly About Manhattan. . . !

● ● ● There's a movie deal in the works for Pres. Truman if he fails to win the elections. (He'll receive half a million for a film based on his life). . . Blaine-Thompson, one of the fastest-growing agencies in the radio field, has grabbed off the coveted Emerson account. (They bankroll Ed Sullivan's "Toast of the Town" on CBS-TV). . . A singing star who won a "best dressed" title last year has told her intimates that she had to pay \$500 for the award. . . Japanese manufacturers are pooling funds for an ad campaign in this country (to include radio and television) to get American women Japanese-silk-stocking-conscious once again. . . Ralph Edwards' new contest is so tough that he might have to give big hints later on. . . Paris television in pretty bad shape, according to those who've just returned from there. . . "Stop the Music" trying to promote a big plane as a giveaway prize. . . Ed Begley sez he doesn't know the identity of the Mystery Voice for sure, but he's got a pretty good idea. . . Gruen execs, picking their list of men to watch for in television: Ed Sullivan, Milton Berle, Bill Slater, Bob Smith and Herb Polesie. . . Artie Shaw, anxious to turn B'way producer, is after Fanny Brice to do the lead role in his projected first venture, "Put Them All Together." . . Next Hooperating will show that Fred Allen went ahead of "Stop the Music" by a nasal.

☆ ☆ ☆ ☆

● ● ● Add Sweet Mysteries of Life: "Man Called X," on CBS for 82 weeks and rolling up an average Hooper of 12, has been cancelled out, with its replacement coming up with a hot 4.1. (X did 8 against ABC's powerhouse, "Stop the Music," when it went off). Meanwhile, its producer, Jay Richard Kennedy, is readying another air package, "Pibby Hoolihan," featuring Arthur Shields. Our old pal, Jimmy Saphier, is handling the deal.

☆ ☆ ☆ ☆

● ● ● SMALL TALK: That lovely looker who provided the artful foil to Sid Caesar and Milton Berle on the Texaco ailer Tuesday nite was Hope Miller. . . Aside to Jan Gilbert: We're sorry, ma'am. . . Publicist Sidney Ascher has branched out into personal management with Conrad Thibault as his first client in that dep't. . . Lisa Kirk nixed a video series because she goes into rehearsal next week in Cole Porter's "Kiss Me Kate." . . J. Gerson Shaif a grandpappy again—twice in 4 months. . . Red Benson starting a "press agents' corner" on his Movie Matinee, with movie flacks appearing on the show to plug their current and forthcoming headaches. . . For the 2nd year, WABF (FM) will carry all 16 Chamber Music concerts of the New Friends of Music from Town Hall on Sundays from 5:30 to 7:00 p.m. . . Marian Kingsley is featured vocalist on a giveaway show, "Jackpot Jamboree," on WKBW, in Buffalo. . . Jack Barry's "Life Begins At 80" flirting with a sponsor.

☆ ☆ ☆ ☆

● ● ● The fabulous Nicky Blair, who revolutionized B'way nite life with his big-star and big-salary policy at the Carnival, will introduce his new surprise tonite when he converts his giant theater-restaurant into the Dance Carnival and inaugurates a straight ballroom policy starring the nation's top bands. First band to go in will be Louis Prima for three weeks (at 50 per cent of the gross). Charlie Barnet, Gene Krupa and Benny Goodman follow in that order.

☆ ☆ ☆ ☆

● ● ● LUV 'n' KISSES: Jean Sablon's sock opening at the Capitol, stamping him as one of television's 'naturals' . . . Ed & Pegeen Fitzgerald's sparkling television personality. . . Joen Arliss' vodeokay emoting on "Swing Into Sports." . . Eddie Dunn's handling of the contestants on "True or False." . . John Bradford's sound advice to the kids on his "Three Corner Club" ailer. . . Mac Perrin's pianoing at Garrison's.

CHICAGO

By NAT GREEN

THE Balaban & Katz FM station, WBK, drops four hours of its operating schedule, effective this week. Station will operate a total of 36 hours a week and will not be heard on Sunday.

"Secret Missions," a new series of radio dramatizations based on the operations of the office of naval intelligence, will make its WGN-WGNB debut Sunday.

Sylvia McLaren of Auckland, New Zealand, who is making a tour of the United States, will be in Chicago November 5 and will be a guest on the CBS program, "Hint Hunt."

Erwin Lewis of the WLS news staff was a speaker last week at a radio news clinic sponsored by the Illinois Broadcasters Association and the University of Illinois, at Urbana. Lewis told the assembly that unless major news agencies servicing radio do a better job of seeing through Washington news releases and news conferences, it will be up to minor services and cooperatively paid special services to do the job for radio.

The "Quiz Kids" will play host to Robert Preston, president of Junior Achievement, Inc., on their program Sunday, October 31.

Tele station WBKB's training program for outside personnel has been discontinued, it is announced by Business Manager John Mitchell, who states that requests from outsiders has dwindled to a trickle and the emergency nature that formerly justified the existence of such a program no longer exists.

H. C. Bonfig, vice-president of Zenith Radio Corp., announces the formation of an international division to handle the corporation's export business after October 31. It will be under the direction of E. E. Loucks.

Harold Isbell will emcee the new "Spell With Isbell" series which started on WGN-TV Tuesday. Isbell has been associated with many quiz and audience participation shows in Chicago.

MUSIC . . SPORTS . . NEWS
FULL TIME

WINZ

Florida's Big Independent

Primary Signal
Covers
GREATER MIAMI
and
Florida's
Rich East Coast
from
the Palm Beaches
to Coral Gables.

STUDIOS:

MIAMI, HOLLYWOOD,
WINZ BLDG., MIAMI BEACH

MAIN STUDIO:

HOLLYWOOD BEACH HOTEL
940 Kc. — FULL TIME

JONAS WEILAND, President

Represented by: John H. Perry Associates

"BELIEVE IT OR NOT,
HOPE HAS AN
INTELLIGENT IDEA!"

says CROSBY

CROSBY:

Folks, this is fantastic, but old Hope has a great idea. He thinks *everybody* ought to give U.S. Savings Bonds for Christmas presents!

HOPE:

Thanks for the kind words, son. But no kidding, ladies and gentlemen, those Bonds are sensational. They're appropriate for *anyone* on your list. On Christmas morning, nothing looks better in a stocking—except maybe Dorothy Lamour.

CROSBY:

Old Ski Nose is correct. And don't forget how easy it is to buy bonds—you can get 'em at *any* bank or post office.

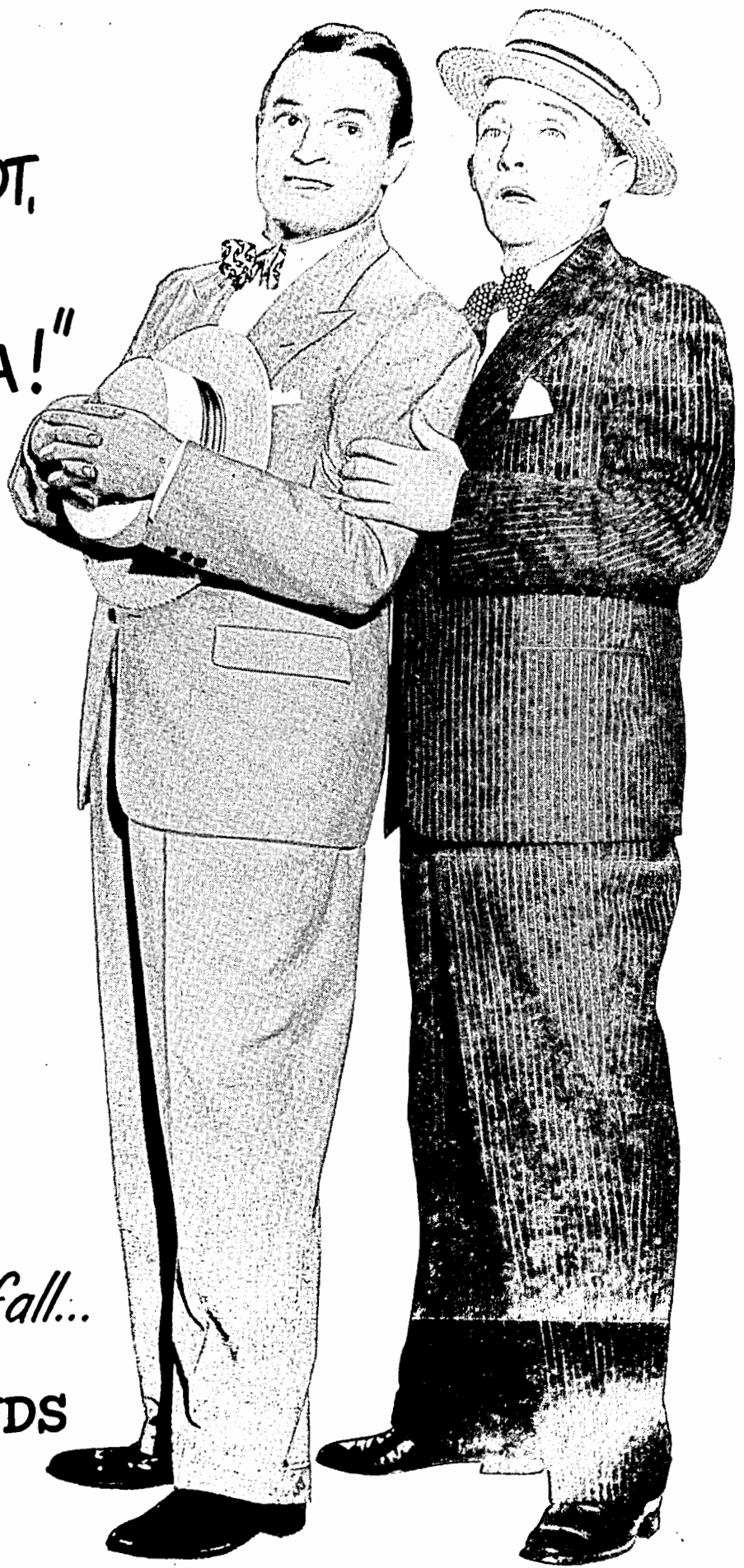
HOPE:

How about it, Mr. and Mrs. America? This Christmas let's *all* give U. S. Savings Bonds!



Give the Finest Gift of all...

U.S. SAVINGS BONDS



This space contributed by RADIO DAILY

SOUTHWEST

CHARLES LUTZ, manager of KYFM, San Antonio, has announced that 11 of the 12 hours the station will be on the air on Nov. 7, the inaugural day of its 72,000 watts increase, have been sold. Among the sponsors are the Alamo Distributing Co., dealer of Crosley products, two hours, one hour in the afternoon and one at night; Mission Jewelry Co., one hour; Baptist Book Store, one hour; South Texas Appliance Co., two hours; Mur-rays Candies, one hour; Arthur E. Baird and Nu Way Appliance Co., one hour; First National Bank, one hour; Frost Bros. and the First Unitarian Church. There will be a full hour devoted to a showcase of the station's talent.

The broadcast booth of KNEL, Brady, at the Bulldog Stadium in Brady was totally destroyed by a fire which also did considerable damage to the stadium.

Mott M. Johnson, former program director of KWFT, Wichita Falls, has been upped to the post of station manager.

An Advertising Federation of America award for publicizing the social and economic benefits of advertising was presented recently to KPRC, Houston.

Culp Kruger, of KULP, El Campo, has been elected president of a permanent slate of officers for the Texas Independent Broadcasters' Association. Other officers include Bill Laurie, vice-president, KEBE, Jacksonville; H. V. Shepard, Denton, treasurer, and Ernest Jones KAND, Corsicana, secretary. Members of the executive committee are Ross Prescott, KHBR, Hillsboro; Ben Nedow, KECK, Odessa; Dave Morris, KNUZ, Houston, and Horace W. Haygood Jr., KOCA, Kilgore.

Roy M. Hofheinz of Houston has been given authority to buy 49 per cent interest in the holdings of Thomas M. Beach at Birmingham, Ala. Beach operates WTNB, Birmingham, and has a construction permit for WTNB-FM. The new partnership is to be known as WTNB.

Leonard R. Lyon has applied to the FCC for a new standard broadcast station to be built at Big Spring to operate unlimited time with 100 watts on 1400 kilocycles.

Extent Of Election Coverage To Hit New High This Year

(Continued from Page 1)

The Presidential race results will be announced over four major networks through the added courtesy of four advertisers. This is expected to engender further efforts by the networks toward outdistancing the opposition. It's no secret that certain future billings may be riding on the type of job turned out next Tuesday night.

On election night the major webs and their more than 1,000 affiliates will knock out their regular program sked early in the evening, about 7 or 8 p.m., EST, continuing with returns until the outcome is definitely known.

Key point of ABC's operation will be Studio 3-B in Radio City where Thomas Velotta, news and special events veepee, is scheduled to push the button for web's coverage. Staff of 25 ABC commentators, headed by Walter Winchell, Drew Pearson, Dr. George Gallup, George Sokolsky, Elmer Davis, Erwin D. Canham and others, will be assisted in their reports and analyses by a full complement of editors, tabulators, rewrite men and assistants assembled in various studios.

ABC's immediate news operation in New York will be under the direction of John T. Madigan, national news editor. Web's coverage plan allows for affiliates to insert local returns in the last five minutes of each half-hour. Full network service will continue, however, for affiliates who don't want to break the continuity. Kaiser-Frazer is the ABC sponsor.

Wells Church, CBS news director, will supervise Columbia's AM broadcasts from the Studio Building auditorium at network headquarters in New York. CBS will air an "Election Night Preview" from 6:15-6:30 p.m., EST, describing the elaborate arrangements which have been made to cover all news points connected with the election.

Lowell Thomas and Edward Murrow will join the staff of Columbia news specialists for election night. Others include Eric Sevareid, Don Hollenbeck, Ned Calmer, Elmo Roper, Allan Jackson, Joseph C. Harsch, Grant Holcomb, John Adams, Jack Walters and Willard Shadel. Ted

Koop, director of CBS Washington bureau, and Lee Otis will head the master desk in New York with Henry Wefing, assistant news director, directing the flow of material to proper places and persons. Nash Motors sponsors the event on CBS.

Mutual has set up a vote tabulating center in the ballroom of the Ritz-Carlton Hotel where Dr. Louis H. Bean will direct computations of returns from all over the nation. The web's news and special events department, headed by A. A. Schechter, news veepee, will control network operations after 7 p.m., EST. MBS has arranged for 73 broadcasting teams—consisting of newsmen, announcers and engineers—to be placed at pivotal areas throughout the country. Special shortwave and cable facilities will link four Hawaiian and two Alaskan stations to the Mutual network.

Milton Burgh, MBS news chief, will direct activities at the election desk and Jack Paige, special events director, will be in charge of the election control desk. Dave Driscoll, WOR news director, has been assigned to co-ordinate regional pickups.

Commentators Listed

Mutual's election broadcast will feature such commentators as Gabriel Heatter, Fulton Lewis, Jr., John B. Kennedy, William L. Shirer, Bill Henry, Cedric Foster, Cecil Brown, Bill Cunningham, Robert F. Hurligh, Henry La Cossitt, Rex Miller, Bill Slater, David Wills and Fred Van Deventer. The MBS broadcast is sponsored by Curtis Publishing Co.

NBC's election operation will be handled by more than 300 announcers, rewrite men, tabulators, editors, engineers, cameramen and technicians, all assembled in Radio City. With William F. Brooks, news veepee, in command, headquarters for the activities will be in Studio 8-H. At the radio commentators' table, H. V. Kaltenborn and Robert Trout will supervise the radio phase.

NBC's line-up of commentators and newsmen includes: Richard Harkness, Morgan Beatty, Ben Grauer, John Cameron Swayze, Ray Henle, Ned Brooks, W. W. Chaplin, Robert Warren, John MacVane and Kenneth Banghart. Entire night's election returns on NBC's AM network will be sponsored by Chevrolet Motor Division of General Motors Corp. and Chevrolet Dealers.

Buys Participating Time

Liggett-Meyers Tobacco Company, Inc., for Fatima Cigarettes, has purchased three participations per week, Tuesday, Thursday and Saturday, in the 6-7:45 a.m. Jack Sterling program over Station WCBS effective November 1. Agency is Newell-Emmett, Inc.

Stork News

Dwight McPeak, WBBM engineer, and Mrs. McPeak are the parents of a daughter born October 15.

AGENCIES

RUTHRAUFF & RYAN directors and executives gave a testimonial luncheon at the Cloud Club yesterday to honor their president, F. B. Ryan, Jr. This date coincided with his actual first day at Ruthrauff & Ryan 20 years ago. Frederick B. Ryan Jr., known to his friends as Barry, became president of Ruthrauff & Ryan on January 1st, 1946. He started at the agency in 1926, working in the mail room during his summer vacations while at college. After his graduation from Yale in 1928, where he won his letter in football, hockey and golf and a Bachelor of Philosophy Degree he joined the agency's research department. Later he worked in copy and became co-head of the radio department. Subsequently, he changed to account work. In 1937, Mr. Ryan was made director and vice-president and became treasurer in 1942.

WOODARD & FRIS, INC., Albany, N. Y., now is placing the advertising of Drislane Bakery, Albany; Albany Public Market, Albany, and Cartwright Auto Sales, Troy, N. Y.

THOMAS J. MALONEY, partner of Newell-Emmett Company, has accepted an invitation to serve on the national executive committee of the United States Coast Guard Academy Memorial Chapel Fund Drive, it has been announced by Daniel W. Bell the national chairman of the fund committee and former Under-Secretary of the Treasury. Maloney will also serve as chairman of the advertising and public relations sub-committee for the duration of this drive.

ALBERT E. DALE and HELEN WALKER HOMAN, public relations counsellors, have formed Dale & Homan, Inc., with offices at 117 Liberty Street, New York.

TELEVISION FM • RADIO • ELECTRONICS ENGINEERS AVAILABLE

We have a number of exceptionally well trained and qualified graduates who having completed advanced training in F.M. and Television and hold first class radio-telephone licenses are available for immediate employment. For information, write, wire or call Employment Director.

"operated by leaders of the radio and television industry"

Visit the School or write for free catalog
RADIO-ELECTRONICS SCHOOL
OF NEW YORK
52 BROADWAY, NEW YORK 4, N. Y.
Bowling Green 9-1120

FAMOUS FOR OVER 75 YEARS

STEIN'S THEATRICAL-TELEVISION
MOVIE Make-up

AT LEADING DRUG STORES AND DEALERS EVERYWHERE

FREE STEIN'S new up-to-the-minute illustrated booklet that tells at a glance exactly what make-up to use at all times and for all parts. Includes special valuable hints on the new television make-up, fashion shows, photography, etc. Write for your copy today!

Three-quarters of a century of know-how in the exclusive manufacture of fine make-up for the profession has made STEIN'S preferred by more theatrical, movie—and now television people everywhere.

STEIN'S Professional MAKE-UP

430 BROOME STREET, NEW YORK 13, N. Y.

TELEVISION DAILY

Daily section of RADIO DAILY, Friday, October 29, 1948 — TELEVISION DAILY is fully protected by register and copyright

FIRST NATL. ELECTION ON WEB TELE

TELE TOPICS

PHIL SILVERS has been signed for the new Cluett Peabody show which bows in over NBC Nov. 24. Dave Levy, of Young & Rubicam, will produce and Wes McKee will direct. Supporting cast has not yet been picked. . . . ABC's 42nd St. offices will move to the web's TV center on 65th St. Monday as well as the advertising and promotion departments. Research, purchasing and drafting, now in Radio City, will move uptown later in the month. New phone number for the 66th St. setup is TR 3-7000. . . . While vacationing in England, WOR disc jockey George Monaghan and his wife, model Norah May, did the first Mr. and Mrs. program ever scanned by the BBC ikes.

MAYOR WILLIAM O'DWYER will dedicate WABD's new daytime program sked Monday, from Studio D at 515 Madison. He will be introduced by Mortimer Loewi, executive assistant to Dr. DuMont. . . . Sylvan Taplinger has landed the video rights to the Atlantic City Beauty Pageant for five years. . . . Video Associates and Sturgis-Grant Productions have joined forces to make moderate-priced animated films for lower-budget bankrollers. . . . Kinescope recordings of the Bigelow show are now being scanned in Buffalo, Milwaukee, Cincinnati, St. Louis and Detroit. . . . Three evening performances of the National Horse Show at Madison Square Garden will be carried by CBS, Nov. 4, 6 and 8.

HATS OFF: To Bill Herson, of WRC, Washington, for his Hospital Television campaign. As a result of the drive, which ended this week, \$3,628.26 was raised to buy receivers for 15 hospitals in the capital area. . . . YGR has assigned 18 staffers to work on production and programming for the Life-NBC election coverage. . . . Larry Finley has signed Helen Gilbert to play opposite Danny O'Neil for his "Romance in the Clouds" film series. . . . ABC's Dick Rawls pinch-hit for Paul Mowrey at the NTFC meet last night. Latter is on a flying trip to Chicago. . . . William Morris Agency is interviewing writers for a new tele series to star British comedienne Florence Desmond, who scored such a hit on the Texaco show several weeks ago.

RCA VICTOR will mount a 15 by 20 foot TV screen on the front of the RCA Building Election nite to pickup the NBC cover. Stunt will be the first public demonstration of the firm's new projection system. . . . Dr. Frank Back, inventor of the Zoomar lens, introduced his new wide angle lens at the SMPE convention in Washington last nite. . . . Andrea Radio Corp. will lift the tab for WABD's "Camera Headlines" news stanza across-the-board beginning Monday. . . . Why is tele apparently such a "hot or cold" proposition with viewers? Top show on the October Hooper report has a 63.2 rating, while No. 10 has an 18.8. Only 6.1 separate corresponding radio shows

ABC Sells Two-Hour Thanksgiving Show

Elgin-American will sponsor a special two-hour all-star Thanksgiving Day variety show over ABC's Eastern and Mid-West networks, it was announced yesterday. Titled "Holiday Star Revue," program will be aired from 7:30 to 9:30 p.m. on Nov. 25, originating in the web's Ritz Theater in New York.

Kinescope recordings of the program will be flown to Chicago where WENR-TV will feed the show the Mid-West net on Nov. 29. Produced by Ward Byron, program will be carried by five stations in the East and seven in the Mid-West.

Weiss & Geller is the agency for Elgin-American.

Rank Theaters To Show Large-Screen Television

London—J. Arthur Rank will close three of his West End theaters shortly for installation of large-screen video equipment. The move takes immediate advantage of the agreement in principle with BBC under which TV shows may be used experimentally by theaters. It is understood that programs will be fed by landline from Rank's South London video studio.

Tele Antenna Mount Offered

A new tele antenna accessory called the Mastercraft Antenna mount is reported to be the solution to anchoring roof television antennas. The mount is designed to be attached to

First TV Web Show Set By P&G On NBC

Procter & Gamble, radio's largest bankroller, launches its first network tele program Nov. 5, 9-9:30 p.m., over NBC-East, on behalf of Ivory Soap, Duz and Crisco.

Weekly program, titled "I'd Like to See," features film clips of memorable events of the past requested by viewers. Ray Morgan will be narrator.

Show was originated by Bernard E. Karlen, who will produce. Agency is Compton Advertising.

Wehrheim Named Biz Mgr. For NBC-TV in Chicago

Chicago—John M. Wehrheim, with NBC here for the past 15 years, has been named business manager of the web's Central Division tele department, it was announced yesterday by TV manager Jules Herbiveaux.

Also announced was appointment of George A. Heinemann as TV operations manager. Formerly associated with New York photo studios, he is at present training with the web's video New York department.

Three appointments in the engineering department were revealed by chief engineer Howard Lutgens. Richard H. Engstrom was named a studio engineer; Stephen J. Hasnonek projection engineer, and C. Edwin Read, transferred from New York, control engineer.

chimneys, uses aluminum castings and galvanized cables. It is manufactured by Mastercraft Products, Boston, Mass.

Research Findings Useful Only For The Present—Katz

Oscar Katz, research director of CBS, yesterday warned researchers that currently available data on tele should be applied only to the present status of the industry and not used as the basis for predictions about its future. He spoke at the seventh annual luncheon of The Pulse, Inc., at the Hotel Biltmore.

Researchers and research users, Katz said, "are in danger of looking at the infant television industry not as an infant, but as if it were a small adult, and are in danger of conducting reporting and using television research as though television were now as stabilized and mature as radio is." Tele is "young, fluid, unpredictable in many aspects of its

growth," he added, and researchers "must take this into account. . . . It behooves us to remember that today's findings may be outgrown and useful primarily as history three months from now."

Tells of Rutgers Research

Katz disclosed that CBS is engaged in a TV research project with Rutgers University concentrating on a small city within range of New York stations. Initial findings from this "laboratory," he said, have pointed up that the audience "is changing, not only in numbers, but also in its basic characteristics. And this change . . . will undoubtedly be accompanied by changes in the audience's tastes and preferences."

Net Staffs Ready For All-Night News Cover

Television will share the spotlight with major candidates Tuesday night, when viewers and trade will be keeping critical eyes on network TV's first Presidential election.

Video stole the show at the major political conventions last summer, it will be recalled, and is expected once again to provide outstanding coverage from both the spot news and human interest angles.

While returns will be sponsored on at least three webs, and probably on all four, broadcasters do not expect to make money on the deal, since expenses probably will exceed revenues. More than 1,000 newsmen, commentators, technicians and other staffers will take part and tons of equipment, visual aids and other props will be used.

Lineups Listed

Lineups of the four nets follow:
ABC—Sponsored in East and Mid-West by Kaiser-Frazer. Walter Winchell and Drew Pearson, making their debuts on the web, head lineup of commentators. Seven cameras, two mobile units to be used in N.Y., six cameras, one mobile unit in Chicago.

CBS—Sponsored by Nash Motors. Nine camera locations set up between New York and Washington. Most of major assignments will be handled by Douglas Edwards, Quincy Howe, Lyman Bryson, Gil Fates, John Shafer and Dwight Cooke.

DuMont—Coverage in co-operation with Newsweek. No sponsor announced, but Chevrolet reported ready to pick up tab. Main commentary and interview spots will be handled by staffers of the magazine.

NBC—Deal with Life similar to that for conventions in East, sponsored by RCA-Victor in Mid-West. In addition to studio shows, web will do pickups from party headquarters and Washington. Mid-West operation will mark first live airings of WNBQ.

First Religious TV Meet To Begin at WRGB Nov. 7

Schenectady—First TV seminar for religious leaders, sponsored by the Joint Religious Radio Committee, will open at WRGB here Nov. 7 and continue through the week. Group of 12, including six ministers, has registered for the course, which will explore the uses of video in the religious field.

A. L. Zink, program supervisor of WRGB, will act as moderator at the workshop. He will be assisted by Ted Beebe, writer-director at the GE station.

NRDGA Announces Retailer Contest

(Continued from Page 1)

lives and reflects its individuality and personality in its own trading area. Radio advertising is most effective when carried on consistently with definite objectives, and carefully prepared to suit the tastes of the particular audience desired by the store. The National Association of Broadcasters has joined with us, as last year in the sponsorship of this contest."

The announcement specifically points out that entries should not include special shows (such as Christmas shows) or syndicated shows for which retailers use only an opening or closing announcement.

Traffic Department Consolidated At NBC

Consolidation of three divisions of the NBC Traffic Department—commercial traffic, sustaining traffic and station reports—into a single division to be known as the Stations Notification Division was announced by Harry C. Kopf, NBC administrative vice-president in charge of sales and stations.

Matt Boylan, who has been supervisor of commercial traffic has been named supervisor of the Stations Notification Division. Hamish McIntosh, assistant to Boylan, is named section supervisor of the Commercial Program Section of the new division, and Miss A. M. Caramore, former sustaining traffic supervisor, has been appointed section supervisor of the sustaining traffic section which includes AM and TV sustaining service notifications to stations.

With this new organization, NBC's New York Traffic Office will be divided into three divisions instead of five as at present. There are the Operations Division, which will continue under the supervision of John Hilton as division supervisor; the Stations Notification Division, under Boylan, and the Communications Division, which will continue under the supervision of Louis Zangaro, chief dispatcher.

New Manager At KPLT

Paris, Tex.—Aubrey T. Harris has been named manager of KPLT here, replacing Boyd Kelley, who has resigned to become manager and stockholder in two outlets at Wichita Falls.

AVAILABLE

Man—exceptional background nat'l network managerial capacity—creative & administrative programming experience—in or out of town—wants opportunity first, salary second.

Write Box 181

RADIO DAILY, 1501 Broadway
New York 18, N. Y.

"Pressuring" Of Commission Described In Hoover Report

(Continued from Page 1)

lentless pressures" which are not always in line with the best interests of the public. The pressure, he said, bears upon the Commission's ability "to strike a proper balance between the public interest and private interests." The Commissioners, human beings after all, "cannot be expected invariably to swim upstream," he added.

Direct pressure by industry upon the Commission, Golub said, is generally in the form of steps to threaten the Commissioners with public criticism and Congressional reprisal. In addition, the pressures are sometimes calculated, he said, to place delaying obstacles in the path of the Commission with a view toward causing decisions to be affected by the knowledge that the decision wanted by industry will mean much less litigation, explanation, hearing, etc.

"Trial by newspaper, trade journals and radio has been common-place wherever the Commission has sought to exercise its regulatory powers over broadcasting," Golub wrote. Even in the case of technical matters, he recalled, "the battle over the state of the art of color TV was front-page news until the Commission decided that color TV was not ready for commercial exploitation."

Industry frequently goes to individual members of Congress with its troubles, as to a wailing wall, he said, and has usually had little difficulty finding a member of Congress to "carry the torch in its struggles with the Commission. The Commission's authority to concern itself with program content, for example, has been explored over and over again. Congress has never taken any action to negative the Commission's powers

in this respect, but year after year Congressional interest in the subject is expressed in one way or another.

"Similarly, when the networks were in the courts fighting the Commission's power to promulgate its chain broadcasting regulations, they were simultaneously using Congress as a second front." He referred also to the clear channel and FM hearings in the present Congress.

But, Golub said, "It is not intended to leave any implication that there is something insidious in the industry's pressure activities. Its interests are expected to be reflected in exactly the ways that they have been. In fact, one of the reasons for having a Commission which represents the public interest is to counteract the influence of these activities of private interests."

The Commission has not succumbed to these pressures, Golub wrote. The Commission has definitely, he said, displayed "an underlying sense of sympathy for the industry." This does not mean a disregard for the public, he hastened to add.

On the other hand, Golub said the Commission can usually count on public support, as indicated in the recent White and Johnson bill hearings.

Philip Morris Sales Show Heavy Increase

(Continued from Page 1)

and the balance of \$2,140,379 was due to higher selling prices effective July 29, 1948.

Estimated net earnings were \$2.69 per common share compared to \$1.08 for the same period of 1947.

Of the 1948 sales \$3,668,959 were export sales, and \$107,797,525 domestic, the largest domestic sales both in dollars and units for any six months period in the company's history.

KCMO Post To 'Dan' Danford

Kansas City, Mo.—E. K. Hartenbower, general manager for KCMO, Greater Kansas City's most powerful station for Mid-America—has announced the appointment of W. E. "Dan" Danford as manager of local and regional sales. Danford has been doing sales work for the past 13 years in Mid-America. Nine of these he was with the Pet Milk Sales Corp., then with KMBC and more recently with WJIM, Lansing.

Youngman On Lombardo Show

Comedian Henny Youngman will be Guy Lombardo's guest on the orchestra leader's new "Meet the Boss" series over MBS tomorrow, October 30, 9:30-10 p.m. Lombardo will take on a new assignment in the course of this program—that of straight man.

1.5 MILLION

This season, 1,500,000 people visited the Allegheny County Free Fair, biggest of its type in the country. There, too, was KDKA.. with big shows, special programs, souvenirs, stunts, and a dazzling exhibit.

Whenever there's a big event in KDKA-land, KDKA is in the midst of things.. whether it's a fair, a farm show, a charity drive, or an airplane campaign to feed starving wildlife.

For 28 years.. come Election Day.. KDKA has covered everything of consequence for people of the great Pittsburgh tri-state market area.

KDKA

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WESTINGHOUSE RADIO STATIONS Inc

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

Send Birthday Greetings To—

October 29
Arthur Kohl Jack Pearl
Virginia Clark Lew Rogers

October 30
Joan Banks Robert Monroe
Carl Warren

October 31
Mary McCoy Douglas Hope
Murray Carpenter

November 1
Stan Shaw Ray Sinatra
Barry McKinley

November 2
Mary Steele Benton Ferguson
June Lyon Clyde Scott

November 3
Donald Dickson Milton Herth
Morgan L. Eastman

November 4
M. B. Hudson Ed Smalle
Joan Britton Helen Dumas
Samuel Stewart Hayes
Al Wilde George Barclay