



RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



POL. 46, NO. 41

NEW YORK, TUESDAY, MARCH 1, 1949

TEN CENTS

AFFILIATES APPROVE POLICIES OF NBC

Crosley Gets Credit In Avco Statement

The Crosley Division accounted for more than 50 per cent of Avco Mfg. Corporation's total consolidated net sales of \$140,515,462 in the 1948 fiscal year, ended Nov. 30, it was announced in the firm's annual stockholders' report.

Avco's net consolidated income for 1948 amounted to \$7,913,736 compared to \$6,960,658 for 1947. Last year's net sales constituted an increase of 33 per cent over the previous year and were the highest in the corporation's 20-year history.

Proxy Victor Emanuel disclosed

(Continued on Page 8)

Shafto Heads NAB Group To Study Int'l Allocations

Washington Bureau of RADIO DAILY
Washington—NAB announced yesterday that G. Richard Shafto of WIS, Columbia, S. C., director at large for medium stations, has been named chairman of the special NAB committee to study international radio frequency allocations, a group authorized at the NAB board meeting at New Orleans last month.

The committee includes T. A. M. Craven, of Craven, Lohnes & Culver;

(Continued on Page 2)

Networks Bidding For Cotton Bowl Game

Dallas—The newest contest in connection with the annual Cotton Bowl classic each year here is over radio and television rights.

It was revealed here that propositions have been submitted to both the Mutual Broadcasting System and the National Broadcasting Co., and

(Continued on Page 8)

Short Circuit

San Antonio—A kite flown by a youngster knocked out the service of KITE, local station, the past week-end. The kite had a wire frame and became lodged in the telephone wires. This caused a short circuit in the telephone circuit between the KITE studio and the transmitter.

Hoover To Address Next REC Luncheon

With Herbert Hoover, former president of the United States, as guest speaker, the Radio Executives Club of New York is planning a special luncheon meeting in the grand ballroom of the Hotel Roosevelt in New York on Thursday, March 10, Carl Haverlin, president, announced yesterday.

Mr. Hoover, who was Secretary of Commerce in the early days of the commercial development of radio and followed its progress as president of the United States, has been

(Continued on Page 2)

Peterson Takes Post As MBS Sales Executive

Edwin R. Peterson, formerly a salesman with ABC, has been named manager of Mutual's central division with headquarters in Detroit, it is announced by Jess Barnes, MBS vicepee in charge of sales. He succeeds Herbert Faust who resigned a few weeks ago to join a motor company.

In his new capacity with Mutual,

(Continued on Page 3)

Web's Present And Long-Range Plans Told In Chicago By Network Execs; Trammell Talks On Time-Sales

70 Stations Set For Baseball Season

Philadelphia—Close to 70 stations will be used by Atlantic Refining Co. this summer for its sponsorship of baseball broadcasts in Pennsylvania, New England and Baltimore. Richard Borden, Atlantic ad manager, said the schedule covers all home games of four major league teams—Philadelphia Athletics and Phillies, Boston Red Sox and Braves—and all games played by the Pittsburgh

(Continued on Page 8)

Ohio Station Explores Commercial Facsimile

Columbus, Ohio—WELD, FM outlet owned by the Wolfe newspapers which also owns WBNS and has a television station under construction, is planning to fully explore the commercial possibilities of fac-

(Continued on Page 8)

Estes Named Gen'l Mgr. Of Alabama Stations

Montgomery, Ala. — Edwin H. Estes of Gadsden yesterday was named as general manager of a chain of four Alabama radio stations owned by G. W. Covington, Jr., of

(Continued on Page 6)

Chicago—Led by President Niles Trammell, top NBC officials yesterday took the stump in the Stevens Hotel here at a special affiliates meeting to unveil, sell and defend the network's long range plans for holding its position in AM broadcasting and before the day ended affiliate representa-

(Continued on Page 3)

Ed Breen Defeated For NAB Board Post

Edward Breen, KVFD, Fort Dodge, Ia., who led the Code fight for indie broadcasters and asked for by-law changes by NAB, was defeated for reelection to the NAB board with Merrill Lindsay, WSOY, Decatur, Ill., getting his post in the small stations category. Sixteen seats were involved in the recent election with the following being elected in the

(Continued on Page 3)

Philip Morris Eyeing New Daytime Program

Philip Morris is strongly considering a new daytime variety show which is being auditioned today, Tuesday. Daytime radio for the cigarette company is handled by Cecil & Presbrey, Inc.

At the present time Philip Morris

(Continued on Page 2)

Kobak Talks Billings, TV At MBS Board Meeting

Chicago—Edgar Kobak, president of Mutual, found himself on the defensive at a special board meeting of MBS called here by Lewis Allen Weiss, chairman of the board. The criticism is reported to have stemmed from the decline in network billings and the role the network has played in television development until this time.

Yesterday's session was held behind closed doors at the Amba-

sador Hotel with no official statement being available from Chairman Weiss last night. It was learned, however, that Weiss heads a group of the board who have been apprehensive about the web's future operations, particularly in the television field.

Indications were that President Kobak was ready to do battle if board members sought his resigna-

(Continued on Page 3)

BMB Bulletin

Total number of subscriptions to Broadcast Measurement Bureau as of February 25 was 825. The subscribers number 664 AM, 140 FM and 13 TV stations, four national and four regional networks. BMB has been endeavoring to bring up the total subscriptions to 1,000 in order to insure the financial success of the Second Study.

SBC Dates Set

Chicago—The 13th annual meeting of the School Broadcast Conference has been set for October 18, 19 and 20 at the Sherman Hotel in this city. Dr. Benjamin Fine, education editor of the New York Times, will be the guest speaker at the organization's luncheon. Other program plans remain still to be worked out by Conference officials.

RADIO DAILY



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WEST COAST OFFICES

Al Steen, Manager
6425 Hollywood Blvd. Phone: Gladstone 8436

WASHINGTON BUREAU

Andrew H. Older, Chief 6417 Dablonoga Rd.
Phone: Wisconsin 3271

CHICAGO BUREAU

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

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FINANCIAL

(February 28)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
ABC	8	7 7/8	8	+ 1/8
Admiral Corp.	16 3/4	16 1/2	16 3/4	+ 1/8
Am. Tel. & Tel.	147 3/8	147 1/4	147 3/8	+ 1/8
CBS A	19 1/2	19	19 1/2	+ 1/2
CBS B	18 7/8	18 1/4	18 7/8	+ 1/2
Farnsworth T. & R.	1 3/4	1 1/2	1 3/4	+ 1/8
Gen. Electric	36	35 1/4	36	+ 1/2
Philo	33 7/8	33 3/8	33 7/8	+ 1/2
Philo pfd.	87 1/2	87 1/2	87 1/2	+ 1/2
RCA Common	11 3/4	11 3/8	11 3/4	+ 1/2
RCA 1st pfd.	71 1/2	71	71 1/2	+ 1 1/2
Stewart-Warner	12 1/2	12 1/4	12 1/2	+ 1/4
Westinghouse	23	22 3/4	23	+ 1/8
Westinghouse pfd.	95 1/2	95 1/4	95 1/2	+ 1/2
Zenith Radio	28 3/8	27 3/8	28 3/4	+ 1/4

NEW YORK CURB EXCHANGE

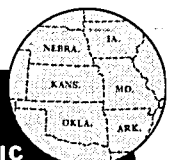
Hazeltine Corp.	13	13	13	- 1/4
Nat. Union Radio	3 1/2	3 3/8	3 1/2	0

OVER THE COUNTER

	Bid	Asked
DuMont Lab.	13	14
Stromberg-Carlson	13 1/2	15

Sponsorship Renewed

Procter & Gamble Company has renewed its sponsorship of the CBS daytime drama, "Perry Mason," for another 52 weeks effective March 28. Agency is Benton & Bowles, Inc., New York.



For SALES MAGIC in the "MAGIC CIRCLE"

Hire **WIBW**

The Voice of Kansas TOPEKA
BEN LUDY, General Manager

★ COMING AND GOING ★

BILL TODMAN, co-producer of "Winner Take All" on CBS, who spent the past week in Miami, is back in New York.

PAUL MOWREY, national director of television for ABC, will return today from a vacation in South America.

JAMES G. RIDDELL, general manager of WXYZ and WXYZ-TV, Detroit, is sojourning in Miami. He plans to return to the automobile city on March 14.

HENRY STRAKER, assistant program director of BBC's New York office, is on a business trip to stations in the Southern states, also Oklahoma and Texas. He'll be back in New York March 21.

DOUGLAS Z. GILMORE, publicist, has returned from Chicago.

JOHN REED KING, master of ceremonies on "The Missus Goes A'Shopping" over CBS, will leave tomorrow for two weeks in California. During his absence, Bill Cullen will substitute for him.

HENRY UNTERMEYER, account executive at WCBS, is back from his honeymoon of four weeks in the Bahamas.

FRANK MARX, American network vice-president in charge of engineering, will leave on Friday of this week for Oklahoma City, where on Saturday he will be the principal speaker at the University of Oklahoma's annual radio conference on TV.

CHARLOTTE MANSON, radio actress heard on ABC's "Stop the Music," left by plane following Sunday's program for a five-day vacation at Miami Beach.

LOWELL THOMAS, Columbia network news analyst, is back in town following a trip to Sun Valley, Idaho.

FREDERICK OPPER, London bureau news chief for ABC, spent the week-end in Brussels, Belgium, where he reported the Western Europe Unity Meeting.

LAWRENCE WEBB, assistant to the president of WJW, Cleveland, paid a call yesterday at New York offices of ABC, with which the station is affiliated.

JAMES W. HICKS, general manager of WCOS, American network outlet in Columbia, S. C., is spending a few days in Gotham on station business.



Philip Morris Eyeing New Daytime Program

(Continued from Page 1)

has two daytime network shows, both on MBS, plus two nighttime programs on NBC and one on CBS. It is not known if a new show might affect any of those in the current schedule.

In addition to radio, the advertiser is shortly beginning a television show (Tex and Jinx) over WCBS-TV. Philip Morris also has a heavy television spot campaign now in progress.

Shafto Heads NAB Group To Study Int'l Allocations

(Continued from Page 1)

John H. Dewitt, WSM, Nashville; Everett L. Dillard, KOZY, Kansas City, NAB director-at-large for Class B FM stations; H. W. Slavick, WMC, Memphis, NAB 6th District director, and Calvin J. Smith, KFAC, Los Angeles, NAB 16th District director.

NAB staff advisers to the committee will be Royal V. Howard, engineering department director, and Forney Rankin, adviser to the NAB president on international affairs.

Smith Heads Day Shows For Procter & Gamble

Gail Smith will become director of radio in charge of daytime programs for Procter & Gamble Productions, Inc., effective today, it was announced yesterday by Procter & Gamble. Smith joined the advertising department in September, 1943, as an assistant in the radio section. After spending several years in the company's daytime radio activities, his responsibilities shifted to the field of night-time radio.

The principal night-time radio programs are "Truth or Consequences," Red Skelton, "FBI in Peace and War," "Life of Reilly," "Jack Smith," "Beulah" and Lowell Thomas.

Hoover To Address Next REC Luncheon

(Continued from Page 1)

asked to talk informally on communications. Recently Mr. Hoover headed a committee which conducted a study for reorganization of departmental agencies of the government. Included among these agencies was the Federal Communications Commission.

Anticipating a large crowd for the Hoover luncheon, Claude Barrere, secretary-treasurer, is taking table reservations for the March 10th luncheon.

WHOM Giving Support To Opera Guild Drive

A week of daily plugs for the Metropolitan Opera Guild's fund drive to aid the company's plans for the 1949-50 season was started yesterday by WHOM on its live sustainer, the "Arco Bolena" program in which emcee Dino De Luca interviews leading Met stars each day.

Appearing in person during the six days are: Salvatore Baccaloni, Giuseppe Valdenigo, Virgilio Lazzari, Florence Quartararo, Melchiorre Luise and Giuseppe di Stefano.

Stay WSNY Receivership

Appointment of Harold J. Salern as temporary receiver of WSNY, was ordered stayed by Justice Sydney Foster in the Appellate division yesterday and the other is returnable in Albany on March 7th. In the meantime Winslow Leighton, president and treasurer and general manager, has resumed operation of the station.

HERE IS ABILITY — BACKGROUND — EXPERIENCE FOR YOUR RADIO - TV DEPARTMENT

This Producer-Director of many top rated network and local shows is closing his Production Business. He is interested in going with active advertising agency-Television company. An interview will bring full report of proven results and his ability for contacts in the field, to qualify for the position. Write

Box No. 218, RADIO DAILY
1501 Broadway New York 18, N. Y.

Output

That English Bull Terrier is the unusually proud mama of ten pups. You can't count them all in the picture . . . but they're there. Some have gone below to chow. Mother "Puggie" has produced twice the normal number of puppies.

We've picked this picture to make a radio record and production point. The sales producing station is W-I-T-H. The record . . . more listeners-per-dollar-spent than any other station in this big town.

You can run down our list and see the names of accounts that are usually handled by the accepted smart time buyers.

W-I-T-H is the successful independent in this 6th largest city. Is W-I-T-H on your list?



W-I-T-H

Baltimore 3, Maryland

TOM TINSLEY, President
Represented by Headley-Read

Kobak Talks Billings, Video At Board Meet

(Continued from Page 1)

ion. Kobak arrived over the week-end armed with industry statistics including those of the other networks to prove that Mutual's plight in billings at this time was no different than the other networks. Theodore Streibert, president of WOR, New York, and Jack Pop-

Rumors Grow

Special MBS board meeting in Chicago yesterday caused a flood of rumors in the New York trade circles. One was that Edgar Kobak, president, would resign and either Lewis Allen Weiss of Don Lee or Theodore Streibert, president of WOR, would succeed him. At Mutual headquarters in New York departmental heads indicated they were taken by surprise with the sudden calling of the board meeting. They were awaiting word on the board's decisions last night.

ele, vice-president of the Bamberger outlet, were among the board members on hand for the meeting. Others included J. E. Campeau, WJLW, Detroit; H. K. Carpenter, WHK, Cleveland, Benedict Gimbel, Jr., WIP, Philadelphia, John Shepard and Linus Travers of the Yankee Network, Boston. Chesser Campbell and Frank Schreiber were among the WGN, Chicago, observers.

Peterson Takes Post As MBS Sales Executive

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Peterson will cover Detroit, Cleveland, Akron, Buffalo and Wheeling. He will be directly responsible to the New York office.

Peterson was a salesman for ABC or seven years, resigning that job last Jan. 1. Among the accounts he handled for ABC were General Mills, Libby-McNeil and Libby, Coni, Inc., and Allis-Chalmers. Before joining ABC, Peterson was associated with the Chicago Better Business Bureau.

Lever Bros. Renewal

Lever Brothers Company, Cambridge, Mass., for Spry, has renewed its sponsorship of the CBS daytime program "Aunt Jenny" for another 52 weeks effective March 21, it was announced yesterday. Ruthrauff & Ryan, Inc., New York, is the agency. Program is aired Monday through Friday on the network from 12:15-12:30 p.m., EST.

SALESMEN WANTED

for Long Island and New York City accounts. Automobile and Long Island residency essential.

JOSEPH A. LENN, V.-P.
Station WHLI Hempstead, L. I.

Affiliates Okay NBC Policies At Special Confab In Chicago

(Continued from Page 1)

tives gave unanimous approval of network policies—past, present and proposed.

NBC's formula, as given to the affiliates, can be boiled down to this: Hold what we've got now, force costs down for new advertisers, and bring in new talent to radio.

"We think we have the answer and it's pretty simple, too," Charles Denny, NBC executive vicepee, told the broadcasters. "It calls for hard work and imagination, week by week, month by month, to develop new ideas and talent, to prevent our programming from going stale, and to attract and hold audiences."

New Programs Revealed

Tom McCray, national program director, revealed a list of nearly 30 new programs which NBC controls. Included in the list were the following: Charles Boyer, in a dramatic series created especially for him; Jose Ferrer, in a dramatic series; "Four Star Playhouse," featuring Rosalind Russell, Olivia de Havilland, Cary Grant and Edward G. Robinson; James Mason and his wife Pamela Kellino, in an air version of "The Man Who Came to Dinner"; "My Life and Hard Times," a comedy series based on the James Thurber book and being written by Thurber and Goodman Ace; Douglas Fairbanks, Jr., in a series typical of his swashbuckling screen roles; Dick Powell, in a revised version of the adventure series "Richard Rogue"; Kenny Delmar, featured as Senator Claghorn; Dean Martin and Jerry Lewis, the comedy team which is under contract to NBC.

Trammell said that NBC continues to have more time periods sold than any of its competitors. His web, he added, has only one and one-quarter evening hours available compared with three and a half hours for the second network (meaning CBS). Trammell said NBC expects to announce soon the sale of an hour period. He stated that Monday through Friday, NBC has two and one-quarter hours open as contrasted with eight and three-quarter hours for the second network.

Promises Lower Costs

NBC has taken a number of steps and will take many others, it was stated by Trammell. He said the network has under way many plans further to assure itself and its affiliated stations of a profitable, permanent future in sound broadcasting. "We have to face up to the challenge of giving even greater value to present advertisers," he declared. "We've got to make broadcasting attractive to additional advertisers by bringing total radio costs down. And we must do all this without sacrificing our own economic position or yours during the years ahead."

The network president said it will continue to be the policy to direct "our efforts towards the highest rated shows we can build, buy or attract." He added, "but it would be

foolish to fall for any scheme which meant confining all our efforts to top ratings for this season at the expense of the future. It is because of our faith in the long range future of sound broadcasting," Trammell said, "that we deliberately passed up the short term expedient of capital gain deals."

Harry Kopf, administrative vicepee in charge of sales, reported that within the last few weeks 11 sponsors on other networks have expressed a desire to do business with NBC.

The disclosure by Justin Dart, president of Rexall Drug Co., that the Phil Harris-Alice Faye show would remain on NBC at least through the 1950 season gave Trammell a springboard on which to announce that Fibber McGee and Molly also are remaining with the network. He expressed confidence that "Mr. District Attorney" and Ed Gardner's "Duffy's Tavern" will continue with NBC.

Other Officials Heard

Other NBC officials who assisted in discussing network policies included Ken R. Dyke, administrative vicepee in charge of programs; John F. Royal, vicepee, and Hugh M. Beville, director of research.

The resolution passed by the affiliates read as follows:

"The affiliates of the National Broadcasting Company in Chicago today hereby express unanimous and enthusiastic approval of the network program policies past, present and those proposed for the future.

"Further, they are in complete accord with NBC's plan to afford opportunities to new American talent and are confident that this field has unlimited potentialities.

"To the end that all NBC programs shall have the widest opportunities, the affiliates declare their intention to accomplish the most aggressive campaign in the history of the industry so that NBC shall further strengthen its position as the nation's number one network."

New Radio Column

Camden Courier Post newspapers, the only daily newspapers in South Jersey, are setting up a radio and television column called "Airwaves" to run Tuesdays, Thursdays and Saturdays, in both the morning and evening newspapers, starting Tuesday, February 1st. This will include personnel and factual news pertaining to radio and television programming and also review highlights. This column will be written by "Bud" Stretch.

Stewart-Warner Dividend

Stewart-Warner Corporation directors last Wednesday declared a cash dividend of 25 cents per share on the five dollar par value common stock, payable April 9, 1949, to stock of record March 18, 1949.

Ed Breen Defeated For NAB Board Post

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various station categories of the association:

Large Stations: Howard Lane, WJJD, Chicago and James D. Shouse, WLW, Cincinnati.

Medium Stations: G. Richard Shafto, WIS, Columbia, S. C.; and Kenyon Brown, KWFT, Wichita Falls, Texas.

Small Stations: Merrill Lindsay, WSOY, Decatur, Ill.; and Clair McCollough, WGAL, Lancaster, Pa.

FM-A Stations: Frank U. Fletcher, WARL-FM, Arlington, West Va.

FM-B Stations: Everett Dillard, KOZY, Kansas City, Mo.

Eight directors representing the odd number NAB stations were also selected. They are: Dist. 1, Harold Fellows, WEEI, Boston; Dist. 3, George D. Coleman, WGBI, Scranton, Pa.; Dist. 5, Allen M. Woodall, WDAK, Columbus, Ga.; Dist. 7, Gilmore N. Nunn, WLAP, Lexington, Ky.; Dist. 9, Charles C. Caley, WMBD, Peoria, Ill. (election previously held); Dist. 11, John F. Meagher, KYSM, Mankato, Minn.; Dist. 13, C. W. Rembert, KRLD, Dallas; Dist. 15, Glenn Shaw, KLLX, Oakland, Calif. and Dist. 17, Harry R. Spence, KXRO, Aberdeen, Wash.

A total of 2,098 ballots were cast, according to Ernst & Ernst, New York accountants who conducted the ballot count. There were 2,750 ballots mailed to NAB members.

Lisa Sergio Exits WOV

At her own request, commentator Lisa Sergio is taking an indefinite leave of absence from WOV, New York. Miss Sergio is considerably tied up on the lecture circuit and she is booked for a European trip this summer. Her WOV show was sustaining.

IN LOS ANGELES

GET ON THE BEAM!

Direct to the 1,130,000 "SPECIALIZED GROUP" within the Los Angeles Market.

- YIDDISH 250,000
- NEGRO 300,000
- GERMAN 700,000
- SPANISH 250,000
- ITALIAN 100,000
- SCANDINAVIAN 130,000

6 RESPONSIVE AUDIENCES IN ADDITION TO 3 MILLION ENGLISH SPEAKING LISTENERS

KOWL 5000 WATTS CLEAR CHANNEL

Owned and Operated by
ART CROGHAN & GENE AUTRY

*“Intangibles
that are the real
treasures”*

—GENERAL DWIGHT D. EISENHOWER

Paul H. Raymer Company, Inc.

*W*hat constitutes the relationship between a representative and his stations? What should develop from an association of many years' duration? What benefits should accrue to each party?

The first answer, of course, is business. That's the representative's first function — to sell the station's time and programs. From this both he and the station get the revenue that supports their separate organizations.

But we at the Raymer Company put a high value on the intangibles that develop throughout years of association.

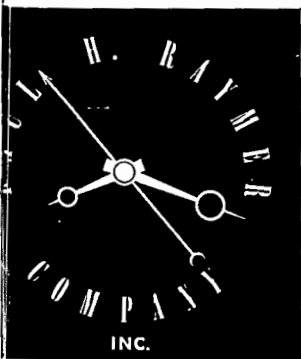
We are starting our 17th year of business. Many of our stations have been with us for most of these years. Working together for so long a time has developed intangible factors of friendship and mutual feelings of respect and confidence.

These intangibles develop smooth teamwork between us. They eliminate friction and wasted effort in this complex and fast moving business of national selective radio.

They guarantee our stations great cash values in additional business. Applied to active selling, they account for extra orders that can come only when a representative organization feels something far more than just a business responsibility to its stations.

They inspire our salesmen with the spirit that makes the difference between routine selling and outstanding success. Intangibles truly *are* the real treasures.

Are you getting these intangibles in your representation?



Radio and Television Advertising

New York Boston Detroit Chicago Hollywood San Francisco

SAN FRANCISCO

KNBC's "This Is Your Home" has started its seventh year on the air with the renewal of the Sunday 10:30 a.m. broadcasts by W. & J. Sloane.

Ralph Edwards returns to his home town of Oakland to originate "Truth or Consequences" from the Oakland Auditorium on February 26.

KFRC's Lyle Bardo & Orchestra are filling a two weeks' engagement at the Sir Francis Drake Hotel, and Merv Griffin, former soloist on the Lyle Bardo and Bill Gwynn shows is at the St. Francis Hotel with Freddie Martin and his orchestra.

Dean Maddox took his KFRC Amateur Hour to San Jose for an appearance at the Civic Auditorium there.

Bill Gwynn has been back in town visiting his old haunts. Bill left KFRC a few months ago to take over emceeing Mutual's "What's the Name of That Song" program in Hollywood.

Dwight Newton, conductor of KGO's "Schoolcast" program, who is in the St. Francis Hospital recovering from an emergency appendectomy, has been flooded with letters and cards from not only grammar school student listeners to his program, but from teachers and adults all over California. The programs are now being transcribed from Newton's hospital room.

Bing Crosby transcribed one of his forthcoming ABC Philco Hour programs from the stage of the Marine Memorial Theater here with Burl Ives and Dinah Shore as guests.

Estes Named Gen'l Mgr. Of Alabama Stations

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Montgomery. The appointment takes effect immediately. The Covington stations include WCOV and WCOV-FM in Montgomery, WGWD in Gadsden, and WGWC in Selma.

Estes was employed as manager of WGWD when Covington first established the station in December, 1947. WGWD has recently purchased a building on East Broad Street, and after extensive remodeling, moved into it as offices and studios.

WGWD is a daytime station, but at present, has pending before the FCC an application for full time. It also has an FM application pending as has WGWC in Selma.

Mr. Estes was formerly sales manager of WMOB, Mobile, and will continue to serve as manager of WGWD in addition to his duties as general manager of the four stations until a suitable replacement can be secured.

DAYTIME SERIAL SPECIALIST--

available as writer, collaborator, editor, supervisor, or consultant. Credits include two serials in top-rated ten. Write full details.

Box No. 216, RADIO DAILY
1501 Broadway New York 18, N. Y.



Mainly About Manhattan. . . !

● ● ● First really big break against TV in the sports field is the barring of televised pro football in New York next fall as a result of an agreement between Stoneham, Rickey and Topping. Former, altho' only a landlord and not an owner, is said to be the leader in the revolt against TV, which he feels will be ruinous to the gate. (Only pro games the locals will see next year will be four Yankee road games from Baltimore, Cleveland, Buffalo and Chicago). . . General Foods pruning its radio budget. (Hear they're dropping Jack Carson and Meredith Willson). . . Is the DuMont schedule being trimmed down to 50 hours a week? . . . Milton Berle telling pals he'll drop radio next year to concentrate on TV where he's undisputed monarch. . . "True or False" gang leaving for Miami Beach Thursday for the March 5th airing. . . Mary Margaret McBride, with her manager, Estella H. Karn, has taken off by plane for Haiti. She'll do her broadcasts from there. . . If Henry Morgan doesn't turn out to be a sensation in his new radio and TV series, it won't be the fault of his writing stable which includes such top-graders as Arnold Horwitz, Aaron Rubin, Joe Stein, Herbie Baker and Bobby Cohn. . . Today's Quote: (from Fred Allen): "Prez. Truman must have gone to college—he's a three-letter man."

★ ★ ★ ★

● ● ● Handsome Harry Wismer, radio's most-traveled sports ace, breezed into town Friday from Washington for the Saints and Sinners brawl, as the personal guest of Attorney-General Tom Clark and Democratic National Chairman, Howard McGrath, who happened to be the 'fall guy' for the occasion. Wismer and the Attorney-General have been pals-walshy ever since they've been working together on the juvenile delinquency problem. Harry, meanwhile, has taken off again for KCMO, Kansas City, where he's down as the main speaker at the Tip-Off Banquet being held there. And, incidentally, some top bankrollers are looking the boy over for TV.

★ ★ ★ ★

● ● ● SMALL TALK: Ed Wolf has come up with a 'sleeper' in his "American Minstrels of 1949" on ABC, emceed by Jack Carter and starring Pick 'n' Pat. This Jack Rubin-directed series combines yesterday's nostalgia with today's speedy pace. . . Life may readying a half-hour TV series and seeking a voice of their own (like March of Time's Van Voorhees). Four commentators are now being considered with George Fredric Putnam in the inside track. . . Trevor Adams has resigned as radio director of the N.Y. Yanks to become assistant sales manager of DuMont. (Formerly sales manager at WINS, Adams is back on familiar ground). . . Speaking of the Yanks, the TV spot vacated by Bill Slater may go to Bill Moore, who broadcast the Newark Bears last season. Lefty Gomez had been considered but he's too busy with his connection with a sporting goods outfit. . . A low bow to WCOP's Craig Lawrence for setting up Sunday's coast-to-coast special airing in connection with Brotherhood Week. . . Robert Quarry, formerly with J. Walter Thompson's coast office, now with Lester Lewis as contact man. . . New Camel theme on their spots is the catchiest singing commercial since Carolina Rice.

★ ★ ★ ★

● ● ● Russ Hodges' master-minds, Jerry Layton and Wilbur Stark, lined up a gruelling schedule for our boy the other day. To begin with, there was his regular TV show. Then a police escort to NBC where he was pinch-hitting for Martin Block on Supper Club. Same escort whisked him over to the Longacre Theater to record his half-hour quiz show. From there it was back to NBC for the repeat on the Chesterfield show. And just to keep the lad from going stale, they had him over to the Copa later on for a midnite chat with Jack Eigen.

AGENCIES

SAN FRANCISCO Chronicle announces the appointment of Free & Peters, Inc. as exclusive national sales representative for its television station, KRON-TV. The station is scheduled to go on the air early this summer, utilizing Channel 4, and will be the San Francisco outlet for the NBC television network. KRON-TV will be managed by Charles Theriot.

COURTLAND D. FERGUSON, INC., Washington, Baltimore and Richmond advertising agency, with home offices in the National Press Building, Washington, D. C., announces the appointment of Gardner A. Phinney as account executive of the agency. Phinney comes to the agency from the Washington Post, where he represented the newspaper in the retail chain store classification for the past three years.

ANNUAL SPRING DINNER AND DANCE of Advertising Women of New York, Inc., will be held Friday, April 8, in the Grand Ballroom of the Hotel Astor. "Through the Looking Glass" is the theme chosen for the party and Jeno Bartal and his orchestra will provide dance music. Johnny of Philip Morris fame will be on hand to award prizes.

RICHARD R. BECK has been appointed head of the outdoor and transit advertising department of John C. Dowd, Inc. Prior to joining the Dowd organization, he was associated with Walter Baker Chocolate & Cocoa Division, General Foods Corporation, and the General Food Sales Division, for 11 years. He served as captain in the U. S. Army in World War II.

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 M. Y. T.

TELEVISION DAILY

Publication of RADIO DAILY, Tuesday, March 1, 1949 — TELEVISION DAILY is fully protected by register and copyright

FCC SUSPENDS NEW AT&T RATES

TELE TOPICS

THE ENTIRE TRADE is puzzled over the wide discrepancies between the Hooper and Pulse ratings for the Admiral show. WABD and WNBT. Pulse measured the show of Feb. 4 and released the following quarter-hour ratings:

WABD—21.3, 22.0, 20.0, 20.0
WNBT—20.0, 19.3, 19.3, 18.0

Hooper's ratings for the entire show of Feb. 11 were WNBT, 46.1; WABD, 4.5. A special Hooper survey for the debut of the stanza on Jan. 28 gave WNBT 36.4 and WABD 18.1. Pulse also measured the program, and its quarter-hour ratings were:

WNBT—34.0, 34.0, 30.7, 28.7
WABD—25.3, 25.3, 23.3, 22.0

From these figures, it seems that Pulse has recorded more of an equal distribution of audience between the two stations, with the NBC outlet ahead one week and WABD ahead the other. Both Hooper reports, on the other hand, have given WNBT a heavy edge in audience. . . . By a large, both Pulse and Hooper have been regarded as rather accurate yardsticks of audience. Their ratings, especially Hooper's network figures, have in many cases been responsible for the successes or failure of an artist's career and the size of an agency's billings. It is apparent now that one, or both, of the services is wrong in its measurement of the Admiral show. Those immediately concerned—Admiral, the Kudner agency, NBC and DuMont—are most desirous of knowing the true facts. But because of the widespread abidance by these ratings the entire industry is concerned. What is everyone in the business has a right to know is (1) who is wrong, how much and why? (2) why in the two Pulse studies is there a fluctuation in the lion's share of audience? (3) why was there such a large difference in Hooper's two ratings from a two-to-one ratio for the opener to approximately ten-to-one two weeks later? It is believed that both Hooper and Pulse made special studies on the show last week. Their findings should be most interesting.

GENERAL FOODS, in spotting "The Goldbergs" for Sanka coffee in the 7 p.m. Monday seg on CBS, has decided at the time franchise following a toped program (Talent Scouts) will overcome whatever disadvantage might be encountered by back-to-backing of two more less competing products. The Godfrey Kent show is bankrolled by Lipton tea. ABC will audition "Market Melodies," a Modell-Harbruck two-hour daytime, agencies via a special 15-minute film condensation of the two-hour program. Stanza has a point-of-sale tie-in via reviewers installed in New York supermarkets.

CBS Affiliates Form Three-Sta. Ohio Net

Cincinnati—Formation of a three-station Ohio net in Cincinnati, Columbus and Dayton to compete with a similar web to be established in the same cities by Crosley was revealed here yesterday. The stations are WKRC-TV, Cincinnati; WHIO-TV, Dayton, and WBNT, Columbus.

Three-way program exchange will get under way in October, when WBNT will be connected either by coaxial cable or microwave. The Dayton station is on the air and the Cincinnati outlet is slated to begin commercial operations Apr. 1. All three stations have newspaper affiliations. WKRC-TV is owned by the Times-Star; WHIO-TV is owned by the Daily News, and WBNT is tied-in with the Wolfe papers. AM counterparts of all three are CBS affiliates. The Crosley stations are NBC outlets.

WKRC-TV recently staged an exclusive contract with the Cincinnati Gardens, new sports arena, for pickups of all sports and other events. Shows will be sponsored by Hudepohl Brewing Co. and may be fed to the other stations.

Insurance Firm Sponsors B. B. Training Film Seg

Detroit — Semi-weekly program featuring films of the Detroit Tigers in Spring training will be aired by WXYZ-TV for six weeks, beginning Mar. 9, under sponsorship of the Michigan Mutual Liability Insurance Co. William Denman Agency placed the account.

John Pival, program manager of

Philco And RCA Competing In Phila. School Programs

Philadelphia—A form of competition new to the industry will get under way here this week. It will be not a battle for sales, on the surface at least, but a competition between two giants in the field — RCA and Philco—for the favors of local educational authorities.

Both firms will set up receivers in public and parochial schools for reception of special programs to be aired for in-class viewing.

Philco is installing large screen receivers in 20 public, private and parochial high schools. The firm's outlet, WPTZ, will broadcast three programs a week, from Mar. 2 to

TV Box Score	
On the air	55
CP's	67
Applications	314

Trevor Adams Named DuMont Ass't Sales Mgr.

Trevor Adams has resigned as radio-tele director of the New York Yankees to join the DuMont web as assistant sales director. Appointment is effective today.

Before he joined the Yankees, Adams was with the WINS sales department for five years, the last three as sales manager. Previously he was sales director of the Texas State Network and salesman for WMCA and WHN. He is a native New Yorker.

Gallery Also Ex-Yankee

Tom Gallery, who recently was appointed sales director for DuMont, formerly was promotion manager of the Yankees.

At the same time, rate increases in two of the web's three owned and operated stations were announced. Nighttime hourly rate for flagship WABD will be boosted from \$1,000 to \$1,250, effective today, with present advertisers protected until Sept. 1.

Beginning April 1, nighttime hourly rate for WDTV, Pittsburgh, will be increased from \$250 to \$300, with current clients protected until Oct. 1.

The ABC station, in Lakeland, Fla., making arrangements for the filming. Reels will be flown to Detroit daily for editing and scripting by the station's staff.

Effective Date For Cable Charges Now June 1

Washington Bureau of RADIO DAILY

Washington—Pending determination of FCC policy regarding intercity sections of various TV relay and microwave facilities, the Commission yesterday suspended until June 1 the new AT&T tariff schedules which were to have become effective today.

A hearing was ordered on the new regulations, as called for in a petition filed last week by DuMont, Philco and TBA, all of whom, along with Western Union, were given leave to intervene in the new hearing.

Date will be announced shortly for the proceeding.

In a joint petition last week, the intervenors held that the modified tariffs "continue the discrimination against private relay systems, against manufacturers of television and relay equipment, and will hinder the rapid establishment of a nationwide television system."

Sees Construction Limited

These tariffs, according to the petition, would "severely limit the construction of new stations and restrict development and research in the field of intercity transmission of TV signals, as well as restrict broadcasters in the use of their own mobile equipment."

Three New Appointments To CBS-TV Staff Made

New appointments to the CBS-TV staff announced yesterday were those of Jackson Green as director of production facilities; Eileen Lange as story editor, and Arthur E. Duram as sales promotion manager.

Green formerly was civilian director of recreational therapy for the VA in California; Miss Lange previously was fiction editor of the Women's Home Companion and associate editor of Good Housekeeping, and Duram comes from WBBM, Columbia-owned Chicago station, where for the past two years he was sales promotion manager.

Kerr Joins WPIX Sales

Allan W. Kerr, former senior account executive of WCBS, has joined the sales department of WPIX. Kerr had been with WCBS since 1944. He previously was associated with Free & Peters, Inc., William G. Rambeau Co., Hearst Radio and The Radio Advertising Corp.

70 Stations Set For Baseball Season

(Continued from Page 1)

Pirates and Baltimore Orioles both at home and on the road.

Atlantic, starting its 14th consecutive year as a baseball sponsor, will have a co-sponsor in each of the markets it covers. Home games of both Philadelphia clubs will originate with WIBG and be fed to a hook-up in eastern Pennsylvania. Co-sponsor is Supplee-Wills-Jones Milk Co. Byrum Saam and Church Thompson will handle the announcing.

For the third consecutive year, Atlantic will televise the home contests of the Philadelphia Athletics and Phillies, this time using all three local television stations—WFIL-TV, WCAU-TV, WPTZ—on a rotating schedule. Video announcer is Claude Haring.

Will Feed 20 N. E. Stations

Home games of the Boston Red Sox and Braves will be fed to about 20 New England stations by WHDH with Narragansett Brewing Co. as co-sponsor. Play-by-play will be called by Jim Britt, Tom Hussey and Leo Egan.

Atlantic is not participating in television coverage of Boston games. Telecasts will be co-sponsored by Chevrolet Dealers and Narragansett Brewing.

The refining company will co-sponsor Pittsburgh Pirates broadcasts with Rieck-McJunkin (Seal-test). Originating station is WWSW and the entire slate of Pittsburgh games will be aired over a network in western Pennsylvania. Rosey Rowswell and Bob Prince are the announcers.

Atlantic and Gunther Brewing Co. have arranged to co-sponsor live broadcasts of the Baltimore Orioles home games while road contests will be reconstructed by WITH. Gunther also is considering television sponsorship in Baltimore but Atlantic will use radio only. Baltimore announcers have not yet been selected.

N. W. Ayer & Son lined up Atlantic's baseball schedule. All members of Atlantic's announcing staff will have a one-day meeting in Philadelphia on April 12.

Networks Bidding For Cotton Bowl Game

(Continued from Page 1)

asking for bids. Mutual has aired the game in the past and now NBC wants it. The annual football classic has now attained a stature that places it near the top of the list of major sports attractions.

The networks are being asked for a three-year contract (a) for broadcasting in 47 or 48 states; (b) broadcasting and television privileges; (c) the privilege of televising the game to require that the Cotton Bowl Association be paid 100 per cent of the revenue from sponsors of the telecast.

NETWORK SONG FAVORITES

The top 30 songs of the week (more in case of ties), based on the copyrighted Audience Coverage Inaex Survey of Popular Music Broadcast over Radio Networks. Published by the Office of Research, Inc., Dr. John G. Peatman, Director.

Survey Week of February 18-24, 1949

TITLE	PUBLISHER
A Bluebird Singing In My Heart.....	Advanced
A Little Bird Told Me.....	Bourne
A Rosewood Spinet.....	Shapiro-Bernstein
"A"—You're Adorable.....	Laurel
Bouquet Of Roses.....	Hill & Range
Buttons And Bows.....	Famous
Cruising Down The River.....	Henry Spitzer
Dreamer With A Penny.....	George Simon
Far Away Places.....	Laurel
Galway Bay.....	Leeds
Here I'll Stay.....	Chappell
I Got Lucky In The Rain.....	Sam Fox
I've Got My Love To Keep Me Warm.....	Berlin
Lavender Blue.....	Santly-Joy
Little Jack Frost Get Lost.....	Henry Spitzer
Look Up.....	Patmar
My Darling, My Darling.....	E. H. Morris
My Dream Is Yours.....	Witmark
On A Slow Boat To China.....	Melrose
Once In Love With Amy.....	E. H. Morris
Powder Your Face With Sunshine.....	Lombardo
Pussy Cat Song.....	Leeds
Senorita.....	Felst
So Dear To My Heart.....	Santly-Joy
So In Love.....	T. B. Harms
Someone Like You.....	Harms
Streets Of Laredo.....	Famous
Sunflower.....	Famous
Tara Talara Tala.....	Oxford
You Was.....	Crystal

Second Group

TITLE	PUBLISHER
Brush Those Tears From Your Eyes.....	Leeds
By The Way.....	Bregman-Vocco-Conn
City Called Heaven.....	Warren
Down Among The Sheltering Palms.....	Miller
Down By The Station.....	American Academy
For You.....	Witmark
Great Guns.....	Feist
I Get Up Ev'ry Morning.....	Leeds
I Got A Gal In Galveston.....	Republic
I Love You So Much It Hurts.....	Melody Lane
I Wish Somebody Cared Enough To Cry.....	London
If I Could Be With You.....	Remick
It's A Big Wide Wonderful World.....	Broadcast Music
Johnny Get Your Girl.....	Bourne
Red Roses For A Blue Lady.....	Mills
That Certain Party.....	Bourne
These Will Be The Best Years Of Our Lives.....	Robbins
To Make A Mistake Is Human.....	Record
Underneath The Linden Tree.....	La Salle
While The Angelus Was Ringing.....	Chas. K. Harris
You You You Are The One.....	Campbell

(Copyright, 1949 by Office of Research, Inc.)

Crosley Gets Credit In Avco Statement

(Continued from Page 1)

also that Crosley Broadcasting Corp. increased both sales and earnings over the 1947 fiscal year "despite starting expense of its telecasting operations."

There may be some decline in earnings for the 1949 fiscal year in the broadcasting field because of the "additional losses that will be incurred in starting television operation at Dayton and Columbus," the annual report predicted. "It is expected that these new stations will lose money in the first two or three years of their operations."

Tele Capacity Raised

Crosley division increased its capacity toward the close of the year for production of television receive to about 10,000 monthly, Emanu disclosed. "With the addition of small amount of test equipment," he added, "it is anticipated that this capacity will be increased to 20,000 monthly early in the 1949 fiscal year depending upon the availability cathode-ray tubes."

Although the annual report said that Crosley has continued to improve its position in the field of radio, it admitted that the sale of radio products is being materially affected by the increasing impact of television.

Ohio Station Explores Commercial Facsimile

(Continued from Page 1)

facsimile, according to Lester H. Nafzger, WELD station director. The station, a pioneer in facsimile which has operated experimental station W8XUM since 1939, has just purchased new equipment—a scanner and several fax recorders—from Radio Inventions.

Nafzger, who is also chief engineer for WBNS, said, "With standards now established (near FCC action late last year) equipment available it is our intention to fully explore the commercial possibilities of facsimile, realizing of course that the service must be available before there can be a market for printers and facsimile equipped receivers."

Nafzger added, "While television tends to overshadow facsimile, it appears to be a field for both the facsimile providing the permanent record, flexibility and economy."

In recent years WELD has transmitted two facsimile schedules weekly. It plans now to institute multiplex operations, thus simultaneously broadcasting facsimile and aural programming.

OFFICE SPACE FOR RENT

1 Block from Radio City

Several furnished offices with private bath for rent. Telephone switchboard and cleaning service.

HOTEL ABBEY



RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 46, NO. 42

NEW YORK, WEDNESDAY, MARCH 2, 1949

TEN CENTS

WEBS AND NARSR FILE BRIEFS AT FCC

Fight Rights Opened Up As Louis Retires

Radio and television rights to the next heavyweight championship fight formerly held by Gillette through an agreement with the 20th Century Sporting Club, were apparently tossed on the open market yesterday when Joe Louis formally resigned and announced that he and two Chicago sportsmen would promote a bout to determine his successor next June. It was learned that the sudden development prompted fast action on the part of networks and advertisers in contacting the newly-formed International Boxing

(Continued on Page 7)

Mason Named Vice-Pres., Geyer, Newell & Ganger

William R. Mason has been appointed a v-p of Geyer, Newell & Ganger, Inc.

Before joining the agency in 1947 as an account executive, he was associated with William B. Remington, Inc., of Springfield, Mass.; Westinghouse Electric Corp.; Fuller, Smith & Ross, Inc., in Cleveland, O.; the Estate Stove Co. of Hamilton, O., and the Hamilton, O., Journal News.

AP Broadcasters Group Formed In Virginia

Richmond—The Virginia Associated Press Broadcasters Assn. has been formed with Jack Weldon, general manager of WWOD, Lynchburg, as president; Fred Hart, manager of WLPM, Suffolk, as vice-president, and Frank H. Fuller, AP bureau chief in this city, as secretary.

The five directors who will constitute

(Continued on Page 2)

Public Service

WHLI, Hempstead, L. I., stepped up its public service to Nassau county to include 44 notices of the closing of private and parochial schools, special announcements for industrial plants, train schedule changes and weather advisories on the aftermath of New York's severe snow storm and cold wave which hit the city yesterday.

Promotional
Frank Stanton, president of CBS, in a promotional letter sent to advertisers, agencies and clients the past week-end emphasizes the network's talent and program gains and high ratings of their shows. The letter also points out that web billings for the first quarter of 1949 are running eight per cent ahead of a year ago.

FCC Rejects Offer Made By Richards

Washington Bureau of RADIO DAILY
Washington—The FCC announced yesterday that it has rejected unanimously the petition by G. A. Richards that it call off the scheduled hearing in Los Angeles on charges that he asked newsroom employees of KMPC to slant their newscasting. Commissioner Rosel H. Hyde, although he did not propose the calling off of the hearing in Los Angeles March 16, dissented from his colleagues to propose that Richards be given a hearing before the full Com-

(Continued on Page 6)

Henry Morgan Program On NBC Starts Mar. 13

Henry Morgan's new radio show on NBC, which will feature Arnold Stang and Lisa Kirk, is set to premiere on Sunday, March 13, at 8:30 p.m., EST, following Fred Allen. The comedian is expected to retain the type of format he used on ABC although some of his characterizations

(Continued on Page 2)

Kobak Re-elected MBS Pres. At Network Board Meeting

Chicago — Edgar Kobak was re-elected president of the Mutual Broadcasting System in the closing session of the two-day board meeting held at the Ambassador East Hotel. The election of Kobak was tantamount to a vote of confidence on the part of the MBS directorate.

The re-election of Kobak was a personal victory for the veteran radio executive. It had been rumored that his administration was subject

Networks Question Commission's Right To Move Against Spot Sales Units; Fly Warns Of Damage To Reps

Organizing-Plan Set For Indies Inside NAB

Proposals for organizing independent stations within the ranks of the NAB will be laid before the one-day Unaffiliated Stations Conference of the NAB Convention, April 10, Stevens Hotel, Chicago, at which non-members will be welcome, in what promises to be the first concrete step toward organizing and strengthening the indies within the organization vote-wise.

Cal Smith of KFAC, Los Angeles, will present the proposals for future

(Continued on Page 6)

AWB To Have Jennings As Speaker On Saturday

Washington Bureau of RADIO DAILY
Washington—The AWB revealed yesterday that its luncheon speaker next Saturday, as it winds up its sixth annual convention, will be George Jennings, president of the

(Continued on Page 3)

Only 1-Month Extension To WNYC For Nite-Time

The FCC has extended WNYC's permission to stay on the air until 10 p.m. for a period of one month only, beginning today, instead of the

(Continued on Page 3)

Washington Bureau of RADIO DAILY
Washington—NBC, CBS and the National Association of Radio Station Representatives returned to the battle yesterday as they filed briefs with the FCC on the right of networks to represent stations for spot sales. The briefs did not differ sharply from the arguments advanced by the three parties during the hearings here this winter.

Both NBC and CBS challenged the right of the FCC to take action in the case, even if it thinks such action is warranted, holding that no

(Continued on Page 3)

Auditions Get Results With Air Features, Inc.

During 1948, Air Features, Inc., auditioned 597 hopefuls in 69 general auditions and out of that number 52 persons made first appearances on programs as a direct result of the organization's general audition system.

Coincidentally with its report on the continued "open door" policy toward talent, Air Features announced yesterday that the producing company

(Continued on Page 2)

Winchell Back On Top In Latest Hooperatings

Following an absence of six weeks, Walter Winchell moves back into first place in the latest Hooperating (week of Feb. 15-21) with a figure of 28.1. Fibber McGee & Molly came

(Continued on Page 2)

Airminded
Worcester, Mass.—WTAG took a wire recorder aboard a DC-4 Skymaster yesterday to cover a business meeting of the Worcester chapter of the National Aeronautics Association which was held while the plane was flying between Worcester and Boston. Henry Felix, WTAG producer, was the air-minded broadcaster who handled the arrangement.



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JOHN W. ALICOATE : : Publisher

FRANK BURKE : : : : Editor

MARVIN KIRSCH : Business Manager

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WEST COAST OFFICES

Al Steen, Manager
6425 Hollywood Blvd. Phone: Gladstone 8436

WASHINGTON BUREAU

Andrew H. Older, Chief 6427 Dahlonaga 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

(March 1)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
ABC	7 7/8	7 3/4	7 3/4	- 1/8
Admiral Corp.	17	16 3/8	16 5/8	- 1/8
Am. Tel. & Tel.	147 3/8	147 3/8	147 3/8	0
CBS A	19 1/4	19	19 1/4	+ 3/8
CBS B	18 1/2	18 1/2	18 1/2	0
Farnsworth T. & R.	1 3/4	1 1/2	1 1/2	- 1/4
Gen. Electric	36 1/2	36	36 1/4	+ 1/4
Philco	35	34 3/4	34 3/8	+ 1
RCA Common	11 7/8	11 3/4	11 3/8	+ 1/8
RCA 1st pf.	7 1/2	7 1/8	7 1/8	+ 1/8
Stewart-Warner	12 3/8	12 3/8	12 1/2	0
Westinghouse	23 3/4	23	23	- 1/8
Westinghouse pf.	100 1/4	100 1/4	100 1/4	0
Zenith Radio	29 1/2	29	29 1/4	+ 3/8

NEW YORK CURB EXCHANGE

Hazeltine Corp.	13 1/4	13	13 1/4	+ 1/4
Nat. Union Radio	3 1/2	3 1/2	3 1/2	0

OVER THE COUNTER

	Bid	Asked
DuMont Lab.	13 1/8	14 1/8
Stromberg-Carlson	13 1/2	15

Marge Kerr III

Marge Kerr, talent buyer and head of daytime radio in the New York office of N. W. Ayer & Son, underwent an emergency abdominal operation early yesterday in Doctors Hospital. Late yesterday she was reported to be doing nicely following the operation.

INS has served

FOR 11 YEARS

★ COMING AND GOING ★

WALTER POWELL, assistant commercial manager of CBC, and ARTHUR BARR, sales traffic manager of the network, have arrived from Toronto on a business trip.

FORTUNE POPE, executive vice-president and general manager of WHOM, is back from a short holiday in Palm Beach.

JERRY DEVINE, producer-director of "This Is Your FBI," has arrived in New York to confer with officials of the bureau and with agency executives regarding future programs. He'll also have a look-see at TV. MRS. DEVINE is with him.

BERT PEARL, heard on the "Happy Gang" program over CBC in Canada and on MBS in the States, will arrive tomorrow for a short stay in New York.

RALPH W. HARDY, assistant general manager of KSL, Columbia network affiliate in Salt Lake City, a visitor yesterday at the New York offices of the web.

RAY SUGAHARA, Girl Friday to Ted Husling at WMGM, is spending this week cavorting in the Mardi Gras atmosphere of New Orleans. She's expected back Saturday.

GEORGE MOSCOVICS, manager of television sales development for CBS, is in Cincinnati to deliver a TV sales presentation at the Advertising Club of that city, after which he'll leave for San Francisco to spend a week on business.

DON HANCOCK, announcer on "Stop the Music" over ABC, is vacationing in Miami. He'll be back in New York in time for next Sunday's program.

SPIKE JONES and the members of his CBS program company will appear today in Winston-Salem, N. C.

A. H. SCHUH, head of the television service division of State Distributing Co., Milwaukee, is visiting at the Emerson factory in New York, also conferring with Charles Robbins, Emerson vice-president in charge of sales.

Winchell Back On Top In Latest Hooperatings

(Continued from Page 1)

in second with 26.6 and Radio Theater was third with 25.1.

Other shows in the "Top Fifteen," starting with number four, are as follows:

Jack Benny 25.0, Bob Hope 21.0, Arthur Godfrey's Talent Scouts 20.8, Duffy's Tavern 19.7, My Friend Irma 19.6, Amos 'n' Andy 18.9, Stop the Music 18.8, Mr. District Attorney 18.6, People Are Funny 18.0, Mr. Keen 16.9, Big Town 16.5, Crime Photographer 16.3.

CBS has seven programs in the "Top Fifteen," NBC has six and ABC two.

Four of NBC's six programs on the list are heard in the solid block on Tuesday night from 9 to 11 p.m., EST. The other two NBC programs on the list are heard back to back on Wednesday night from 9-10 p.m., EST.

Three CBS shows in the "Top Fifteen" are aired in a block on Monday night from 8:30 to 10:30 p.m., EST. Two other nights in which Columbia is represented in the cream of Hooperatings are Sunday and Thursday. The two nights not represented at all in the "Top Fifteen" are Friday and Saturday.

AP Broadcasters Group Formed In Virginia

(Continued from Page 1)

tute an executive committee along with the officers are:

Campbell Arnoux, president of WTAR, Norfolk, and president of the 4th district of the NAB; Ray P. Jordan, manager of WDBG, Roanoke; Carl Duckett, manager of WBOB, Galax; Edward E. Bishop, manager of WGH, Newport News, and Charles Blackley, manager of WTON, Staunton.

Takes WELI Post

New Haven, Conn.—Yale University sophomore Howie Eaton has been named sports editor at WELI to replace Rick Pratt who graduated from Yale last month.

Auditions Get Results With Air Features, Inc.

(Continued from Page 1)

is planning to enter the television field during 1949.

Since 1939, when the audition system began, 887 new actors and actresses have been used. They were chosen from nearly 7,500 auditioned by the company.

During the past year Air Features directors used 172 actors and actresses for the first time, choosing this talent in 133 competitive auditions.

In their 13th year as exclusive administrators of the Hummert shows, Air Features now handles 14 network programs, eight for clients of Dancer - Fitzgerald - Sample, Inc.; four for John F. Murray Advertising Agency, Inc., and two for Duane Jones Company, Inc. Frank and Anne Hummert, as Hummert Radio Features, supervise all the programs.

Henry Morgan Program On NBC Starts Mar. 13

(Continued from Page 1)

may be toned down somewhat, it is reported.

Ben Grauer will announce the show and Milton Katims is assigned as musical director. Ken McGregor will direct. Fred Allen is slated to be the first guest on Morgan's premiere. Morgan was a guest on Allen's show last Sunday night and will return again next Sunday for the final buildup before he starts out on his own.

The new comedy show will go in the time slot now occupied by "NBC Theater." Morgan starts his five times a week television show over NBC on March 21.



Who Killed Cock Robin?

Looks very much as if he killed himself. He got all tangled up in a piece of string he was carrying to his nest, and hanged himself before anyone noticed it.

There's no need for time-buyers to get all snarled up trying to pick the best radio buy in Baltimore. It's simple—it's W-I-T-H, the BIG independent with the BIG audience.

And here's why: dollar for dollar, W-I-T-H delivers more listeners than any station in town. It covers 92.3% of all the radio homes in the Baltimore area.

Sure, there are some larger stations in town. But in this rich market—6th largest in the U. S.—W-I-T-H produces more results at a lower cost than any other station.

Smart time-buyers know this. They put—and keep—W-I-T-H at the top of their schedules. Do you know the W-I-T-H story? If not, call in your Headley-Reed man and get it today!



W-I-T-H

Baltimore 3, Maryland

TOM TINSLEY, President
Represented by Headley-Reed

KGW and KGW-FM
PORTLAND, OREGON

COMPLETE SCHEDULE
SIMULTANEOUS SERVICE

REPRESENTED NATIONALLY BY EDWARD PETRY & CO.

**BS, NBC, NARSR
File Briefs With FCC**

(Continued from Page 1)
Commission regulations are in-
ding, nor is the basic Communi-
cations Act. They stress that the
Commission has already indicated
sees no conflict with the network
sales in their setting up spot sales
departments. At the same time,
they renewed their pledges that
these spot sales departments will
not mushroom in size.

Former FCC chairman, James
Lawrence Fly, for NARSR, said the
problem is one of "cumulative
effect." If the nets "were not al-
ready armed with such heavy
weapons, the addition of one more
might give no cause for alarm," he
said, but the public interest is very
much at stake he added, when they
add to their present dominant posi-
tion the substantial increment of
influence that is inherent in the re-
lationship of station rep to station.

"This is the question that must be
answered here. What happens to
the balance of economic power in
the broadcasting industry if:

"(1) Each network adds to its
present ownership of dominant sta-
tions in key markets the control of
5 to 95 per cent of the operating
revenue of 10 or 15 additional dom-
inant stations,

"(2) The networks add to their
already strong hold on the national
radio advertiser control of the only
competitive avenue of approach to
that advertiser,

"(3) The networks add to their
present admitted influence over
their affiliates the unrestrained op-
portunity to combine the inconsis-
tent functions of quantity buyers
of network time and sales agents
of non-network time."

NBC claimed that NARSR was
unassisted by any other person
or organization in its plea to the
Commission that network spot sales
activities be ruled out. "It is ap-
parent that the stations are not ask-
ing for protection," said the net, and
declared further:

"To minimize the striking lack of
interest of the individual radio sta-
tions, counsel for complainants in-
sisted that stations were prevented
from testifying by coercion. Pre-
sumably complainants want it to
be assumed that among the almost
10,000 radio stations they were
unable to find a single one that had
not been coerced by one of the net-
works.

"It defies credibility that such a
widespread campaign of coercion
could have been concealed so suc-
cessfully, the more apparent con-
clusion is that only the complainants
are interested in their requested
regulation."

WJBK Will Originate Games

Detroit—WJBK will become the
key station of the Goebel Baseball
Network of 28 stations with the re-
shuffling of coverage of the
Detroit Tiger baseball games of 1949,
both home and away.

**AWB To Have Jennings
As Speaker On Saturday**

(Continued from Page 1)

Association for Education by Radio
and director of the Chicago Radio
Council and WBEZ. His address
will be one of the features of the
AWB meetings which will be held
in Chicago at the Drake, from
March 10 through March 12.

Jennings has had an extensive
radio career, having been connected
with KGW, KVI, WILL and NBC,
as well as with newspapers and
press associations. He was recently
cited by the 12th annual School
Broadcast Conference as the out-
standing man in educational radio
in 1948. A member of the faculty
of the University of Chicago, he
has also served on the faculty of
the KOIN Radio Institute in Port-
land, Ore., and the Radio Institute
of KMBC, Kansas City, Mo., as well
as in the radio workshop of WTOF,
Washington, D. C.

**Speakers Announced
For Okla. Conference**

Oklahoma City—Additional speak-
ers at the annual Radio Conference
on Station Problems, March 3-5,
have been announced by the Uni-
versity of Oklahoma.

Participants, not included in the
incomplete list reported on Feb. 9,
are: Jerome Sill, WMLO, Mil-
waukee; Sid Pietsch, WFAA, Dal-
las; Erle Smith, KMBC, Kansas
City, Mo.; Bruce Palmer, WKY,
Oklahoma City; Michael Griffin,
WTAQ, Green Bay, Wisc.; Don
Davis, WHB, Kansas City; M. H.
Bonebrake, KOCY, Oklahoma City;
Dave Taylor, WFRL, Freeport, Ill.;
Bill Hoover, KADA, Ada, Okla.;
Maurice Mitchell, director of broad-
cast advertising of the NAB, Wash-
ington, D. C.; Tom Conroy, Tom
Conroy Co., San Antonio, Tex.;
Hoyt Andres, WKY, Oklahoma City;
Jack Ostrode, KTOP, Topeka, Kans.;
Beulah Zachary, WBKB, Chicago;
Carter Bradley, United Press; Capt.
William C. Eddy, Television Asso-
ciates, Inc., Chicago; J. Souldard
Johnson, CBS Radio Sales, Chicago;
Carl Menser, WSUI, University of
Iowa, Iowa City, Ia.; Kern Tips,
Frank-Wilkinson-Schivetz & Tips,
Inc., Houston, Tex., and Dr. Alice
Sowers, WNAD, University of
Oklahoma.

Ahrens Heads CRCA

Chicago—Charles E. Ahrens, cen-
tral division radio news editor of
United Press, was elected president
of the Chicago Radio Correspond-
ents Association at the group's
February meeting. He succeeds
Ervin Lewis of WLS, who automati-
cally becomes a member of the
CRCA executive board. Other offi-
cers elected by the association were:
vice-president, Spencer Allen of
WGN-TV; secretary, Richard Elliott
of WCFL; treasurer, Donald McGib-
beny of WAIT. Elected to the execu-
tive board were Julian Bentley of
WBBM and James Hurlbut of
WMAQ.

**Only 1-Month Extension
To WNYC For Nite-Time**

(Continued from Page 1)

usual 6-month extension granted
during previous years.

The license calls for daily shut-
down at 5:30 p.m. The dominant sta-
tion operating on the same channel
as the city-owned station at 830 kc.
is WCCO, Minneapolis, owned and
operated by CBS.

In commenting upon the FCC's ac-
tion in limiting its usual extension
of broadcasting time to only one
month, WNYC director Seymour
Siegel said, "In the seven years we
have operated, there hasn't been a
single letter of complaint from any
radio listener in the United States."
He could offer no justification of the
FCC's action.

**Rene Kuhn To London
As State Dept. Officer**

Washington—Rene L. Kuhn, who
has been producing a radio program
on NBC, will assume the duties of
assistant press officer at the State
Department's London, England, in-
formation post early in March.

Miss Kuhn has had two books pub-
lished, "34 Charlton" and "Cornelia,"
and has written special features for
the Pan-American Magazine and
King Features Syndicate. She also
has been writing and appearing in a
15-minute broadcast for NBC for the
past 18 months.

**Kobak Is Re-Elected
President Of Mutual**

(Continued from Page 1)

statement did not elaborate but from
reports, Kobak's term is for one
year.

Mutual's programming came in for
discussion and it was the consensus
of the board that the network should
make a bid for more names and
audience ratings shows. Plans for web
participation in television were also
reviewed with New York, Chicago,
Los Angeles and Washington regard-
ed as key points for origination.

**Goodman Ace Denies
Writing NBC Program**

Goodman Ace denied yesterday an
announcement made by NBC that he
is collaborating with James Thurber
on a radio comedy series based on
Thurber's book, "My Life and Hard
Times." The announcement was
made on Monday at NBC's affiliates
meeting in Chicago where it was
said that among the new programs
which NBC had for immediate
broadcast was the Thurber story. It's
believed that Ace, who with his wife
does a sustaining show over CBS
every Tuesday, is the exclusive
property of Columbia. Ace, it is re-
ported, got no further than an initial
luncheon discussion with Thurber on
plans for an NBC program.

For Profitable Selling—Investigate

WDEL
WILMINGTON
DELAWARE

WGAL
LANCASTER
PENNSYLVANIA

WEST
EASTON
PENNSYLVANIA

WORK
YORK
PENNSYLVANIA

WRWA
READING
PENNSYLVANIA

WKBO
HARRISBURG
PENNSYLVANIA



Clair R. McCollough, Managing Director

Represented by

ROBERT MEEKER ASSOCIATES

Chicago San Francisco New York Los Angeles

STEINMAN
STATIONS

*T*he Affiliates of the National Broadcasting

Company hereby express unanimous and enthusiastic approval of the network's program policies, past, present and those proposed for the future.

Further, they are in complete accord with NBC's plan to afford opportunities to new American talent, and

CHICAGO, FEBRUARY 28, 1949

are confident that this field has unlimited potentialities.

To the end that all NBC programs, present and future, shall

have the widest opportunity, the affiliates declare their inten-

tion to accomplish the most aggressive promotion campaign

in the history of the industry—so that NBC shall further

strengthen its position as *the nation's number one network*.

Organizing-Plan Set For Indies Inside NAB

(Continued from Page 1)

collaboration between the indies for joint buying and selling, it was disclosed by WNEW's v-p Ted Cott, chairman of the Non-Affiliated Stations Executive Committee.

The fact that the only address to be delivered by NAB prexy Justin Miller would be at the indies' luncheon was taken as significant in the light of the latest moves taken by the un-affiliated stations. The cover of the advanced agenda for the one-day of sessions carries the poignant advice, "Bring your questions along" and "Check your inhibitions at the door."

Last week, the committee passed several resolutions, one of which asked for a study of governmental advertising spending with three main questions to be answered: (1) What is the total amount? (2) How much of this expenditure is going into radio versus other media? and (3) What proportion of the spending are the indies getting? Cott said that "we plan to make a pitch for government advertising after this information is at hand."

The committee passed another resolution objecting to BMI's selection of the month of March for its Second Study on the grounds that it was not representative of the average 12-month listenership for independents and does not take into consideration the heavy sports scheduling by the indies during the rest of the year, Cott declared. The selection of March for the BMI survey favors the networks, in that their highest ratings are achieved this month while the indies have their lowest, he added.

Participants tentatively scheduled in the one-day conference, in addition to Judge Miller, Smith and Cott, include: Maurice Mitchell, NAB director of broadcast advertising; Dr. Sidney Roslow of Pulse, Inc.; Gordon Kinney, radio director of the Advertising Council; NAB v-p Jess Willard; Benjamin Cohen of Chile, assistant secretary general of the U-N in charge of communications; Mel Drake of WDGY, Minneapolis; Bill McGrath of WHDH, Boston; Jerry Franken of Billboard; Joe Koehler of Sponsor; C. O. Langlois of Langworth Transcriptions; John Sinn of Fred W. Ziv, and Walter Davidson of Capitol Transcriptions.

Clemente Joining WOV

James Clemente assumed his newly-appointed position on the WOV staff as script-editor and producer of Italian-language dramatic programs on Feb. 7.

OFFICE SPACE FOR RENT

1 Block from Radio City

Several furnished offices with private bath for rent. Telephone switchboard and cleaning service.

HOTEL ABBEY



Mainly About Manhattan. . . !

● ● ● Coast insiders say that one of the big reasons Crosby is leaving Philco for Chesterfield when he switches to CBS in the fall is that Philco wanted him to do three television shows a week and El Bingo is reported to have said that he won't attempt the new medium for at least a year or two. . . . Anne and Eleanor Roosevelt, now heard three times weekly, go across-the-board starting next week. . . . "Luncheon at the Latin Quarter" fades March 28th after a year and a half. Herb Sheldon, we hear, is set to produce a series of comedy shorts for Universal. . . . Tom Slater, of R & R, now conducting special evening courses at NYU on Business Side of Radio & TV. . . . Fred Allen's comment on TV: "I haven't bothered much about television. I think the guys who used to take passport photos are now the cameramen." . . . Latest Nielsen survey shows Jerry Devine's "This Is Your FBI" as the leader in the mystery-crime league with a rating of 24.8. . . . Add IMPressions: Maggi McNellis: Charmingler. . . . Gertrude Berg: Worth her weight in Goldbergs. . . .

★ ★ ★ ★

● ● ● With everybody hopping on the TV bandwagon, Herb Moss isn't selling radio short. He's just built two air shows in conjunction with WNBC's Tony Provost—Ted Straeter's Piano Party and the Hank Ladd show. Both have been cut to new length (22-minute audition platters) enabling them to be demonstrated as either a half-hour or 15-minute possibilities. Both, incidentally, are very close to a sale.

★ ★ ★ ★

● ● ● Bernard L. Schubert, head of Radio Artists Corp., has regained rights to "Blind Date" and is readying it for TV via ABC March 23rd. Arlene Francis will star again in her original role as mistress of ceremonies. During the war, the series featured service men exclusively competing to get Stork Club dates with three models. On TV, it'll offer freshmen, seniors and bachelor alumni of rival colleges trying to grab off the dates. For the present, broadcasts will stem from N.Y., but plans are under way to stage it on university campuses when cable allocations permit. Schubert originally produced "Blind Date" when it made its radio bow on NBC for Maxwell House Coffee in June, 1943.

★ ★ ★ ★

● ● ● At the Dunninger broadcast last week, reports Leonard Lyons, the program was supposed to conclude with the mentalist's speech about Brotherhood Week. At the dress rehearsal, Dunninger waited to be called for the speech and then was told that it had been cut out. "It's been cut?" complained Dunninger. "Why doesn't someone tell me? What am I supposed to be, a mind-reader!"

★ ★ ★ ★

● ● ● SMALL TALK: Since Jack Hurdle has been assigned to produce the Ripley show, he no longer asks you how you are—but whether or not you've seen any two-headed guys around lately. . . . WOR's Nat Abramson off on another 18-day cruise on the Nieuw Amsterdam Friday with his missus. (Nat is now booking talent on Cunard Line cruises as well as the Holland Line). . . . Irving Fields, featured with his ork at the Senator Hotel in Atlantic City, is doubling as a disc jock down there on WMID. . . . Dwight Weist to narrate a color film dealing with the Presidential Inauguration. . . . Most televised model in video is Louise Venier, of the Harry Conover stable. She's been on over 150 shows this past year. . . . Aside to Buddy Hill, of Liberty Music Shops: Thanx so much for that Columbia "Kiss Me Kate" album. . . . Jack Barry taking singing lessons. . . . Mildred Murray claims that the race among gag-writers is getting to the point where most of them will wind up as "ulcer-rans."

FCC Rejects Offer Made By Richards

(Continued from Page 1)

mission, as Richards had asked last week.

The FCC declared, in rejecting Richards' request to appear before it to admit his responsibility for the questionable conduct charged against him, that "the very purpose of ordering an investigatory hearing was to afford the petitioner full opportunity to be apprised of all the charges. . . . and to allow him to present his testimony with respect thereto."

Lawyers for the Richards' interests were given further work yesterday when the Supreme Court asked to review a lower court decision of last fall which had reversed the FCC and ruled in favor of WJR, Richards' Detroit station. WJR had sought to intervene in a hearing involving a North Carolina station on the ground that it was adversely affected by contemplated action of the Commission.

Other government agencies joined the FCC appeal to the high court, feeling that if the lower court is not reversed the work of administrative agencies might be slowed and blocked by a flood of hearings. Burden of the lower court decision is that any party may claim to be affected by any administrative action and is thereby entitled to a hearing. The FCC maintains that the administrative agency should have the right to refuse hearing when it is convinced the would-be intervenor has no legitimate interest.

"Bowling Headliners" Set 13 Weeks On ABC's Web

"Bowling Headliners" will start a full 13-week series starting this Sunday night, at 10 p.m. on ABC's east-coast tele network. Al Cirillo, the tenpin expert of the keggers show announces that Russ Hodges, will again be guest sportscaster this Sunday. Show emanates from Rego Park Lanes and is in 4th spot on the Sunday "Pulse, Inc." rating. Star bowlers of both sexes are featured with a "give-away" gimmick to be announced soon. Show produced by Tele-Sports, Inc., New York, with Phil Tantillo, supervising all production.

1906 1949

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

Section of RADIO DAILY, Wednesday, March 2, 1949 — TELEVISION DAILY is fully protected by register and copyright

TELE NIGHTTIME RATES GOING UP

TELE TOPICS

THE HOOPER-PULSE HASSEL over the two-station ratings on the Admiral now points up more strongly than ever the need for one centralized system of audience measurement. Radio has been confused by two or more rating services for quite a while, and now tele is getting a dose of the same distasteful medicine. During the late thirties and early forties, there was CAB and Hooper and when, in 1946, CAB finally gave up, Nielsen had entered the radio field. Now in TV, we have Hooper and the Pulse, with Sindinger's "Radox" operating experimentally in Philadelphia and Nielsen about to enter the field. . . . In most phases of all businesses, competition is good for all concerned. In the field of audience research, however, several firms each using different methods to measure the same object too often make for confusion. And even though a network, say, may have more faith in the validity of rating firm "A" than it has in the validity of rating firm "B," it will quite naturally support and promote firm "B" if its ratings from "B" are higher than those from "A." . . . What is needed, I think, is not so much an amalgamation of all rating services, but the establishment by the industry of standards for all ratings. This would be a costly and time-consuming task, but if it could be accomplished would more than repay the effort and money expended.

MERSON RADIO will drop sponsorship of "Toast of the Town" on the 13th, and CBS will continue the show without Ed Sullivan. Web already has had a few nibbles from prospective bankrollers for the high-rated stanza. New emcee has not yet been selected. . . . Jack Partington, Jr., formerly with the Roxy Theater, has formed his own package house with offices in the Paramount Building. He's got a fashion seg starring Ilka Chase ready to go. . . . DuMont is revising its program schedule to get ready for daily pickups of the New York Yankees baseball games, beginning Mar. 7 WABD will sign off at 11:15 p.m. and resume operations in late afternoon. Some of the shows affected will be changed to half-hour one-a-week nighttimers. Station also will begin Sunday afternoon programming. . . . FBI chief J. Edgar Hoover has congratulated Bryson Dashi on his series of four shows over WMAL-TV, Washington, showing pix of wanted criminals. Writing that he "very much enjoyed" the show, Hoover said, "You are indeed to be commended on the manner in which the broadcast was handled. Programs of this nature render a valuable public service. They focus attention on the enemies of society and assist law enforcement agencies in enforcing the laws of our country."

Fight Rights Opened Up As Louis Retires

(Continued from Page 1)

Club, Chicago, promoter of the fight. The promotion outfit, composed of Louis, Arthur M. Wirtz and James D. Norris, has been okayed by the National Boxing Association and given permission to name a new world's heavyweight champ in the winner of an Ezzard Charles-Jersey Joe Walcott fight in June. What conflict may arise with the New York State Boxing Commission, which operates independently of NBA, still in doubt.

It was reported late yesterday that Gillette will make no move toward radio and television rights until it finds out what the New York State Boxing Commission will do in selecting a new champion. Eddie Egan, chairman of the commission, said he had received no direct word from Louis on his retirement. Egan, however, already has come out for an elimination tournament to pick the next champ rather than a single fight.

For many years Mike Jacobs' 20th Century Sporting Club has promoted all heavyweight championship bouts and radio and video rights have gone to Gillette on a continuing arrangement with no other bidders in the field. For the second fight between Louis and Walcott last June Gillette paid about \$100,000 for radio and TV, broadcasting the event over ABC and televising it via NBC. The mid-west TV co-ax has come on to the scene since then, a development which is not likely to help drive the \$100,000 price any lower.

Louis' two partners in the Chi-

Sound Perspective Needs Development

One of the industry's more important needs at present is development of a method which would enable engineers and program personnel to introduce perspective in sound to a show, Otis Freeman, assistant chief engineer of WPIX, said yesterday before the annual New York University chapter of IRE and AIEE.

"When an actor is shown on a close-up," Freeman said, "his voice sounds the same as when he is shown on a long shot. . . . Motion pictures can change sound perspective during the printing process. Right now this is not the case in television. Therefore, according to my way of thinking, the television audio field presents a great opportunity for some bright young man."

Throughout his talk, Freeman urged fullest cooperation between the engineering staff and non-technical departments in a station. In some cases, he said, it actually becomes the responsibility of the engineers to see that their facilities are exploited to the fullest degree.

Chicago firm, which plans to set up a New York office, are both highly influential in the sporting world. Norris is principal owner of the Chicago Stadium and also owns the Olympia Arena in Detroit, the Detroit Red Wings of the National Hockey League and is a stockholder in Madison Square Garden. Wirtz has promoted many sports events in the Chicago Stadium and owns the Hollywood Ice Revue starring Sonja Henie.

AT&T To Add 13 Cities To Tele Web This Year

The Long Lines Department of AT&T announced yesterday that the Bell System in 1949 will double the number of miles of TV network channels now available and will extend web service to 13 additional cities. By the end of this year there will be about 8,200 channel miles in operation extending 2,850 miles and linking 27 cities.

According to present plans, the 14 cities already on the hookup will be joined by Providence, R. I., and Wilmington, Del. By fall, Lancaster and Erie, Pa.; Rochester, N. Y., and Columbus, Dayton and Cincinnati, Ohio, will be added. Toward the end of the year coverage for Syracuse, Sche-

nectady, Utica and Rome, N. Y., is planned.

Both coaxial cable and microwave relay will be utilized for these additions. About 450 route miles will be covered by relay and some 300 route miles by co-ax.

Also under construction is the radio relay link to Chicago, three additional channels between New York and Philadelphia and one extra channel between Philadelphia and Washington.

On the West Coast, one north-bound radio relay link between Los Angeles and San Francisco is expected to be in operation in about a year.

Web Flagships To Up Rate Cards 20 To 50%

A general round of station rate increases is underway and probably will include almost every station that has been on the air for six months. Boosts are based on the sharp upturn in receiver circulation in most TV cities, and are expected to range from 20 to as high as 75 per cent a nighttime hour.

NBC is planning a new rate card for Apr. 1, showing a 50 per cent increase for flagship WNBC, from \$1,000 to \$1,500 for a class A hour. DuMont's flagship, WABD, this week announced a rate boost from \$1,000 to \$1,250 an hour. Both ABC and CBS are now planning to revise the rate structure for their New York outlets. Although no figures have been decided upon, it is believed that the jump for both stations will be at least to \$1,250, with WCBS-TV probably going as high as \$1,500.

Other changes in the NBC network card include increases of 20 per cent for WNBC, Chicago; over 50 per cent for WPTZ, Philadelphia; 25 per cent for WNBK, Cleveland, and 75 per cent for WTVR, Richmond. Effective yesterday DuMont's WDTV, Pittsburgh, raised its tariff from \$250 to \$300, and WSPD-TV, Toledo, went up from \$150 to \$200.

Coincidental with the nighttime boosts, web sales execs are planning a revision of daytime rates for stations about to begin all-day operation. While these may not include any changes in hourly rates, it is believed that the sales structure will be altered to provide for low-cost participations and announcements to attract local advertisers.

SAG Orders Confabs On Tele-Actor Pacts

West Coast Bureau, RADIO DAILY Hollywood—The board of directors of the Screen Actors Guild has ordered immediate negotiations with employers to protect actors in television films, as result of failure of talent unions headquarters in New York to agree on any workable plan for organization and administration of the live video field. The Guild board has advised members not to work for less than the Guild minimum. It has notified AAAA that the Guild is proceeding immediately to organize for itself jurisdiction in television and immediate meetings are scheduled with TV film producers and video networks, looking to signing of contracts to protect interests of actors in TV films.

NEW BUSINESS

WGN-TV, Chicago: General Motors Corp. (Oldsmobile division), through D. P. Brother & Co., Inc., the Tuesday and Thursday segments of "CBS Television News" for 52 weeks; Blair Corset Co., Inc., through James Frankel Co., "Individually Yours," Fridays, 1:30-2 p.m., starting February 25; General Foods Corp. (Sanka), through Young & Rubicam, Inc., "The Goldbergs" for 52 weeks starting March 28; Hyland Electrical Supply Co., through H. S. Laufman & Associates, "Woman's Magazine of the Air," Monday, Wednesday and Friday, starting February 28 for 13 weeks; Philip Morris & Co., Ltd., through the Biow Co., Inc., "Tex and Jinx" on CBS and WGN-TV, Mondays, for 52 weeks starting March 7; Electric Auto Lite Co., through Newell-Emmett Co., "Suspense," new half-hour CBS show, on Tuesdays, for 52 weeks starting March 1; Household Finance Co., through LeValley, Inc., "Backstage With Barry," Tuesdays, for 26 weeks starting March 1.

WQXR, New York: Helena Rubinstein, Inc., has expanded its radio activity on the New York indie to include a 15-minute musical show, six mornings a week, and began Feb. 28, on a short-term basis through Advertising House with Bennet Korn representing the station. The cosmetic and perfume firm also sponsors Tuesday evening's "Much Ado About Music" over WQXR.

WNBQ, Chicago: The Cushman Rug Company, through E. Ross Humphrey, has ordered one station break weekly for 52 weeks starting March 3. A one-minute television transcription announcement was ordered once weekly by the Belltone Hearing Aid Company, starting March 11 for 13 weeks. Ruthrauff and Ryan, Inc., is the agency.

WMAQ, Chicago: The transcribed Barry Wood program heard Mondays, Wednesdays and Fridays from 10:30 to 10:45 p.m., CST, has been renewed by the Schoenhofen-Edelweiss Brewing Company. The renewal contract, for 52 weeks, is effective March 7. Olian Advertising Company is the agency. Spot business included a 13-week renewal order for five station breaks weekly from Eastern Airlines. Fletcher D. Richards, Inc., is the agency. The Manischewitz Company (for Matzohs), through A. B. Landau, contracted for one station break per week for six weeks.

FOR TOP HOOPER EATING

find man-size portions of delicious food at every meal in HOWIE'S, where the club-luncheons start at 85¢! Man-size drinks, too, in the YUM YUM Cocktail lounge.

HOWIE'S

6th Avenue at 52nd Street ADVT.

★ AGENCY NEWSCAST ★

JAMES THOMAS CHIRURG COMPANY, Boston and New York advertising agency, has just released in booklet form its Annual Report for 1949. It gives a detailed financial statement plus an outline of how the agency functions. Presented intriguingly as the "Chirurg Package," the report poses the question, "What's In It For You?" and then proceeds to show how the operation of the agency over the years has benefited employees, clients and others who deal with the company.

ROBERT OTTO & ASSOCIATES, INC., has changed its name to Robert Otto & Co., Inc., to conform with the name of its newly opened Buenos Aires office, Robert Otto y Cia. The name change does not affect the organizational structure, assets and liabilities of the export advertising agency, the announcement added.

BARRY WOOD and his entire show will be the feature attraction at the "Gold Rush Gaieties," the 33rd annual dinner-dance to be presented by the Philadelphia Club of Advertising Women, it has been announced by Alice Lynne Mooney, general chairman of the dinner-dance committee. The affair, to be held Friday, March 4, at the Bellevue Stratford Hotel, will take for its theme the California gold rush of 1849 as a salute to the West and the intrepid '49'ers. Proceeds from the event will go toward the support of the Children's Country Week Association, which annually provides country vacations for deserving youngsters.

GUERIN ENTERPRISES, INC., film producers of St. Louis since 1937 have announced the opening of new studios and offices at 427 North Euclid Avenue in that city. The new studios comprise a sound stage, narrative studio, cutting room, control room, clients' projection room and offices.

HEADLEY-REED COMPANY, radio and television station representatives, have engaged Herbert L. Bachman to head a newly created research department. For the past three years Bachman has been assistant to director of market research and manager of television research for American Broadcasting Company. Prior to joining ABC he was research assistant for the Psychological Corp. of New York City and before that was statistical analyst for The Pulse, Inc., of New York City.

GERHARDT JACOBI has been appointed art director of Ad Fried Advertising Agency, Oakland. Jacobi was formerly associated with Wally Nyberg Advertising Artists, Oakland. Prior to Jacobi's coming to Oakland, he was associated with the Advertising Art Studios in Shanghai, China.

ALVIN LEVINE, for two years editor of Jewelry Magazine, has joined the news bureau staff of Foote, Cone & Belding International. He has been a newspaperman in and around New York City for the past ten years.

C. H. WOLFE has joined Dancer-Fitzgerald-Sample, Inc., in an executive capacity.

LLOYD GRIFFIN has become a stockholder in Free & Peters, Inc., radio and television station representatives. Thus, Griffin becomes the second new stockholder in more than 15 years. The other stockholders are James L. Free, founder of the Company, who now resides in California; H. Preston Peters, president, and Russel Woodward, executive vice-president—who headquarter in the New York office.

MEL LONDON, formerly program director of WGNR-FM, New Rochelle, N. Y., has joined the staff of Wilbur Stark-Jerry Layton, Inc. He will co-write "Red Benson's Movie Matinee."

HAND MACHER, through the Zan Diamond Agency, will use three one-minute spots per week for nine weeks starting in March on KRSC-TV and KLEE-TV.

EQUIPMENT

Miniature Recorder

A miniature magnetic tape recorder, weighing less than 10 pounds and containing 15-minutes recording capacity has been developed and will be manufactured and distributed by the Stancil-Hoffman Corporation of Hollywood.

Midget set, powered by flashlight cells and miniature "b" batteries, uses five-inch reels containing 600 feet of tape and is operated by one switch which turns on the drive system and amplifier simultaneously. Unit, to be called "Mini-Tape" is designed for "on-the-spot" broadcasts as well as for press and police work, is contained in a carrying case measuring six by seven by thirteen inches. A shoulder strap enables operator to carry it in the manner of a photographer carrying a Rolliflex camera.

Heads Maxson Subsidiary

H. A. Leander, president of The W. L. Maxson Corp., engineers and manufacturers of New York, has announced the election of Donald S. Morgan as president and director of its subsidiary, Langevin Manufacturing Corp., also of New York. Langevin Manufacturing Corp. makes audio frequency apparatus and specialty audio components.

Spigots

In the tri-state area covered by Ft. Wayne's WOWO, 35 percent of farm dwellings have running water. That's far better than the national average (28 percent). What's more, farms in the 59-county WOWO area excel in electrical and telephone installations as well. All this adds up to a richer, more responsive market.. rural as well as urban. To get results in the great Midwest, get on WOWO now! For details, call Paul Mills at WOWO, or Free & Peters.

WOWO

FORT WAYNE

ABC AFFILIATE



WESTINGHOUSE RADIO STATIONS Inc

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

National Representatives, Free & Peters, except for WBZ-TV; for WBZ-TV, NBC Spot Sales



RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 46, NO. 43

NEW YORK, THURSDAY, MARCH 3, 1949

TEN CENTS

FELTIS RESIGNS AS PRESIDENT OF BMB

Tentative Agenda Set For Indie-Outlet Meet

Washington Bureau of *RADIO DAILY*
Washington—NAB yesterday announced the tentative agenda for its one-day meeting of unaffiliated stations during the 27th annual NAB convention in Chicago April 6-13. President Justin Miller will be principal speaker at the luncheon.

The meeting, planned by the NAB unaffiliated stations committee under the chairmanship of Ted Cott, WNEW, New York, will be held Sunday, April 10, between the broadcast engineering conference and management portions of the
(Continued on Page 8)

Two CBS Dramatic Shows Renewed By Sponsors

Two CBS dramatic programs, "Crime Photographer" and "The Second Mrs. Burton" have been renewed by their sponsors for another 52 weeks, it was announced yesterday.

"Crime Photographer," sponsored by The Toni Co., Chicago, is aired Thursdays, 9:30-10:00 p.m., EST, through Foote, Cone & Belding, Chicago.

"The Second Mrs. Burton," day-
(Continued on Page 3)

Pre-season Ball Games To Get Sponsorship

The exclusive New York airing of the entire 37-game pre-season baseball circuit of the Yankees, beginning with the St. Louis Cardinals tilt on March 12, and 15 of the pre-season games of the Brooklyn Dodgers, beginning with the Boston Braves on the same day, have been
(Continued on Page 2)

Early Sale Forecast

Consummation of a deal for the sponsorship on television of the series based on General Dwight D. Eisenhower's book, "Crusade in Europe," was forecast by ABC executives yesterday. During the past two weeks the first installments of the series have been screened for prospective sponsors in New York, Detroit and Chicago. Two automobile manufacturers are reported interested.

International Group Plans 'U' Of The Air

Nice, France — A Congress of American and European officials ended a five-day session on Monday with an agreement calling for the creation of an "International University of the Air," a lecture series on scientific, social, literary and artistic subjects to be recorded for mutual exchange between participants.

The French Broadcasting System, which has spearheaded the exchange plan, has begun its series of trans-
(Continued on Page 3)

RCA's President Folsom Hosted By NBC's Russell

A large turnout of Government officials, members of Congress and press and radio figures in the Capital area was on hand last night at the Carlton Hotel, Washington, D. C., to welcome RCA President Frank Folsom. Host at the party was NBC's vice-president, Frank Russell.

Going To KING, Seattle, As Manager; Bureau Will Re-Locate Downtown With Firm Making Study No. 2

WHAS Hearing Open; 'Multiplicity' To Fore

Washington Bureau of *RADIO DAILY*
Washington — Hearing got under way yesterday on the proposed sale of WHAS, Louisville, and its FM affiliate and television permit, to Crosley Radio Corp., licensee of WLW, Cincinnati. The day was devoted mainly to submission of evidence regarding Crosley finances.
With Bob Hope and Fort Indus-
(Continued on Page 3)

Westinghouse Executive Dies Of Heart Attack

Philadelphia—Home less than 12 hours after a vacation in Florida, Benjamin A. McDonald, 55, general sales manager of Westinghouse Radio Stations, Inc., died here early yesterday in his apartment at the Sheraton Hotel. Death came as a result of a heart attack.

A native of Mallory S. C., Mr.
(Continued on Page 3)

WLIB Adding Spanish Disc Jockey Program

WLIB, New York, which continues to expand its pitch to the Spanish language audience, is adding a daily one-hour Spanish disc jockey show
(Continued on Page 2)

Hugh Feltis is resigning as president of BMB, effective April 15. He will become general manager of KING, Seattle, after he leaves the research organization.

The announcement was made by Feltis himself in a press conference yesterday following a meeting of the
(Continued on Page 8)

TV Seminar Planned By Ohio State Univ.

Columbus—Plans have been completed for the second Television Seminar of the Ohio State University College of Commerce which will be held here on Thursday, March 17. The meeting will be held in conjunction with the Advertising and Sales Promotion Conference on Thursday and Friday, March 17 and 18th. Conference theme will be "Advertising in a Buyer's Market."

Advertisers taking part in the Se-
(Continued on Page 3)

Bakeries Suspend Spots For Duration Of Strike

The local bakery strike and lock-outs have resulted in the suspension of regular radio commercials on five indies by Bond Bread, Taystee Bread and Wonder Bread for the
(Continued on Page 2)

Radio and TV Crews Hustle To Cover Historic Flight

Radio and TV news and special events crews set something of a record themselves in the coverage of the landing of the U. S. Air Force B-50 bomber which completed a 23,000 mile non-stop round the world flight yesterday morning at Carswell Air Force Base, Fort Worth, Texas. The networks, alerted by Air Corps public relations in Washington on Tuesday night, flew crews of commentators, technicians and camera-

men to Texas during the night and were on hand when the plane arrived yesterday morning.

Abe Schechter, Mutual's v-p in charge of news and special events, claimed a first for his crew which flashed the news of the arrival of the plane to the network from Carswell Base. Schechter said John Bosman was on the air shortly before 10:30 a.m. Bosman and an engineering
(Continued on Page 3)

Patriotic
Salt Lake City—Emerson Smith, KDYL program director, is chairman of the "Democracy Works Hero" program in Salt Lake City, with all media and agencies tying into the program to make advertisers conscious that theirs "is the right to pick and choose."
All five Salt Lake City radio stations are carrying a series of one-minute daily announcements.

A Bow From U. N.
An award for its "outstanding record during the past year in the field of public service programs" and "efforts toward building of a better-informed public opinion in support of the United Nations" will be presented March 12 to NBC by the American Association for the United Nations. Announcement of the honor to the web was made here yesterday.

RADIO DAILY



Vol. 46, No. 43 Thur., March 3, 1949 10 Cts.

JOHN W. ALICOATE : : Publisher

FRANK BURKE : : : : Editor

MARVIN KIRSCH : Business Manager

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WEST COAST OFFICES

At Steen, Manager
6425 Hollywood Blvd. Phone: Gladstone 8436

WASHINGTON BUREAU
Andrew H. Older, Chief, 6417 Dahlgonea 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

(March 2)

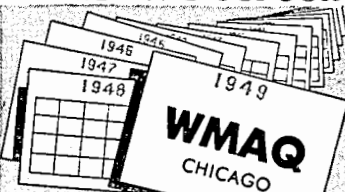
NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
ABC	73 1/2	71 1/2	71 1/2	+
Admiral Corp.	16 7/8	16 3/4	16 7/8	+ 1/4
Am. Tel. & Tel.	147 5/8	147 1/2	147 5/8	+ 1/4
CBS A	19 3/8	19 1/4	19 3/8	+ 1/8
CBS B	18 3/4	18 3/4	18 3/4	+ 1/4
Farnsworth T. & R.	1 1/2	1 1/2	1 1/2
Gen. Electric	36 1/4	35 3/4	36 1/4
Philco	34 5/8	34 1/4	34 1/4	- 1/4
RCA Common	11 7/8	11 5/8	11 3/4	- 1/8
Stewart-Warner	12 1/2	12 3/8	12 3/8	+ 1/8
Westinghouse	23 3/8	23 1/8	23 1/4	+ 1/4
Westinghouse pfd.	94 1/2	94 1/2	94 1/2	- 1
Zenith Radio	29 1/4	28 3/4	29 1/4
NEW YORK CURB EXCHANGE				
Hazeltine Corp.	13	13	13
Nat. Union Radio	3 1/2	3 3/8	3 1/2
OVER THE COUNTER				
DuMont Lab.		Bid	Asked	
Stromberg-Carlson		13 1/2	14 1/2	
U. S. Television		13 1/2	15	
WCAO (Baltimore)		1 1/4	1 1/2	
WJR (Detroit)		22	25	
		6 1/2	7	

Stork News

Robert Livingston is the father of an eight-pound girl born Monday to Mrs. Livingston at the Greenwich (Conn.) Hospital. Father is WBBM (Chicago) representative at CBS Radio Sales in New York. Baby has been named Susan Joyce.

INS has served



FOR 11 YEARS

★ **COMING AND GOING** ★

MARTIN AGRONSKY, American network commentator, will speak in Philadelphia next Wednesday before the joint meeting of the United Nations Council and the Foreign Policy Association, to be held in the Sylvania Hotel. Subject of the meeting will be "The Atlantic Pact and Its Effect on Future Peace."

HERBERT CREGLOH, whose "Cregloh News" is heard on WSPR, Springfield, Mass., is in town. Visited yesterday at the offices of the station's national reps.

CHUCK ACREE and the members of his CBS program company are spending today and tomorrow in Miami.

JOHN H. BATTISON, allocations engineer for the American network, on Saturday will leave New York by plane for England, where on March 11 he will deliver a paper before the British Institute of Radio Engineers in London.

JACK STERLING, early-morning luminary on WCBS, tomorrow will visit West Point as guest of Col. H. C. Jones, Inspector-General of the military academy. Sterling will be accompanied by **DON BALL**, promotion director of the station, and **GEORGE ROOSEN**, staff writer.

KEITH BYERLY, sales manager of WBT, Charlotte, N. C., is spending this week in New York conferring with executives of CBS Radio Sales and with the national representatives of the station.

JACK WOLEVER, manager of KTHS, American network affiliate in Hot Springs, Ark., was welcomed yesterday at the New York offices of the web.

G. RICHARD SWIFT, assistant general manager of WCBS, will leave Friday for a vacation of two weeks in Pinchurst, N. C.

WLIB Adding Spanish Disc Jockey Program

(Continued from Page 1)
starting March 7. It'll be conducted by band leader Miguelito Valdes from 3-4 p.m., Monday through Saturday. Valdes will have frequent interviews with Latin American guest stars.

At present WLIB is broadcasting four and a half hours of Spanish programs six days a week. In addition to the new one-hour disc jockey show, it will also add at the same time another Spanish half-hour from 2:30-3 p.m. This means the station will be solidly Spanish from 2:30 to 6 p.m. every afternoon. The other daily Spanish period is from 7 to 9:30 a.m. These periods are about 70 per cent sold to sponsors.

Wayne Varnum

Wayne Varnum, until recently head of the public relations firm of Wayne Varnum Associates and former publicity director of Columbia Records, Inc., died Tuesday at the National Naval Medical Center, Bethesda, Md., following an extended illness. He was 36 years old.

On his discharge from the Navy as lieutenant in 1946 after three years of service, he returned to Columbia Records, with which company he had been associated in various capacities, including assistant advertising director, to organize the firm's first New York publicity office. The next year he resigned his position to establish his own company, handling such clients as bandleaders Vaughn Monroe, Dick Jurgens and Larry Green, British singer Beryl Davis, Hotel Commodore and Artkraft Strauss Sign Corporation.

Surviving are his ten-year-old daughter, Elizabeth Cox Varnum of Chicago, his parents of Butler, Pa., a brother George of Pittsburgh and a sister Virginia, of Vernon, Vt. Burial will take place at Butler.

AM — FM Commercial Stations
Prompt Confidential Service
for BUYERS and SELLERS
EDWARD C. LOBDELL ASSOCIATES
(agency)
17 East 48th St. New York 17, N. Y.
Plaza 5-1127
STATION BROKERS

Bakeries Suspend Spots For Duration Of Strike

(Continued from Page 1)
duration of the labor tie-up, which started Monday.

Taystee Bread has replaced its usual commercial spots on WNEW and WMCA with public service announcements for the American Red Cross drive. Purity Bakeries, however, are continuing their participations on WMCA's "Mr. & Mrs. Music," dropping only the "buy-it-to-day" angle in the copy.

Bond Bread has cancelled for the duration its three spots per week on WOV, WMCA and WINS. This bakery's participation on "Bushels of Fun" on WINS was also cancelled while the strike is on.

WMGM's commercials for Wonder Bread, three one-minute spots per week, have been dropped. But Duff's Mix has altered its copy on WINS to take advantage of the bread shortage by plugging its hot roll mix.

Pre-season Ball Games To Get Sponsorship

(Continued from Page 1)
scheduled by WINS and WMGM, respectively.

White Owl Cigars and Ballantine Beer will alternately sponsor the Yankee games on WINS. General Foods and Schaefer Beer are the alternate sponsors of the Dodger games on WMGM. Both openers will originate in Florida: The Yankees at St. Petersburg and the Dodgers at Miami.



Soft Life

This is one stray alley cat that knows a good thing when he sees it. Adopted by a kindly lady, he now gets his meals served in style, on a special table all his own. And he likes this much better than the rough, tough scramble for food in the alley.

There's a way for time-buyers to have a soft life, too, as far as the rich Baltimore market is concerned. No need to beat your brains out about the best radio buy down here—it's W-I-T-H, the BIG independent with the BIG audience. It's as simple as that!

W-I-T-H delivers more listeners-per-dollar than any station in town. It covers 92.3% of all the radio homes in the Baltimore area. No wonder more and more smart time-buyers are putting W-I-T-H at the top of their schedules! Get all the facts from your Headley-Reed man today.

AM  FM

W-I-T-H

Baltimore 3, Maryland

TOM TINSLEY, President
Represented by Headley-Reed

LIBEL and SLANDER

Invasion of Privacy
Plagiarism-Piracy-Copyright

INSURANCE FOR THE WISE BROADCASTER
OUR UNIQUE EXCESS POLICY

provides adequate protection.
Surprisingly inexpensive.
Carried Nationwide.

For details & quotations write
EMPLOYERS REINSURANCE CORPORATION
Insurance Exchange Bldg., Kansas City, Mo.

TV Seminar Planned By Ohio State Univ.

(Continued from Page 1)

Seminar will be Thomas Gettelman, vice-president of the A. Gettelman Company, Milwaukee, Wis., and William E. Burnett, Jr., advertising director of The General Electric Company, Cleveland.

George L. Moskovic, manager of sales development for CBS Television, will discuss television from the network viewpoint, and E. Y. Flanagan, managing director, WSPD-TV, Toledo, and president of the Ohio Association of Broadcasters, will speak on television from the station viewpoint.

Westinghouse Executive Dies Of Heart Attack

(Continued from Page 1)

McDonald spent his early life at Parkton, N. C. He held executive positions with the Seaboard and the Illinois Central railroads in Norfolk and Chicago before entering the radio broadcasting field in Philadelphia in 1930.

He worked consecutively on the sales staffs of WHAT, WLIT and WFIL before joining KYW in July, 1940. He became sales manager of KYW in December of the same year and general sales manager of all Westinghouse stations in June, 1943.

Radio And TV Crews Hustle To Cover Historic Flight

(Continued from Page 1)

crew had flown from Washington for the coverage.

CBS cut into the "Arthur Godfrey Show" to bring news of the landing of Lady Luck, II, shortly after 10:30 a.m. Joe Wershba of the CBS Washington staff gave the flash of the arrival and later a word picture of the reception accorded the crew. Wershba interviewed members of the crew at the field immediately following the landing and recorded their remarks to be used on later CBS broadcasts.

NBC Staff Man There

Frank Bourgholtzer of the NBC Washington staff brought the news of the ship's landing to the network about 10:30 a.m. On subsequent programs Bourgholtzer detailed the arrival of the plane and the reception given its crew.

ABC newsmen and technicians headed by John Edwards of Washington, were also on hand for the arrival and flashed the news to the network at about the same time as the other webs. In addition to recorded interviews, ABC took TV films for presentation on their New York station. Edwards was heard twice yesterday through WBAP, affiliate in Fort Worth.

The great four-engine ship landed at the Carswell Air Force Base at

10:21 a.m., EST, 94 hrs., 1 min. after its departure on the Eastward flight last week. It has flown an estimated 23,452 miles, or about 1,500 miles less than the circumference of the earth at the equator. The ship was refueled four times in flight from Air Force tankers that went aloft for the purpose over the Azores, Arabia, the Philippines and Hawaii.

The non-stop flight around the world, the first in history, was described by the Air Force as a "training mission." Capt. James Gallagher of Melrose, Minn., was in command of a crew of thirteen.

NBC Staff Changes

Paul Rittenhouse, manager of NBC's Guest Relations Dept., has been appointed station contact for the Station Relations Dept., effective March 15.

Peter Tintle, assistant Guest Relations manager in charge of tours, has been upped to acting manager to replace Rittenhouse.

Joseph Goodfellow, formerly account executive at WHLI, Hempstead, N. Y., and resident manager & v-p of KSJB, Jamestown, N. D., has joined the sales staff of WNBC and WNET as account executive.

WHAS Hearing Open; 'Multiplicity' To Fore

(Continued from Page 1)

tries having withdrawn, Crosley's bid of \$1,025,000 for the properties is the only pending offer. The big question the FCC will have to determine, in the view of most lawyers here, is whether there is sufficiently important overlap of the service areas of the two stations to bring the transfer into conflict with the multiple-ownership regulations of the Commission.

International Group Plans 'U' Of The Air

(Continued from Page 1)

criptions by American scientists and educators. Other collaborating countries attending the Congress were: Austria, Belgium, Finland, Great Britain, Holland, Italy, Lebanon, Luxembourg, Monaco, Poland, Switzerland, the United States and the international city of Trieste.

Two CBS Dramatic Shows Renewed By Sponsors

(Continued from Page 1)

time serial, is broadcast Monday through Friday, 2:00-2:15 p.m., EST, under the sponsorship of General Foods Corp., New York. Young & Rubicam, Inc., is the agency.

to a man after a mountain

...with a molehill budget

IT REGULARLY HAPPENS—as in the case of the lovely lady on the left—WOR's Barbara Welles—through some almost mysterious quality, that she can provoke women into responding miraculously to suggestion.

For instance, twice in one week thousands of listeners to the "Barbara Welles Show" heard its conductor murmur quietly, "If you'd like a little can of paint—it's just a very small one, mind you—drop me a postcard, or a note, and I'll see that it's sent to you." That's all. And mentioned only *twice*. Well, Gentlemen, 19,334 women wrote in within a matter of a few days. Said the sponsor, "Our sales are 25% above those of last year."

In today's competitive markets, WOR's "Barbara Welles Show" is creating sales mountains for advertisers wrestling with molehill budgets. This WOR show, and others like it, can save you money and make you money in double-quick time.

—heard by the most people
where the most people are
mutual



WOR

NEW BUSINESS

WOR, New York: The G. Kreuger Brewing Company has renewed its three-day-a-week sponsorship of "Stan Lomax" sports program for Kreuger Beer and Ale on Mondays, Wednesdays and Fridays from 6:45 to 7 p.m. The program is heard at that time Monday through Saturdays. Geyer, Newell and Ganger, Inc., handles the account. Kings Supermarkets has renewed its sponsorship of WOR's "What Am I Offered?" consumer quiz heard Saturdays from 10:30 to 11 a.m. The program which offers prizes of food and other merchandise is broadcast each week from a different Kings Supermarket in northern New Jersey with Bob Dixon as emcee. The contract was placed through the Scheck Advertising Agency of Newark, New Jersey.

WCBS, New York: Griffin Mfg. Co. has purchased for its shoe polish six participations per week, Monday through Saturday, in the Jack Sterling program, 6-7:45 a.m., through Birmingham, Castleman & Pierce; and three participations Monday, Wednesday and Friday, in the Housewives' Protective League program, 5-5:30 p.m.

Conformal Footwear Co. of St. Louis, Mo., has renewed its Tuesday and Thursday participations for 52 weeks in the Margaret Arlen program, 8:30-9 a.m., through Guilford Advertising Agency.

Three participations per week, Monday, Wednesday and Friday, in the Housewives' Protective League program; and one announcement per week in the Margaret Arlen series have been purchased by Menner's Packing Co. for Spanish Rice, through Morris F. Swaney Co., Inc.

Monday, Wednesday and Friday participations on the Housewives' Protective League show have been purchased by the Polly Pritz Corp., through H. W. Fairfax Advertising Agency.

Will Aid Catholic Charities

In connection with the annual fund drive of the Catholic Charities of New York to be held in April, 12-year-old ABC soprano Betty Clark will make her television debut. Betty, whose musical program, Betty Clark Sings, is heard Sundays at 3:15 p.m., EST, on the ABC network, will begin shooting this week on the film which the organization will distribute to all New York local stations. In the film, which is to be a series of narratives by people who have been aided by various branches of the Catholic Charities' activities, Betty will describe their work in teaching and aiding the blind.

OFFICE SPACE FOR RENT

1 Block from Radio City

Several furnished offices with private bath for rent. Telephone switchboard and cleaning service.

HOTEL ABBEY



Windy City Wordage. . . !

● ● ● It will be a June wedding for Sylvia Mikelson and Keith Texter, both members of the Honey Dreamers combo on ABC. . . And in mid-March, ABC's "Sky King" announcer Mike Wallace will wed Buff Cobb, actress daughter of the late Irvin Cobb, noted humorist. . . Jim and Edie Dexter will introduce a family situation comedy program, "At Our House," over WENR-TV on March 11. Show will be sponsored for 52 weeks by the Hoover Company, sweeper manufacturers, with the Leo Burnett agency handling the account. . . Richard Steele has left WBKB to become production facilities supervisor for NBC's video station WNBQ. . . All Chicago Cubs home games—74 in all—will be telecast over WGN-TV, from the opening on April 19 to the windup on October 2, with Jack Brickhouse describing the games and Don Cook directing the cameras.

★ ★ ★ ★

● ● ● It was a one-in-a-million shot when on Washington's Birthday Kenneth Perkins answered a phone call from the WJJD Ernie Simon quiz show with the salutation "The Three Great Libby Furniture Stores," which was the correct answer to win an accumulated jackpot of \$3080. But when a station aid got through checking Jenkins, he was ruled out, as it turned out he was a brother-in-law of the show's sponsor, Jerry Libby. His name, selected at random from the phone book, was picked, unbeknownst, of course, to the sponsor or station.

★ ★ ★ ★

● ● ● "Cisco Kid," a new adventure series of pioneer life in the southwest, bowed on WGN February 28 and will be heard Mondays, Wednesdays and Fridays, with Jack Mather and Harry Lang in the principal roles. . . WBKB's new quiz show, "Movie Money," based on ancient Charlie Chaplin films, caught the telephone company with its wires down on the night of the show's premiere, for within ten minutes after the opening of the show the city exchange was flooded with more than 1000 calls. . . "Camel Caravan With Vaughn Monroe" will be broadcast from the Aragon Ballroom in Chicago over WBBM on March 12. . . Radio Features, Inc., producers of the "Deems Taylor Concert," "Tello-Test," and the Mutual co-op, John Nesbitt's "Passing Parade," announce the appointment of Ernest Samuelson as district sales manager with headquarters in Kansas City. . . Sounds goofy, but the publicity agent of Harry Paltter relays the info that Paltter will appear on a number of Chicago radio stations as guest in an attempt to locate in the Windy City a branch of his "Society for Prevention of Cruelty to the Feet," which has headquarters in Boston.

★ ★ ★ ★

● ● ● Seems a new field is opening up for fame-seeking animals. Recently the "R.F.D., America" program has brought a number of live farm animals before the video cameras for its Friday evening video audience, and promises to run the gamut of sheep, hogs, cattle, etc. A full grown horse used on a recent "R.F.D., America" telecast caused quite a stir as he walked into the Merchandise Mart and was whisked up to the NBC video studios.

★ ★ ★ ★

AGENCIES

ADVERTISING AND SELLING COURSE, conducted by the Advertising Club of New York, today will have the following speakers: Sales Promotion: Stanley H. Rose, sales promotion manager, woven fabric division of Celanese Corporation of America, "Maintaining Textile Identification"; Better Selling: Louis T. Montant, Jr., sales management consultant, Eugene Van Houten Associates, "Locating Your Prospects"; Copy: Henry O. Pattison, vice-president and copy director, Benton & Bowles, Inc., "The Fundamental Approach to Creative Copy"; Radio: Joseph A. Moran, vice-president and associate director of radio-television, Young & Rubicam Inc., "Radio Commercials"; Advertising Production: Richard Messner, vice-president, E. E. Brogle & Co., Inc., "Production Processes," and Research: George A. Cooper, production manager, Statistical Tabulating Co., "Consumer Panels."

GAIL SMITH has been promoted from manager to director of radio in charge of nighttime programs for Procter & Gamble Productions, Inc. Smith has been with the P&G advertising department since September, 1943.

RUDYARD C. MCKEE has joined McCann-Erickson, Inc., New York, as account executive in the Nabisco group. He was formerly with Needham, Louis & Brorby, Inc., Chicago, as account executive on Swift & Co. and Kraft. Prior to the war, he was assistant advertising manager of Standard Oil Company of Indiana. Previously he was a promotion writer on the Chicago Daily News.

WILLIAM WARREN AGENCY, for Cardinal Tie Shops, has just signed a 13 week contract to sponsor the Harry Hershfeld program on WOR.

WEVD

3000 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. 1

The 27th ANNUAL CONVENTION
OF THE
NATIONAL ASSOCIATION
OF
BROADCASTERS

Daily Coverage!

News While It's News!

RADIO DAILY will give its readers and the convention delegates up-to-the-minute and on-the-spot news of the doings at both Engineering and Management Conferences.

Seven days of complete coverage to be read at the convention or at your desk.

APRIL 6th to 13th inclusive

HOTEL STEVENS. CHICAGO

Advertising forms close for all RADIO DAILY convention issues on April 1st

PLUG TUNES

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

Rytvac, 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.

From the Farrell-Lambert Smash Musical
"All For Love"

"Why Can't It Happen Again!"
 by Sammy Gallup and Michel Emer
CECILLE MUSIC CO., Inc.
 580 Fifth Avenue, New York City

ENCORE Material
JUST REMINISCING

(Still In Love With You)

Recorded by Jo Stafford, Jack Finz,
 Ray Noble

ENCORE MUSIC, 1674 Bway., N. Y. C.

MELODIC HIT with a
 NEW ANGLE

"BOP! GOES MY HEART"

Words by Walter Bishop
 Music by Jule Styne

Hear the NEW Sinatra Columbia Record of

"BOP! GOES MY HEART"

J. J. ROBBINS & SONS

ISHAM JONES'

Latest and Greatest Ballad!

**HOW MANY
 TEARS
 MUST FALL**

An important new ballad
 by the writer of *I'll See
 You In My Dreams*, *"It
 Had To Be You"* and *"On
 The Alamo."*

MILLER MUSIC CORPORATION

WORDS AND MUSIC

By PINKY HERMAN

● ● ● **TIN PAN ALLEY OOPS:**—When anything unusual happens in the music business chances are that somehow, someone in the vast Lou Levy organization might have something to do with said unusual happenstance . . . for instance when the novelty song, "Open The Door Richard" first came out, it was this group who recognized the possibilities and grabbed the song . . . same outfit followed with the smash, "I Love You For Sentimental Reasons" . . . recently they picked the "Pussy Cat Song," which seemed to pop from nowhere . . . now the firm has another novelty which we think will prove a sensation . . . song is titled, "Drop Daid, Little Darlin' Drop Daid" and is a satire on the current crop of hillbilly tearjerkers . . . and surprisingly enough the ditty was composed by NBComposer-conductor Norman Cloutier who for years wrote semi-classical and compositions that might be considered 'long-hair' . . . ● Stephen Levitz, production manager at Robbins Music and stockholder in the firm, is rounding out his thirtieth year, having started as an office boy in 1919. . . . ● In this pillar of Feb. 17, we itemed that the ABCurrent "Mystery Tune," was a song composed about 100 years ago by a Welshman named Jack Parry . . . the song is "The Navy and The Army, The Army and The Navy" and was written by Jack Parry about 1750 . . . now we have a question to ask Mrs. Salter, Parks and A.K. . . . isn't that going a little too far back? How can you ever expect to find anyone old enough to remember such a song? . . . the odds against anyone being called on the phone are about 20,000,000 to 1 . . . the odds against ever finding anyone fortunate enough to be called, who might guess this particular title, can't even be estimated. . . . People will have a better chance with the S.F. song you plan to use soon. . . .

☆ ☆ ☆ ☆

● ● ● With St. Patrick's day rapidly approaching, radio singers might find an appropriate number in "Sure I'd Like To Go Back To The East Side," published by Astor Songs. . . . ● Too bad there are people, who try to cash in on someone else's ideas . . . for instance one network plans to put on a series similar to a current program that Bill Harrington, MBStar baritone, has been doing for the past three months . . . billing himself as "the boy who writes them and sings them," Bill has been programming an original song each week . . . in fact he's already placed for publication eight songs that he composed and introduced on the air. . . . "Texas Lullaby" and "Looking For A Dream," (Manor Music) . . . "Cry Baby," (Southern Music) . . . "Take Me Back To Old New Mexico" and "How Sad Can A Heart Be?" (Dreyer Music) . . . "You Can't Mend A Broken Heart" (Peer) . . . "I Made Myself A Promise" and "Yesterday's Kisses Are Heartaches Today" (RFD Music). . . . ● Last Saturday when the Friars honored a great writer and wit, Sol Violinsky, with a testimonial cocktail party and presented him a beautiful wrist watch, Sol, with a lump in his throat said, "I can't ever thank you enough for your token of friendship . . . all I can say is, both my pawnbroker and myself will remember this as long as we live." . . . ● Things we like:—Red Benson's fine emceeing on the daily "Red Benson's Movie Matinee" MBSeries . . . Roberta Quinlan's big-time half-hour variety NBTelecasts, Monday nites at 8 . . . Lola Burke (Lola Savini) former CBStar songstress, now retired, who did such a great job in bringing about understanding and brotherhood recently in Atlantic City by singing several "Little Songs On Big Subjects" . . . the reaction was so great that the B'Nai B'rith has asked her to record those songs, the recordings to be used nationally to foster the Brotherhood of Man . . . Wally Butterworth's easy-to-listen-to "Voices That Live" programs via NBC. . . .

☆ ☆ ☆ ☆

● ● ● **ON AND OFF THE RECORD:**—Stan Kenton's latest and probably last record for Capitol (he's since disbanded the ork) is a solid instrumental of the standard "How Am I To Know" . . . reverse side is a blues, "He Was A Good Man," with June Christy doing the vocal.

PLUG TUNES

A H-I-T!
"A"—You're Adorable

(The Alphabet Song)

LAUREL MUSIC CO.
 1619 Broadway, New York 19, N. Y.

It's The Cat's Meow!
THE PUSSY CAT SONG
 (Nyot Nyow)
LEEDS MUSIC CORPORATION

"A HIT Since . . ."
THE ONE I LOVE
 (Belongs To Somebody Else)
FORSTER MUSIC PUB., INC.
 1619 Broadway, New York 19, N. Y.
 216 S. Wabash Avenue, Chicago 4, Ill.

A Great Ballad!
**THEN I TURNED AND
 WALKED SLOWLY AWAY**
ADAMS, VEE & ABBOTT, Inc.
 216 S. Wabash Avenue, Chicago 4, Ill.

MERO Record by Jerry Cooper
"JANIE and ME"

by Thomas G. Meehan



JAMES MUSIC, Inc.

1650 Broadway Room 709 N. Y. C.
 Solly Cohn, Mgr.

It's TIME For
"GOT NO TIME"

by

Jack Reynolds & Larry McMahon

CECILLE MUSIC CO., Inc.
 580 Fifth Ave. N. Y. C.

TELEVISION DAILY

Section of RADIO DAILY, Thursday, March 3, 1949 — TELEVISION DAILY is fully protected by register and copyright

\$100,000 SPOT CAMPAIGN IS SET

TELE TOPICS

RAY MORGAN, emcee on "I'd Like to See," registered an "I'd like to see" look Tuesday night when his verbal fanfare for films of the eruption of Mt. Vesuvius failed to produce the movies. Morgan's descriptive story of the volcano's eruption was to precede the films, but technical difficulties with the projector necessitated calling off the feature. . . . Return of Milton Berle to the "Texaco Star Theater" in NBC was another Berle triumph. Highlight of the cleverly paced show was the afterpiece in which Berle appeared with the variety veteran, Pat Rooney, in a nostalgic soft shoe routine. . . . Trade still talking about the good and bad points of the premiere of the "Lamb's Gambol" Sunday. Everyone thought that the Bobby Clark bit was outstanding and the handling of the Maxwell House commercials to be most effective. Main criticism seemed to be that the entertainment and department of the artists was too sophisticated for out-of-town viewers who are not as Broadway-wise as the knights of grease paint.

C. E. HOOPER, INC., yesterday sent out a six-page explanation of the Hooper-Pulse discrepancies on the Admiral show and defense of the coincidental method. The handout is chock full of figures and concludes with a rather strongly worded attack on the Pulse's recall method. In it, Hoop said there are three "possible explanations of the wide differences" between the two sets of figures. These he lists as: (1) The surveys are right. (2) The samples are different. (3) The methods are different. There is, however, a very obvious fourth possibility which Hoop overlooked completely. That is the possibility that one or both of the surveys were WRONG. It could happen, y'know. . . . A second important point which was overlooked was WABD's Hooperatings drop from a two-to-one to more than ten-to-one ratio in two weeks. Hooper asked: "Did WABD lose four-fifths of its audience to its second (4.3) as compared with its first (20.8) broadcast? The answer given was, "Probably not," followed by 15 lines not pertaining to the question. If WABD did not lose this audience, why then did Hooper's figures indicate that it did? . . . A document similar to the Hooper handout presumably will be forthcoming soon from Pulse. In all probability neither is completely right nor completely wrong, which proves again the need for an accurate yardstick that can command the confidence of all.

NBC Maintains Heavy Theater TV In Spotlight TV Sales Lead—Kopf At SMPE's April Meet

Chicago—NBC is maintaining approximately a four to one lead over its nearest competitor in the number of station hours sold for network commercials, according to Harry C. Kopf web sales veepee.

"For every four-station network our nearest competitor sells, NBC sells a 16-station network," he said. "In the week of January 2, our stations were showing 128 hours of commercial programs. This compared with 35 for our nearest competitors. The figures are considerably higher today. . . .

"Of our present NBC Television network advertisers, 43 per cent did not use radio on any network in 1948," he said. "Of all NBC television advertisers, 61 per cent did not use NBC's AM facilities in 1948; 39 per cent of the current NBC television network advertisers are using our AM facilities. Up to the present time none of these clients has cut its radio expenditures because of entering into television."

Kopf predicted that all of NBC's evening periods with a few exceptions, will have been sold or will be in an advanced stage of sale before the end of 1949.

Ellen Stern Promoted

San Francisco—Ellen Stern has taken over promotional activities of KPIX following the resignation of Dick Kelly, who has taken a post with the University of California. Miss Stern formerly was Kelly's assistant.

Press-Time Paragraphs

NBC Claims Beat On Flight Films

NBC last night claimed a network beat on films of the landing of the USAF B-50 which flew non-stop around the world. Along with other photos, NBC lensmen Joe Vadala and George Johnson filmed the landing at Ft. Worth yesterday morning. Their footage was shown to Washington and clips were aired on the web's "Cameo News Caravan" at 7:45 p.m., EST.

Barth Named WLW-T Program Chief

Cincinnati—Appointment of Bernard Barth, WLW-T producer, as program director of the station was announced yesterday by Crosley veepee Robert Dunville. Barth replaces Chester Herman, who was on loan to the tele operation from WLW, and has returned to the AM outlet.

W'house Announces Low-Priced Set

Sunbury, Pa.—Westinghouse home radio division yesterday announced production of the lowest-priced tele receiver in the company's history. Set is a table model with a ten-inch tube and is tagged at \$269.95. According to J. F. Walsh, division sales manager, shipments to distributors will be made this month.

Reports and demonstrations of the latest developments in theater tele will be among the highlights of the 65th semi-annual convention of the Society of Motion Picture Engineers to be held at the Hotel Statler, New York, Apr. 4-8, it was announced yesterday by Earl I. Sponable, of 20th Century-Fox, president of the society.

With theater TV rapidly approaching the commercial stage, a major concentration of scientific and engineering leaders of the film industry is expected to attend, Sponable said.

SMPE's semi-annual banquet will be held on Apr. 6, and a get-together luncheon on the 4th.

Forward Joins KTTV

Hollywood — Robert H. Forward, former production manager for Don Lee, has joined KTTV as assistant to program director Hal Hudson. Forward, who presently is serving as Hollywood Radio Coordinator for the American Cancer Society, has 11 years experience in radio and television.

Adams To ABC-TV Sales

Wylie Adams, formerly account exec at ABC in charge of commercial network expansion, has been transferred to the web's TV sales staff. Richard Hogue, formerly account exec with Ra-Best Features, has been named to fill Adams' former spot.

Apparel Co. Drive Covers 26 Stas. In 25 Cities

An extensive spot campaign—one of the largest ever undertaken by a manufacturer of women's apparel—has been planned by Handmacher-Vogel on behalf of "Weathervane" suits. The first radio or tele undertaking by the firm, the drive will involve expenditure of approximately \$100,000 through the end of October.

The drive will be divided into two cycles. The first begins this week and runs for nine weeks. The second, plugging the firm's fall line, will get under way around Aug. 15.

One-minute and 20-second film spots will be placed on 26 stations in 25 cities throughout the country. The minute films will be endorsements by Broadway legit stars, and the shorter commercials will be in the form of weather reports. For the first cycle, about three spots will be aired weekly by each outlet. In addition, the spots will include a mention for the local retailer in each area.

The Zan Diamond Co. is the agency for Handmacher-Vogel, with the campaign under the supervision of Stanley Diamond. Spots were produced by Promotional Films, Inc.

In New York, two spots will be aired weekly by WNBT for 13 weeks beginning Mar. 3, and a thrice-weekly five-minute newscast over WPIX will be sponsored for four weeks beginning Apr. 1. Other New York stations may be added soon.

Stations signed for the first nine-week drive are: KSTP-TV, Minneapolis; WSB-TV, Atlanta; WBEN, Buffalo; WBAL-TV, Baltimore; WNAC-TV, Boston; WAVE-TV, Louisville; KDYL-TV, Salt Lake City; WTVR, Richmond; KLEE-TV, Houston; WEWS, Cleveland; KTLA, Los Angeles; WENR-TV, Chicago; WDTV, Pittsburgh; WMAL-TV, Washington; KPIX, San Francisco; WFIL-TV, Philadelphia; WDSU-TV, New Orleans; KSD-TV, St. Louis; WJBK-TV, Detroit; KRSC-TV, Seattle; WTMJ-TV, Milwaukee; WSPD-TV, Toledo; WLW-TV, Cincinnati, and WBAP-TV, Ft. Worth.

WENR-TV Comedy Series Bought By Hoover Co.

Chicago—Hoover Co., makers of Hoover vacuum cleaners, will sponsor a new domestic-comedy series over WENR-TV beginning Mar. 11. Titled "At Our House," program will feature Edie and Jim Dexter and Jim Andelin. It will be aired Fridays, 8:30-8:45 p.m., CST, for 52 weeks thru Leo Burnett agency.

Hugh Feltis Resigns As BMB President

(Continued from Page 1)
BMB board. Feltis said that his resignation was first offered to the board about three months ago when the crisis first developed, his offer at that time being that he would will-



FELTIS

ingly step aside if the future of BMB depended on it. In revealing his resignation yesterday, Feltis also pointed out that he would be leaving only at a time when BMB Study No 2 was well under way and its report next September assured.

When Feltis leaves next month, the plan is for Kenneth Baker of NAB, who stepped in to direct the current study, and Cort Langley, now assistant to the president, to be in charge of managing BMB. The decision of who is to be the direct successor to Feltis, if anyone, is up to the NAB board.

It was further revealed that BMB will soon give up its quarters now located on Madison Avenue and will combine with the Statistical Tabulating Company at 50 Broadway, New York, the firm which is handling the tabulations for the nationwide study which just began. The Madison Avenue headquarters will be given up as soon as the lease can be terminated.

This means that for the next few months at least BMB will operate with a staff of probably less than half a dozen people, consisting of Baker (who is paid by NAB), Langley and two or three secretaries.

Charter Being Maintained

It must be pointed out, however, that the NAB board yesterday passed a resolution to maintain the charter of BMB as it now exists on the basis of a tripartite organization. At the same time it is officially agreed that the structure of the organization in the future will undergo change but what that change will be is left for the future. It may be that BMB later, after the second study is completed, will become a corporation, possibly patterned along the lines of BMI.

The major problem that BMB faces at the moment is one of financing. Feltis said that it was his personal conviction that a report of the second study can be published even if no other subscribers come into the fold. Just what type of a report is to be published some six months

FRENCH MONTREAL STATION has opening for creative program producer, must speak and write French, have initiative and possess all around qualifications. Interesting salary to the RIGHT JOE—BUT GOOD. Provide all particulars and salary expected. Write to Box 219, Radio Daily, 1501 Broadway, New York 18, N. Y.

COAST-TO-COAST

WORL Starts Series On Alcoholism
Boston, Mass.—“You and Alcoholism,” a 15-minute Sunday afternoon series of 13 weeks aimed at educating the public of the nature and seriousness of excessive drinking has been started by WORL in co-operation with the Boston Committee for Education on Alcoholism. Privately-recorded interviews with actual alcoholics are featured on the programs. Medical, legal and religious experts discuss each case presented in the public service series.

WDSU Names Commercial Manager
New Orleans, La.—A. Louis Read has been named commercial manager of WDSU, it was announced by executive v-p Robert D. Swezey. Read is in charge of all commercial sales of standard radio and television time segments.

Students To Face TV Cameras
Syracuse, N. Y.—WHEN mobile unit will present an hour of closed-circuit television at the Olmsted Varsity Victrola Shop to which Syracuse University students have been invited to appear for auditions, March 5, 2:30 p.m. Hundreds of students are expected to grab this chance to appear before television cameras.

Congress Hears Of KXOK Broadcast
St. Louis, Mo.—KXOK has found its way into the Congressional Record of Feb. 21. The station's farm editor, Charles Stookey, who has been campaigning to nationalize daytime-saving time, has been broadcasting his correspondence on the subject with Congressman Melvin Price of East St. Louis, Ill. The legislator in turn read Stookey's broadcast and correspondence to the House of Representatives.

from now is a matter to be thrashed out and recommended by Baker and Langley, based on the amount of money in the kitty. Feltis commented that the problem of “financing” has to be worked out in the next 60 to 90 days.”

At the moment, the only assurance as to what will be contained in the next report is the once-a-week listening audience. It is still to be decided as to whether or not to publish the average daily audience, a composition of the sub-totals or both. This decision probably won't be made until after a considerable return of ballots.

Incidentally, ballots are going in the mail this week and mailings are expected to be completed by March 11. With 600,000 initial ballots going in the mail, Baker said he anticipated a return of about 400,000. He's a little worried though about those areas in the West which have been hard hit by snow storms and now face the possibility of floods.

At the press conference, the question of MBS resigning from BMB (effective April 1) came up for dis-

KWSC Aids Search For Plane
Pullman, Wash.—KWSC, owned and operated by the State College of Washington, put in its pitch recently in the search for the lost plane piloted by Bert Zimmerly. KRLLC, Lewiston, Idaho, phoned KWSC the morning after the plane was reported missing, asking for some special broadcasts, which subsequently brought numerous calls to the studios. The information thus obtained narrowed down the areas in which the plane had last been seen. The body of the pilot and the plane wreckage were found within a few hours after KWSC got on the job.

WSB Aids In Slayers' Capture
Atlanta, Ga.—The power of radio in crime detection was demonstrated recently in the capture of two confessed murderers of a tax-cab driver. WSB news editor Walter Paschall included a description of the car in which the two men were making a getaway. Car lot attendants had just heard the noon newscast when the car drove up. The sheriff who did the rest credits WSB for its aid in closing the case.

WVET News Editor Appointed
Rochester, N. Y.—Appointment of David L. Roberts, Jr., as news editor of WVET has been announced by William B. Maillefert, general manager. Roberts has been with the station as an announcer for the past year and formerly was associated with the Democrat & Chronicle of this city.

WJEF Names Sports, News Editors
Grand Rapids, Mich.—Announcers Bob Sidney and John Maters have been appointed sports editor and news editor, respectively, at WJEF, the CBS affiliate in this city.

ussion and in the presence of Jimmy James, Mutual's veepee who is in charge of research. Feltis said, “I have great hopes that Mutual's reconsideration will be forthcoming.” Feltis indicated that his hopes were not without foundation.

Feltis, in going to Seattle as general manager of KING, will be returning to his old home town. While talking about his BMB resignation, he said, “I have given five years of my life to research. That's enough for anyone who is not a research man.” Feltis was called in and made chairman of the NAB research committee in 1944 and from that came BMB on Jan. 1, 1945. He was previously with the Blue Network.

HERE IS ABILITY — BACKGROUND — EXPERIENCE FOR YOUR RADIO - TV DEPARTMENT

This Producer-Director of many top rated network and local shows is closing his Production Business. He is interested in going with active advertising agency-Television company. An interview will bring full report of proven results and his ability for contacts in the field, to qualify for the position. Write

Box No. 218, RADIODAILY
1501 Broadway New York 18, N. Y.

Tentative Agenda Set For Indie-Outlet Meet

(Continued from Page 1)
NAB convention with the general title, “Unaffiliated Stations Bull Session.”

The sessions will be opened by the vice-president, Jess Willard, and Cott, from 9:30 to 10:00 a.m., Sunday. From 10 to 10:30, the delegates will hear a discussion of transcription library services, by a panel yet to be selected.

From 10:30 to 11 o'clock they will hear an outline of United Nations plans for programming for unaffiliated stations, by Benjamin Cohen assistant United Nations Secretary General in charge of communications.

To Hear Adv. Council Plan
Between 11 and 11:30 a.m. the delegates will hear the Advertising Council plan for disseminating its public interest program material to unaffiliated stations, a plan developed in meetings of its committee last year.

The remaining time of the morning session will be devoted to “the independent is here to stay,” a research study by Dr. Sydney Roslow, president of the Pulse, Inc.

Afternoon sessions will begin with “Big Promotions in Small Budgets, a study of successful local promotions by unaffiliated stations, presented by trade publications.

A panel discussion will follow on “How to Steal the Audience.” Sport foreign language programs, classic music, and popular music will be discussed.

NAB's Mitchell Scheduled
Melvin Drake, WDCY, Minneapolis, one of the committee members will speak between 3:30 and 3:45 p.m. A panel discussion, “Bread and Butter NAB tools for selling,” sales and broadcast advertising will be conducted by Maurice B. Mitchell, director of the NAB broadcast advertising department.

Cott added to the announcement of the agenda a reminder that unaffiliated stations which are non-members of the NAB will be welcome at the sessions. They will be the only NAB convention session open to non-members.

Mrs. Jennie Amsterdam

Hollywood—Mrs. Jennie Amsterdam, mother of Morey Amsterdam Columbia network comedian, died here yesterday following a protracted illness.

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RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 46, NO. 44

NEW YORK, FRIDAY, MARCH 4, 1949

TEN CENTS

RECORD IRE REGISTRATION REPORTED

Shouse Is Heard At WHAS Hearing

Washington Bureau of RADIO DAILY
Washington—A drive to increase the public service and the profits of WHAS, Louisville, is definitely planned by Crosley if the FCC approves its application to buy the WHAS properties, James D. Shouse told the FCC yesterday.
Shouse said his experiences as broadcasting head of Crosley for some years, with direction of the clear-channel WLW, Cincinnati, has familiarized himself and his company with clear-channel operation in
(Continued on Page 8)

New TV Tube Plant Being Built By RCA

Marion, Ind.—A new manufacturing center for the mass-production of 16-inch direct-view metal picture tubes for television will be erected in Marion, Indiana, by the Tube Department of the Radio Corporation of America. Ground-breaking ceremonies marking the beginning of construction of an ultra-modern new building, which will serve as the nucleus of the new metal tube manufacturing center, were held yesterday in Marion with Governor Henry F. Schrickler of Indiana officiating.

New Miniature Mike Previewed In N. Y.

Radio, TV and movie sound engineers saw a revolutionary new microphone demonstrated yesterday by the Altec Lansing Corporation at a luncheon held at the Essex House in New York City. The microphone, weighing less than 1/4 ounce, mounted on a long tapering base, is non-
(Continued on Page 3)

Honors Club

The pioneer among radio broadcast listeners' groups was saluted by WOR today when Jack Lescoulle devoted an hour of his early morning program to the Newark News Radio Club. In devoting the time to the New Jersey organization, Jack honored a club that started December 8, 1927, with 55 members. Now its membership totals 800.

Big Step Forward

Washington—TV receiver manufacturers are equipping their average-priced video sets with full FM facilities, FMA said yesterday. DuMont, Crosley and Stromberg-Carlson sets are already so equipped, and other manufacturers are falling in line, William E. Ware, president of FMA, said. He termed the trend an indication of the acceptance by the radio and video set manufacturers—as well as listening public—that FM continues to progress as a superior method of aural broadcasting.

Profitable Operation, Surrenders License

Asheville, N. C.—After notifying the FCC that they plan to surrender their license and cease broadcasting on March 31, WNCN, owned and operated by the Jacksonville Broadcasting Corporation, took steps to give employees two weeks severance pay and a pro-rata share of the ten days receipts of the station from March 18 to March 28th. Advertisers on the station were notified of the decision to leave the air and were
(Continued on Page 8)

Oxarart Leaving CBS For Food Company Post

West Coast Bureau, RADIO DAILY
Hollywood—Frank Oxarart, manager of CBS network sales in the Hollywood office, is resigning March 15 to become advertising and merchandising manager of Hunt Foods,
(Continued on Page 2)

Future Of BMB Uncertain As Its Prestige Diminishes

Sweeping changes at BMB, climaxed by the resignation of Hugh Feltis as president, were viewed in the trade yesterday as heralding the end of the bureau as it has been known for the last four years. While the BMB board on Tuesday unanimously endorsed the continuation of a uniform method of audience measurement, still no one has the answer on where BMB goes on from here,

15,000 Engineers Expected To Attend Four Day Convention Opening Monday In New York

TV-Music Committee Appointed By NAB

Washington Bureau of RADIO DAILY
Washington—NAB President Justin Miller announced yesterday the full membership of the NAB television music committee, whose chairman, Robert P. Myers, of NBC in New York, was named two weeks ago.
The group includes Harold Burke, WBAL-TV, Baltimore; Robert L. Coe, WPIX, New York; William Fay, WHAM-TV, Rochester, N. Y.; Clair
(Continued on Page 7)

Champagne Music Sold For Brewery Sponsorship

Chicago—The music of Lawrence Welk's orchestra will be sponsored by the Miller Brewing Co. of Milwaukee over a selected list of ABC midwestern stations, it is announced by Gil Berry, ABC central division network sales manager. Contract,
(Continued on Page 2)

ABC Signs Quaker Oats For Peter Donald Show

Peter Donald will emcee a new audience participation show, "Talk Your Way Out of It," to be aired over 186 ABC stations five days a week, 3-3:30 p.m., EST, starting
(Continued on Page 6)

Nearly 15,000 engineers from 30 countries and more than 220 exhibitors, including various branches of the government, with the latest radio-electronic equipment, worth more than \$6,000,000, will be on hand at the four-day convention and show of the Institute of Radio Engineers,
(Continued on Page 6)

Press Club Honors Cassidy And Davis

Henry Cassidy of NBC and Elmer Davis of ABC will receive awards tonight from the Overseas Press Club during a dinner at the Waldorf-Astoria Hotel in New York. Cassidy, NBC's European news director, is being honored for the "best consistent radio reporting on foreign affairs during the last year." Davis will receive a sheepskin scroll
(Continued on Page 2)

Communications Group Of House ICC Named

Washington Bureau of RADIO DAILY
Washington—Makeup of the communications sub-committee of the House Interstate Commerce Committee was announced yesterday, with no indication that the group has any important present plans for legislative action in the broadcast field. Already on the agenda for this
(Continued on Page 3)

Traveling

Don McNeill and the cast of ABC's Breakfast Club program, will go to Texas for a series of five broadcasts and four two-hour personal appearance shows, the first two of which will come from the Dallas Fair Park auditorium Saturday, March 12. It will be show's first visit to Texas and it will run from Saturday, March 12 through March 18.



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JOHN W. ALICATE : : Publisher

FRANK BURKE : : : : Editor

MARVIN KIRSCH : Business Manager

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6425 Hollywood Blvd. Phone: Gladstone 8436
WASHINGTON BUREAU
Andrew H. Older, Chief 6417 Dahlonega Rd.
Phone: Wisconsin 3271
CHICAGO BUREAU
Nat Green
1417 Ashland Bldg. 155 No. Clark St.
Phone: State 2332

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FINANCIAL

(March 3)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
ABC	7 1/2	7 1/2	7 1/2	
Adml. Corp.	17 1/8	16 3/8	17	+ 1/8
Am. Tel. & Tel.	147 3/4	147 3/8	147 3/8	+ 1/8
CBS A	19 1/2	19 3/8	19 1/2	+ 1/8
Farnsworth T. & R.	15 3/8	15 1/8	15 1/8	+ 1/8
Gen. Electric	36 3/8	35 7/8	35 7/8	- 3/8
RCA Common	11 3/4	11 1/2	11 1/2	- 1/4
RCA 1st pfd.	71 1/4	70 1/2	71 1/4	+ 1/2
Stewart-Warner	12 5/8	12 5/8	12 5/8	+ 1/4
Westinghouse	23 5/8	23 3/8	23 1/2	+ 1/4
Zenith Radio	29 3/4	29 1/2	29 1/2	+ 1/4
NEW YORK CURB EXCHANGE				
Hazeltine Corp.	13	13	13	
Nat. Union Radio	3 1/2	3 3/8	3 3/8	- 1/8
OVER THE COUNTER				
DuMont Lab		Bid	Asked	
Stromberg-Carlson		13 1/2	14 1/2	
		13 1/2	15	

Beg Pardon

BMI was erroneously used in an article carried in Wednesday's edition of RADIO DAILY which referred to the Non-Affiliates Stations Executive Committee adopting a resolution "objecting to BMI's selection of the month of March for its Second Study." The correct organization is BMB--Broadcast Measurement Bureau.

Stork News

Youngstown, O.--News editor Don Brice has given two cigars to each member of the staff of WKBN. Twin daughters were born to the Brices on Feb. 21.



★ **COMING AND GOING** ★

G. RICHARD SHAFTO, vice-president of WIS, Columbia, S. C., and head of the NAB committee which will study international allocations, conferred yesterday at NBC, with which the station is affiliated.

BENEDICT GIMBEL, JR., president and general manager of WIP, Philadelphia, is back in the Quaker City after having attended the special meeting held in Chicago by the Mutual board of directors.

ROBERT HUDSON, director of education and opinion broadcasts for CBS, leaves today for Lansing, Mich., where he'll attend the Michigan Radio Conference.

HAROLD WHEELAHAN, manager of WSMB, New Orleans affiliate of NBC, is in New York on station and network business.

GENE AUTRY has completed his personal appearance tour and now is back in Hollywood. He'll again broadcast his program, starting tomorrow, from KNX, Columbia network station in the film capital.

JACK CARSON and the members of CBS program company are in Philadelphia, where today they'll open an engagement at the Earl Theater, from which point their CBS program will emanate.

DAVIDSON TAYLOR, vice-president and director of public affairs at CBS; WELLS CHURCH, director of news broadcasts, and ARTHUR GODFREY, network star, tomorrow will be in Washington to attend the White House Correspondents Dinner.

WILLIAM A. FAY, vice-president of Stromberg-Carlson and chief executive of WHAM, Rochester, N. Y., a visitor yesterday at the New York offices of NBC.

A. L. BEYEA, vice-president of Robert Otto & Co., Inc., international advertising agency, has returned from South and Central America, where he studied market conditions for the agency's 36 clients.

VAUGHN MONROE and the members of his band will broadcast tomorrow from Drake University in Des Moines, Ia.

SHERLING OLIVER, producer of "The Wren's Nest" on ABC-TV, leaving by plane for Treasure Island, Fla., where he'll spend two weeks of leisure. He is accompanied by MRS. OLIVER.

JOHN T. HOPKINS, III, Jacksonville (Fla.) commissioner in charge of WJAX, an NBC outlet, was welcomed yesterday at the New York headquarters of the web.

Press Club Honors Cassidy And Davis

(Continued from Page 1)
and an engraved wrist watch for the "best interpretation of foreign news."

The selections were made by popular vote among the some 700 members of the Overseas Press Club which tonight holds its 10th anniversary dinner. W. W. Chaplin of NBC, who is president of the club, will make the presentations. Dinner is being given in honor of Gen. George C. Marshall. Secretary of State Dean Acheson will be one of the principal speakers.

Oxarart Leaving CBS For Food Company Post

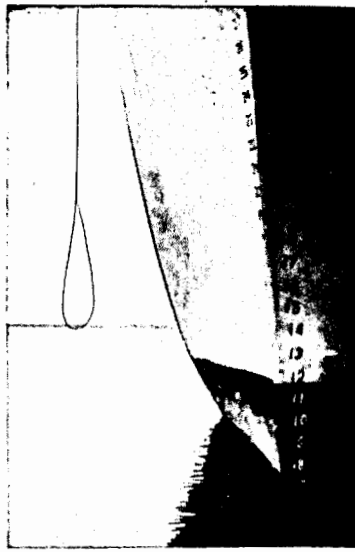
(Continued from Page 1)
Inc. Oxarart originally joined CBS in San Francisco as radio sales manager and was transferred here in 1943. He has been in Pacific Coast advertising and radio since 1934.

Champagne Music Sold For Brewery Sponsorship

(Continued from Page 1)
placed through Klau, Van Pieteron, Dunlap Associates, Inc., is for 13 weeks. Definite starting date has not been announced, but indications point to a June premiere with the initial program originating from Milwaukee. Show will be broadcast for a 30-minute period from various cities in which the Welk orchestra will be making personal appearances.

Moves Into New Studios

Memphis - WMPS, the Memphis ABC affiliate, moved into its new studios and offices in "Radio Center" Monday, February 28th, it was announced by Harold R. Krelstein, vice-president and general manager. Although the studios and offices are not yet complete, the station is vacating its quarters in the Columbian Towers due to the expiration of its lease.



TOWLINE

During the war, any ship that came into the port of Baltimore had to have a steel towline over the side—fore and aft—day and night.

That was so tugs, in an emergency, could come up on the water side and tow a ship out of danger in case of pier fires. Or even tow a flaming ship away from the pier.

In radio, Baltimore has another towline . . . it's for sales that need towing up stream . . . or ahead and away from dangerous competition.

If you read these W-I-T-H ads you know what we're talking about.

W-I-T-H, the successful independent, still delivers more listeners per-dollar-spent than any other station in town.

Not a bad harbor to tie up in. Just remember the call letters. They are W - I - T - H, Baltimore. And it's the 6th largest city in the country.

50,000 watts at 800kc.
in 1949
A GREATER VOICE COMING—
AND, BY FAR, A BETTER BUY!

CKLW
in the Detroit Area
J. E. Campeau, President

5,000 WATTS at 800 Kc.
MUTUAL

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

AM  FM

W-I-T-H
Baltimore 3, Maryland

TOM TINSLEY, President
Represented by Headley-Read

BMB Future In Doubt As Prestige Declines

(Continued from Page 1)

BMB might well take into consideration something that happened three years ago. There is a startling similarity between the current BMB crisis and one that occurred in 1946 when the old Cooperative Analysis of Broadcasting became a storm center of controversy and a few months later gasped its last breath, at which time C. E. Hooper took the throne.

CAB Situation Recalled

Like BMB, CAB was a tripartite organization in which NAB, AAAA and ANA played a part. Early in 1946 CAB began having its money troubles and a dispute arose as to whether it was supplying broadcasters and the industry with just the information they needed or wanted. Then the rumbling became an inferno. Hooper moved in with an offer to take over the subscription list and CAB closed up shop in July, 1946.

Yesterday, no sooner had the news of Feltis' resignation roared through radio row than Hooper came out with a statement. He purportedly has asked what effect the new BMB development would have on his business plans. His answer: "We can look for a substantial increase in our already sizable Area Coverage Index business." Then Hooper went on to sing the praises of his handiwork in the area coverage index.

Hooper Interested

It is interesting to report now that three to four weeks ago Hooper was asked by RADIO DAILY if he were turning the midnight oil in a possible move to try and shed some light on a darkened BMB situation. The researcher commented, "Please don't press me for an answer at this time." In the past, Hooper made at least two major efforts to get his foot in the door at BMB. One came when the bureau was in the stage of being organized. In no attempt was he successful for there are a number of influential industry leaders who have fought wholeheartedly—and still are—to keep BMB entirely separate from any commercial research organization. Whether this line can be held against a rather speedy decay of the approximate two million dollar question—which is about what BMB has cost to date.

With Feltis making his exit, BMB is left without a salesman and Feltis has said he doesn't know if he'll take the road on another selling tour before his resignation is official six weeks hence. The chances are that he probably won't. It will be interesting to see how much talk can be shipped up among broadcasters next month at the NAB convention in Chicago about Broadcast Measurement Bureau, or its stepchild.

Joins WCBS Sales Staff

Thomas P. Hawley has joined the sales staff of WCBS, New York. Mr. Hawley previously was with KQW, Columbia-owned station in San Francisco, and with Look and Good Housekeeping magazines.

FCC Okays Minn. CP; Permits Shift Of WSZ

Washington Bureau of RADIO DAILY

Washington—The FCC announced yesterday that it has okayed the move of WSZ, one-kilowatt daytime station on the 1050 band, from Tuscola to Decatur, Ill. President of the station is Edgar Bill, who is also licensee of WMBD, Peoria, and was manager and director of WLS, Chicago, some years back. Chairman Wayne Coy of the FCC dissented, because the approval means that Tuscola loses its only station and Decatur adds a second. The two communities are 38 miles apart, and both receive signals from a number of area stations. Coy pointed out that economic necessity could not be assumed to be a decisive argument, since WDS has been operating at a profit in Tuscola and would not surrender its license if not permitted to move.

Statement By Coy

Reviewing the arguments of the majority that the move is justified because more listeners will be served and the WDS programming will be improved, Coy wrote "if these reasons are sound, then in its licensing policies the Commission should always give preference to large cities over the small towns."

With Commissioners Walker and Jones dissenting, the Commission proposed also to grant the application of Granite City Broadcasting Company for a new station in St. Cloud, Minn., on the 1240 band with 250 watts unlimited. The competing application of St. Cloud Broadcasting Company was turned down.

President of the successful company is Francis J. Butler, who is a newscaster and announcer with WCCO, Minneapolis, and was active in the Armed Forces Radio Network. Also with WCCO as staff producer is Robert P. Sutton, who is secretary of the new company, while treasurer and owner of 57 per cent of the stock is Max H. Lavine, one-quarter owner of WJMC, Rice Lake, Wisc. Both Mrs. Butler and Mrs. Sutton are with WCCO and will help launch the new station.

Harry Linder, who owns all stock on the unsuccessful application company, is licensee of KALM, Willmar, Minn., and WMHL, Marshall, Minn.

Asks WKRC-Plea Dismissal

The FCC has urged the U. S. Court of Appeals to dismiss the appeal of WKRC, Cincinnati, from a Commission order of last year finalizing the frequency shift of WJIM, Lansing, Mich., from the 1240 band with 250 watts, unlimited, to 550 kilocycles with one kilowatt, unlimited. WKRC, on the 550 band, sought at the same time to up its power from one kilowatt, night, five kilowatts, day, to five kilowatts, day and night.

The Lansing application was preferred on a competitive basis, because it would provide more service for the Michigan City, WJIM being the only station in Lansing. WKRC was permitted, however, to apply for the increase in power again if it could take steps to protect the Lansing signal.

Communications Group Of House ICC Named

(Continued from Page 1)

group are such matters as the proposal by last year's Harness Committee that the study of the FCC be continued, and the bill by Rep. Harry Sheppard of California that networks not be permitted to program on individual stations more than an hour running and that they not be permitted to own stations of their own.

Reps. Dwight Rogers of Florida and Eugene Keogh of New York are other veteran Democrats on the committee, while newcomers McGuire of Connecticut, Underwood of Kentucky and Wilson of Oklahoma also will serve.

GOP membership is headed by Rep. Carl Hinshaw of California, and includes Reps. Leonard Hall of New York (a member of the Harness committee), Harris Ellsworth of Oregon and James Dolliver of Iowa.

Ellsworth is believed to be the only member of the group with operating experience in radio. He is licensee of KRNR, Roseburg, Ore.

Decca Declares Dividend

Directors of Decca Records, Inc. at a meeting Monday declared a regular quarterly dividend of 12½ cents per share on the capital stock payable March 29, 1949 to stockholders of record March 15, 1949.

New Miniature Mike Previewed In N. Y.

(Continued from Page 1)

directional and the system is priced to sell at \$100.

George L. Carrington, president of Altec, described the functions of the mike and demonstrated its usages. One was the stand model which Carrington pointed out does not cover the face or figure of an artist. Another was a breast-plate attachment and a third model was attached to a cable. Use of the cable microphone as a concealed mike for movie or TV sets was emphasized.

It was explained that the miniature mike was designed on the basis of electro-static rather than magnetic principles. The only moving element is a small diaphragm which was compared to the size of the human eardrum.


The new microphone has been placed on the stages of leading Broadway motion picture theaters and will be featured at the convention of the Institute of Radio Engineers which opens in New York on Monday.

Wedding Bells

William A. Schudt, Jr., CBS director of station relations, was married yesterday to registered nurse Jean Richards at Amityville, Long Island.

• faces • facts • figures • wins •

faces • facts • figures • wins •



COST
\$1.58

wins • faces • facts • figures •

FACE: DON GODDARD

FACTS: For 12 years, newspaper feature writer, staff editor and reporter. Now in his 13th year of broadcasting news to the New York audience.

FIGURES: This Goddard newscast is being offered to advertisers at the low cost of \$1.58 per thousand radio homes.

WINS
50KW NEW YORK

PROSNEY BROADCASTING CORPORATION

LOS ANGELES

By AL STEEN

KMPC's chief engineer, Lloyd Sigmon, will represent the Los Angeles section at the annual Institute of Radio Engineers convention in New York, March 7-10.

Roland Kaye, now with CBS and formerly with KNX, and Baden Powell, recently with Mutual in New York, have been named account executives to the KFI sales organization. Both will represent KFI and KFI-TV.

Hal Nichols' station, KFOX, will commemorate the completion of 25 years of service with a special broadcast on Saturday. Many KFOX stars of the past will be heard.

Lewis Allen Weiss, MBS chief, has been named chairman of the California Associated Press Radio Association and Larry Smith, director of news and special events for KMPC, has been appointed director. They will represent the association's activities in Southern California.

ABC is conducting closed showings of General Eisenhower's film, "Crusade in Europe," to prospective sponsors and advertising agencies.

"Your Lucky Strike" winds up this week, having completed its 13-week cycle. Final show has six of the top winners on the program. Although American Tobacco has cancelled the Don Ameche show, the program's rating has shot up in the last couple of weeks. The time slot has not yet been sold by CBS. Producer Bernie Schubert is reported to be near the closing stage with another sponsor.

Feltis Move To KING Confirmed In Seattle

Seattle—Hugh Feltis, president of Broadcast Measurement Bureau, has been appointed station manager of radio station KING here, Mrs. Scott Bullitt, retiring president of KING Broadcasting Company, announced last night. Henry Owen, who has been vice-president and general manager of the station was elected president of the company at a board of directors' meeting early this week. "The appointment of Mr. Feltis and the promotion of Mr. Owen" Mrs. Bullitt said, "is in line with the station's plans for growth and its forthcoming increase in power to 50,000 watts, the highest permitted any commercial station in the country."

"We are delighted to have Mr. Feltis join the KING family and feel that he will make a very real contribution to the community with his extensive background in radio over the country and his knowledge of Seattle and its needs."

YUM YUM MAY BE BABY TALK

but you get he-man drinks in HOWIE'S YUM YUM Cocktail lounge. Delicious food and generous portions every meal—Club Luncheons start at 85c! Meet in Radio's headquarters—

HOWIE'S

6th Ave., at 52nd St. ADV.



Mainly About Manhattan. . . !

Trade talk says that one of the conditions under which Ed Kobak continues as MBS prexy is his guarantee to cut operating expenses 10 per cent. . . Watch for an important announcement which will affect the operations of Keystone Broadcasting System, the transcription web. . . Chrysler reported about ready to sign with ABC for the series of TV films based on Gen'l Eisenhower's tome, "Crusade In Europe." . . John Churchill, former research director of BMB, considering an offer to institute comprehensive TV research. . . New show in the works, Luncheon at Le Chambord, with Ilka Chase as possible femmcee. . . "Adventures of the Falcon" being readied for TV by Bernard L. Schubert and will have a 'dry run' for a commercial sponsor during the last week in March. Show will feature Les Tremayne, who has the title role in the air series. . . It's a baby boy at the Marx Loeb's. He's the WMGM producer. . . Tommy Morton is doing his dances in "Lend An Ear" with a fractured toe, injured when his television set fell on his foot. (Tommy sez it's only poetic justice. A couple of weeks he was on television, and now it's on him). . . From Elsa Maxwell's col'm: "Why they want to see this reporter on television is beyond me." And Larry Gore adds: "Elsa, dahling, when you appear on TV, no one can see beyond you." . . Now that there's a mad scramble on for the heavyweight fights, we wonder if there'll be a scramble on to grab off Don Dunphy to broadcast the blow-by-blows.



FILLER-DILLERS: Now that Eisenhower is stationed in Washington, Harvey Stone sez he's about the only guy who switched FROM Columbia. . . Ted Lewis knows a magician who's gonna make a personal disappearance on video. . . Talking about name droppers, Frank Morgan says NBC is doing a pretty good job. . . Regarding Milton Berle's return to video, it's good to see the big Chief back on Texaco, observes Geo. Petrie. . . And IMPressions: Arthur Godfrey: Lipton Souperman.



AROUND TOWN: Jack Gilford sez an income is something you can't live within—or without. . . Gen'l Foods and Y&R very happy over the 48-state mail pull (plus Canada) of Prof. Quiz, despite the fact that his program is confined to stations in the west-southwest belt only. . . Lester and Juliet Lewis leaving Monday by plane for a 10-day vacation in Bermuda. . . It's wedding bells for Joe DiSantos and Muriel Draper, featured on NBC's "Brighter Day." . . Manhattan Seen-ery: At Garrison's, stage and screen star, Lee J. Cobb, a silent listener to the table wits. No corn on this Cobb. . . Leo DeLyon, highly touted new comic who opens at the Strand Sunday, is an Arthur Godfrey Talent Scout winner. . . Joe Cohen, that rarity among men—a satisfied sponsor—likes his "Share the Wealth" emcee, Bill Slater, so much that he watches him work every day on "Luncheon at Sardi's". . . TV circles buzzing with comments about the job turned in by Gene Hamilton last week when he did the blow-by-blows of the U.S. Army finals at Fort Meyers, Va., on NBC for American Oil Co. This dept isn't surprised at Gene's proficiency, however. We seem to recall that at one stage of his career Gene was a corking professional boxer. . . Peter Donald starting a three-times weekly daytime half-hour series called "Talk Your Way Out Of This," incorporating his dialect talents. . . RKO pix dickering with Ralph Edwards to shoot a series of eight film shorts dealing with the behind-the-scenes phase of radio quiz shows. . . Dick Kollmar can't figure out which are older—television movies or television jokes.



CHICAGO

By NAT GREEN

ABC held a special preview gathering for press, agencies, clients and employes in connection with a showing of General Eisenhower's "Crusade In Europe" television films a few days ago. The first two chapters were screened and the reaction of all in attendance was most favorable.

Bob Elson will begin his 18th year of major league broadcasting with the broadcast over WJJD of the pre-season City Series baseball games, beginning April 15. On April 19 Bob will be in Detroit to broadcast the opening of the 1949 race. Throughout the season he will broadcast all daylight games of the Chicago White Sox exclusively on WJJD, and he will broadcast the night games on WFMF.

George R. Guyan has been appointed western sales manager for WGN. He has been on the WGN sales staff since July 1947.

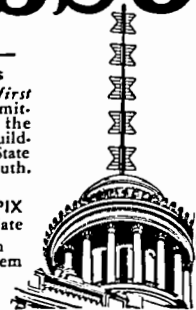
Telev viewers are high in their praise for the ABC "Barn Dance" program telecast each Monday evening over the ABC network, and they are especially impressed with the barn dance set which was conceived by Monte Fassnacht.

Bill Walker of the WIND music staff has written three new songs which will be headlined by VRL Records, new record concern organized and backed by a Chicago business group.

First with the most in
NEW ORLEANS

WDSU

TV Channel 6—
31,000 watts
New Orleans' first
and only. Transmitting from atop the Hibernia Bank Building—the Empire State of the Deep South.
ABC—NBC
DUMONT—WPIX
Television Affiliate
Affiliated with
New Orleans Item



AM 1280 kc—5000 watts
(effective 20,000 watts in greater New Orleans)
Covering New Orleans, South Louisiana and the Gulf Coast.

FM Channel 287—15,000 watts
(C. P. 155,000 watts)

WDSU's dominant Hooperating, pioneering service and high listener loyalty is THE buy in New Orleans!

NEW ORLEANS ABC AFFILIATE

WDSU

Represented by the
John Blair Company

Give your Convention Advertising the Impact of Today's News Today

1,800 copies of *Radio Daily* will be delivered by hand daily to the 27th annual convention of the *National Association of Broadcasters* at the *Stevens Hotel, Chicago*, April 6th to 13th. This means your advertisement will get full display during the convention's coverage as well as the regular circulation of the industry's daily newspaper.

Get Your Convention Message Across day and date with spot news coverage of the Engineering and Management Conferences.

Advertising forms close for all RADIO DAILY convention issues on April 1st

The Mailbag

Claims First

"In the box in the lower right hand corner of your February 23 issue, you have a piece of information on something that is supposed to be a 'new gimmick.'

"I am not in the habit of writing letters of this sort, but because we did the identical thing and obtained a great deal of publicity at the time, I couldn't refrain from giving you a nudge.

"When we had Woody Herman on the air for Wildroot Creme Oil, we 'gave his band away' as the main prize in a contest. A young sailor in Troy 'won' the band, and Herman's crew played in the chap's backyard for a party. The winner then gave a gala party at the local armory to which he invited all the people of Buffalo and surrounding towns with their contributions going toward the purchase of food for people overseas.

"The date of this event was June 21, 1946."

Sincerely,
William P. Maloney,
Publicity Director,
B.B.D.&O., Inc.

P.S.: It just goes to prove there is nothing new under the sun.

ABC Signs Quaker Oats For Peter Donald Show

(Continued from Page 1)

March 30. Program, going into the slot now occupied by "Ladies Be Seated," will be sponsored on Monday, Wednesday and Friday by Quaker Oats Co.

Donald will pose a problem for four to six contestants on each broadcast and a jury from the studio audience will select the winner who receives a cash award of \$25 and Quaker Oats products. All contestants get \$15 in cash.

Quaker Oats, which now sponsors a daily quarter-hour of "Ladies Be Seated," will be expanding its schedule by 15 minutes when the new program begins. Agency is C. J. LaRoche & Company of Chicago.

The Toni Co., which is sponsored one-half of "Ladies Be Seated" on a three-a-week basis, is dropping out effective March 27. Budget will be shifted to Toni's television show which starts on CBS May 19.

ARTHUREDDY

Public Relations — Publicity

812 Taft Building
Hollywood

Gladstone 5305 — Gladstone 9082

Four-Day Meeting Of IRE Expected To Draw 15,000

(Continued from Page 1)

opening Monday, at the Hotel Commodore and Grand Central Palace.

The all-time record attendance at the 1949 convention of the 39-year-old Institute will hear nearly 200 technical papers at special sessions, discussions and symposia on such diversified subjects as television, standard broadcasting, frequency modulation, facsimile, radar and nucleonics.

The convention and engineering show, whose theme will be "Radio-Electronics, Servant of Mankind," will be opened with registration at 9 a.m. at the hotel and 9:30 a.m. at the Palace. Ivan S. Coggeshall of the Western Union Telegraph Co. will speak on the Institute's educational objectives and its service to the engineering profession at the annual meeting of membership in the Grand Ballroom of the hotel, 10:30 a.m.-12 noon. Committee meetings will be held at 2 p.m., to be followed by technical sessions at 2:30 p.m. on modulation systems, antennas and waveguides, network theory, instruments and measurements, microwave and audio. The general get-together and cocktail party has been scheduled for the 6-8 p.m. period. The sections' committee meeting will close the first day of activities from 8-10:30 p.m.

Technical Sessions Planned

The technical sessions scheduled for the remaining three days of the convention are:

TUESDAY (10 a.m.-12:30 p.m.): Antennas, Passive networks—synthesis, instruments and measure-

ments—oscillography, and electronic computers; (2:30-5 p.m.): Electronic computing machines, wave propagation—television, Passive networks—analysis, components and materials, and nucleonic instrumentation; (8-10:30 p.m.): Nuclear Science.

WEDNESDAY (10 a.m.-12:30 p.m.): Television, radio aids to navigation, active circuits, instruments and measurements, and electronics—tube design and engineering; (2:30-5 p.m.): Television, wave propagation, active circuits, instruments and measurements, and electronics—electron-tube cathodes.

THURSDAY (10 a.m.-12:30 p.m.): Relay systems, navigation aids, marketing, and electronics—electron-tube theory; (2:30-5 p.m.): Germanium and silicon semiconductors, information transmission and noise, navigation aids, oscillators, and electronics—new forms of tubes.

Stanton to Speak

The "President's Luncheon" will be held in honor of Stuart L. Bailey, new IRE prexy, on Tuesday, 12:45 p.m. in the Grand Ballroom. Retiring prexy B. E. Shackelford will be toastmaster. Delos W. Rentzel, civil aeronautics administrator, will speak on "All-Weather Flying" and how it can be achieved by means of new electronic devices.

CBS prexy Frank Stanton will address the annual banquet on Wednesday, 6:45 p.m., on the subject of "Television and People." IRE prizes and awards will be presented at the banquet session.

Polangin Heads Office Of Buchanan On Coast

Los Angeles—Frederick N. Polangin, director of the West Coast Motion Picture Dept. of Buchanan & Co., Inc., and newly-elected v-p of the agency, has been named executive head of the Los Angeles office.

His appointment was designed to further enlarge the motion pix operations of the agency on the West Coast as well as in New York, prexy Rudolph Montgelas commented in making the announcement. Charles Coleman, the top commercial account executive of Buchanan, has been appointed v-p in charge of all commercial accounts, it was also announced.

WXYZ Exec. Joins Sales

Detroit—James G. Riddell, general manager of WXYZ, announces the transfer of sales promotion manager William J. Hendricks, from the promotion department to the sales department. Hendricks, for the past four years, has been WXYZ's director of advertising and sales promotion. Prior to his three years with the U. S. Marine Corps, in the public relations section, Hendricks was associated with the United Detroit Theaters.

Fax May Replace Press, Mitchell Tells Printers

Washington — NAB's advertising director, Maurice D. Mitchell, has warned the printing industry to prepare for a possible revolution in its methods as a result of progress in TV and facsimile.

He suggested to a luncheon meet of the Graphic Arts Association the formation of a committee to study the impact of TV and Fax on printing methods, type-faces, colors, and the like.

"We are approaching the time," he said, "when there will be no intermediate step, such as printing, between the act of creation and the delivery of the created product in the living rooms of the nation."

He pointed out that facsimile broadcasting and television are already accomplishing this feat.

Novins To Participate

Stuart Novins, KNX-Columbia Pacific Network director of public affairs, recently named to the executive committee of the Western Radio Conference, will participate in a panel discussion of radio documentaries at the Second Annual Western Radio Conference to be held in San Francisco, Feb. 24 and 25.

AGENCIES

"RED CHINA — AN AMERICAN TRAGEDY" will be the subject of an address to be delivered by John Goette, foreign correspondent and expert on Far Eastern affairs, at the Advertising Club of New York, Wednesday, May 9, at noon.

MOTOROLA, INC., Chicago, has appointed W. Wesley Ballard director of publicity and advertising for the Communications Division, which includes two-way mobile radio equipment widely used by cabs, police, railroad and other utilities. James Cody, who formerly held this post, is leaving Motorola for a position with the Professional Equipment Company, also of Chicago.

JOHN W. SHAW ADVERTISING, Inc., of Chicago, announces the appointment of Elizabeth Fahey, lately with the Curtis Publishing Co., as librarian. At one time office manager of the Chicago offices of the J. Walter Thompson Co., Miss Fahey recently finished her 20th year with Curtis, where she set up and supervised a library that is recognized as one of the best of its kind in the country.

WJZ Signs Hatchery

The Kerr Chickeries, Inc., has signed with WJZ to sponsor on Monday, Wednesday and Friday, the 6:15 to 6:30 a.m., EST, portion of Phil Alampi's Farm News program under an initial 13-week contract. The contract, effective Monday, March 21, was placed through E. H. Brown Advertising Agency of Chicago. The Kerr Chickeries, Inc., breeders of baby chicks, is located in Frenchtown, New Jersey.

The WJZ broadcasts of Phil Alampi's Farm News programs are heard regularly Monday-through-Saturday from 6 to 6:30 a.m., EST.

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

TELEVISION DAILY

Section of RADIO DAILY, Friday, March 4, 1949 — TELEVISION DAILY is fully protected by register and copyright

NABET AND IATSE GIRD FOR BATTLE

TELE TOPICS

SECURELY LOCKED in a guarded vault in France are a meter rule, weights, scales and other measuring devices. Once each year, countries all over the world send representatives to France to check samples of their own instruments against these unchanging standards. Because of this basic weights and measures the world over are the same. . . . In radio and television, however, there is no such standard. For TV in New York and for network radio, promotion men are able to shop for ratings which best suit their purpose. Is it any wonder that a top agency insists that in all presentations submitted to it audience figures must be matched with corresponding figures from a second research firm? If the industry could develop a standard yardstick for all audience measurement, the figures would have true meaning and advertisers would know what they're getting for their money. . . . The Hooper-Pulse fight over the two-station ratings for the Admiral show is adding to the confusion with each press release. It's not good for the industry. Steps toward the adoption of a standard yardstick would restore audience research to its proper position as a fact-finding service and not merely as grist for the promotion and publicity mills.

WOR-TV will conduct tours of its new transmitter installation atop the Palisades for IRE members attending the organization's convention in New York next week. Wives of conventioners will visit Dennis James on his "Okay Mother" show over DuMont Monday and Thursday. . . . First sale chalked up by WICU, which goes on the air in Erie, Pa., Mar. 15, will be to Erie Brewing Co. Program is the daily INS-Telenews newsreel. . . . The Philadelphia Board of Education is going in for tele in a big way. Programs for in-school viewing began on WPTZ this week, with WCAU-TV to begin school shows next week. Now comes word from Jack Steck, program manager of WFIL-TV, that the Inquirer station will launch two 15-minute school shows weekly beginning in mid-April. . . . The Admiral Broadway Revue "equals the best that Broadway has to offer," Life says in its issue of Mar. 7. Marge and Gower Champion, dancers on the show, are on the mag's cover and the rest of the cast and some of the production staffers are featured inside. . . . CBS' recent publicity drive on behalf of Morey Amsterdam indicates that the comic's TV stanza may get a last-minute reprieve. There's talk around that a bankroller might be in the offing. . . . When "Howdy Doody" went off WTMJ-TV, Milwaukee, for several weeks recently, station's mail showed audience favoring the show's return by a 13 to one margin.

Mar. 8 Kickoff Set For WAGA, Atlanta

Atlanta—Fort Industry Company's WAGA-TV begins commercial programming here March 8 as a CBS and DuMont affiliate on channel 5. James E. Bailey is managing director of WAGA-AM, FM and TV, and George B. Storer, Jr., is tele manager.

Station will be Fort Industry's third TV outlet on the air. The others are WSPD-TV, Toledo, and WJBK-TV, Detroit.

Kickoff program, at 7 p.m., will feature previews of local and web shows. John Bartlett will write and produce the program, which will be directed by James Loren. Regular programming will be on a seven-day a week schedule totaling 21 hours weekly.

Main studio is located at 1032 West Peachtree St., N. W., and arrangements have been made for a remote studio in the Tower Theater building. Mobile equipment consists of a special events truck with two field cameras.

Claude Frazier is commercial manager; Arch Regan, promotion manager; Loren, production director; Ernest L. Elsner, film director, and Paul B. Cram, chief engineer.

Crosley Ups Callahan

Cincinnati—Walter Callahan, assistant general sales manager of WLW, has been appointed assistant to Marshall N. Terry, Crosley vice-president in charge of tele.

Canadian Gov't May Assist In Television Development

Montreal—The Dominion Government will announce in the Commons soon, a plan to assist the CBC in the inaugural development of television in Canada, it was learned yesterday.

The cabinet now is studying a proposal for a loan needed by the CBC to launch television stations in Montreal and Toronto. It is believed the loan will amount to several million dollars.

The announcement will be made by Revenue Minister McCann, who reports to Parliament for the publicly-owned CBC. Parliament must approve the loan and the CBC probably will not proceed very far with development plans until approval is given.

At present the CBC has no funds to go ahead with television develop-

Pulse Top Ten (N.Y.-Phil.-Chi., Feb.)

Texaco Theater	NBC	73.1
Godfrey Friends	CBS	54.9
Toast of Town	CBS	47.4
Broadway Revue	DuM-NBC	46.7
Kraft Theater	NBC	39.9
Arrow Show	NBC	39.9
Amateur Hour	DuMont	37.4
Boxing	NBC	35.9
Swift Show	NBC	34.2
Break the Bank	ABC	33.1

TV-Music Committee Appointed By NAB

(Continued from Page 1)

McCollough, WGAL-TV, Lancaster, Pa.; Donn Tatum, Don Lee, Hollywood; Julius Brauner, CBS; Mortimer Loewi, DuMont; Joseph A. McDonald, ABC, and Theodore Streibert, WOR, New York (ex officio).

Myers had already announced an additional 30 days extension from March 1, of the current arrangement TV broadcasters have with ASCAP music on TV.

The group began discussions with ASCAP on February 24, looking to use of ASCAP music on television.

Consecration On Tele

Buffalo, N. Y.—WBEN-TV on Monday will telecast the consecration of three bishops in Chicago. RCA dealers are placing sets in 38 Catholic schools and institutions especially for the event.

ments, but once it gets television stations into operation it will have revenues from license fees and from commercial programs. It would repay the government from these revenues.

The CBC has been considering plans for the establishment of one television station in Toronto and one English-language station in Montreal. The network would spread from the two cities across the country after the experimental stage has been passed.

CBC officials, however, are awaiting the government's announcement before announcing definite plans. It could not be learned ahead with the development alone or whether it will proceed on a cooperative basis with private stations.

'Zero Hr.' Apr. 30, Expiration Date Of Contracts

A full-scale jurisdictional battle between the International Alliance of Theatrical Stage Employees (I.A.T.S.E.) and the National Association of Broadcast Engineers and Technicians was indicated yesterday by Richard F. Walsh, president of IATSE, at a press conference. The fight will occur, he said, unless agreement is reached by the two unions on a case now before the NLRB involving lighting engineers and projectionists employed by ABC and NBC.

NABET contracts with the webs covering the two classifications—which, IA claims, belong under its jurisdiction—expire on April 30. After that date, unless a settlement is reached, Walsh said, "we'll use any economic measures we can" to protect the interests of IA. He did not indicate specifically what those measures would be, but hinted that IA would try to expand its jurisdiction in the video field.

IA's traditional role in show business, Walsh said, gives the union jurisdiction over all work in front of the cameras. NABET, whose members belong behind the camera, he said, is now trying to encroach on this jurisdiction. NABET has "declared war on the IATSE," Walsh said, and "after May 1, we're going to protect ourselves with NABET."

Walsh expressed hope that the dispute between the two unions would not affect program operations, saying, "We'd like to see television go ahead. The public is entitled to see it, and television is entitled to grow." Earlier he said, "The more we fight among ourselves, the better it is for the employers."

Univ. Of Penn. Buys Color TV Equipment

The University of Pennsylvania has placed an order with Zenith for a color TV transmitter and 20 receivers, and plans to use them to extend visual study to large groups of medical students.

In cooperation with CBS and Smith, Kline & French, Philadelphia pharmaceutical house, the school is sponsoring a large-scale demonstration of color tele for medical instruction at the convention of the American Medical Association in Atlantic City in June.

Harold E. Stassen, president of the university, has stated that the school is planning to incorporate color video facilities in a projected \$10,000,000 addition to its medical center.

Shouse Is Heard At WHAS Hearing

(Continued from Page 1)

the public interest. WHAS is also a clear-channel station.

At the same time, Shouse said he plans to retain the present WHAS staff, which he considers outstanding, and he lauded the present management of the station. It will be hard for Crosley to improve upon present WHAS operation, he said, but he thinks there can be some increase in volume and service.

He foresees no difficulty, he said, "in arranging for Victor A Sholis to continue as director."

WHAS treasurer Lisle Baker, Jr., told the Commission this week that WHAS showed an after-taxes profit of \$84,262 in 1947, of \$162,572 in 1948.

Crosley Radio Corp. would lose an estimated \$670,000 in television operation in the next 12 months, in addition to half a million in construction costs, were it to complete construction on its Dayton and Columbus stations tomorrow and go on the air as licensee of WHAS-TV, in Louisville shortly, Shouse told the FCC. But these losses would be made up for by the profits from AM operation, he predicted.

A loss of \$330,000 was chalked up last year for WLW-TV, in Cincinnati, and the estimated loss for this year is \$200,000. Estimated first-year operating loss for TV stations already authorized for Crosley in Columbus and Dayton are, respectively, \$170,000 and \$150,000. If Crosley is permitted to take over WHAS and WHAS-TV, Shouse said, he estimates a \$150,000 loss for the first year of operation there.

In addition, he said construction of WHAS-TV might stand Crosley as much as \$500,000.

The profit from operation of WLW in the year ending November 30 of last year was \$1,162,431, Shouse revealed.

Hospital Radio Service On Increase, VA Reports

Increased usage of hospital radio systems for the entertainment of disabled veterans in Veterans Administration hospitals throughout the country is emphasized in the report of Ben O'Brien, chief of the entertainment division, Special Services for the Veterans Administration.

The report reveals that the total number of hours of radio programs broadcast over the hospital radio system increased from 47,000 hours during July, 1947 to 52,000 hours in June, 1948, averaging 49,000 hours per month for the fiscal year. On the average, approximately 1,700 hours were devoted each month to radio programs which were produced and presented by patients. Armed Forces Radio Service transcriptions were used an average of 4,800 hours per month. The remaining 40,700 hours were used to rebroadcast selected radio programs originating in commercial radio stations.

COAST-TO-COAST

WHAM Show Renewed For 18th Year

Rochester, N. Y.—"Sibley Tower Clock Time," daily program of shopping hints, fashion news and music, has been renewed for the 18th consecutive year on WHAM by Sibley, Lindsay & Curr Co., department store. The cross-the-board renewal is for 52 weeks, it was announced by William Fay, v-p of Stromberg-Carlson Co., owner and operator of the station.

WKNB-WFHA Names Program Dir.

New Britain, Conn.—Bernard Moore has been appointed program director of WKNB and WFHA (fm). He started with WKNB as a staff announcer in 1947 and, since then, has held the posts of chief announcer and production manager.

WLIO Newscast Solves Crime

East Liverpool, O.—WLIO news editor Paul Harris' broadcast of a police clue in the search for a man who allegedly attacked a girl has resulted in the solution of the crime. The police reported that the man listened to the news broadcast of the clue and then fatally shot himself because he believed the evidence was too strong to elude the authorities any longer.

Army-Navy Tilt On FM

Washington, D. C.—The Continental FM Network and WASH-FM will carry exclusively in the Washington area the play-by-play description of the Army-Navy basketball game tomorrow, 7:55 p.m. Tom Carr of WANN, Annapolis, Md., will handle the on-the-spot account.

WKBN Adds Two To Staff

Youngstown, O.—Chuck Cleaver and Will Carson have joined the staff of WKBN as newsman and announcer, respectively. Cleaver was formerly news editor at WRRN, Warren, O. Carson's former association was with WBCK, Battle Creek, Mich.

WJR Votes 10c Dividend

Detroit, Mich.—The directors of WJR have voted a 10c per share dividend to be paid March 10 to shareholders of record at the close of business March 2, 1949, it was announced by board chairman George A. Richards.

Scholarship "Give-Aways" On KDKA

Pittsburgh, Pa.—"Give-aways" in the form of college scholarships will be started by KDKA on March 20. Five student representatives from western Pennsylvania high schools will compete on each of the first six programs, "School Science Experts' Radio Quiz," for a gold science key award. The key-winning students will battle in the seventh and final quiz program for scholarships to the Carnegie Institute of Technology.

Boston Spot Campaign

Boston—The F. and M. Shaefer Brewing Company, Brooklyn, New York, has purchased a spot schedule over indie station WHDH, as part of an all-media campaign introducing Shaefer Beer into the Boston market. WHDH disc jockey Fred B. Cole emceeds the station's "Vaughn Monroe Show" for Shaefer, six nights weekly from 6:45-7:00 p.m. Program sponsorship was preceded by an intensive two-week spot build-up.

Plan Parisian Series

Atlanta—A new weekly program makes its debut on WSB, Atlanta, this week. Called "Two Americans in Paris," the show features Bob Pollock, former WSB announcer and his attractive wife, Mike. The couple are at present in Paris and will transcribe the series in the studios of the French broadcasting company to be sent exclusively for broadcast on WSB.

Wayne Of KYW Recuperating

Philadelphia, Pa.—KYW's conductor of the "Musical Clock," a "shut-in club" morning show, is finding out first-hand what it is like to be in a hospital. Stuart Wayne is recovering from a serious eye infection at Wills Eye Hospital. He hopes to be back on the job on March 14.

WCHC Expands Programming

Worcester, Mass.—WCHC of the College of the Holy Cross, a 10-watt campus station, has initiated a "selective" programming schedule to include music and special events coverage of athletic contests, interviews with visiting personalities and student-faculty forums.

WCAM Names Commercial Mgr.

Camden, N. J.—Morton Lowenstein, formerly sales manager at WBUD, Morrisville, Pa., has been appointed commercial manager of WCAM, the municipally-owned station of this city.

Husing Gets Citation

Columbia, S. C.—The South Carolina General Assembly took time out last month to memorialize the Clemson College football team as being "great" and to include in its formal resolution bouquets to WMGM, New York, sportscaster Ted Husing. The legislators cited his coverage of the New Year's Day 'Gator Bowl game with the declaration: "We never expect to hear a better description of a football game than Ted Husing gave us."

WWDC Gets Award

Washington—WWDC, local independent, was honored at Advertising Club Luncheon as Alexander Campbell, assistant to the attorney general in charge of the criminal division, presented it a National Conference of Christians and Jews Brotherhood award.

Profitable Operation, Surrenders License

(Continued from Page 1)

given free advertising for the three final days of operation, March 29, 30, 31.

In announcing suspension of the station, Robert M. Lambe, Jr., WNCA general manager said: "WNCA, in voluntarily surrendering its license to the FCC, applies for a unique place in the annals of broadcasting history. While there have been a few instances of stations leaving the air voluntarily, this is the first time—to my knowledge—that a profitable operation has done so."

Established In 1946

WNCA, known as Asheville's Community Station, was established by a group of five Asheville businessmen and a Washington lawyer in May, 1946, under the name of the Community Broadcasting Company. Early in 1947 the operation was sold by them to the Jacksonville Broadcasting Corporation—operators of WPDQ, Jacksonville, Fla. WNCA operates on 1340 kc. with 250 watts power.

The station has been affiliated with the American Broadcasting Company and on April 1 the ABC affiliation will be assumed by WLOS. Skyway Broadcasting Corporation owns WLOS, and the station is operated by Charles B. Britt, a vice-president of the corporation. WLOS has 5,000 watts daytime and 1,000 watts nighttime.

Send Birthday Greetings To—

March 4

Lucy Gilman Madge Morley
Jerry Marlowe George Shelton
Herman Fields Dominic Bruno
Edward J. Fitzgerald

March 5

Sam Hearn Ben Selvin
Chick Johnson Tod Swalm
Sam Serota

March 6

Rosario Bourdon Jack Stern
Bob Dunn Gordon Windham
M. E. Tompkins John B. Conley

March 7

Sidney Flamm Ted Jewett
George Schackley

March 8

Victor Arden Will Hudson
Tex Fletcher Claire Trevor
Franklyn MacCormack

March 9

Sydney Moseley

March 10

Beatrice Berke Marion Hutton
Carol Deis Robert Taplinger
George J. Higgins
Lloyd O. Coulter

CHICAGO TV CONFERENCE OPENS TODAY

Carlin Resigns Post As Program Head

Phillips Carlin, vice-president in charge of programs of the Mutual Broadcasting System, Friday tendered his resignation. The Carlin resignation came as a sequel to last week's MBS board meeting in Chicago at which time directors of the network were critical of the web's programming.

The criticism leveled at Carlin during the board meeting in Chicago was regarded as unfair in some quarters. They point to the fact that

(Continued on Page 3)

NAB Proposals Rejected By Sen. Labor Bill Group

Washington Bureau of *RADIO DAILY*—Washington—When the Senate Labor Committee reported the Taft-Hartley Act repealer Friday without amendment, it rejected a series of 11 amendments offered last week by NAB's general counsel, Don Petty. His proposals had been designed for protection of broadcasters, and included broadening of the secondary boycott prohibition to cover broadcasting specifically, the allowing of injunctions against secondary boycotts and extension

(Continued on Page 6)

Weiss Named Chairman Of West Coast AP Group

West Coast Bureau, *RADIO DAILY*—Hollywood—Lewis Allen Weiss, Hollywood, president of the Don Lee Broadcasting System, is the first chairman of the new California Associated Press Radio Association.

The Association was organized here recently by California AP radio

(Continued on Page 2)

Barrere Ballyhoo

Claude Barrere, secretary of the Radio Executives Club of New York, sent postcard reminders to the club membership the past week-end asking for table reservations for the Hoover luncheon at the Hotel Roosevelt on Thursday. Barrere puts it this way: "Have you sent in your check? Huge attendance is in prospect to honor Herbert Hoover."

Secret Out

When WNCA, Asheville, N. C., announced the other day that they were surrendering their license to the FCC despite the "profitable operation" of the station, the whole story wasn't told. It was learned over the week-end that WLOS bought all the physical equipment of the 250-watt and will become the ABC outlet in Asheville on April 1. WLOS, owned by the Skyway Broadcasting Corporation, has 5,000 watts daytime and 1,000 watts night.

Plan Video Cover For IRE Convention

Video coverage of the Institute of Radio Engineers' four-day convention and show at the Commodore Hotel and Grand Central Palace, opening today, has been scheduled by WPIX, WABD and WNBT.

WABD's "Man on the Street" show will be on hand at the IRE's show at the Palace for a five-minute "live" coverage at 12:25, Monday through

(Continued on Page 2)

Service-Area Overlap Of WLW-WHAS Cited

Washington Bureau of *RADIO DAILY*—Washington—Crosley Broadcasting Corporation heads into a major task this week as it attempts to convince the FCC it should be permitted to buy WHAS, Louisville, even though Crosley's WLW, Cincinnati, now furnishes primary service to about

(Continued on Page 6)

Sillerman Resigns As Pres. Of Keystone's ET Network

Michael M. Sillerman, president and director of Keystone Broadcasting System, Inc., transcription network, has resigned both offices effective March 15th, it was announced at KBS headquarters in New York on Friday.

Sillerman's resignation was reported to have been due to differences with the board over policy matters. It is said that Sillerman was strongly in favor of an expansion

All Branches Of Industry Represented At Meet Sponsored By TV Council; Coy And Web Execs. To Speak

Frigidaire Offering Dealers Co-op Plan

Frigidaire Division of General Motors is offering for the first time to go 50-50 with its dealers in sponsoring local transcribed programs and has already okayed 24 different shows which dealers may select.

Frigidaire offers to pay one-half the production cost and one-half of the station time at the local rate. Such deals are subject to provisions of the Frigidaire co-operative ad-

(Continued on Page 6)

Dr. Angell Of NBC Dies In Connecticut

Dr. James Rowland Angell, public service counselor to NBC and a member of the board of directors, died Friday (March 4) at his home in New Haven, Conn. His age was 79.

Dr. Angell, President Emeritus of

(Continued on Page 2)

Philip Morris Seeks To Replace Kate Smith

Philip Morris has decided to cancel "Kate Smith Sings" on MBS after the broadcast of April 22. The program, aired five days a week from 12:15-12:30 p.m., EST, will be re-

(Continued on Page 3)

Chicago—Top executives representing all branches of the industry gathered in Chicago over the weekend for today's opening of the First National Television Conference, which will be held at the Palmer House today through Wednesday, under the auspices of the Chicago Television

(Continued on Page 7)

RRN Financial Plight Brought WHCU Deal

The Rural Radio Network is undergoing major reorganization due to economic reasons and its merger with the radio interests of Cornell University means that Michael R. Hanna, general manager of WHCU and WHCU-FM, Ithaca, N. Y., will take over as acting director under an interim management contract. It was learned Friday that R. Bruce Gervan, general manager of RRN since it went on the air last June,

(Continued on Page 8)

General Foods Dropping Burns & Allen On NBC

The Burns and Allen show on NBC will be dropped by General Foods (for Maxwell House coffee, at the end of this season, the sponsor announced Friday through its agency, Benton & Bowles. The program is

(Continued on Page 6)

Family Affair

The Herlthy brothers, Walter and Ed, two of radio's best known announcers, are inseparable companions even though Walter is with ABC and Ed is with NBC. On Friday Walter and Ed with their wives left on the S.S. Niouw Amsterdam for an 18-day Caribbean cruise. On his return Walter is duo to take part in a now ABC television program.

(Continued on Page 3)



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Phone: Wisconsin 3271

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Nat Green
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Phone: State 2332

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FINANCIAL

(March 4)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
ABC	7 1/2	7 1/2	7 1/2	0
Admiral Corp.	17 1/4	16 3/4	17 1/4	+ 1/8
Am. Tel. & Tel.	66	65 5/8	66	+ 1/8
CBS A	19 1/4	19	19	- 1/2
CBS B	18 1/4	18 1/4	18 1/4	0
Farnsworth T. & R.	1 5/8	1 1/2	1 1/2	- 1/4
Gen. Electric	36 1/4	35 5/8	36 1/4	+ 3/8
Philco	34 1/4	34 1/8	34 1/8	+ 1/8
Philco pfd.	88 1/2	88 1/2	88 1/2	+ 1
RCA Common	11 7/8	11 1/2	11 7/8	+ 3/8
RCA 1st pfd.	71	71	71	- 1/4
Stewart-Warner	12 1/2	12 1/2	12 1/2	- 1/8
Westinghouse	23 1/2	22 3/4	23 1/2	+ 1/4
Zenith Radio	29 1/2	29 1/4	29 1/4	- 1/4

NEW YORK CURB EXCHANGE

	Bid	Asked
Nat. Union Radio	3 1/2	3 1/2
OVER THE COUNTER		
DuMont Lab.	13 3/4	14 3/4
U. S. Television	1 1/4	1 1/2
WCAO (Baltimore)	22	25
WJR (Detroit)	6 1/2	7

Radio Producer Gets "Falcon" Stage Rights

E. J. Rosenberg, who packages "Sam Spade" and the "Fat Man" for radio, has obtained stage rights to "The Maltese Falcon" and plans a Broadway production next September. Rosenberg left by plane for the coast Friday to talk with top Hollywood stars about starring in the vehicle. Some of those under consideration are Humphrey Bogart, Richard Conte, Peter Lorre, Burt Lancaster and Mary Astor.

WEAV
PLATTSBURG, N. Y.
AMERICAN BROADCASTING CO.
CONSISTENTLY SELLING THE NORTH COUNTRY'S RICHEST MARKET
JOSEPH HERSHEY-McGILLVRA, Nat. Rep.

★ COMING AND GOING ★

DAVID SARNOFF, chairman of the board at RCA, returned Saturday aboard the America, thus completing a two-month trip to Europe.

DAVE DRISCOLL, director of news and special features for WOR, has returned from a one-week vacation spent at his place on Long Island.

BEVERLY KELLEY, director of press for the Cole Brothers Circus, spent last week in New York arranging radio tieups for the big show, which opens next month at Louisville. He left by train yesterday for Chicago.

H. V. KALTENBORN, commentator on NBC, left Friday on a tour of France and Spain. He'll broadcast on March 11 from Madrid. His regular Monday-Wednesday-Friday programs will be resumed March 28.

G. T. C. FRY, director of ABC network radio sales, and TED OBERFELDER, director of advertising and promotion for the network, leave tomorrow for Atlanta on business. They'll be back Friday.

AL WERNER, engineer at WINS who is regularly assigned to the N. Y. Yankees baseball broadcasts, will leave tomorrow for St. Petersburg, Fla., scene of the first pre-season game. MEL ALLEN, who does the play-by-play, will leave for St. Pete the next day.

WILLIAM S. PALEY, chairman of the board at CBS, accompanied by MRS. Paley, is back in the States following a trip to the West Indies.

EMILIO AZCARRAGA, president of Radio Programs de Mexico, is in New York to attend the IRE convention.

RAY TROTTER, publicity manager for the George P. Hollingsbery Co., national station representatives, spent the week-end in Sea Bright, N. J.

J. L. VAN VOLKENBURG, Columbia network vice-president and director of television operations, will leave today for Chicago, where he'll address the First National Television Conference, which will be held at the Palmer House today, tomorrow and Wednesday.

JIM HICKS arrived Friday from Columbia, S. C., for conferences with the station's national reps.

WILLIAM J. HEARIN, JR., general manager of WABD, Mobile, Ala., conferred in New York Friday with the national representatives of the station.

E. R. BORROFF, of Taylor-Borroff & Co., station reps., arrived in New York Friday from Chicago.



Playing for keeps

The time's coming. The big time . . . when you'll have to get out there and fight for your share of business.

Most of the talk is about a seller's market. But there are those who say, "Don't you believe it."

One way or another you'll be playing for keeps.

If you plan a selling campaign in Baltimore . . . and radio is part of the scheme . . . we suggest you put W-I-T-H at the top of the list.

This is the successful independent that delivers more listeners-per-dollar-spent than any other station in this big town.

Yes . . . pretty soon the marbles will be down . . . and you'll get the W-I-T-H listeners in Baltimore.

AM  FM

W.I.T.H.

Baltimore 3, Maryland

TOM TINSLEY, President
Represented by Headley-Reed

Dr. Angell Of NBC Dies In Connecticut

(Continued from Page 1)
Yale University, joined NBC in 1937 and drew up a basic plan for public service programming which in its essentials is still followed by the network today. His foremost radio project furthering the aims of his policies was the NBC University of the Air. Among the programs produced in this series were "Land of the Free," "The American Story," "Your United Nations," "The Story of Music," "World's Great Novels," and "Our Foreign Policy."

In addition to these network activities, Dr. Angell was active in furthering local public service programming by affiliated NBC stations and he made numerous trips throughout the country to this end.

Niles Trammell, NBC president, paid tribute to the memory of Dr. Angell by saying: "He was truly a great man and he has left the stamp of his greatness on the American system of broadcasting for generations to come."

Dr. Angell is survived by his wife, Mrs. Katherine Angell, and two children by his first marriage, Mrs. William Rockefeller McAlpin of New York and Professor James Waterhouse Angell of the Columbia University economics department.

A. Atwater Kent Dies At Los Angeles Estate

West Coast Bureau, RADIO DAILY
Hollywood—A. Atwater Kent, pioneer in the field of radio-receiver manufacturing, died here Friday at Capo di Monte, his Bel Air estate. He was 75.

Kent formed his set-manufacturing organization in 1922, and shortly became a leader in the field.

Kent's 12-acre estate at Bel Air was the scene of a large-scale party given delegates to the recent NAB convention held in Los Angeles.

Plan Video Coverage For Convention Of IRE

(Continued from Page 1)
Thursday. DuMont will use its new mobile unit with two cameras for the pick-up, under the supervision of Dr. T. T. Goldsmith. Don Russell will do the commentaries.

WPIX will include various activities at the IRE confab on its regular "News of the Hour," and "Telepix Newsreel." WNBT has arranged for similar film coverage for inclusion in its "Camel News Caravan" show. NBC indicated that every effort would be made to televise some "live" scenes at the convention.

Radio broadcasting participation will be highlighted by spot announcements on WOR designed to salute the visiting 15,000 engineers at the convention. The wives of IRE members have been invited to tour the New York Times, owners of WQXR, to be climaxed by a luncheon in one of the Times' dining rooms.

Weiss Named Chairman Of West Coast AP Group

(Continued from Page 1)
members. Weiss, active in the preliminary phases, presided as temporary chairman and later was elected chairman for the year. Grant Holcomb, of KQW, San Francisco, was elected vice chairman.

Booraem Opens Office

The former national program manager of MBS, Hendrik Booraem, has formed Holland Productions, a radio and TV package program producing company, with offices in New York City.

The firm's first package, "Experience Speaks," featuring guests selected by the editorial board of Experience magazine, will be aired on a sustaining basis over MBS, Fridays, 8-8:30 p.m., EST, starting March 4.

Carlin Resigns Post As Program Head

(Continued from Page 1)

Carlin has been operating on a limited budget and that such key Mutual stations at WOR, WGN and KHJ virtually controlled the network programming policies.



CARLIN

Carlin, who was tendered a dinner by Mutual some months ago on the occasion of his 25th anniversary in radio, began his career as radio announcer on WEAJ in 1922. In 1927 Carlin became manager of WEAJ and when the National Broadcasting Company was formed became assistant eastern program director. When the Blue network was created in January, 1942, Carlin became program director. Later, when Edgar Kobak left the Blue to become president of Mutual, Carlin moved over with him.

In announcing Carlin's resignation on Friday, President Kobak of Mutual said: "Mr. Carlin and I have been associated for many years in the broadcasting field and it is with deep regret that I am acceding to Mr. Carlin's wishes in accepting his resignation effective this month."

Philip Morris Seeks To Replace Kate Smith

(Continued from Page 1)

placed by the cigarette company with another show. Agency is Cecil & Presbrey.

Development does not effect Miss Smith's preceding program called "Kate Smith Speaks" which is a Mutual co-op aired daily at 12 noon. MBS just renewed its contract with the singer to run through June, 1951. According to Bert Hauser, MBS director of co-ops, the show has been well received by local advertisers.

"Kate Smith Sings" began on the Mutual network last September under Philip Morris sponsorship. For one year previous, the show was heard on WOR, New York, only.

Several new shows are now under consideration by Philip Morris and its agency. It's understood that the variety program auditioned last Tuesday, which featured Ransom Sherman as emcee, was turned down.

Receiving-Tube Sales Declined During January

Washington—January receiving tube sales were 5.7 million under the December total and 2.4 million under the January, 1948, total, RMA has revealed. Total for the month was 13,508,906 tubes, of which 10,425,566 were for new sets and 2,256,996 for replacement.

★ THE WEEK IN RADIO ★

Hugh Feltis Resigns As President Of BMB

By VAL ADAMS

HUGH FELTIS checks out of BMB April 15 to become general manager of KING, Seattle. Ken Baker and Cort Langley will be in charge of managing the bureau which is giving up its Madison Avenue quarters and will combine operations with the Statistical Tabulating Co. Latter is handling tabulation of ballots in second nationwide study.

At Chicago meeting NBC affiliates unanimously endorsed network policies—past, present and proposed. Web officials revealed long range plans and announced list of 30 new programs which NBC controls. . . . Despite the rumors and reports prior to Mutual's special board meeting in Chicago, Edgar Kobak was still president when the smoke blew away.

Scramble by various boxing promoters to latch on to the next heavy-weight champ, succeeding the retired Joe Louis, also sets off scramble for radio and television rights. In the past years Gillette had them sewed up through arrangement with Mike Jacobs' 20th Century Sporting Club which controlled Louis. . . . FCC rejected petition by G. A. Richards to call off hearings in Los Angeles over charges of slanting newscasts. Richards had asked for hearing before full Commission.

Proposals for organizing non-affiliated stations within the ranks of NAB will be laid before special one-day conference at NAB convention. Cal Smith of KFAC, Los Angeles, will tell how indies can collaborate for joint buying and selling. . . . Crosley is planning drive to increase the public service and profits of WHAS, Louisville, James D. Shouse told FCC during application hearings. Shouse said he plans to retain present WHAS staff, including director Victor A. Sholis.

WNCA, Asheville, N. C., voluntarily surrendering license despite the fact it is making money. Station began in 1946 and now is owned by Jacksonville Broadcasting Corp., operator of WPDQ, Jacksonville, Fla. . . . Elmer Davis of ABC and Henry Cassidy of NBC given awards by Overseas Press Club. . . . Peter Donald going on ABC with new audience participation show sponsored by Quaker Oats.

Herbert Hoover to address Radio Executives Club of New York on March 10. Close to 70 stations will be used by Atlantic Refining Co., in its sponsorship of baseball broadcasts. Schedule covers Pennsylvania, New England and Baltimore. . . . Edward Breen, KVFD, Fort Dodge, Iowa, defeated for reelection to NAB board. His post goes to Merrill Lindsay, WSOY, Decatur, Ill.

Edwin R. Peterson, formerly an ABC salesman, named manager of Mutual's central division with headquarters in Detroit. . . . ABC's net income for '48 declined more than a million, dropping to \$468,076. Reason is attributed to television expansion. Network's gross from all sources

went up more than a million dollars.

RCA's net earnings last year (after all deductions) totaled \$24,022,047. The increase was \$5,252,490 compared with 1947. . . . "Great Scenes From Great Plays," sponsored via MBS by the Episcopal Church, is expected to resume next fall. It just concluded a 22 week run. . . . South African Broadcasting Corp., which starts commercial operations next fall, plans shortly to open a New York office.

Congressional action forcing TV manufacturers to warn public that current sets may become obsolete would be salutary, said Frieda B. Hennock of FCC. . . . Crosley Division accounted for more than 50 percent of Avco Mfg. Corporation's total consolidated net sales of \$140,515,462 in 1948. . . . WELD, FM outlet in Columbus, Ohio, owned by the Wolfe newspapers, will fully explore commercial possibilities of facsimile.

G. Richard Shafto of WIS, Columbia, S. C., named chairman of special NAB committee to study international radio frequency allocations. . . . NAB appointed television music committee which is holding discussions with ASCAP. Robert P. Myers of NBC is chairman. . . . New microphone weighing less than 1/4 ounce introduced by Altec Lansing

Sillerman Resigns As Keystone Prexy

(Continued from Page 1)

Naylor Rogers, formerly manager of KNX and vice-president of Keystone, has been named executive vice-president and will continue to head quarter in Chicago.

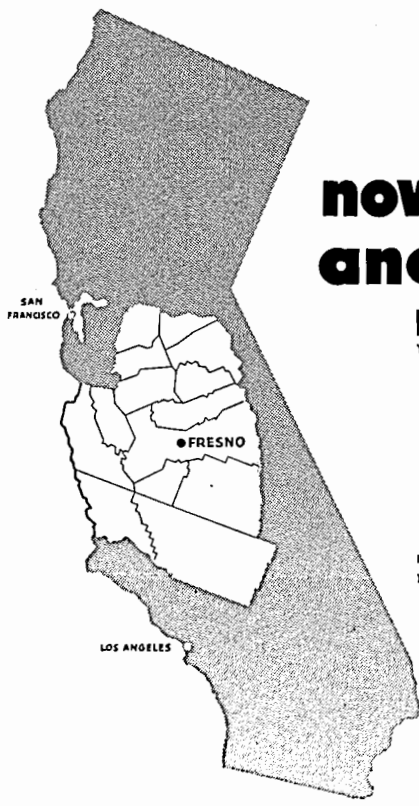


SILLERMAN

Noel Rhys, account executive, will be in charge of the network's offices and East Coast operations. Rhys has handled most of the transcribed programming deals with national accounts and is widely known in the agency field.

Corp. microphone is non-directional.

Benjamin A. McDonald, general sales manager of Westinghouse Radio Stations, Inc., died in Philadelphia from heart attack. He was 55. . . . Walter Winchell back at the top of the Hooperatings. . . . Henry Morgan show, with Arnold Stang and Lisa Kirk, premieres on NBC Sunday, March 13, following Fred Allen.



now CBS.. and 50, too

People, programming and power. You get all three on KFRE.

- More than a million people spending over a billion dollars in retail sales.
- Top local and national spot programming, plus the full CBS schedule.
- Maximum power and intensive coverage with 50,000 watts on 940 KC.

Put all three on your schedule . . . and you have a success story. Ask:

Arvy Koodel
RADIO STATION REPRESENTATIVE

KFRE

FRESNO'S FIFTY



50,000 WATTS, 940 KILOCYCLES

CHICAGO

By NAT GREEN

DATES for the second annual National Television and Electrical Living Show have been set for September 30 through October 9. The show, sponsored by the Electric Association, will be held at the Chicago Coliseum.

The television fashion-shopping show "Telefashions" originally scheduled to start March 6 over WBKB, has been set back one week to March 13. Rose Dunn, producer and fashion stylist of "Telefashions," states that the change is being made to tie in more closely with the Easter shopping season.

Glenn Uhles has returned to NBC Chicago as assistant night manager after two years with the Chicago ABC guest relations department. Other NBC newcomers are Lynwood B. King, Jr., who has joined the television staff as an assistant operations manager, and Norma Schneider, who has joined the continuity acceptance department as script coordinator, replacing Carol Somerville, who resigned pending her marriage.

Lots of visitors at Mutual's mid-west offices the past week. Phillips Carlin, resigning vice-president of programming was in for meetings with Chicago executives, and Walter Lurie, director of new program development, was a between-trains visitor. Other recent visitors were Alexander Warden, owner of KMON, Great Falls, Mont.; Harold Baker, station manager of KIOA, Des Moines, Iowa; George Hatch, president Inter-Mountain network; Ken Gordon, general manager KDTH, Dubuque, Iowa, and Matt Bonebrake, general-station manager of KOCY, Oklahoma City.

WBKB will telecast the Shrine Circus at Medinah Temple today.

Ethel Wladis and Evelyn Austin, both of WBBM sales, and Gloria Brown of the WBBM accounting department, are vacationing in Florida.

Arthur Stringer, director of special events for the NAB, is one of the judges who will select the recipient of the National Safety Council's Public Interest Award for 1948 shortly after March 15.

Robert F. Hurlleigh, WGN news director, will be presented with a certificate of award by the Illinois division of the Polish American Congress on March 7, for his radio commentaries on news events and his defense of the principles of democracy.

Jim Ameche, announcer on "Welcome Travelers," and his wife expect a little announcer late in August.

FOR TOP HOOPER EATING

find man-size portions of delicious food at every meal in HOWIE'S, where the club-luncheons start at 85c! Man-size drinks, too, in the YUM YUM Cocktail lounge.

HOWIE'S

6th Avenue at 52nd Street ADVT.



Mainly About Manhattan. . . !

● ● ● Screen Guild Theater definitely up for sale, we hear. Despite the fact that Camels are committed for another two years, the way we hear it is that they can very easily be talked out of it should another bankroller want in. (And we'll bet they're not alone in this). Dodge Motor Car Co. has given its okay to a TV minstrel show format and is casting fond eyes on the Ed Wolf package with Jack Carter and Pick 'n' Pat. . . . More than a few sponsors are interested in kinescoping the highlights of the ball games for night-time telecasting—but the daytime bankrollers are refusing to give their okay. (Understand they'll be forced to, however, as all they have is the first option and not complete control). . . . This dept' gets a big chuckle out of the trade reports that Ed Sullivan's "Toast of the Town" was partly owned by an ad agency and the columnist himself. As a matter of record, the show is a wholly-owned CBS house package. With Emerson's desire to bow out on the 13th. CBS has already sealed a new deal for another bankroller to move in on the following week. . . . Al Jolson sinking some of that gold hoard into hotel properties. First interest is an Arizona hostelry. . . . Eloise McElhone starting a new daily TV series on WNBT today at 2:30. . . . Watch for an early TV appearance of Phil Spitalny's all-girl ork, and it's about time.

★ ★ ★ ★

● ● ● FILLER-DILLERS: According to Bob Monroe, the key station of ABC oughta be called WWJZ, in honor of WW, natch. . . . Eleanor Flournoy calls Ben Gross' radio stuff: Ben-tertaining. . . . Conrad Thibault sez that producers don't want a show that fills the studio audience with tears. What they want is one that fills the tiers with audience. . . . Tim Marks claims, that when he goes out he wears wooden shoes—so there won't be any doubt it's a Dutch treat.

★ ★ ★ ★

● ● ● SMALL TALK: Rayburn & Finch, the WNEW early morning disc jockey duo, go up in the air when they go off the air. (Both of them fly Piper Cubs). . . . Priscilla Kent's option picked up again for the "2nd Mrs. Burton". . . . BBD&O's Bill Maloney has collected already on his Pyramid Club. . . . It's a baby daughter, Cathy, at the Larry Witte homestead. He's radio scripser for NAM. . . . Charlotte Manson, named Miss National Five Arts, vacationing at Miami Beach. . . . Igor Cassini (Cholly Knickerbocker) has put his 1st television show on film. . . . N.Y. disc jock calling press agents urging them to use his name as a romantic tie-in with their femme clients. . . . Jack Bertell penning the story of his career. Tome will be called "Yours For Ten Per Cent." . . . Just heard the audition platter waxed by the Wesson Bros. and it's a lulu.

★ ★ ★ ★

● ● ● MAIN STREET TREATS: Frankie Laine's Mercury disc of "Old Fashioned Love," brought up to date by Mr. Rhythm himself. . . . The Bock Beer Festival at the 69th Regiment Armory Wed. night for the benefit of the Red Cross. . . . Tiny Day's songs and organ tunes at Garrison's. . . . Jacqueline Billingsley's emoting on "Aunt Jenny." . . . Yvonne Adair's starformance in "Lend An Ear." . . .

★ ★ ★ ★

● ● ● TURN BACK THE DIAL: Russ Columbo and Bing Crosby slugging it out vocally in the built up "battle of the baritones" back in '31. About the same time Rudy Vallee, Will Osborne and Ozzie Nelson were running win, place and show in the croon cavalcade. And the tenor to-do with Morton Downey out-reaching Donald Novis for the high ones. . . . Eddie Cantor's way of making Jimmy Wallington, Rubinfoff, Ida, the five daughters and Chase & Sanborne household words.

AGENCIES

JUDGES for the Advertising Federation of America's Third Annual Essay Contest, sponsored locally by the Philadelphia Club of Advertising Women, have just been announced by Helen C. Eden, chairman. Essays on "How Advertising Affects Our Lives," will be judged by: Dr. John H. Minnick, former Dean, School of Education, University of Pennsylvania; Harry L. Hawkins, president of Poor Richard Club; Ivan (Cy) Peterman, chief foreign correspondent and columnist for the Phila. Inquirer; John Le Cerda, public relations director, Phila. Chamber of Commerce; Edmund (Skipper) Dawes, producer of teen-age programs, WFIL, and Margaret Mary Kearny, of the speech and drama department of Hallahan and West Catholic High Schools. The contest is open to boy and girl students of high school level in Philadelphia, Montgomery, Delaware, Bucks, Chester, Salem, Burlington and Gloucester counties, and entries must be postmarked no later than March 15. They should be addressed to Miss Helen C. Eden, Essay Chairman, The Philadelphia Club of Advertising Women, 1319 Locust St., Phila., Pa.

THE KATZ AGENCY, INC., effective April 4, will take over the representation of WEBR, Buffalo, New York. WEBR, owned by the Buffalo Courier-Express, operates with 5,000 watts on 970 kc., and is a basic network station of Mutual Broadcasting System.

Al Bernard Hospitalized

Al Bernard, well known songwriter and for years known to millions of radio fans as "That Party From The South" when he starred on the "Dutch Masters Minstrels" program, is now gravely ill at the St. Claire's Hospital in New York City.

Bob Loewi Television Prods.

AVAILABLE TO ALL STATIONS

Photographic Horizons
with: Joe Costa
Peggy Corday
1½ years on WABD
Spare Room
with Jeff Clark
16 weeks on WABD
NOW FEATURED ON CHANNEL 5!!!
Swing Into Sports, Wed., 9p.m. also
Maxine Barratt's Fashion Show
"And Everything Nice"
Tues., 7 p.m.

Bob Loewi Television Prods.

255A East 49th Street
MU. 8-2600 PL. 5-0958

Sometimes women have to carry the banners

PERHAPS you'll see the story of Joan of Arc, as portrayed on the screen by Miss Ingrid Bergman.

It's a thrilling episode in the world's history, proving that sometimes a *woman* must take the lead in the fight she believes in.

Modern women, too, must often pick up the banners . . . in *their* struggle for the security and well-being of their family.

Though earning the necessities of life is primarily a man's job, sometimes it takes a *woman* to *insure* her family's future by setting them on the *only sure road* to security . . . through adequate, regular savings.

For the modern woman, there is one foolproof method of winning her fight for savings. It's United States Savings Bonds—an investment with the soundest backing in the world . . . an investment that pays back *four* dollars for every *three*.

And there are two foolproof savings plans, too. One is the Payroll Savings Plan, for those on a company payroll. The other is the Bond-A-Month Plan, for those not on a payroll, whereby bonds are purchased through the checking account.

If your home is your career, urge your husband, and all other working members of your family, to start now—today—on the bond-saving plan for which they are eligible.

If you are working, sign up yourself at your firm or bank, and influence the other working members of your family to do the same.

Soon the bonds will start piling up.

Soon you'll know that confidence in the future which only comes through saving.

It's a wonderful feeling for anyone. And for a woman—how doubly wonderful!

**AUTOMATIC SAVING
IS SURE SAVING
U.S. SAVINGS BONDS**

*This space contributed
by RADIO DAILY*



Frigidaire Offering Dealers Co-op Plan

(Continued from Page 1)

vertising program and approval of the district office.

Announcement of Frigidaire's new policy came from the Ralph S. McFeely Company of Columbus, Ohio, which will provide all information to stations about availabilities, auditions and contracts. McFeely represents producers of transcribed programs.

The 24 programs on the approved list (5, 15 and 30 minute shows) include drama, mystery, music, variety, daytime serials and shows which accent every-day living problems. Programs on the approved list are from five producers—NBC Radio Recording, Harry S. Goodman, Monogram Radio Programs, Ford Bond and Hopkins Syndicate.


Shows on the approved list are: (NBC) House in the Country, Playhouse of Favorites, Haunting Hour, Weird Circle, Allen Prescott, the Wife Saver, Aunt Mary, Betty and Bob, Carson Robison and His Buckaroos, Art Van Damme Quintet with Louise Carlyle, the Three Suns and a Starlet, Five Minute Mysteries, Name You Will Remember, Time to Sing; (Goodman) Mystery House, All-Star Western Theater, Personal Problems, Linda's First Love, Mary Foster, the Editor's Daughter, Mystery Chef, Secret Agent K-7 Returns; (Monogram) Plantation House Party, Breakfast in the Blue Ridge; (Bond) Fun at Breakfast; (Hopkins) Dr. George W. Crane, Psychology in Action.

General Foods Dropping Burns & Allen On NBC

(Continued from Page 1)

broadcast Thursday from 8:30-9 p.m. GF will take a summer hiatus but will return to NBC with another program next fall. Maxwell House has sponsored Burns & Allen for the last four years.

The sponsor said the show was being cancelled in a realignment of advertising plans for the product. Decision to drop the program broke very suddenly. Latest Hooper for Burns & Allen is 15.9 and the show consistently remains somewhere in the 15 category.



22 E. 40th St., New York, N.Y.

RADIO & TELEVISION REPRESENTATIVES

New York • Chicago • Los Angeles • San Francisco

Service-Area Overlap Of WLW-WHAS Cited

(Continued from Page 1)

two-thirds the people residing in the WHAS primary service area. Likewise, WHAS reaches about 40 per cent of the population in the WLW primary service area.

These figures were presented Friday by Crosley Engineer William S. Alberts. It is likely that Crosley will this week spread before the Commission examiner evidence of other instances where primary service areas of stations under common ownership overlap, with particular reference to network stations in the Northeast.

R. E. Dunville, Crosley vice-president and general manager, told the Commission earlier Friday that he plans to increase the commercial time on WHAS. The 1948 program log showed 68 per cent commercial time, which Dunville said Crosley hopes to increase to 81.4 per cent if it gets the station. WHAS last year showed only 12 per cent live commercial time, which Crosley would raise to 26.6 per cent, dropping live sustaining from 17 to 10.5 per cent and recorded commercial from 16 to 12 per cent. Dunville said the plan is to increase the amount of live commercial time in the hours between 11 p.m. and 8:00 a.m. from 22 to 57.1 per cent.

Alberts' testimony surprised even those who had been aware that there was a considerable overlap. He pointed out that at least 40 per cent of the major trading area of Louisville is in the primary service range of WLW, with at least 50 per cent of the major trading area receiving primary coverage from WHAS. WLW primary service is available to 5,237,484 people and WHAS primary service to 3,320,219, he reported, with both stations providing primary service to 2,177,819.

NAB Proposals Rejected By Sen. Labor Bill Group

(Continued from Page 1)

of collective bargaining obligations.

Petty called for new provisions against featherbedding, and asked for clarification of the term "supervisor" in the bill, urging that it be made clear that no employer be obligated to bargain collectively with a labor group "seeking to represent a unit of supervisory employees or a unit which contains supervisory employees if said labor organization admits to membership non-supervisory employees."

He asked also for a ban on mass picketing and other coercion by unions, free speech for employers as well as unions, union shop as the maximum form of protection, and for new definition and a reshuffling of the legislative, judicial and executive powers exercised by administrative agencies.

Hanna Joins WOR

Jay Hanna has been appointed a director-producer at WOR. He was formerly associated with J. Walter Thompson and Ayer as a director.



THE MAN FROM SCOTLAND YARD

A new television mystery series on film. Although each film is complete in itself "THE MAN FROM SCOTLAND YARD" is designed to hold and build an audience week after week. Available on a national or local basis. Wire for screening prints.

Our experience in working with advertisers and agencies and in serving 95% of all television stations daily is now available to you.

Our library of over 100 subjects ranging from cartoons to full length features can be applied to your specific program needs. Write for catalog.

Now in production "Adventure Album," a new television series, based on adventure stories from the Black Emperor of Haiti, to the mysteries of the tombs of Rameses II and Tutkenhamen, featuring the well-known explorer Tom Terriss. Screening prints available.

FILM EQUITIES CORP.
SERVING TELEVISION

1600 BROADWAY, NEW YORK 19, N. Y. • Cl. 7-5850-1-2-3

TELEVISION DAILY

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CHICAGO CONFAB OPENS TODAY

TELE TOPICS

THE CBS-TV sales department is the hottest thing in town this week. In addition to landing the Waring show for \$1 million and selling "Toast of the Town" to Lincoln-Mercury (see news story this page) the web has sold a nighttime hour to Buick. Previously announced were the sale of "The Goldbergs" to Sanka, a half-hour to Toni, and the Philip Morris show which starts tonight. The Buick show probably will be a variety stanza (Kudner is the agency) in the 8-9 Wednesday slot, with Arthur Godfrey's Chesterfield show moving to Thursdays. "Ford Theater," now 30-8:30 Sundays, will move to a Monday late spot along with another new Ford stanza "Through the Crystal Ball." At this time the web will be sold out pronto. . . . Graphic Reports, Washington visual presentation firm which illustrated the GM wage and price cuts on the NBC Camel news show last week, will begin servicing TV news presentations on a regular basis. . . . Raytheon-Belmont is bringing out a new ten-inch table set with circular screen. Dubbed the "Coronet," the model will operate on AC or DC and will retail for \$299.95. . . . WLW-D, new Crosley station in Dayton, has acquired rights to the Dayton Indians home baseball sked. Engineers are completing the finishing touches on a \$100,000 mobile unit to play the games from Hudson Field.

THE PULSE has issued a correction on its top ten three-city ratings published Friday. Order of the first ten shows remains the same but the ratings are lowered. Correct figures follow: Texaco Star Theater, 66.5; Godfrey and His Friends, 61.1; Toast of Town, 43.2; Broadway Revue, 42.7; Kraft Theater, 36.8; Arrow Show, 36.8; Amateur Hour, 34.1; Boxing (NBC), 32.7; Swift Show, 31.1; Break the Bank, 30.1. It's noteworthy that the first five programs are 60-minute stanzas, with only three half-hour shows. (Arrow, wife and "Bank") among the top ten. . . . Total of 31 remotes totaling more than 60 hours, have been skedded by WPIX during this month. . . . World Video has packaged a new kids show, "Junior Olympics," featuring moppets in activities such as marbles, ping-pong, hi-li, soap box derbies, etc. . . . Grant-Realism Productions has called a ten-day halt to production on its Lucky Strike "Your Show Time" series to await approval by American Tobacco of the last four scripts in the first 26-week cycle. . . . Ex-Yankee hurler Bump Hadley's twice-weekly sports stanza on WBZ-TV, Boston, has been renewed for the third consecutive time by Phillips-Jones Co. According to Herbert Masse, sales manager of the station, the Hadley renewal and re-signing of the Boston and Maine R. R. show continue the unbroken string of commercial renewals for live studio programming.

Shipping of TV Sets Gains Despite Freeze

Washington—RMA reported yesterday that shipment of TV receivers by its member companies was 88 per cent greater in the fourth quarter of last year than in the third quarter, the FCC's freeze on station assignments notwithstanding. Shipment of 354,314 units was reported, compared with 188,120 in the third quarter and 802,025 in all of 1948. Total shipment for 1947 and 1948, into 42 states and the District of Columbia, was 964,206.

As in the past, New York continued to lead in shipments, with 79,087 sets for New York and 23,120 for Newark in the fourth quarter. During all of 1948, 200,228 sets went into New York City and 65,301 into Newark, bringing the 1947-48 totals to 256,873 and 87,459 respectively.

Next came Philadelphia, with a fourth quarter shipment of 34,874 sets bringing the 1948 total to 79,446 and the two-year count to 98,369. Los Angeles was next, with 29,060 sets in the last three months of last year, 67,392 for the entire year, and 75,250 in the two-year period. Chicago received nearly as many sets, with a two-year total of 72,345, and Washington, Boston, Baltimore and Detroit were also the destination of large numbers of sets.

Waring Show To CBS; Web Sells "Toast"

General Electric will sponsor an hour-long show featuring Fred Waring and his organization on CBS beginning in mid-April. The program, to be aired Sundays, 9 p.m., will be on the coaxial network and on non-interconnected stations via kinescope recording. Young & Rubicam is the agency.

It was reported Friday that CBS has sold "Toast of the Town," to Lincoln-Mercury, beginning March 27. Program will be dropped by Emerson on the 13th, and will move from the Sunday 9 p.m. slot to 8 p.m. when the Fred Waring show bows. Ed Sullivan remains as emcee of the variety stanza. Kenyon & Eckhardt is the agency.

"Ford Theater" and "Studio One," now occupying the 7:30-8:30 Sunday spot, will be shifted when "Toast" moves to 8 p.m.

Emerson Appoints Dietz

Harold R. F. Dietz has been appointed sales promotion manager of Emerson Radio & Phonograph Corp., replacing Stanley M. Abrams, recently appointed TV sales manager of the firm. Dietz is a graduate of Columbia College and Harvard School of Business Administration.

The Week In Television

General Station Rate Boost Seen

General round of station rate increases got under way, and are expected to range from 20 to 75 per cent for most stations that have been on the air for six months. New York flagships of the four webs set rate card boosts from 25 to 50 per cent. . . . FCC suspended until June 1 an increased AT&T tariff sked for networking and ordered a hearing on the case. . . . Full-scale jurisdictional battle between IATSE and NABET was indicated by IA proxy Richard F. Walsh unless settlement is reached before NABET pacts with ABC and NBC expire on April 30. . . . Congressional action calling upon set manufacturers to warn would-be buyers of possible new developments and urged by FCC Commissioner Frieda B. Hennoek, and Commissioner Robert F. Jones renewed his call for an immediate commercial color TV system. . . . A \$100,000 spot campaign—one of the largest ever by an apparel firm—was set by Handmacher-Vogel on behalf of "Weatherlane" suits. . . . The Canadian Government is planning to assist CBC in the inaugural development of video and is studying a plan for a loan for the purpose. . . . AT&T announced that the Bell System will double the number of miles of TV network channels and will extend service to 13 additional cities by the end of this year. . . . Trevor Adams resigned as radio-tele director of the N.Y. Yankees to become assistant sales manager of DuMont. . . . Appointed to the NAB tele music committee were: Harold Burke, WBAL-TV; Robert Coe, WPIX; William Fay, WIIAM-TV; Clair McCollough, WGAL-TV; Donn Tatum, Don Lee; Julius Branner, CBS; Mortimer Loewi, DuMont; Joseph McDonald, ABC, and Theodore Streibert, WOR. Robert Myers, of NBC, is chairman.

Coy Will Speak At Dinner Session This Evening

(Continued from Page 1)

Council. Among the speakers scheduled to take part in the discussions and luncheon meetings are FCC Chairman Wayne Coy, toppers of the four networks, agency execs and the heads of the three major audience research firms.

Registration will take place today from 10 a.m. to noon and will be followed by the opening luncheon. James L. Stirton, general manager of the ABC central division and president of the Council, will deliver the welcoming address. "Television Today and Tomorrow" will be the topic of the talks to follow by Humboldt J. Greig, assistant to the director of the DuMont net; Paul Mowery, national TV director of ABC; I. E. Showerman, head of the NBC central division, and J. L. Van Volkenburg, CBS veepee in charge of tele.

This afternoon there will be a general discussion period covering management, station sales, creating client interest in video and legal

At a dinner session scheduled for 7 p.m. tonight, Chairman Coy will discuss "Television from the Public Point of View."

J. R. Poppele, vice-president of WOR and president of TBA, will be among the speakers at tomorrow morning's session. Topics include writing, creating and directing of programs, and developments in transmission, reception and networking.

Impact of TV on advertising will be the topic of the Tuesday luncheon session, which will be followed by panels on sales, management, programming, agencies and engineering.

Whatever fireworks the conference might develop are expected at the Wednesday morning session on research. Speakers include C. E. Hooper, A. C. Nielsen and Dr. Sydney Roslow, director of The Pulse.

Wednesday's luncheon session will be devoted to the movies and TV and will be followed by panels on sales, management, programming and production, agency, studio and engineering problems.

\$200,000 In New Biz Reported By WENR-TV

Chicago—A "spirited upsurge" in WENR-TV business to the tune of \$200,000 in new contracts signed during the past month was reported Friday by Roy McLaughlin, manager of the ABC owned outlet.

NEW BUSINESS

KYW, Philadelphia: N. Snellenburg & Co., department store, has renewed 15-minute children's program, "Jump-Jump of Holiday House," under a 52-week contract. The transcribed package, aired at 9:15 a.m., Saturdays, is handled through Seberhagen, Inc., of this city.

Thirteen-week contracts for 15-minute programs have been signed by two book publishers. Wm. Wise Publishing is sponsoring "Get More Out of Life," featuring Jane Jordan with tips on sewing, decorating and housekeeping hints, Mondays, Wednesdays and Fridays, 11 a.m. Greystone Press is sponsoring another transcribed program, "Do It Yourself Club," with Ben Grauer, Saturdays, 12:05 p.m.

KOA, Denver: Standard Oil Co. of Indiana began its fifth year of news programs on Feb. 28 with new contract for ten 15-minute newscasts per week for 52 weeks. Starr Yelland and Bill Ballance will continue as newscasters. McCann-Erickson, Inc., Chicago, handled the deal.

Six week-day five-minute news programs, 5:55-6 a.m., "Land-o-Living News," have been purchased by Van Schaack Land Company of Denver, effective Feb. 28.

One five-minute newscast per week, Sundays, 4:55-5 p.m., has been renewed for a 52-week period by Miller Furniture Co. of Denver through Ted Levy Advertising Agency.

WFIL, Philadelphia: A local transcribed program, "The Guy Lombardo Show," Thursdays, 8-8:30 p.m., has been purchased by the Gretz Brewing Co., effective March 17. The 52-week contract was handled through Seberhagen, Inc.

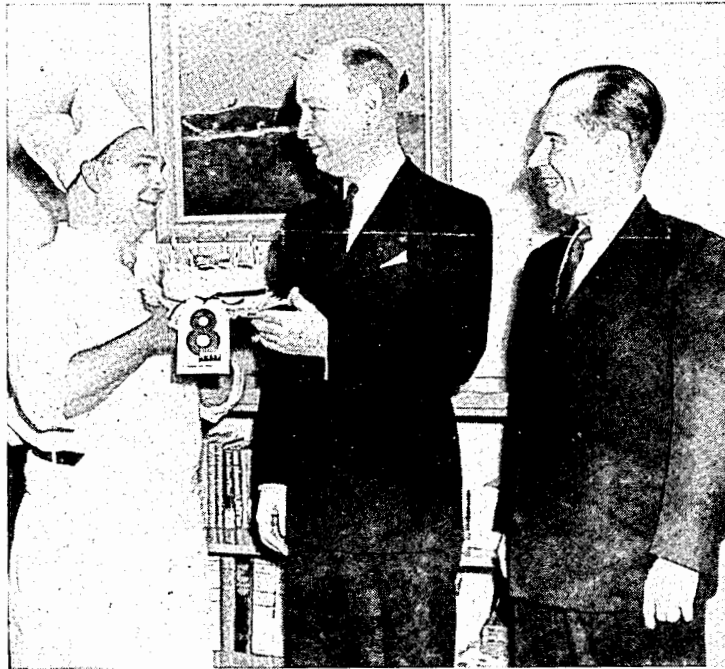
Quaker Oats will sponsor the new ABC network program, "Talk Your Way Out of That," featuring Peter Donald, beginning March 30. The show, which replaces "Ladies Be Seated," will be broadcast Mondays, Wednesdays and Fridays, 3-3:30 p.m.

AFM Announces Fund For Free Music Projects

The American Federation of Musicians has made its third and final appropriation, \$1,400,212.42, for free public music projects in the United States and Canada from the AFM-administered Recording and Transcription Fund, it has been announced by prexy James C. Petrillo.

Collections by the AFM for this public service fund, which has provided more than 20,000 free performances in the past two years, were forbidden under terms of the Taft-Hartley Act on Dec. 31, 1947. The present final appropriation, therefore, must be spent before the end of Jan., 1950. A Music Performance Trust Fund, to be administered by Samuel Rosenbaum as trustee, was established on Dec. 14, 1948 to replace the union-administered fund.

PICTURE OF THE WEEK



Tom Tinsley, President of WITH in Baltimore, receives a birthday cake from Baker Martin Conrad, as Vice-President R. C. Embry looks on. WITH first went on the air on March 1, 1941, so the station is celebrating its 8th birthday this month. In celebration of the event, Tinsley had birthday cakes sent to some 400 of the station's customers and friends. During its 8 years of operation, WITH has built itself into one of the most successful independent radio stations in the country.

RRN Financial Plight Sets Deal With WHCU

(Continued from Page 1)

will be given an executive post when the new set-up is finally ironed out.

RRN, made up of six owned and operated FM stations in New York State plus four other affiliates, has reportedly been losing about \$1,000 a day. Yesterday the network temporarily ceased its regular Sunday broadcasting.

Personnel changes at RRN already include the exit of Lou Frankel who handled promotion and publicity. Other changes will follow.

Rural Radio Network was established by several farm organizations in New York State to provide special programming for farmers which was not available from any other stations. An authoritative source admitted that the "network has been losing a great deal of money because of recent operations."

It's understood that future plans in the reorganization of RRN call for the addition of more affiliates in upper New York State. A promotion campaign is being developed to try to sell RRN facilities as a package to advertisers.

Drop Sunday Programs

The six RRN stations which have dropped Sunday broadcasting are WFNF, Wethersfield; WVBT, Bristol

District of Columbia Regulates Auto TV Sets

Washington Bureau of RADIO DAILY

Washington—The District of Columbia commissioners last week adopted a regulation banning installation of TV receivers in automobiles where the driver can see them. Commissioner George Keneipp had asked the regulation as a safety measure. Keneipp has also expressed a desire to rule out automobile radios, but has made no attempt to do so.

Wedding Bells

Emily Emery, formerly of ABC's studio assignments department, and ABC director Leonard "Buzz" Blair will be married Friday, March 11, in Bartlesville, Okla. They will honeymoon for three weeks at Jamaica Island in the Caribbean. Blair produces the ABC network program, America's Town Meeting now more than 12 years on the web.

Center; WVBN, Turin; WVFC, Ithaca; WVCV, Cherry Valley, and WVCN, De Ruyter.

WGHF, the Finch station in New York City which is the outlet for RRN here, also is reducing its Sunday air time. Instead of going on the air at 11:30 a.m. on Sunday, WGHF now begins its schedule at 3 p.m. and remains on until 9:05 p.m.

EQUIPMENT

RCA Promotions

Allan B. Mills, former merchandise manager, has been appointed general sales manager of the RCA Victor Home Instrument Department, it was announced this week by Henry G. Baker, general manager of the department. Mr. Mills is succeeded as merchandising manager for RCA Victor radios, phonographs, and television receivers by H. M. Rundle, who was previously in charge of the company's Home Instrument styling.

Appointment of Mills and Rundle to higher positions in the organization completes a series of promotions which began when Joseph B. Elliott, former vice-president in charge of the RCA Victor Home Instrument Department, was elevated to the post of vice-president in charge of consumer products, and Baker, former general sales manager, was promoted to his present position.

Exhibit Space Opened

Chicago — Exhibit space for the 1949 National Electronics Conference is now available, according to Nathan Cohn, of Leeds and Northrup, Chicago, who heads the exhibit committee.

The conference, a national forum on electronic research, development and application, will be held September 26, 27, and 28 in the Edge water Beach Hotel in Chicago.

Technical sessions will be held this year on television, communications, instrumentation, power electronics, industrial processes and controls, electronic applications, computers, bio-electronics, nucleonics, and research management.

Defer Richards Hearing Until March 23 In L.A.

Washington—The FCC announce Friday that it has postponed for one week the Los Angeles hearing charges that G. A. Richards has directed employees of KMPC to slash their news broadcasts. Originally slated for March 16, the hearing is now put off until March 23 in order to permit "commission counsel" and others additional time to prepare.

WEEI Appointments Set

Boston — The appointment of Charles B. H. Vaill as sales promotion director of WEEI and the transference of Guy Cunningham from that post to national sales direct have been announced by Wilb Edwards, assistant to the CBS outlet general manager.

Stork News

Mrs. Margaret Hill Segebrec, known in radio as Marie Gifford, home economist on WMAQ's "Tov and Farm" program, is the mother of a daughter born February 20 at Wesley Hospital, Chicago.

RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



POL. 46, NO. 46

NEW YORK, TUESDAY, MARCH 8, 1949

TEN CENTS

MIDWEST MEET DRAWS TELE LEADERS

Hoover Com. Issues Supplemental Report

Washington Bureau of RADIO DAILY
Washington—Trial of other means of increasing efficiency before adopting any panel division form was proposed for the FCC in a revised task force report on the Commission released yesterday by the Hoover Commission. At any rate, the task group proposed, division into panels should most certainly be left to the Commission, with no legal requirements that the split be made. (A panel plan has been under consideration at the Commission for several months.)

Yesterday's release was a highly
(Continued on Page 3)

Circus Official Arrives To Make Radio-TV Plans

William Antes, radio and television director of the Ringling Brothers, Barnum & Bailey circus, arrived in New York yesterday to make preliminary plans for the radio coverage of the circus which opens at Madison Square Garden on Wednesday, April 6. Antes has established headquarters in the Hotel Paramount and has begun booking guest circus talent for web shows.

Kirby, NBC Announcer, Killed In Auto Accident

Grover C. Kirby, 33, NBC radio announcer who has been known professionally as Cleve Kirby, was killed Saturday night when his automobile left the highway four miles south of Wauconda, Ill., striking a pole. George Steingoetter, 28, another announcer professionally known as George Stone, was seriously injured. Both were employed by WMAQ and NBC.

Hail Station 'Vets'

Baltimore—Six persons who have been with WBAL for 20 years or more and four who have been there for more than 10 years were honored at a party and dinner at the Baltimore Country Club last night. Occasion marked the organization of a "twenty-ten club" for employees of the station. Harold C. Burko, station manager, spoke.

Radio Chess Match

Chess teams representing the New York Stock Exchange and the Stock Exchange of Amsterdam, Holland, opened their second trans-Atlantic match by radio last Saturday. Moves by players on ten boards were reported back and forth instantaneously over facilities arranged by RCA Communications, Inc., in co-operation with Radio Holland.

Emil Schram, President of the New York Stock Exchange, made the first move on Board No. 1 in New York, and William Schriker, Executive Director of the Amsterdam Exchange, made the first move on Board No. 2 in Holland, as the contest got under way.

Finances Of BMB Need Transfusion

BMB's financial problem, growing steadily worse in recent months, is even more serious than has been previously reported, it was learned yesterday, and the Statistical Tabulating Co., handling the ballots for the second study, is making demands which call for immediate

(Continued on Page 3)

Stanley Resor Honored With Advertising Award

Stanley Resor, president of J. Walter Thompson Company, was presented with the 1948 Gold Medal Award in recognition of his "distinguished services to advertising" at

(Continued on Page 2)

7,500 Engineers In New York For Opening Session Of IRE

With more than 7,500 engineers and scientists registered during only the first eight hours, the Institute of Radio Engineers opened its four-day convention and show at the Commodore Hotel and Grand Central Palace yesterday morning on the theme that "radio is still the profession of the young man" and then proceeded to prove at afternoon sessions just how complicated that "young man" can be.

Four Webs Represented By Speakers At First Session Of 3-Day Confab; Luncheon, Panels Today, Wed.

Theater Guild Moving From ABC To NBC Net

"The Theater Guild of the Air," sponsored by U.S. Steel Corporation for the past three and one-half years on ABC, will move to NBC for a 39-week season starting Sunday, September 11. Upon completion of the present ABC series on June 5, United States Steel will sponsor a summer program of 13 weeks of the NBC Symphony orchestra over the NBC network com-

(Continued on Page 2)

Maxwell House Eyeing Robert Young Program

A new program titled "Father Knows Best," which stars movie actor Robert Young, is in line to be named by General Foods and Maxwell House coffee as a replacement for Burns and Allen on NBC. Show

(Continued on Page 2)

Glickman Named Prexy Of Sports Broadcasters

Marty Glickman was elected president of the Sports Broadcasters Association, New York chapter, at the organization's luncheon meeting held yesterday at Al Schacht's res-

(Continued on Page 2)

Chicago—The First National Television Conference, scheduled for a three-day session at the Palmer House, got under way yesterday with more than 400 delegates registered up to noon and all of the four television networks represented by prominent executives. Keen inter-

(Continued on Page 7)

Three MBS Executives Form Program Panel

Three Mutual executives are expected to collaborate in the direction of the network's program department, at least for the time being, when Phillips Carlin, veepee in charge of programs, bows out at the end of this week. Carlin resigned last Friday.

The trio is composed of A. A.
(Continued on Page 2)

SPAC Sub-Committee Set To Aid Radio Promotion

NBC's Station Planning and Advisory Committee has created a special sub-committee to work out details of the all-out promotion campaign announced at the recent NBC affiliate meeting in Chicago. Members of the committee are Harry Bannister, general manager, WWJ, Detroit; J. B.

(Continued on Page 3)

Russian Series

"The Kremlin Tells The Russians," a new 15-minute once-a-week series, will be auditioned by the CBS network this week for airing in the near future. Davidson Taylor, CBS veepee and Director of Public Affairs, announced yesterday. The program will be conducted by two ex-Moscow analysts for CBS, Larry Lesueur and R. C. Hottelet.

(Continued on Page 3)

RADIO DAILY



Vol. 46, No. 46 Tues., March 8, 1949 10 Cts.

JOHN W. ALICOATE : : Publisher

FRANK BURKE : : : : Editor

MARVIN KIRSCH : Business Manager

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WEST COAST OFFICES

At Steen, Manager
6425 Hollywood Blvd. Phone: Gladstone 8436

WASHINGTON BUREAU

Andrew H. Older, Chief 6417 Dahlfonega 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

(March 7)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
ABC	7 7/8	7 1/2	7 1/2	- 1/8
Admiral Corp.	18	17 1/2	18	+ 3/8
Am. Tel. & Tel.	148	147 5/8	148	—
CBS A	19 1/4	19	19	- 1/4
CBS B	18 3/4	18 1/4	18 1/4	- 1/2
Farnsworth T. & R.	1 1/2	1 1/2	1 1/2	—
Gen. Electric	37	36 3/4	37	+ 1/8
Philco	35 3/4	35 1/2	35 5/8	+ 3/4
Philco pfd.	88 1/2	88 5/8	88 1/2	—
RCA Common	12 3/4	12 1/2	12 3/8	+ 1/4
RCA 1st pfd.	71 1/2	71 1/2	71 1/2	—
Stewart-Warner	12 1/2	12 1/2	12 1/2	—
Westinghouse	24	23 3/8	24	+ 1/8
Westinghouse pfd.	95	95	95	+ 1/2
Zenith Radio	30 3/4	30 1/2	30 1/2	+ 1/2

NEW YORK CURB EXCHANGE

Hazeltine Corp.	13 1/4	13 1/4	13 1/2	- 1/8
Nat. Union Radio	3 3/4	3 1/2	3 3/4	+ 1/4

OVER THE COUNTER

	Bid	Asked
DaMont Lab.	137 1/2	147 1/2
Stromberg-Carlson	13 1/4	14 3/4
U. S. Television	1 1/4	1 1/2
WCAO (Baltimore)	22	25
WJR (Detroit)	6 1/2	7

10 YEARS AGO TODAY

From the Files of Radio Daily

FCC announced a policy on the consideration of applications for renewal of licenses of all existing high frequency broadcasting stations. . . Following a recent announcement that CBC had ordered all beer and liquor sponsored shows to leave the air by March 31st, sponsors and AFRA have reported that a protest is being readied and would be forwarded to Ottawa. . . The radio appearances of Father Coughlin campaign became the subject of controversy following a report that the Pope was considering ban on Coughlin's political talks.

Stanley Resor Honored With Advertising Award

(Continued from Page 1)
the 1948 Annual Advertising Awards dinner held Saturday night at the Waldorf Astoria Hotel. Eugene Meyer, chairman of the board of the Washington Post, made the gold medal presentation to Mr. Resor, while Edgar Kobak, president of Mutual, acted as toastmaster.

Sixteen bronze medals were given to the sponsors and agencies submitting award-winning entries under the single classification of "Advertising as a Social Force."

Those receiving awards were: Beech-Nut Packing Co., Agency: Newell-Emmett Co.; The Florists' Telegraph Delivery Assn. Inc., Agency: Grant Advertising, Inc.; General Mills, Inc., Agency: Batten, Barton, Durstine & Osborn, Inc.; International Cellulose Products Co., Agency: Footc, Cone & Belding; McGraw-Hill Publishing Co., Inc.; Metropolitan Life Insurance Co., Agency: Young & Rubicam, Inc.; National Association of Manufacturers, Agency: Benton & Bowles, Inc.; The National Safety Council and The Advertising Council, Agency: Young & Rubicam, Inc.; The Warner & Swasey Co., Agency: The Griswold-Eshleman Co.; Women's Home Companion, Agency: McCann-Erickson, Inc.; The U. S. Treasury Dept. and The Advertising Council, Agency: Young & Rubicam, Inc.; Kraft Foods Co., Agency: Needham, Louis & Brorby, Inc.; Johnson & Johnson, Agency: Young & Rubicam, Inc.; Ohio Bell Telephone Co., Agency: McCann-Erickson, Inc.

Maxwell House Eyeing Robert Young Program

(Continued from Page 1)
is being handled by Scrappy Lambert, independent package producer in Hollywood.

It's understood that Maxwell House wants a show to induce the greatest amount of listening by all members of the family. That's why "Father Knows Best" heads the list of possible replacements for Burns and Allen who are being dropped at the end of this season.

Maxwell House will take a summer hiatus and premiere the new program next fall. No decision has been made as to whether the succeeding show will go into the Burns and Allen time period or take a new slot. Agency for the sponsor is Benton & Bowles.

ABC Exploits Odom's Light Plane Flight

Flyer Bill Odom, seeking a non-stop distance record for light planes from Honolulu to New York, was getting plenty of promotion yesterday from ABC. Just before he took off from Honolulu late Sunday, Jack Burnett and Dick Downie of KULA interviewed Odom as his plane was being loaded with fuel. When the flyer arrived over San Francisco, ABC recorded an interview handled by Lee Giroux stationed at the airport. Recording was used last night in "Headline Edition."

ABC made another contact with the plane several hours later for a spot on "News of Tomorrow" at 11 p.m. Odom used the signal of KGO, owned and operated ABC station in San Francisco, to steer his plane after leaving Honolulu. At the Teter-

Three MBS Executives Form Program Panel

(Continued from Page 1)
Schechter, vicepres in charge of news, special events and publicity; Jack Paige, manager of program operations, and Bert Hauser, director of co-op programs. Actually, the job of running the program set-up will fall directly on Paige who, without any official announcement so far, will be looked upon as program supervisor.

Heretofore, Paige and Hauser have been reporting to Carlin. Now they will report directly to Edgar Kobak, MBS president.

It's unlikely that any permanent arrangement to fill Carlin's shoes will be made until the next regular MBS board meeting in April. The meeting of the board last week was a very special affair and it's believed that certain unfinished business is being carried over to the next session. Carlin's resignation was announced three days after the Chicago meeting last week.

Theater Guild Moving From ABC To NBC Net

(Continued from Page 1)
mencing Sunday, June 12, at 8:30-9:30 p.m., in the Eastern time zone. The same time period on Sundays will be retained when the Theater Guild series are resumed in the fall.

In commenting on the switch from ABC to NBC, Irving S. Olds, chairman of the board of directors of U.S. Steel, said: "The transfer of the program to the National Broadcasting Company has been occasioned by the opportunity to take advantage of the earlier listening hour offered by NBC and at the same time provide an excellent summer musical program with the NBC Symphony orchestra." At present the Theater Guild program is heard on ABC from 9:30 to 10:30 p.m., EST.

Glickman Named Prexy Of Sports Broadcasters

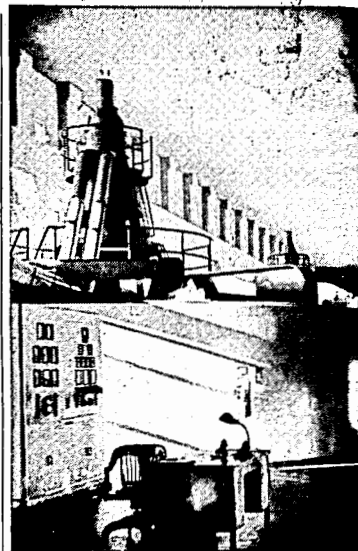
(Continued from Page 1)
taurant. Glickman succeeds Bill Stern.

Other officers elected were Sam Taub, first vice-president; Ted Husling, second vice-president; Harold Holtz, secretary and Andy Lang, treasurer. Jimmy Dolan was re-elected executive secretary.

Will Broadcast Premiere

The world premiere of the choral poem "Israel Reborn" to be presented on Sunday evening, March 13th at 8:40 p.m. in the Theresa L. Kaufmann Auditorium of the 92nd Street and Lexington Avenue YM & YWHA as the musical highlight of the 75th Anniversary of that organization, will be broadcast by WQXR and re-broadcast overseas by the Voice of America, through arrangements made by the Jewish Welfare Board-sponsored Jewish Music Council.

boro, N. J. airport, newsman Julian Anthony was waiting to interview him there.



135,000 wild horses

That's a generator room at Bonneville Dam, out in Oregon.

One flick of the wrist sends both giant generators into action.

We've used that caption—"135,000 Wild Horses"—because it's an equivalent in power.

Our point about W-I-T-H is duck soup from here on. It's the independent station here in this sixth largest city that means real power, when it comes to sales.

For this successful independent in Baltimore is the station that delivers more listeners-per-dollar spent than any other station in town.

And one flick of the wrist, as you jot down the call letters W-I-T-H, brings all this sales power to you.



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

Baltimore 3, Maryland

TOM TINSLEY, President
Represented by Headley-Reed

Hoover Com. Issues Supplemental Report

(Continued from Page 1)

Final version of the lengthy original study exclusively carried in this paper last October. The new version is the result of staff consideration of the original, as filed by attorney William Golub, and is included along with an overall report of regulatory agencies of the government.

Highlighting the recommendations, in the original, is a call for an immediate "emergency short-range planning program. The Commission now confronted with an impasse," the report said, "It cannot plan a regulatory program because the pressure of its business does not afford the required time. But pressure cannot be relieved unless the Commission defines its regulatory program, formulates the policies needed for its achievement and organizes its resources so as to dispose of its business in the most efficient and expeditious manner."

"Temporary Expedient"

The program called for would be a temporary expedient designed to break the log jam which now confronts the Commission. . . . Long-range planning activities should be conducted on a continuous basis under the leadership of the chairman. A permanent planning committee consisting of key members of the staff should be established to assist the Commission in this work. The Commission was called upon also to rest all administrative responsibility with the chairman. In fact, in a series of general recommendations it was proposed that its delegation of authority be by statute. Statutory delegation of routine, preliminary and less important work to staff members was also urged.

The report pointed out that Commissioners are overburdened with work.

On the question of dividing the CC into panels to expedite its work, it was declared that there is serious risk the Commissioners would develop parochial points of view which would affect their approach to problems requiring action by the full Commission. Moreover, panels should require a larger Commission in order to staff them, that would be most undesirable. On the other hand, if the panels were able to dispose of a large part of the work of the Commission without appeals to the whole body, they would relieve the members of much of the present pressure of workload and leave time for planning and broader issues."

7,500 Engineers In New York For Opening Session Of IRE

(Continued from Page 1)

though they might not have won acceptance until he was much older," he added. "Engineers should, therefore, consider it a vital part of their duties to encourage their younger associates, for the future of electronics and television does not rest in the hands of those who worry about social misapplications of new technologies, but with the youngsters who are now building their first amateur radio sets."

25 Technical Papers Read

The afternoon sessions included the reading of 25 technical papers on such subjects as "modulation systems," "antennas and waveguides," "network theory," "instruments and measurements" and "audio."

Six papers were presented at the session on "modulation systems," at which it was disclosed that new radar-like systems of radio transmission are now emerging from the laboratory stage. It was pointed out that the systems, known in the laboratories as "pulse" modulation, may outmode current systems of broadcasting, effecting great economies in ethereal space in that they have the important advantage of being able to carry as many as a dozen or more programs simultaneously on the same radio channel. In other applications, it was stated, the width required per channel is significantly reduced.

Would Improve Sound Quality

The need for new avenues of approach to achieve better sound quality in radio reception was cited by Harry F. Olson of RCA Laboratories,

Princeton, N. J. "All sound-producing systems," he declared, "introduce many types of distortion and deviation from original quality, which become more and more objectional as the frequency band is extended."

Urges Research Program

In a discussion of the technique of television sound, Robert H. Tanner of Northern Electric Co. Ltd., Belleville, Ontario, called for a program of research and pointed out the difficulties of achieving good sound under the wide and varying conditions encountered in most television studios due to the variety of acoustic characteristics demanded by the changing scenes. "It is about time," he said, "that video sound is brought up to the average quality of the pictorial part of the video program."

SPAC Sub-Committee Set To Aid Radio Promotion

(Continued from Page 1)

Conley, general manager, KYW, Philadelphia; John J. Gillin, Jr., president WOW, Omaha; George Thomas, general manager, KVOL, Lafayette, La.; P. G. Sugg, manager, WKY, Oklahoma City; E. C. Kelly, KCRA, Sacramento, Calif.; Charles P. Hammond, NBC vice-president and assistant to the president; Syd Eiges, NBC vice-president in charge of press; and James Nelson, director of advertising and promotion for NBC, will represent the network in meetings with the committee.

Finances Of BMB Need Transfusion

(Continued from Page 1)

attention. In short, the tabulating firm wants money laid on the line.

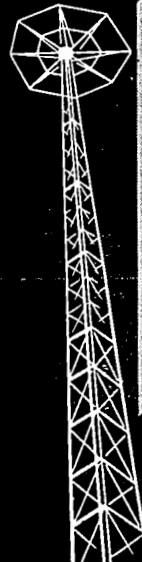
BMB's executive committee held an unadvertised all-day meeting yesterday with only a 15-minute break for lunch. Last night one of those in attendance refused to make any comment about the meet.

It could not be learned if the executive committee came up with an answer to meet the threats being made by the tabulating firm. It's reported that the threats are so serious as to have a direct bearing on the tabulations for BMB's second nationwide study. At a press conference last week, Hugh Feltis, BMB's retiring president, commented that the problem of "financing has to be worked out in the next 60 to 90 days." The full significance of Feltis's statement was not realized at that moment.

The Statistical Tabulating Co. is a Chicago firm which set up a New York office after making a deal with BMB in February, 1948. The plan as approved by the BMB board was to give the firm long range business and thus cut down the bureau's tabulating costs. The Statistical Tabulating Co. also is supposed to become the headquarters of BMB when it terminates its lease on Madison Avenue.

Stork News

Robert Lewis Shayon, producer-director of the CBS series, "You Are There," is the father of a girl born yesterday to Mrs. Shayon at Gotham Hospital. Name: Sheila Russell.



IT'S THE FACTS

WOV believes that facts in radio are as important as facts over radio. That's why WOV has and is continuing to make thorough, accurate studies on each of 5 AUDITED AUDIENCES. That's why you, the advertiser, and the agency can know exactly who is listening when you buy WOV. That's why sponsors on WOV know that on WOV RESULTS IS THE BUY-WORD

Get the facts on AUDITED AUDIENCES from your WOV salesman today.

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

NEW YORK

The Bolling Company,
National Representatives

IF YOU'RE LOOKING FOR A TELEVISION PRODUCER - DIRECTOR—
I have had 1500 hours of airtime—as an assistant director, technical director, camera operator, floor manager—on both studio shows and remote pickups, all with key stations of two major networks.
Write RADIO DAILY, Box 220, 1501 Broadway, New York City



ARE YOU GETTING WHAT YOU'RE HUNTING FOR ON THE PACIFIC COAST?

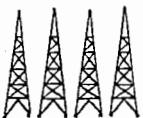
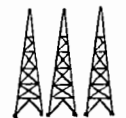
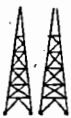

THIS IS NO BULL... If you're really shooting for *maximum* sales by radio on the big Pacific Coast, use the big 45-station Don Lee Network and get what you're after. To make the most sales possible, you need the biggest network possible on the Pacific Coast, for radio listening here is *different*. People listen to their own *local network station* rather than to out-of-town or distant ones, because mountains up to 15,000 feet surround many of these markets and make long-range reception unreliable.

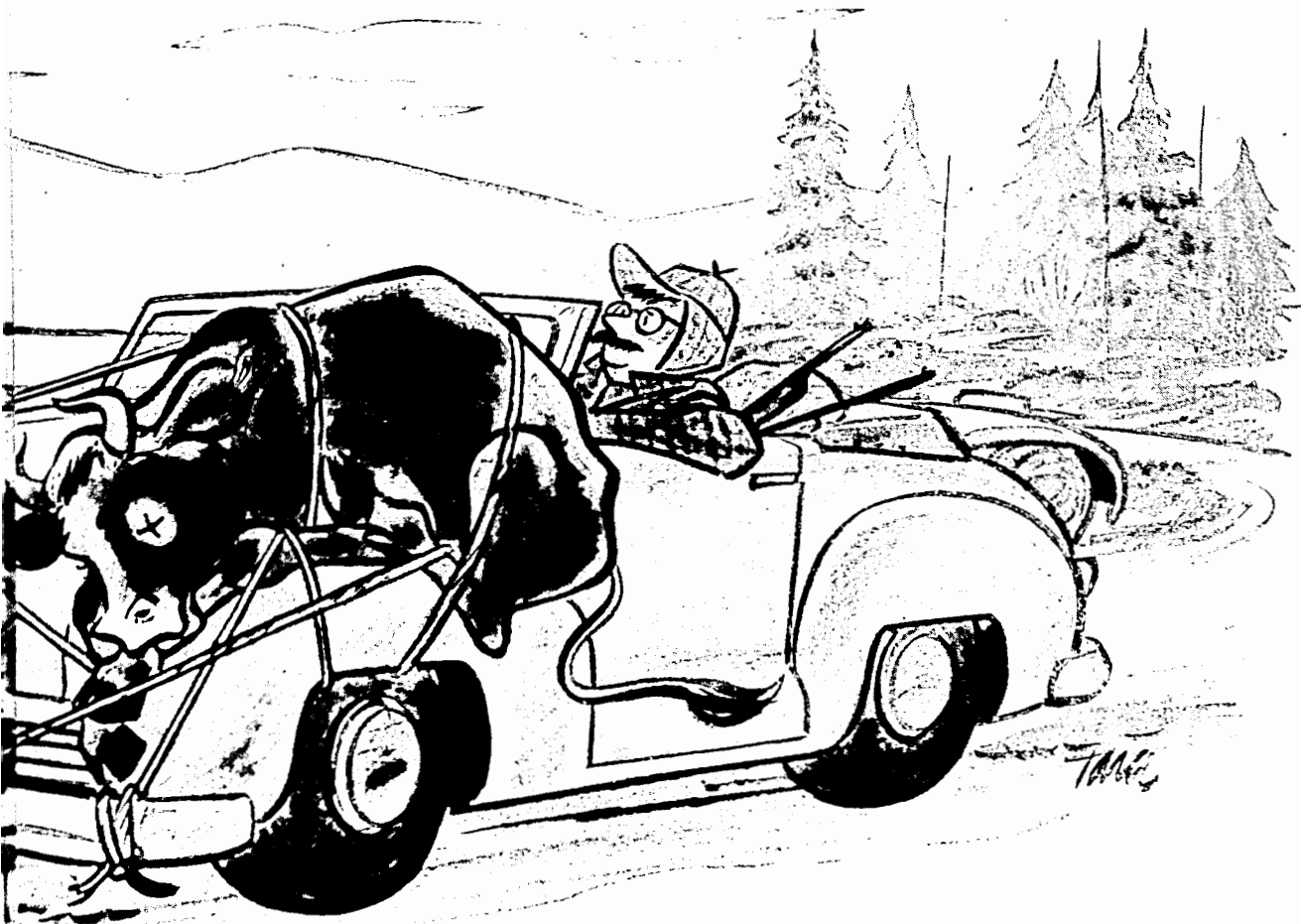
It takes a lot of local network stations to release your message *from within* every important buying market—and Don Lee is the only network big enough to do it.

LEWIS ALLEN WEISS, *President* · WILLET H. BROWN, *Exec. Vice-Pres.* · WARD D. INGRIM, *Director of Advertising*
 1313 NORTH VINE STREET, HOLLYWOOD 28, CALIFORNIA · *Represented Nationally by JOHN BLAIR & COMPANY*



Of the 45 Major Pacific Coast Cities

<p>ONLY 10 have stations of all 4 networks</p> 	<p>3 have Don Lee and 2 other network stations</p> 	<p>7 have Don Lee and 1 other network station</p> 	<p>25 have Don Lee and NO other network station</p> 
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Don Lee has 45 stations... one in every city where the other three Pacific Coast networks have one—and to cover the rest of the Pacific Coast, Don Lee has *twice as many* stations as the other three networks *combined*. (In the "outside" market, Network A has eleven stations, Network B has three stations, and Network C has two stations... compared to Don Lee's 32 stations.)

To meet 1949's increasing competition, you need radio. You need the big Pacific Coast, with its more than 13½ million people who spend over 14½ billion dollars a year in retail sales. Use the Don Lee Network of 45 stations and bag your maximum sales on the big Pacific Coast!

The Nation's Greatest Regional Network



COAST-TO-COAST

Strauss Comm'l Mgr. KIXL

Dallas, Texas—A recent announcement has been made to the effect that Ted Strauss who has been serving as an account executive, was appointed to the position of Commercial Manager for KIXL and FM. Strauss has been associated with the station since January, 1947 and will handle both local and national sales.

Myers Program Dir. WGHF

New York, N. Y.—Gordon Myers has been appointed program director of WGHF, replacing James McDonough, who will take over program direction of WHUC, Hudson, N. Y. Myers, with the station over a year, was also formerly associated with WDAF and NBC in New York. During the war he did public relations work with the Army Radio System.

WVOM Inaugurates Program

Brookline, Mass.—WVOM, on the air since June and 1600 on top of the dial, has inaugurated a new program which without bias or editorialization lists three times daily all the major stations in Boston including WEEL, WHDH, WCOP, WNAC-TV, WMEX, and WBZ-TV. According to the announcement, this new program listing of competitive stations has never before been attempted in any other station or network in the country.

WOL Produces All-Star Show

Washington, D. C.—WOL and the Washington Times-Herald joined forces last week to produce a large benefit variety show headlined by Hoagy Carmichael and Johnny Long in behalf of the Metropolitan Police Boys Club of Washington. Mike Hunnicutt acted as emcee, and featured in the cast of 40 were WOL entertainers Charlie Keaton, Bob Knight, John Ball and Bill Brundige. The two-hour show packed the Boys Club gymnasium with an audience of more than 2,000 youngsters, friends and patrons of the boys club activities.

Teen-Age Sports On WKXL

Concord, N. H.—A new one-half hour show is presented on WKXL with Win Blake acting as emcee for the "Teen-Agers Sports Round-up" each Saturday at 10 a.m. The program presents a round-up of high school sports during the past week, a schedule of coming events, plus interviews with high school students in the studio who are allowed to speak their piece on sports, social events and their favorite choice of orchestras and songs.

OFFICE SPACE FOR RENT

1 Block from Radio City

Several furnished offices with private bath for rent. Telephone switchboard and cleaning service.

HOTEL ABBEY



Windy City Wordage . . . !

• • • Allen Prescott, veteran emcee of many eastern and Chicago programs, will take over ABC's "Breakfast Club" assignment for two weeks when Don McNeill heads for a two-week vacation in the Florida Everglades March 21. Don, his wife Kay, and two Winnetka friends will spend a short time at Miami Beach, then Don and Bill Mansfield,

Chicago

well known Florida angler, will head into the Everglades with rods and reels for some shark and barracuda fishing. . . . Paul Gibson, local radio commentator, has bought a Navion plane and will paint it tan with a red stripe. . . . The electronics industry bought out the opening night of the Shrine circus here and the show was telecast in its entirety over WENR-TV, under sponsorship of Motorola. . . . WLS has placed its advertising with Schoenfeld, Huber & Green, Ltd. During Merritt Schoenfeld's regime as general manager of ABC's central division, he was coordinator of the WLS-WENR alert station operation of the Sixth Service Command during World War II, and through his association he became well acquainted with WLS operation and personnel.

★ ★ ★

• • • Chicago radio has a "professional" contestant who bids fair to rival New York's Sadie Hertz. Frances Venchus wrote tele station WBKB that since installing a video set last April she has won a deep freeze, a vacuum sweeper and a hot air heater. Continuing, she says: "Our family also won four passes on a recent Joe Wilson 'Hot Stove League' program. I was the Mom on Manny Oppen's show February 16 and received a lot of lovely prizes, and now Ernie Simon's 'Curbstone Cutup.' My cards are also in for Russ Davis' 'Movie Money' show. We are loyal WBKB fans. Your programs are wonderful."

★ ★ ★

• • • Eddie Reynolds, formerly with WBBM-CBS press, and p.a. for "Ladies Be Seated" and "Hint Hunt," is joining Fran Wayne, photographer, as sales promotion director and public relations counsellor. . . . National Cylinder Gas Co. of Chicago announces it has developed a new high frequency welding machine that does not interfere with radio and television reception, and that it has been approved by the FCC. . . . The "Treasury Bond Show," public service program that has been on WBKB for several years, started a new series Wednesday. . . . National Safety Council, which distributed five television safety trailers last year, now has a second group of five trailers which it is offering to television stations on a loan basis. Dan Thompson, radio director of the council, says the films are in 16 mm. form, without music, and run less than a minute each.

★ ★ ★

• • • Shelby Gordon, who joined the WBBM writing staff last week, will do the series "A New Look at Life," featuring Jim Conway and Fahey Flynn. . . . Association of Women Broadcasters, in convention here March 10-12, received messages from Eleanor Roosevelt and Margaret Truman wishing a successful meeting and regretting they could not attend. . . . Local NBC staffers are in demand as speakers. On March 7 Clifton Utley addressed students of the University of Indiana branch at South Bend. On March 18 he will speak before students of Teachers' College at Oshkosh, Wis., and before the Oshkosh Forum, civic group, and on March 23 addresses the Ottawa (Ill.) high school and the Illinois Rotary Club. Alex Dreier is slated to talk on "Interpreting the Day's News" on March 21 at the luncheon meeting of the Industrial Editors' Association of Chicago, and on March 26, Norman Felton, NBC television production-director, will discuss "Your Future in Television" before a vocational conference meeting at the University of Iowa, Iowa City.

AGENCIES

FITZMORRIS & MILLER, Chicago, has been formed by Charles C. Fitzmorris, Jr., and Chester M. Miller. Both principals recently resigned from Sherman & Marquette. Fitzmorris and Miller were account executive and copywriter, respectively, for the Quaker Oats Co. The new agency, whose accounts include Omar Bakeries and the Peabody Coal Company, will open offices within the next few days at 6 North Michigan Avenue, Chicago.

NEW CHALLENGES AND PROBLEMS facing brand names and advertising with the return of the buyers' market will be discussed by 26 leaders in the fields of national sales promotion, retailing, research, employee education and community promotion at five topical clinics during Brand Names Day, April 12, at the Waldorf-Astoria, it has been announced by Ivor Kenway, vice-president of the American Broadcasting Company, Inc., and chairman of the Brand Names Day Committee. Sponsored by Brand Names Foundation, Inc., in connection with the annual meeting of BNF members and the election of officers and directors for 1949, the clinics will take place during the afternoon session of this third annual all-day conference geared to brand names.

RAYMOND L. BERGMAN has been named radio director of the Francom Advertising Agency in Salt Lake City, Utah, by Joseph S. Francom, president. Bergman was formerly promotion manager of KSL in Salt Lake City.

SEIDEL ADVERTISING AGENCY, Inc., has been engaged to conduct the advertising for Coronet Mfg. Co., New York, originators of Plastic Covers for Furniture and Bedding.

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

TELEVISION DAILY

Section of RADIO DAILY, Tuesday, March 8, 1949 — TELEVISION DAILY is fully protected by register and copyright

CHICAGO HEARS VIDEO LEADERS

TELE TOPICS

HAVING PREVIOUSLY done just about everything from comedy through melodrama to opera, Tony Miner and his "Studio One" associates turned to Shakespeare Sunday nite and came up with another excellent program. Their modern-dress version of "Julius Caesar" was one of the most effective productions that much-abused play has received in recent times. Although naturally the play suffered somewhat from the reduction to an hour, the program as such was beautifully handled. Lighting and camera work were outstanding and made the most of Richard Rychtarik's simple, though striking, sets. Especially notable was the low-key lighting for the meeting of the conspirators in Brutus' home. . . . Although extremely difficult for both actors and audience, Shakespeare's lines were delivered so skillfully that they were easily understandable, but lost none of their powerful beauty—a strong tribute to the cast, director Paul Nickell and Miner's adaptation. Robert Keith, as Brutus, and Philip Bourneuf, as Anthony, made the funeral orations memorable indeed. The other principals, all outstanding, were William Post, Jr., as Caesar; John O'Shaughnessy, as Cassius, and Ruth Ford, as Portia.

THE HILE-DAMROTH "Black Magic Board," that amazing gadget that's been used for Jello, Life and RCA Victor commercials, will be the basis for a new audience participation quiz show now being worked out by the firm's tele director, Jack Fuller, and ABC. Also in the works is "The Munro Leaf Clubhouse," a 15-minute children's stanza featuring the author of "Ferdinand the Bull." Latter show will be tried out in schools beginning next week and should be ready for airing by the end of the month. H-D plans also to cut the price on its commercials to turn out three one-minute film spots for \$2,300 or less. Using the board, they are able to get across the effects of animation or stop-motion, without the expense of those techniques. . . . Chuck Healy, play-by-play announcer at WBEN-TV, Buffalo, has been appointed assistant to Ralph Hubbell, sports director of the station. . . . Carl Haverlin, BMI and REC proxy, will guest with Louis Untermeyer, Edward Steichen and Brock Pemberton and the debut of "Fun With the Arts" over WNBT Thursday nite. Sterling North is the emcee. . . . Fifty nitery acts have notified AGVA proxy Gus Van of their availability for the union's proposed tele series which will be produced by Monte Proser. Jack Bertell, of Radio Artists Corp., is packaging the stanza. . . . ABC's Nancy Craig goes to Bermuda tomorrow to do a film on the resort island for release to eastern stations by Colonial Airlines.

NBC's Showerman Stresses Rapid Growth Of TV; Van Volkenburg, CBS, Sees 50% Coverage In Yr.; "Improve Programming," Says Mowrey, Of ABC

(Continued from Page 1)

est in the projected program was shown in the informal discussions preceding the first noon luncheon, at which network representatives presented the video picture from their several viewpoints.

James Stirton, manager of ABC central division and president of Chicago Television Council, welcomed delegates and outlined purposes of conference.

First speaker was I. E. Showerman, NBC vice-president in charge of the central division. Reminding delegates that television is the fastest growing industry, Showerman declared no one need fear television would kill radio or any other advertising medium. "No good advertising medium has ever been killed by another good advertising medium," he asserted, "all advertising mediums have grown. Growth brings new needs, and new advertising mediums find new dollars."

"Can't Lie Fast Enough"

J. L. Van Volkenburg, CBS vice-president in charge of television, said improvements in television are coming so fast that "we can't lie fast enough to keep up with the truth." He said that of the 100,000 sets per month which are being sold 78 per cent are going into the middle income homes and that an overwhelming percentage of purchasers are enthusiastic over video. Only three per cent find television disappointing, he declared. Retailers, Van Volkenburg said, are the largest category of television advertisers and are finding

the medium satisfactory. Advertising cost, he said, is now down from \$4 per 1,000 sets to \$2.27 and will continue to drop. Within a year he asserted, television will cover 50 per cent of the country's population.

Humboldt Gregg, assistant to the director of the DuMont TV network, outlined DuMont activities. Pointing out that cable and equipment costs are terrific, he said that means must be found to overcome this handicap and gave daytime programs as one of the means.

Paul Mowrey, ABC national director of television, in his talk stressed need for better programming. Audience shows and dramatic shows will increase and steps are being taken to improve Saturday night shows, which to date have been poor, he said.

Following the luncheon session several panel meetings were held with Stirton as moderator. Frank P. Schreiber, general manager of WGN-TV, spoke on general management of TV stations.

Other topics and speakers were: M. F. Allison, sales manager WLW-TV, "Station Sales"; Leo Burnett, president Leo Burnett Co., "Creating Client Interest"; John Moser, radio and TV attorney, "TV Legal Problems."

At a dinner meeting from 7 to 9 p.m. the topic was TV from the public point of view.

A full schedule of luncheon and panel meetings is set for Tuesday and Wednesday.

3-5 Million For TV In Canada Estimated

Montreal — Initial video experimentation may cost the Canadian Broadcasting Corp. anywhere from \$3,000,000 to \$5,000,000, it has been estimated unofficially. The money probably will come as a loan or an advance from the government.

CBC has obtained loans from the government on several occasions in the past. Loans made in 1938 and 1939 were repaid during the war, according to CBC chairman A. D. Dunton. Two loans totaling \$3,250,000 are now outstanding, with repayment to begin in 1955 and 1957.

The loans, which are approved by Parliament, are repaid out of revenue obtained by CBC from license fees and commercials.

Some private firms which have applied to CBC for TV licenses have estimated it would cost them from \$1,000,000 to \$2,000,000 to put a station on the air and extend it to a money making stage. There have been reports that CBC would start with one station in Toronto and one English and one French station in Montreal.

Boxing Chief Concerned Over Video's Effect

Washington Bureau of RADIO DAILY
Washington — President Abe Greene, of the National Boxing Association, has written Washington pix circuit operator Sidney Lust that he is greatly concerned about the effect of TV on the future of boxing and wrestling. The big-time fights will continue to draw big crowds, he feels, but he is concerned about the ability of "smaller clubs to compete" against video presentation of the better bouts.

"Boxers take years for development," he wrote, "and if the small neighborhood clubs which are the incubators for the talent which later moves into the big time are stifled, where will big time be?"

Greene's letter was in response to a letter from Lust, in which the local circuit head complained about scanning sports events for low fees or no fees at all. Lust promised that the motion picture industry "is not going to stand by idly and let this octopus put us out of business."

Milwaukee Set Boost

Milwaukee — The number of sets in the Milwaukee area has jumped to 10,015 as of March 1, according to the latest check of dealers and distributors by WTMI-TV.

No UHF For Several Years, Philco Engineers Claim

Commercial UHF operation is unlikely for several years and when it does come will not obsolete present receivers, it was said yesterday by David B. Smith, vice-president of Philco Corp., who supervised a series of UHF propagation tests by the firm's engineers. Full details of the study will be presented today by Joseph Fisher, of Philco research division, at IRE convention here.

Philco tests on UHF reception were made at 60 locations in the area of Washington, D. C., at distances from 1.5 to 23 miles from an experimental station operating in the channel from 504 to 510 mc. Results showed major advantages and disadvantages of service "upstairs."

Advantages found in UHF were that both man-made noise, and multi-path transmission, cause of "ghosts," have less effect on picture quality than at the present lower frequencies.

A prime disadvantage, however, is that power requirements in the UHF band appear to be much greater than on the lower channels to achieve comparable coverage. The Philco tests indicated a need for UHF transmitters with four or five times as much power as the most powerful present stations. Also it was found that the shadowing effect caused by obstructions such as hills, buildings and trees is much greater in the UHF band.

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 February 25-March 3, 1949

TITLE	PUBLISHER
A Bluebird Singing In My Heart.....	Advanced
A Little Bird Told Me.....	Bourne
A Rosewood Spinet.....	Shapiro-Bernstein
Always True To You In My Fashion.....	T. B. Harms
Brush Those Tears From Your Eyes.....	Leeds
Candy Kisses.....	Hill & Range
Cruising Down The River.....	Henry Spitzer
Down By The Station.....	American Academy
Far Away Places.....	Laurel
Galway Bay.....	Leeds
Here I'll Stay.....	Chappell
I Got Lucky In The Rain.....	Sam Fox
I Love You So Much It Hurts.....	Melody Lane
It's A Big Wide Wonderful World.....	Broadcast Music
I've Got My Love To Keep Me Warm.....	Berlin
Lavender Blue.....	Santly-Joy
Look Up.....	Patmar
My Darling, My Darling.....	E. H. Morris
On A Slow Boat To China.....	Melrose
Once In Love With Amy.....	E. H. Morris
Powder Your Face With Sunshine.....	Lombardo
Red Roses For A Blue Lady.....	Mills
So In Love.....	T. B. Harms
Someone Like You.....	Harms
Sunflower.....	Famous
Tara Talara Tala.....	Oxford
These Will Be The Best Years Of Our Lives.....	Robbins
Underneath The Linden Tree.....	La Salle
While The Angelus Was Ringing.....	Chas. K. Harris
You Was.....	Crystal
You Were Only Fooling.....	Shapiro-Bernstein
You You You Are The One.....	Campbell

Second Group

TITLE	PUBLISHER
All Right Louie Drop The Gun.....	Feist
As You Desire Me.....	Words & Music
Buttons And Bows.....	Famous
By The Way.....	Bregman-Vocco-Conn
Coca Roca.....	United
Dreamer With A Penny.....	George Simon
Hold Me.....	Robbins
I Couldn't Stay Away From You.....	Johnstone-Montei
I Got A Gal In Galveston.....	Republic
If I Could Be With You.....	Remick
I'll String Along With You.....	Witmark
Little Jack Frost Get Lost.....	Henry Spitzer
My Dream Is Yours.....	Witmark
No Orchids For My Lady.....	Leeds
One Sunday Afternoon.....	Remick
Pussy Cat Song.....	Leeds
Say It Isn't So.....	Berlin
So Dear To My Heart.....	Santly-Joy
So Tired.....	Glenmore
Streets Of Laredo.....	Famous
Who Hit Me.....	Southern

(Copyright, 1949 by Office of Research, Inc.)

* *Only Living Ex-President of the U. S.!*

* *"One-Man FCC" During Radio Pioneer Days!*

* *A Very Important Man in Washington This Minute!*

HERBERT HOOVER

Guest Of Honor

of the

RADIO EXECUTIVES CLUB of New York

Thursday, March 10, Grand Ballroom Hotel Roosevelt

12:30 p. m. Sharp

Top Brass Will Be On Hand For This Historic Event

Lawrence Tibbett Will Vocalize

If You Haven't Reserved Your Ticket or Table
Phone immediately to Claude Barrere, Secretary,

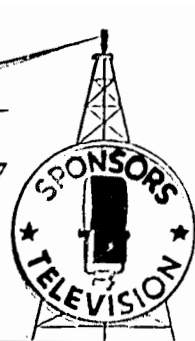
Murray Hill 6-0238

Mr. Hoover's remarks will be, in part, off the record.



RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



OL. 46, NO. 47

NEW YORK, WEDNESDAY, MARCH 9, 1949

TEN CENTS

FATE OF BMB RESTS WITH MEMBERS

WBAL Joins Appeal On Free Speech Issue

Baltimore—WBAL, the fourth station in this city to be found guilty and fined by the Supreme Bench for contempt for violating Section 904, a local code prohibiting the broadcast of an accused person's criminal record before trial, has served notice that it would join the others in taking its case for review before the Court of Appeals of Maryland.

WBAL, owned by Hearst Radio, Inc., was found guilty of contempt and fined \$200 on Monday by Judge John B. Gray, Jr. The fines levied ran 28 against WITH and its news

(Continued on Page 5)

Bailey Takes Philco Post As Gilligan's Assistant

Edward B. Bailey has been appointed assistant advertising manager of the Philco Corporation, it was announced by John F. Gilligan, advertising manager. Bailey has been acting as account executive on the Philco account for the Hutchins Advertising Agency.

Bailey will serve as executive as-

(Continued on Page 2)

WHAS Hearing Deferred By The FCC Until Apr. 4

Washington Bureau of RADIO DAILY
Washington—The FCC yesterday granted a four-week continuance in the hearing on the application for purchase by Crosley Broadcasting Corp. of WHAS, Louisville, and its FM and TV properties for \$1,925,000. The delay was sought by Crosley attorney, Duke Patrick, after Commission attorneys objected to the

(Continued on Page 4)

Egyptians Still Tops

Bill Leonard of WCBS broadcast an obituary yesterday morning on the Pyramid Clubs in New York after a life span of nine days. Leonard said that early last week there were at least 1,000 Pyramid Clubs in New York and "that meant at least 16-billion active members in New York alone." The sheer lack of population, Leonard implied, caused the get-rich-quick scheme to die as fast as it had been born.

Corwin Joins UN Staff As Radio Consultant

Norman Corwin, famed as a writer and producer of documentaries, has joined the radio division of United Nations, where he will create and direct special projects for worldwide transmission, it was announced at UN headquarters at Lake Success, N. Y., yesterday.

In his new post Corwin will be responsible for the planning and ex-

(Continued on Page 8)

WCBS Appoints Swift As General Manager

G. Richard Swift, assistant general manager of WCBS, New York, for the last three years, has been appointed general manager of the Columbia key station, it is announced by J. Kelly Smith, network veepee and director of station administration.

Swift succeeds Arthur Hull Hayes,

(Continued on Page 5)

Subscribers Must Raise \$100,000 More For Tabulating Company Mailing Or Second Study Suspended

By FRANK BURKE, Editor, RADIO DAILY

The fate of Broadcast Measurement Bureau and its Second Study yesterday rested in the hands of 600 subscribers who have been asked to underwrite \$100,000 more for the completion of the mailing of the ballots.

An urgent telegram asking for members to underwrite the deficit was sent to the membership from BMB headquarters yesterday after the Statistical Tabulating Company issued an ultimatum to the BMB executive committee. The tabulating company gave the committee 48 hours to produce \$100,000 and unless the money was laid on the barrel head they would hold up the mailing of the audience sampling. This ultimatum expires at 5 p. m., today.

Returns from the 600 telegrams were coming in at BMB headquarters yesterday. The first 100 broadcasters had voted 9 to 1 in favor of raising the additional \$100,000. Emergency

Sees Radar, TV Vital To Aviation Of Future

New applications of radar and television as part of the revolutionary changes in air navigation and traffic control were forecast by Civil Aeronautics Administrator D. W. Rentzel at yesterday's luncheon meeting of the Institute of Radio Engineers. The pilot of the future, Rentzel said, "will see a pictorial presentation of everything around. This picture, probably televised to him from the ground, will show his own aircraft in relation to others in his vicinity, indicate obstructions or other haz-

(Continued on Page 6)

action to raise the money stemmed from the executive committee meeting held in New York on Monday. At that time representatives of the Statistical Tabulating Co. made their demands and the committee mem-

(Continued on Page 6)

Zenith Profits Rise, Fiscal Report Shows

Zenith Corporation yesterday made public their financial statement for the fiscal year. The company reports a net consolidated operating profit for itself and its subsidiaries for the first nine months ended January 31, 1949, of its current fiscal year amounting to \$2,025,781, after federal income tax provision of \$122,450, depreciation, excise taxes

(Continued on Page 5)

Talent-Employment Picture Not Bright, Survey Reveals

Washington Bureau of RADIO DAILY
Washington — With Los Angeles toughest for broadcast talent last year, a Department of Labor survey released this morning shows that one of every four radio actors was unemployed in the week beginning May 9 last year, and nearly one of every six radio singers. Announcers and sound effects men were much more regularly employed, according to the survey, which was undertaken

in co-operation with the AFRA. Rate of unemployment among radio talent was eight or nine times as high as that among all working people in the country. It was pointed out that some of the actors and artists unemployed were highly paid and did not need steady work, but this was not so with the majority.

The study included 3,742 artists in New York, Los Angeles, Chicago,

(Continued on Page 5)

For Sicily

Sicily's government tourist bureau, officially called Regione Siciliana, has started its first radio campaign here with spot announcements on two stations. Participations are aired in "Dorothy and Dick's" Sunday morning show over WOR and live one-minute announcements are aired on WQXR Tuesday, Wednesday, Thursday and Friday evenings.

Radio-TV Coverage

The addresses of Winston Churchill, war-time prime minister of Great Britain and President Harry S. Truman speaking at the Massachusetts Institute of Technology's Mid-Century Convocation will be both broadcast and televised by ABC. Both Churchill and President Truman will talk on "The Twentieth Century—Its Promise And Its Realization."



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JOHN W. ALICATE : : : : Publisher

FRANK BURKE : : : : Editor

MARVIN KIRSCH : Business Manager

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WEST COAST OFFICES

Al Steen, Manager
6425 Hollywood Blvd. Phone: Gladstone 8436
WASHINGTON BUREAU
Andrew H. Older, 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

(March 8)

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, RCA Common, RCA 1st pfd., 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).

Bola Set For Radio, TV

Bola, Cuban composer-song stylist now at Cafe Society Downtown, being lined up for radio and TV appearances.

INS has served

Advertisement for KOB Albuquerque featuring a calendar and the text 'FOR 9 YEARS'.

★ COMING AND GOING ★

BILL HANSEN, director of sales for BMI, has left on a six-week business trip to the West Coast. He has stopovers scheduled in Chicago and other music centers.

WADE ARNOLD, head of NBC's special programs staff, will entrain today for the West Coast, where he'll spend two weeks gathering material for the network's full-hour documentary series.

GENE O'FALLON, general manager of KFEL, Denver, is spending a few days in New York on business.

DORIS CORWITH, director of talks and religious broadcasts for NBC, yesterday was in Syracuse, where she addressed a joint meeting of the American Legion and its auxiliary on the subject of public-service broadcasting. Tomorrow and Friday she will be in Chicago to represent the network at the convention of the AWP.

MORRIS NOVIK, radio consultant, has returned from a vacation of two weeks in Havana and Veradero Beach, Cuba.

WELLS CHURCH, director of news broadcasts for CBS, has left on a two-week vacation in St. Petersburg, Fla.

LES TREMAYNE, star of Mutual's "Falcon" program, is in Philadelphia, where he has a role in Sidney Kingsley's "Detective Story," opening today, and due on Broadway two weeks hence.

PETER DONALD, comedian, back from Chicago, is putting the finishing touches on his "Talk Your Way Out of This," new audience-participation series which starts on Mar. 30 over ABC.

EDWIN BUCKALEW, western division station relations manager for CBS, has left Los Angeles on a 10-day business trip to web affiliates in Tucson, Las Vegas, Phoenix and San Diego.

OTTO BRANDT, national director of station relations for ABC, is expected back tomorrow from Chicago, where he attended this week's sessions of the National Television Conference.

BILL SHAW, assistant sales manager of KNX-CBS Pacific Network, is back in Hollywood following a series of sales conferences in San Francisco.

BEN GRAUER, announcer and commentator for NBC, tomorrow will be in Lockhaven, Pa., to address the Kiwanis Club of the city. He'll return the same day.

GERALD MAULSBY, assistant director of public affairs for CBS, is back at his desk following a two-week business trip to the West Coast.

CRAIG "Prof. Quiz" EARL, FRANK SMALL, his manager, and ED FITZGERALD, producer, are broadcasting their Grape Nuts Flakes program this week from Minneapolis and Omaha.

MARTIN AGRONSKY, American network commentator with headquarters in Washington, is back in the Nation's Capital following a short visit to New York.

IRVING MANSFIELD, Columbia network producer, is back in town following two weeks of leisure in Florida.

BILL McGRATH, managing director of WHDH, Boston, is spending a three-week vacation in Sarasota, Fla.

Emerson Shows Profit For 13-Week Period

Emerson Radio & Phonograph Corporation and subsidiaries report a consolidated net profit, after taxes, for the thirteen-week period ended January 29, 1949, of \$808,845.06, equal to \$1.01 per share on 800,000 shares outstanding.

For the like period ended January 31, 1948, the consolidated net profit, after taxes, amounted to \$763,189.57, equal to \$.95 per share on 800,000 shares presently outstanding.

Westlund Heads C.B.A.

Art Westlund of KRE, Berkeley, was elected president of the California Broadcasters Association, replacing Harry Butcher of KIST, Santa Barbara, at a recent meeting in San Francisco.

10 YEARS AGO TODAY

From the Files of Radio Daily

At the FCC committee hearings on chain broadcasting and possible monopoly, Elliott Roosevelt suggested a reform of the Communications Act in order to stabilize the industry. As he gave the committee his theories on American broadcasting, he said, "Licenses should be granted for indefinite periods." . . . A contract has been signed between WHN and the Knox-Reeves agency, to broadcast all games home and abroad of the Brooklyn National League team.

Bailey Takes Philco Post As Gilligan's Assistant

(Continued from Page 1)

sistant to Gilligan on all phases of Philco's national advertising, and will supervise the creative activities of the advertising department.

One of the veteran advertising executives of Philadelphia, Bailey was the director of marketing and consumer research of the F. Wallis Armstrong Company, now Ward Wheelock Company, for ten years. The Armstrong agency handled the Philco account when Philco moved from twenty-eighth place to first place in the radio industry.

Sugarman Joins Agency

Elias E. Sugarman has joined Furman, Feiner & Company, Inc., as assistant to President Norman B. Furman. In addition to his general duties he will supervise television activities of the Furman, Feiner organization. Sugarman has been connected for more than 20 years in an executive capacity with advertising, publications, amusements and the handling of talent. For 12 years he served as Editor of The Billboard as well as general manager of the publication's Eastern Division.



Try Your Hand at This

Sit down sometimes and try your hand at making one of these lace tablecloths. You'll soon realize how much skill this Belgian lacemaker has.

If you're buying time, your job calls for plenty of skill, too. It's not just a matter of picking out big-wattage stations and sending out your orders.

No, sir! Not if you're trying to get top value for your client's dollar! Get the facts, if you want to get the most for the money.

For instance, in Baltimore, it's a fact that WITH delivers more-listeners - per - dollar than any other station in town! WITH isn't the biggest station, but, as many an advertiser knows . . . it's the "cost-less" station.

So, if you've got clients who want to make money in the nation's 6th largest market, make sure you talk to a Headley-Reed man about WITH.



W.I.T.H.

Baltimore 3, Maryland

TOM TINSLEY, President
Represented by Headley-Reed

Advertisement for KGW and KGW-FM, Portland, Oregon, featuring a complete schedule and simultaneous service.

“TELLO-TEST”

**The Granddaddy of All
Talent Quiz Programs
Is the Highest Rated
Local Show in the Country!**

Walter Schwimmer

WALTER SCHWIMMER, *President*
RADIO FEATURES, INC.
75 E. Wacker Drive, Chicago, Ill.

CHICAGO

By NAT GREEN

THE impact of RADIO DAILY on its readers evidently is strong. At any rate it would seem so after reading a publicity release from the NBC press department. In an item referring to the coming convention of the Association of Women Broadcasters, the release stated: "The NBC promotion film, 'Behind Your Radio Daily,' will be shown to the estimated 500 delegates who will attend the convention."

Correct title of the film is of course, "Behind Your Radio Dial."

When "Patrick O'Riley's Show" on WBBM goes on the air March 17 it will be a gathering of the clan. Riley will have as his guests five WBBM Irishmen—Sportscaster John Harrington, announcers Mike Flanery, Fahey Flynn and Jim Conway, and George Watson of the "Gold Coast" show.

Lulu Belle and Scotty of "National Barn Dance" fame, have purchased a dude ranch at Cripple Creek, Colorado, for their vacationing.

RCA Victor Records' Perry Como-Far Away Places contest, in a ten-day airing over WIND on Jim Hamilton's two-hour "Record Shop" program, pulled 2,000 letters.

James Bennett, personal manager for Don McNeill of the "Breakfast Club," left Monday for Texas to contact Fort Worth, Dallas, San Antonio and Houston, the four cities which will be visited by the "Breakfast Club" program during the week of March 14.

Harry Bannister, general manager of WWJ-TV, Detroit, spoke Wednesday before the Chicago Television Council, on "The Development of TV in Detroit."

Mary Patton, former WBBM radio actress, is playing one of the principal roles in the new Broadway play "The Big Knife."

Patsy Lee of the "Breakfast Club" incapacitated for a few days from injuries received in a skiing accident.

Publicist Maralieta Dutton taking a week's rest, on doctor's orders.

Arthur E. Duram, former sales promotion manager at WBBM, has been named CBS-TV sales manager in New York.

WIND has resumed broadcasts of "Congress Reports," quarter-hour transcribed program, highlighting congressional activities, with special interviews with Illinois senators and representatives.

"National Barn Dance," now in its 25th year on WLS, goes on the west and midwest ABC network for Phillips Petroleum Co. March 19, with folk singer Bob Atcher as the star and Bill Bailey as the emcee.



Mainly About Manhattan. . . !

● ● ● E. F. McDonald, Jr., president of Zenith Corp., is vigorously denying rumors that Wayne Coy, chairman of the FCC, will join that outfit in the capacity of president. "The report was evidently started by a competitor," opines McDonald. . . . Despite Ringling Bros. desire to drop televising of the circus from Madison Sq. Garden, Ned Irish, Garden exec, may take action to hold the circus to a TV agreement entered into by the North brothers. (The Garden gets a cut from CBS and the sponsor on the telecasts). . . . Financial plight of BMB may hold up completion of Second Study unless some fresh loot is located. . . . Action due shortly on the WNEW-WOV-Bulova-FCC hassle. . . . TV version of "Stop the Music" won't get going before the fall. Format trouble. . . . Soon due on the market: A radio-video set with a built-in movie projector. (Now if someone would only come up with a built-in popcorn machine, we'd really be in business). . . . Armour dropping "Hint Hunt" on CBS. . . . Isn't Pres. Truman testing various makeups in preparation for a series of radio-TV addresses to the nation? . . . Radio Best's lead article in their April issue is loaded with dynamite. Tagged "Is NBC Finished?", it describes how CBS has the old champ on the ropes trying for a kayo and should provide plenty of controversial chatter along Radio Row for some time to come.

★ ★ ★ ★

● ● ● Memo from Harold Stein: "Please accept the dollar enclosed as charter member of the 'Stop-the-Pyramid' Club. Or at least 'Stop-air-gags-about-Pyramid-Clubs' Club. I heard it 7 times yesterday on AM and 4 on TV, and something's gotta be done about it. I'm sure the 'Stop-the-Pyramid' Club will have a hundred thousand members in a week. Just send the money to the Heart Fund. Better stop stopping 'Pyramids' and 'Music,' but let's not 'Stop a Heart!'"

★ ★ ★ ★

● ● ● AROUND TOWN: "Father Knows Best," a series starring Robert Young, of the films, signed as replacement for Burns & Allen on NBC. . . . CBS planning a weekly series called "Kremlin Tells the Russians," co-featuring Larry Lesueur and R. C. Hottel, two of the chain's former Moscow analysts. . . . MCA readying two of the most expensive TV shows yet produced on the west coast—one starring Una Merkel and the other with Boris Karloff. They'll be kinescoped for other areas. . . . According to Hanley Stafford, the program's "Daddy," there is plenty of sponsor interest in bringing back "Baby Snooks." . . . Tim Marks wonders if you heard about the TV actress who was so tired from rehearsing a kissing scene she could hardly keep her eyes closed. . . . Sid Caesar is the star of the Admiral-TV show, but you'd never know it from Life's current spread on the series. They list four "stars." . . . Tony Miner's modern version of "Julius Caesar" on CBS-TV the other night rates a repeat and will probably be re-scheduled by the web. . . . Dwight Weist, flying video packager, off to Canada to film ski shots for his "Feature Story" series. . . . Les Tremayne into Sidney Kingsley's "Detective Story," which opens tonight in Philly. . . . Current feeling between Maggi McNellis and Herb Sheldon, who part company shortly on Latin Quarter airer, is colder than mother-in-law's kiss.

★ ★ ★ ★

● ● ● FILLER-DILLERS: Radio actor, Jack Lloyd, was asked by a fellow thesp what he thawt of the current Pyramid craze. Jack retorted: "Confidentially, it Sphynx." . . . Leo De Lyon sez he saw Jimmy Durante on TV the other night. He was on Channel 4 and his schnoz was on Channel 5. . . . They were discussing a certain radio-TV ham and his fondness for personal publicity. "There's only one thing that guy enjoys more than seeing his name in print," commented publicist Spencer Hare, "and that's seeing his picture."

AGENCIES

JACK STRONG, formerly with McCann-Erickson and Sutton & O'Brien, has joined O'Brien & Dorance Inc., sales promotion specialists, as art director.

REDDI-WIP of New England has announced the appointment of John C. Dowd, Inc., to handle its advertising. Newspaper, radio, point-of-sale displays and other media will be used.

KENNETH J. PEZROW, vice president and general manager of sales and advertising, Delicia Chocolate & Candy Manufacturing Company, Inc., New York, N. Y., has announced the appointment of Paris Peart as advertising agency for its line of Delicia products.

WALTER KANER ASSOCIATES New York, has been named to handle publicity and public relations of the Queens Symphonic Society, Inc. The Society will present the Queen Symphonic Orchestra in a series of five concerts scheduled for 1949.

WHAS Hearing Deferred By The FCC Until Apr.

(Continued from Page 1)

field intensity and other engineering studies offered by Crosley to show the degree of overlap between WHAS and WLW, Cincinnati, on the ground that they are not in accord with FCC standards.

The overlap has been shown, Crosley figures challenged by the Commission, to amount to as much as 40 per cent of the population given primary service by WLW and nearly 70 per cent of the population given primary service by WHA. The Commission has questioned the findings regarding overlap in northern and eastern Kentucky and eastern Indiana.

The hearing will resume Monday April 4.

Trammell On Committee

Niles Trammell, president of NEA, has been appointed to the information committee of the Committee for Economic Development, it was announced by W. Walter Williams, chairman of the board for the Committee for Economic Development.

OFFICE SPACE FOR RENT

1 Block from Radio City

Several furnished offices with private bath for rent. Telephone switchboard and cleaning service.

HOTEL ABBEY

1906 1949

Henri
CONFISEUR

FRENCH RESTAURANT
LUNCHEON from \$2.00
DINNER from \$3.00
COCKTAIL BAR

Famous French Candies
15 East 52nd St.
AIR CONDITIONED

WBAL Joins Appeal On Free Speech Issue

(Continued from Page 1)

Commentator, WFBR and WCBM on the same contempt citation ranged from \$100 for the commentator to \$500 for WITH. The highest fine was placed upon WITH on the court-asserted grounds that the station had, on its own initiative, collected information for broadcast beyond that supplied through ordinary news channels on the criminal background and confession of a slayer of an 11-year-old girl last Summer. WSID, Essex, Md., was acquitted in the Jan. 28 ruling on the ground that there was doubt that its broadcast was heard within the city limits. It was understood that WSID's acquittal was not based on question of whether the station is located outside of the jurisdiction of the purely local court code limiting crime news dissemination.

During Monday's trial for WBAL, separated from the other four stations at the request of its counsel, Karl F. Steinmann, the station's manager, Harold Burke, contended that WBAL "had no intention of acting in contempt of court." John Dickman, program manager, told the court that "the station made a sincere effort to abide by the rules of the court." [This testimony reportedly differentiates the WBAL case from that of WITH and apparently accounts for the lesser fine.]

Issue Is Free Speech

The basic issue which confronted the court in all five contempt citations was one on the relative importance of freedom of speech and press and of right of an accused person to a trial unbiased by prior publication. The attorney for the convicted slayer contended that he was unable to obtain "an uncontaminated jury" to hear the case because the stations had broadcast the defendant's criminal record and confession before trial. The stations, however, were joined by the American Civil Liberties Union, the American Newspaper Publishers Assn., the American Society of Newspaper Editors, the National Assn. of Broadcasters and the Maryland County Press Assn. in the contention that Section 904 violates the freedom of the press and of speech as guaranteed by the United States Constitution.

In his ruling of Jan. 28, Judge Gray admitted that the local code was an abridgement of press and speech freedoms but held that the right to a fair trial was of equal importance and that "neither of these rights is absolute" — that "each is relative and each must yield."

Agency Man Joins WBKB

Lawrence D. Milligan, Chicago advertising man and former account executive with the Blackett-Sample-Hummert and Sherman & Marquette agencies, has joined the sales staff of television station WBKB. One of the pioneers of commercial radio, Milligan helped to develop many of the leading Chicago-produced shows.

Talent-Employment Picture Not Bright, Survey Reveals

(Continued from Page 1)

San Francisco, Boston, Detroit, Seattle, Cincinnati, Pittsburgh, St. Louis, Portland, Washington, Cleveland, Minneapolis and Kansas City. For New York the survey was for the week of April 4.

In Los Angeles, it was reported, one third of the actors and nearly one fifth of the singers were unemployed during the survey week. The proportion was nearly as large in New York, but better in other cities covered in the survey.

Information on the artists' work experience during 1947 also points to a serious problem of unemployment among actors and singers, especially the former. Nearly one out of every five actors in the study and one out of 10 singers were entirely without work and looking for work during at least half the weeks of 1947. In contrast, only one out of 50 announcers had as many as 26 weeks of total unemployment, and the proportion was still smaller among sound effects men.

\$10,000 Men a Minority

These figures include only weeks without any work whatever. The fact that many artists also had long periods with little employment and low incomes is illustrated by figures on the earnings of actors who had no weeks of total unemployment during 1947; one out of every 10 of these artists had gross earnings of under \$2,000 from all sources during the year. Among all actors in the study (including those unemployed part of the year as well as those with no weeks of total unemployment) the proportion earning under \$2,000 was one-third. On the other hand, half of the actors reporting made over \$3,400 in 1947, and one-fourth of them made over \$10,000.

In the 15 survey cities, 92 per cent of all announcers had work as radio performers and an additional four per cent had work of other types, leaving four per cent without em-

Zenith Corp. Profits Up, Fiscal Yr. Report Reveals

(Continued from Page 1)

and reserves for contingencies. The net consolidated operating profits for the three month period ended January 31, 1949, amounted to \$1,041,246, after federal income tax provision of \$628,306 and other deductions were made.

Production and sales of the company's new line of TV receivers is increasing, according to the report. Sales of regular radio receivers have declined. Most models, however, particularly table model FM sets, continue to move at a satisfactory rate.

Operational tests of the company's new Phonovision development are expected to be made soon in cooperation with moving picture interests and the telephone companies, the report states.

ployment. For sound effects men, the percentages were still more favorable—92 per cent employed as radio performers, another seven per cent in other work, and only one per cent without work.

In Los Angeles the proportion of unemployed announcers was highest (nine per cent); next came San Francisco, with five per cent, and New York with four per cent. Only one announcer in 119 reporting in Chicago was without work. The other smaller centers likewise had a very low unemployment rate in the occupation.

The employment situation was much less bright for singers. Only about half of them (52 per cent) made broadcasts during the week, taking all the cities together. A sizeable group (32 per cent) had other work though no radio engagements, but nearly one of every six singers was without employment.

By city, the proportion of actors and singers totally unemployed during the survey week was as follows:

City	Percent Unemployed	
	Actors	Singers
All Cities	27.3	15.6
New York	29.0	15.4
Los Angeles	32.7	18.3
Chicago	21.1	14.3
Other Cities	10.3	9.4

WCBS Names Swift General Manager

(Continued from Page 1)

who left New York recently to become vice-president in charge of the network's San Francisco office. The WCBS new general manager joined Columbia in 1932 after graduating from Montclair (N.J.) High School. During his 16 years with the network, he has served as assistant director in CBS network operations, in charge of popular music for the web's program department, assistant program director and account executive in WCBS sales, and program director for the station.

Swift is credited with developing some of the station's most successful programs. These include Arthur Godfrey, "This Is New York," Phil Cook and Margaret Arlen.



SWIFT

Davis Elected

Elmer Davis of ABC has been elected president of the Radio Correspondents Association for a term of one year. He succeeds Albert Warner of MBS.

Gould

John Gould, that is! Editor of the Lisbon (Me.) *Enterprise* and author of "The Farmer Takes a Wife," Mr. Gould airs a program of homespun Yankee philosophy that attracts thousands of New England listeners each Monday evening at 7:30 on Boston's WBZ.

It's another of those pull-packed programs especially tailored for New England audiences . . . and particularly effective, sales-wise, throughout this discriminating market. For availabilities, contact Herb Masse at WBZ, or Free & Peters.

BOSTON
50,000 WATTS
NBC AFFILIATE

WBZ



WESTINGHOUSE RADIO STATIONS Inc

KDKA • WCWO • KEX • K1W • WBZ • WBZA • WBZ-TV

National Representatives, Free & Peters, except for WBZ-TV, for WBZ-TV, NBC Spot Sales

NEW BUSINESS

WCBS, New York: F. H. Woodruff & Company, for Seeds, has purchased three participations per week, Monday, Wednesday and Friday, in the 6:00-7:45 a.m. Jack Sterling program through Lindsay Advertising. Bell and Howell Cameras also bought announcements in the Sterling show through Henri, Hurst & McDonald. Announcements are for Tuesday and Thursday and Saturday, plus nighttime station breaks on Monday, Wednesday and Friday. Participations also were purchased in the Sterling program by U. S. First Army Recruiting Service on Tuesday, Thursday and Saturday, through A. W. Lewin Agency.

Modglin Company, for its brooms and brushes, contracted for three participations per week, in the 5:00-5:30 p.m. Housewives Protective League program. Agency is W. Earl Bothwell, Inc. Hudnut Sales Corporation, through G. Lynn Sumner, bought two announcements per week, Monday and Wednesday, in the 8:30-9:00 a.m. Margaret Arlen show. United Florists Trade, Inc. purchased nighttime station breaks, one nightly, over a 13-week period, through Ruthrauff & Ryan, Inc.

KNX, Los Angeles: The Campana Sales Company will sponsor its "First Nighter" series, now heard on 62 CBS stations, on 141 stations of the network. Wallace-Ferry-Hanly agency, Chicago, placed the order, which runs to the end of the program's current cycle on June 30. Swift & Company, Chicago, has bought a four-weeks series of ten spots weekly, with the J. Walter Thompson, Company, Chicago placing the order through CBS Radio Sales.

Movie Stars Record Commercial ET Series

The services of leading Hollywood movie stars is being enlisted by Bell & Howell, Chicago, manufacturers of professional and amateur movie equipment, in the promotion of Film home movie equipment. Bill Jones, director of radio and television for Henri, Hurst & McDonald, has just returned from the west coast with a series of transcribed radio announcements to be broadcast over leading stations throughout the country. Featured are the endorsements of movie personalities who use Bell & Howell equipment for their personal movie taking. Included in the list are Bob Hope, Lionel Barrymore, Alan Ladd, Gregory Peck, Jimmy Durante, Ray Milland, Jane Wyman, Maureen O'Hara, Irene Dunne and Lewis Stone. The new campaign, using transcribed one-minute and chain-break announcements, will start this month. It is planned to increase the number of stations currently on the schedule as the program progresses.

Future Of BMB Operations In Hands Of Subscribers

(Continued from Page 1)

bership discussed what procedure would be followed in getting the appeal to the BMB subscribers.

Text Of Telegram

The telegram, sent out over the signature of Hugh Feltis, retiring president, was authorized by the executive committee. It read as follows:

"For over two years we have held \$100,000 in cash reserve in event federal income tax case is decided against BMB. Case will be decided later this year. Legal counsel advises, although we stand good chance winning this case, contingency must nevertheless be covered.

"Unless, we can use this reserve money for getting out and returning \$650,000 entire study terminates now. If you will agree, underwrite your pro-rata share of tax reserve, in case we have to call for it later we can proceed now on schedule with measurement. Each subscriber's share would be equivalent to 3 monthly payments. We believe unlikely we will need to call for this money. However, unless you agree to underwrite this amount within 48 hours, study will stop. If this happens, your payment to date is forfeited.

"Executive Committee now feels that final decision at this time

should be made by subscribers themselves.

"It is your money that is invested. Please wire consent immediately. Let me reemphasize this is underwriting agreement only and will not be called unless we lose tax case."

Tax Money in Bank

It was pointed out that BMB has \$100,000 in tax money which is held pending the government ruling on BMB's status as a profit taking or non-profit operation and could be used to meet present deficit if a favorable ruling was received from the U.S. Internal Revenue department. However, this decision has not been handed down as yet and the audience measurement bureau therefore is holding the \$100,000 in reserve.

Completion of the 1,000,000 sampling of the radio audience is not the only hurdle that BMB's Second Study must get over. After these returns are in the procedures of coding and editing must be financed and completed.

Trade rumors last night were that the Hooper organization has informally offered to take over the completion of the Second Study. This would be the first step in C. E. Hooper's move to fall heir to the industry's audience measurement bureau.

Sees Radar, TV Vital To Aviation Of Future

(Continued from Page 1)

ards, and even show the location of storms and turbulent air."

In predicting that future developments in radar and electronics "will have a major impact on the American way of living and on our ability to defend ourselves in case of war," he urged IRE members to invent the devices that will bring about a "whole new era of aviation in which the blessings of fast, reliable, low-cost transportation will be shared by every American citizen. The hope of aviation," he concluded, "is in the field of electronics."

The day-long sessions included the reading of 50 technical papers. Among the dissertations at various meetings were those presented by:

M. Dishall of Federal Telecommunication Laboratories, Nutley, N. J.; T. R. Finch of Bell Telephone Laboratories, New York; R. C. Palmer of Allen B. DuMont Laboratories, Clifton, N. J.; P. S. Christaldi of Allen B. DuMont Laboratories; Charles J. Hirsch of Hazeltine Electronic Corp., Little Neck, N. Y.; Edward W. Allen, Jr., of Federal Communications Commission, Washington, D. C.; Kenneth Bullington of Bell Telephone Laboratories; Joseph Fisher of Philco Corp., Philadelphia; Winfield W. Salisbury of Collins Radio Co., Cedar Rapids, Ia., and H. F. Starke of Raytheon Mfg. Co., Newton, Mass.

Attorney For Commies Blasts Knickerbocker

H. R. Knickerbocker, WOR commentator covering the Communist trials in New York, came in for criticism this week by Defense Attorney George W. Crockett, Jr., who said the newsman's broadcasts were anti-Communist and filled with propaganda. Knickerbocker was blasted by Crockett at the same time he condemned statements of President Truman, Francis Cardinal Spellman and other public officials.

Attorney Crockett, in a motion for dismissal of indictments against the 11 Communist leaders, claimed the public had been prejudiced against his clients. Judge Harold Medina denied the motion. Knickerbocker later said over WOR, "There is nothing the Communists hate and fear more than truthful reporting."

CBS Auditioning New Show For Lucky Strike

CBS is readying another pitch for American Tobacco Co. which just recently cancelled out the daytime "Your Lucky Strike." This one will be called "Your Lucky Song," emceed by Robert Q. Lewis. Show, which gets an audition tomorrow, Thursday, will have a guest daily—song writer, plugger or someone connected with a hit tune—and also will feature amateur song writers.

SOUTHWEST

LATEST addition to the staff of KTSA, San Antonio, is Joseph Caldwell who joins the sales staff. He was formerly with KORC, Mineral Wells, KSTV, Stephenville and KCLW, Hamilton, as announcer and program director.

Gene Lewis, former announcer on the staff of KTHT, Houston, has been promoted to the post of KTHT program director. Chuck Hancock, formerly on the announcing staff of KXYZ, Houston, has joined KTHT in a similar capacity.

The San Antonio Brewing Association has signed for the sponsorship of a new series of programs over KTSA, San Antonio. For its Pearl Beer, they will air the music of Adolph Hofner and his boys daily, Monday through Friday from the Gunter Hotel studios of KTSA.

Frazier Hunt, writer and network commentator, is visiting in San Antonio to locate old timers who knew "Big Foot Wallace." Hunt came to Texas on a series of lectures on Russia and world affairs. After completing his tour in Laredo, he came to San Antonio for relaxation.

Transcribed Show Sales Reported by Ziv Offices

Sears Roebuck and Company, through Wilhelm - Laughlin - Wilson and Associates have signed a three year renewal contract with the Frederic W. Ziv Company to continue sponsoring The Guy Lombardo Show over KRLLD, Dallas.

Another Ziv announcement tells about a contract signed with KICA, Clovis, New Mexico, calling for the use of five transcribed shows, five days a week across-the-board.

The programs, including Easy Aces, Korn Kobbler, Showtime From Hollywood, The Barry Wood Show, and One For The Book, will be sold to local sponsors by the KICA sales department.

Devney Joins Rambeau

Edward J. Devney, formerly on the New York sales staff of Headley-Reed Co., has been appointed vice-president of the William G. Rambeau Co., station reps, it is announced by William M. Wilson, executive vice-president and eastern sales manager. Devney started in radio as a salesman for WHK-WCLE, Cleveland, and later moved to WIBC, Indianapolis. He later became the New York manager of the Howard H. Wilson Co.

Kennedy Gets Promotion

Rochester, N. Y.—John W. Kennedy, Jr., sales manager of Stromberg Carlson stations WHAM, WHFM, WHTM was promoted yesterday to the newly created post of administrative assistant to William Fay, Stromberg Carlson vice-president in charge of radio broadcasting. Kennedy will also continue as sales manager of the three stations.

TELEVISION DAILY

Section of RADIO DAILY, Wednesday, March 9, 1949 — TELEVISION DAILY is fully protected by register and copyright

TELE'S ROAD AHEAD ENVISIONED

TELE TOPICS

ONE OF THE BIGGEST EGGS in the short, colorful and, at times, malodorous history of TV programming was laid in CBS' lap Monday nite in the debut of "Preview," the Tex-Jinx production for Philip Morris. The most glaring and confusing faults of the preem were, from the long-range viewpoint, the least important and the most easily corrected. From the start to finish of the half-hour seg, production was by far the sloppiest I've yet seen. Cues were missed, stills and titles were flashed at the wrong times, and even an entire sequence was misplaced. Such errors are not uncommon on preems, but their abundance Monday nite was staggering and, in view of the time and money spent on the show, inexcusable. Nevertheless, they can and probably will be straightened out in future weeks. . . . However, even if the bad production could have been overlooked, the program was not a good one. Instead of presenting visual entertainment, it was loaded with visual gimmicks—a poor substitute for the real thing. Then too, much of the material was pointless, insipid and badly developed. There were too many spots, too many stills and too many people just sitting around cluttering up the set. (Or, what was Elsa Maxwell doing there?) Most of the description was handled by the dead-panned McCrary in his flat, rasping voice, while his beauteous wife did little beyond a fashion spot on a coat that used to cost \$25,000, but "now you can get it for only eight." (Who, me?) Commercials were of the usual disgusting P.M. "cigaret hangover" and blow-it-through-your-nose variety, with too much Johnny. . . . Besides the McCrarys as "editors," staff includes producer David Scherman, director Ellis Marcus, art director Henry Sanford, photo editor Phil Schultz and film editor Laurence Crolius.

ADMIRAL HAS PICKED UP its option with Max Liebman for Broadway Revue and the show is now firm through Jan. 20, 1950. Program will take a 13-week hiatus after the June 10 airing, with no summer replacement planned. Network commitments, however, do not extend beyond the June date. . . . According to reports from Detroit, the money for the Buick show will come out of the newspaper and magazine budgets. . . . Procter & Gamble will drop "I'd Like To See" after its current cycle. . . . The Cowan office hopes to have the TV version of "Stop the Music" ready for kinescoping in about three weeks, and has aired Mitzi Mayfair and her husband, Charles Henderson, to work on choreography and production. Also planned is a TV package around Herb Shriner and possible extension of "Quiz Kids" and "RFD America" to the East. Latter two are now on NBC out of Chicago.

Admitting High Costs, Agency Exec. Says Medium Eventually Will Become Top Advertising Method; Poppele Sees Shift To UHF Without Obsolescence

Chicago—A bright picture of the future of television for the broadcaster, the agency and the advertiser was painted by J. Hugh E. Davis, executive vice-president and general manager of Foote, Cone & Belding, at the Tuesday luncheon meeting of the National Television Council at the Palmer House.

Davis' talk was the highlight of the day's sessions. Admitting that television costs are frighteningly high, Davis nevertheless predicted that the terrific economic and social impact of television will make it the greatest advertising medium of all time.

Predicts Industry-FCC Co-op.

J. R. Poppele, president of the Television Broadcasters Association, addressing the conference, stated that the allocation of ultra high frequencies to television broadcasting will not make present sets obsolete. "When the time comes for assigning allocations in the UHF band, the FCC and the television industry will draw the lines carefully to avoid the slightest possibility of obsolescence," Poppele stated.

"What may happen," he continued, "is that the Commission might withdraw VHF channels from certain smaller communities that were assigned to them, but with no stations yet on the air, and turn these channels over to metropolitan areas."

At the morning session three speakers offered concrete suggestions for writing, creating and directing TV programs. Beulah Zachary of the J. Walter Thompson agency suggested low budget local shows and suggested that the station get a local group to work with it. "Intimate shows are the main thing," she

said, "considering that you are playing not to a mass audience, but to a group of four or five people in the home."

Jack Gibney, executive producer for ABC-TV, Chicago, stressed need for more co-operation in television writing and production. "TV has caught us all napping," he declared, "and from the station point of view few video operations are efficient." He recommended good short shows and said there was need to cut down rehearsal time.

Jay Faraghan, program manager of WGN-TV, characterized little shows as the backbone of television. He also declared that at present video writers are practically nonexistent; most shows are brought up by the producer-director. "The director makes or breaks a show," he said, "the personality of the director is of prime importance. He must be able to handle people and have the adaptability to co-ordinate the work of all concerned with the show."

Walter Damm a Speaker

At panel meetings Tuesday afternoon, "Sales and Management" was discussed by Walter Damm, president of WTMJ-TV, Milwaukee; E. Y. Flanigan, managing director WSPD-TV, Toledo, and John Mitchell, general manager WBKB, Chicago.

In a program and agencies panel, Elaine Phillips, film director, WSPD-TV, Toledo, discussed film sources; Spencer Allen, special events director, WGN-TV, filming news and special events, and Melvin Gold, film director, National Screen Service, New York, gave a report from the film conference committee on TV film standards.

SMPE Sets Speakers For Confab On TV

Industry execs and engineers who will address the TV sessions of the 65th semi-annual convention of the Society of Motion Picture Engineers were revealed yesterday by Earl I. Sponable, president of the organization. First two days of the confab, which will be held at the Hotel Statler, April 4-8, will be devoted entirely to video.

Opening the meet on the afternoon of the 4th will be a forum on TV and films, with Donald E. Hyndman as moderator and Ralph B. Austrian as chairman. Among the topics to be covered are engineering techniques, studio lighting, sound-on-film recording, laboratory processing.

Theater-TV to Be Shown

Demonstration of theater TV projection equipment will be given that evening by Barton Kreuzer, manager of RCA film recording and theater equipment activities.

Papers scheduled for Tuesday morning are: "A Continuous Reel for Television," by William C. Eddy, of Television Associates; "Television Pickup for Transparencies," Roger Thompson, DuMont; "Television Studio Lighting," A. H. Brolly, Television Associates; "Problems of Video Recording," F. N. Gillette, General Precision Lab; "Processing in Houston Developing Machines for Television," W. E. Engles, WPIX, and G. A. Lawler, Houston Corp.

Speakers, skedded for Tuesday afternoon include William F. Kruse; Otto Schade, RCA; F. J. Bingley, WOR-TV, and E. F. McDonald and John R. Howland, Zenith.

TV Producer Seeks Scripts

Torchlight Productions, newly formed radio-television packaging outfit, is currently soliciting scripts for its dramatic radio series, "Conflict." Active interest has been gained from production men such as: Frank Papp of NBC; Mitchell Grayson, director of "Big Sister" for the Compton Agency; Don Gillis of NBC; Morton Wishengrad, scripter; and Morris Mamorsky, composer-conductor.

WABD Sells Daytimer

Rival Manufacturing Co., for the Steam-o-matic Iron, has purchased the WABD daytimer "Needle Shop" for 13 Thursdays beginning Mar. 17. Program is conducted by Alice Burrows. R. J. Potts, Calkins & Holden is the agency.

Press-Time Paragraphs

KTTV Formally Dedicated

Hollywood—Formal dedication of KTTV, the Los Angeles Times-CBS station which has been in operation since Jan. 1, was held here last night. Appearing on special program were Jack Benny, Lum and Abner, Margaret Whiting, Bob Crosby, Eddie Anderson, Isaac Stern and the Andrews Sisters. Formal dedication address was made by Norman Chandler, publisher of the Times.

Para. Begins Coast Recording

Hollywood—Inauguration of the first video transcription service on the West Coast was announced by Klaus Laudsberg, director of Paramount's KTLA. A considerable number of orders has been received, he said. Initial production will be a 15-minute situation comedy, "Life With George," being filmed on a closed circuit and packaged by Video Corp. of America for eastern showcasing.

COAST-TO-COAST

Apptd. Dir. Home Economics
 Kansas City, Mo.—Sally Baker, who conducts two daily home service features "Happy Kitchen" and "Food Scout" has been appointed director of KMBC-KRFM home economics department. Prior to joining the stations, she made a trip to New York where with a group of radio home economists, she studied TV programming techniques for home service features.

WCOA Airs "Train" Visit

Pensacola, Fla.—When the General Motors "Train of Tomorrow" arrived in Pensacola recently, local businessmen as well as members of the staff of WCOA were aboard. Don Griffith, staff announcer, conducted a program interviewing passengers on the train and personnel of the Train of Tomorrow. A half-hour tape-recording was made with the reactions and impressions of the "Train" and re-broadcast later.

WDRS Staff Anniversaries

Hartford, Conn.—William F. Malo, commercial manager of WDRS, who joined the station in 1930 is observing his 19th anniversary with the station during March. Control Room Operator Charles Parker is also observing an anniversary this month, having been with WDRS for five years.

USM Corps Honors WJW

Cleveland, Ohio—The U.S. Marine Corps has honored WJW with a handsome citation for the station's participation in the Marine Corps Public Relations program with air time and courtesies. The Marine Corps which has a weekly show on Sunday from 9:15 to 9:30 a.m. has frequently been invited to participate in the WJW "Skyways" program on Saturdays. Cook Cleland, Marine Corps ace and winner of the Thompson Trophy Race, is a frequent guest on various shows.

Eyes For The Needy

Syracuse, N. Y.—In response to Timekeeper Frank Hennessy's request, boxes containing used eyeglasses are pouring into the studios of WSYR daily. The request was made as part of "New Eyes for the Needy" project, whereby used glasses are collected and classified for distribution to the needy. Hennessy who learned of the project originated by Mrs. Arthur Terry of Short Hills, N. J., immediately started collecting the glasses through his daily program and received more than 250 pairs of glasses during the first week from his listeners.

FOR TOP HOOPER EATING

find man-size portions of delicious food at every meal in HOWIE'S, where the club-luncheon start at 85¢! Man-size drinks, too, in the YUM YUM Cocktail lounge.

HOWIE'S

6th Avenue at 52nd Street

ADVT.

Corwin Joins UN Staff As Radio Consultant

(Continued from Page 1)

ecution of special programs based on major themes. The themes will include "The Universal Declaration on Human Rights" and other subjects in the social and economic field.

It was said at UN headquarters that Corwin will devote his full time to the assignment. Corwin was the first to receive the Wendell Wilkie "One World" award and make a 37,000 mile trip visiting 17 countries. As a sequel to this trip and the many interviews he had with government leaders, Corwin produced a series of 13 programs for Columbia Broadcasting System.

Corwin has been the recipient of many awards for his radio documentaries. Among them have been the Edward Bok Memorial award; Peabody award and the American Academy of Arts and Letters.

What will probably be Corwin's final work before joining UN, is the one-hour broadcast just ordered by the CBS Documentary Unit and which will be presented over the Columbia network in June, 1949.

The new work, Corwin's first since 1947, will dramatize a new phenomenon of the Twentieth Century, the individual who exercises world-embracing citizenship by using his workaday training and talents to improve humanity's material well-being, striving thus to strengthen universal peace.

In announcing the new production, Davidson Taylor, CBS veepee and director of public affairs, noted that it will deal neither with world government nor with people whose primary motivations and spheres of activity are political. It will emphasize, rather, the magnitude and urgency of the international struggle to raise world living and thinking standards.

Spot Coverage Given Odom's Record Flight

Special events crews from the networks and metropolitan stations were on hand at Teterboro (N.J.) airport yesterday when flyer Bill Odom arrived after his record-breaking non-stop flight from Honolulu in a light plane. Newsman Julian Anthony on ABC, who re-instituted some of the aviation ballyhoo of the 1920's as Odom winged homeward, almost lost out at the payoff when the crowds at the New Jersey airport broke through the barriers and tore the microphone from his hand.

Also on hand for interviews with Odom were Jinx Falkenburg of WNBC and John Wingate of WOR. The plane landed at 12:05 p.m. and Wingate's interview was heard over WOR at 12:30 p.m.

ABC interrupted its "Welcome Travelers" program at 12:07 p.m. to announce that Odom had landed safely at his destination. On Monday night the network kept WENR and WLS, Chicago, on the air all night to provide music for Odom and keep his plane on course.



He Mows Dull Moments With a Sharp Eye

Something's always popping when he sharpens his weapons, rolls up his voice, and goes to work. His pointed remarks about the top of the news from Washington are heard by a loyal coast-to-coast audience five nights a week. His listeners love to hear him "mow 'em down."

His whetstone is a powerful urge to get to the bottom of things—and he cuts a wide swath through the underbrush of fancy to get at the facts behind the news. Whether farming in Maryland or tilling his Washington newsbeat, his down-to-earth approach reaps a rich harvest.

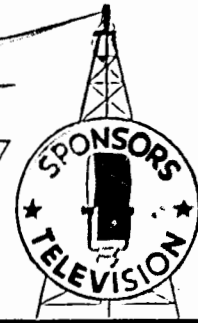
Currently sponsored on more than 300 stations, the Fulton Lewis, Jr. program is the original news "co-op." It offers local advertisers network prestige at local time cost, with pro-rated talent cost.

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 DAILY

The National Daily Newspaper of Commercial Radio and Television



OL. 46, NO. 48

NEW YORK, THURSDAY, MARCH 10, 1949

TEN CENTS

WOMEN BROADCASTERS MEET TODAY

New Survey Method Developed By WRC

Detail of a new audience survey method, providing far more detailed information than the current commercial surveys were revealed yesterday by James Seiler, research director for WRC, NBC-owned station in Washington. Full information on the method—inside and outside the home, of all members of the family at all hours—is the objective, and WRC yesterday offered what it termed "complete audience data" on every program broadcast on any Washington station during a six-week experimental period in January and February.

Although WRC still sees definite (Continued on Page 5)

Arkansas Radio Newsmen Protected By New Statute

Washington Bureau of *RADIO DAILY*—Washington—NAB yesterday said it has been advised that radio newsmen in Arkansas are no longer subject to jail sentences or fines for refusing to disclose sources of information. The Arkansas bill makes it the first in the Union to add broadcasters to the list formerly limited to newspapermen, and is the (Continued on Page 5)

Western Union Files For Rate Increase

Washington—Additional charges of \$2 per station per game for other stations receiving Western Union play-by-play baseball reports were filed with the FCC yesterday. This charge is for stations in network or chain association with the original (Continued on Page 5)

Better Half?

Mrs. Mary C. Wilson, woman commentator of WTTM, Trenton, N. J., is attending the Association of Women Broadcasters in Chicago. In her absence, her half-hour daily program is conducted by her husband, Gill Robb Wilson, aviation columnist of the New York Herald-Tribune. Wilson substituted last Summer while she was abroad.

Heads Newsmen

Elmer Davis, ABC commentator, was elected president of the Radio Correspondents Association of Washington at their annual meeting held Tuesday night. Davis succeeds Albert Warner of MBS as head of the newsmen accredited to the House and Senate radio galleries. The term is for one year.

Engineers Institute Makes 1948 Awards

The Institute of Radio Engineers awarded Ralph Bown of Bell Telephone Laboratories, Murray Hill, N. J., the 1949 Medal of Honor for "his extensive contributions to the field of radio and for his leadership in Institute affairs" at last night's IRE annual banquet at the Commodore Hotel.

The 1949 Morris Liebmann Memorial Prize went to C. E. Shannon of Bell Telephone Laboratories for "his original and important contributions to the theory of the transmission of information in the presence of noise." R. V. Pound of Harvard University (Continued on Page 2)

Major Oldfield Moving To Assignment Abroad

Washington—Major Barney Oldfield, attending the Army's top school, the Command and General Staff College, at Fort Leavenworth, Kan., has been notified that orders will be issued soon which will move him overseas in either August or September.

BMB's 2nd Study Assured; 300 Members Wire Pledges

Broadcast Measurement Bureau's second nation-wide study, in jeopardy the last three days because of lack of funds to complete the sampling, will proceed as scheduled, Hugh Feltis, retiring president of BMB, announced last night. The decision came at 3 p.m. yesterday after more than 300 BMB members had wired their willingness to participate in underwriting a possible \$100,000 tax liability in order to immedi-

AWB Sixth Annual Convention Opens In Chicago With 500 Attending Three - Day Conference

NARND Surveys News Reports For Members

Minneapolis—A special committee of the National Association of Radio News Directors is making a detailed study this week of radio news reports of the nation's press associations. NARND President Sig Mickelson of WCCO, Minneapolis, says the committee will survey all copy filed between March 6th and 12th by the four major wire services. The study is directed by Richard Oberlin of WHAS, Louisville, Kentucky, and (Continued on Page 3)

Barnes Gets Promotion With NBC ET Sales Group

Wade Barnes has been appointed manager of Thesaurus and Syndicated sales of NBC-Radio-Recording division, Donald J. Mercer, director of the division, announced yesterday. Barnes, who joined the organization in 1944, has served as Southeast representative for the division.

Dorothy Lewis Named To New U. N. Position

United Nations Radio Division yesterday announced the appointment of Dorothy Lewis as Coordinator, U. S. Station Relations, under (Continued on Page 3)

Chicago—In what promises to be the biggest conclave of its kind, the sixth annual convention of the Association of Women Broadcasters of the NAB will meet here today for a three-day session with headquarters at the Drake Hotel with District 9 (states of Wisconsin and Illinois) (Continued on Page 8)

Columbia Managers Meet In New York

Managers of Columbia owned stations and outlets represented by CBS Radio Sales will gather in New York next Monday, March 14, for their annual meeting. Session will run for three days, being held at the Ritz-Carlton Hotel. Meeting is held each year to discuss mutual problems and future plans of CBS.

Out of town visitors scheduled to (Continued on Page 8)

Catholic Charities Appeal Scheduled For Saturday

The Rev. James J. Lynch, Director of Finance of the Catholic Charities of the Archdiocese of New York, will be heard in a special broadcast over WCBS, Saturday, from 4:00 to 4:10 p.m., in connection with the 1949 Annual Fund Appeal of New York Catholic Charities. The topic of Father Lynch's talk is "Catholic Charities Serving the Community."

Vital Subject

"What Should We Do About Farm Prices?" will be considered by official spokesmen for three national organizations on the Columbia network's "Cross-Section, U.S.A.," with Dwight Cooke as chairman, to be heard Saturday, Mar. 19, 3:30-4:00 p.m., EST., from Chicago. The broadcast will originate in the studios of WBBM, Chicago.

ately meet demands of the Statistical Tabulating Co. which is handling the mail survey.

Late yesterday Feltis wrote a check and gave it to a representative of the tabulating firm who called at BMB headquarters. There was no official disclosure of the amount of the check but it was understood to be about \$80,000 covering three payments in arrears. The tabulating (Continued on Page 8)



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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
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Phone: State 2332

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FINANCIAL

(March 9)

NEW YORK STOCK EXCHANGE

Table with columns: High, Low, Close, Net Chg. Lists various stocks like ABC, Admiral Corp., Am. Tel. & Tel., etc.

NEW YORK CURB EXCHANGE

Table with columns: Bid, Asked. Lists stocks like DuMont Lab., Stromberg-Carlson, etc.

OVER THE COUNTER

Table with columns: Bid, Asked. Lists stocks like DuMont Lab., Stromberg-Carlson, etc.

Stork News

William Hylan, CBS-TV account executive, became the father of a 7 pound 12 ounce son, born to Mrs. Hylan at Leroy Sanitarium, New York.

INS has served

INS has served KOB ALBUQUERQUE FOR 9 YEARS. Includes a calendar graphic.

IRE Awards Announced

(Continued from Page 1)

versity, Cambridge, Mass., won the 1949 Browder J. Thompson Memorial Award for his paper in the Dec., 1947, proceedings of the I.R.E. entitled "Frequency Stabilization of Microwave Oscillators."

Fellow Awards for 1949 were presented to:

H. A. Affel, Bell Telephone Laboratories, New York, "for his contributions to the communications art, and his guidance of important developments in carrier systems for multiplex telephone and television transmission."

K. C. Black, Aircraft Radio Corporation, Boonton, N. J., "for his outstanding wartime work on radio countermeasures and his many contributions to the design of coaxial-cable transmission systems."

J. E. Brown, Zenith Radio Corporation, Chicago, Ill., "for his contributions in the field of broadcast receiver design."

Clede Brunetti, Stanford University, California, "in recognition of his pioneering work on printed circuits."

W. L. Carlson, RCA Laboratories, Princeton, N. J., "in recognition of his contributions over many years to the development of radio receivers and their components."

P. S. Carter, RCA Laboratories, Rocky Point, N. Y., "for his many contributions in the fields of radio transmission and communication systems."

F. E. d'Humy, Western Union Telegraph Co., New York, "in recognition of his long service in the communications field and for pioneering in the application of radio relays to telegraph message service."

John N. Dyer, Airborne Instruments Laboratory, Mineola, N. Y., "for administrative and technical contributions to radio, including polar-expedition communications and important wartime countermeasures."

L. A. Gebhard, Naval Research Laboratory, Washington, D. C., "for his pioneering work in the military application of radio."

T. T. Goldsmith, Jr., Allen B. DuMont Laboratories, Clifton, N. J., "for his contributions in the development of cathode-ray instrumentation and in the field of television."

F. W. Grover, Union College, Schenectady N. Y., "for his long activities and contributions in the field of electrical units and measurements, and for his publications."

E. A. Guillemin, Massachusetts Institute of Technology, Cambridge, Mass., "for outstanding work in the field of electric circuit analysis and synthesis, and for his inspired leadership as a teacher."

Ross Gunn, United States Weather Bureau, Washington, D. C., "for his long service and many technical contributions in the radio and electronics fields."

A. V. Haeff, Naval Research Laboratory, Washington, D. C., "for his contributions to ultra-high-frequency radio tubes and electronics."

L. C. Holmes, Stromberg-Carlson Co.,

Rochester, N. Y., "for his contributions to theory and practice in the field of magnetic recording."

J. Kelly Johnson, Consulting Engineer, New York, "in recognition of his leadership in the design and manufacture of radio broadcast receivers."

S. R. Kantebet, Government of India Overseas Communication Service, Bombay, India, "for his services as an educator, engineer, and administrator in the fields of radio and cable communication in India."

W. B. Lodge, Columbia Broadcasting System, New York, "for his many contributions to broadcast engineering and in particular for his work in the field of frequency allocations."

K. A. Mackinnon, Consulting Engineer, Ottawa, Ontario, Canada, "for his technical contributions in Canada to the theory and design of transmitting antennas and the development of a coverage plan for a national network."

H. F. Olson, RCA Laboratories, Princeton, N. J., "for his outstanding developments and publications in the fields of acoustics and underwater sound."

G. D. O'Neill, Sylvania Electric Products Inc., Flushing, N. Y., "for his work in electron-tube theory and design."

L. S. Payne, Canadian Marconi Co., Ltd., Montreal, Canada, "for his contributions in Canada to the field of international communications."

L. M. Price, Radio Valve Company of Canada, Toronto, Canada, "for his contributions to the development, production, and application of electron tubes in Canada."

H. J. Reich, Yale University, New Haven, Conn., "for his contributions as a teacher and author in the radio and electronics fields."

J. D. Reid, Crosley Division of Avco Manufacturing Corp., Cincinnati, O., "for his developments in radio-frequency circuits."

Karl Spangenberg, Office of Naval Research, Washington, D. C., "for his many technical contributions, particularly his analytical work on vacuum tubes."

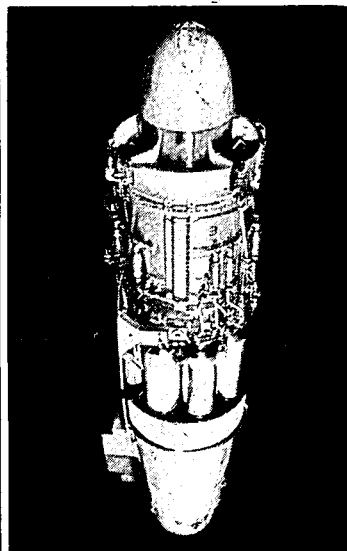
George Sterling, Federal Communications Commission, Washington, D. C., "in recognition of his long public service in the radio communications field and, in particular, for the organization and operation of radio wartime intelligence activities, which were of significant importance."

C. E. Strong, Standard Telephone and Cables, Ltd., New Southgate, London, England, "for his pioneering work in the radio equipment design and development field, particularly broadcasting transmitters, both medium and high-frequency, and his many wartime contributions in England."

Franz Tank, Institut fur Hochfrequenz Technik, Zurich, Switzerland, "for his contributions to the field of radio education in Switzerland, and his accomplishments in ultra-shortwave communications."

W. N. Tuttle, General Radio Company, Cambridge, Mass., "for his application of sound theoretical principles to the design of commercial measuring equipment."

I. R. Weir, General Electric Company, Syracuse, N. Y., "for his pioneering work in the development and application of transmitting equipment for higher frequencies and higher power."



Spelled J-E-T

We don't know about you, but we've always wondered just what a jet job looked like. There it is.

It seems that GE has developed a "streamlined, axial flow jet power plant" for civilian and military aircraft. It's light. And it's more powerful at high speeds than any reciprocating engine in current use.

Sounds just like a W-I-T-H story. Down here in this big and diversified Baltimore market, it is the streamlined programming of W-I-T-H that has developed more sales power than some of the heavyweight letters. Modern science has pretty well established that you don't have to be a top-heavy, cumbersome thing to be BIG and fast on the uptake.

Smart advertisers have known this a long time in Baltimore radio. They've been buying W-I-T-H... that's the successful independent that delivers more listeners - per - dollar - spent than any other station in town.

10 YEARS AGO TODAY

From the Files of Radio Daily Radio will be used as one of the major media in a \$7,500,000 special advertising campaign by the food industry to support the "Parade of Progress" which will be held by that industry April 6 to May 6. . . . The "rit" between the Radio Writers Guild and AFRA which was apparently settled recently, over jurisdiction of Hollywood radio writers is continuing. . . . The Radio Council of Western Massachusetts, a newly formed group composed of station and civic organization officials, has issued a statement which opposes Federal or State censorship of programs.

Represents Record Co.

The Dixon Gayer public relations office has been retained by Discovery Record Company, Inc., of Hollywood, to act as Eastern management and public relations office for the firm. Dixon Gayer was named general manager for the firm's Eastern activities. Gayer has set up an Eastern branch of the firm's Discovery Record Distributors, Inc., to co-ordinate sales with the California office.

Radio and Television PERSONNEL Interviews by Appointment Only Edward C. Lobdell Associates (agency) 17 East 48th St. New York 17, N. Y. PLaza 5-1127

AM W.I.T.H. FM Baltimore 3, Maryland! TOM TINSLEY, President Represented by Headley-Reed

Home Dorothy Lewis to New U. N. Position

(Continued from Page 1)
 Direction of Gerald Kean, Superior of Radio, English Language Service.

Joined Last Spring Mrs. Lewis has served as Coordinator, Women's Broadcasts, since joining the world organization last spring. In the past few months over 100 stations have added U. N. programs to their schedules, the latest being the new Liberty Network. Mrs. Lewis set up the U. N. Radio Education Department, which reaches several million children weekly through 250 outlets. The U. N. Women's Radio Bulletin has a monthly circulation of 200 and recently completed a subscribed interview series with 26 of the world's outstanding women. Last month 1,000 booklets, "The United Nations Calling the Peoples of the World," containing the story of U. N. radio and program schedules, were released to American listeners. Up-coming plans include stepped-up coverage of U. N. news; special programs for NAB-



DOROTHY LEWIS

★ COMING AND GOING ★

HAROLD PRIESTLY is here from WWJ-TV, Detroit, Mich., for conferences at the headquarters of NBC.

DON LERCH, Columbia network's director of agricultural broadcasts, is back in Washington following a trip to Trenton, N. J., where he addressed the annual dinner meeting of the United Milk Producers of New Jersey.

GORDON GRAY, vice-president of WIP, Philadelphia, who spent Tuesday in Gotham, is back in the Quaker City. CLIFFORD HARRIS, technical supervisor of the station, is in town for the IRE meeting.

JACK WHITE, of the sales staff at George P. Hollingbery Co., is back from a business trip to Boston.

OWEN SADDLER, general manager of KMA, American network outlet in Shenandoah, Ia., and HOWARD A. PETERSON, commercial manager of the station, are in town for conferences with their national reps. and with officials of the web.

H. R. BAUKHAGE, American network commentator, broadcast yesterday from WENR, Chicago, then went on to Milwaukee, where the same night he addressed members of the Wisconsin Road Builders Assn. Today he's back in Chicago for another broadcast, after which he'll leave for his Washington, D. C., headquarters.

GLORIA STEPHENS, Girl Friday to Ray Katz, program director of WMGM, is spending two weeks in Canada's ski country.

independents; collaboration with BMI on its forthcoming U. N. music series and increased service to broadcasters who attend the General Assembly or Lake Success U. N. sessions.

CARL HAVERLIN, president of BMI, and SYDNEY KAYE, vice-chairman of the board, returned early this morning from Chicago, where they spoke at the meeting of the National Television Council.

CHARLES COLLINGWOOD, White House correspondent for CBS, is in Key West, Fla., where he is reporting on the vacation trip of President Truman.

ROY BATTERSBY, press department writer at NBC, left last night for Hollywood, where he'll spend two weeks on business.

TED MALONE has returned to New York after having visited Washington to interview National 4-H Contest winners and to present the awards in the Westinghouse Talent Science Contest.

MILTON BACON, assistant to the general manager at WCBS, today will go down to Elizabeth, N. J., there to address the local Kiwanis Club at its meeting in the Winfield Scott Hotel.

J. L. VAN VOLKENBURG, vice-president of CBS in charge of television, has returned from Chicago, where he addressed the meeting of the National Television Council at the Palmer House.

GEORGE BISSELL, president of WEAV, American network outlet in Plattsburg, N. Y., paid a call yesterday at the Radio City offices of the web.

ALICE COOK, of the traffic department at WPIX, is back from a West Indies cruise aboard the new liner, "Caronia."

ROBERT McCONNELL and his son, BRUCE, owners of WHOT, South Bend, Ind., were welcomed this week at the offices of ABC, with which the station is affiliated.

JACK PERLIS, publicist, has returned from Miami Beach.

NARND Surveys News Reports For Members

(Continued from Page 1)

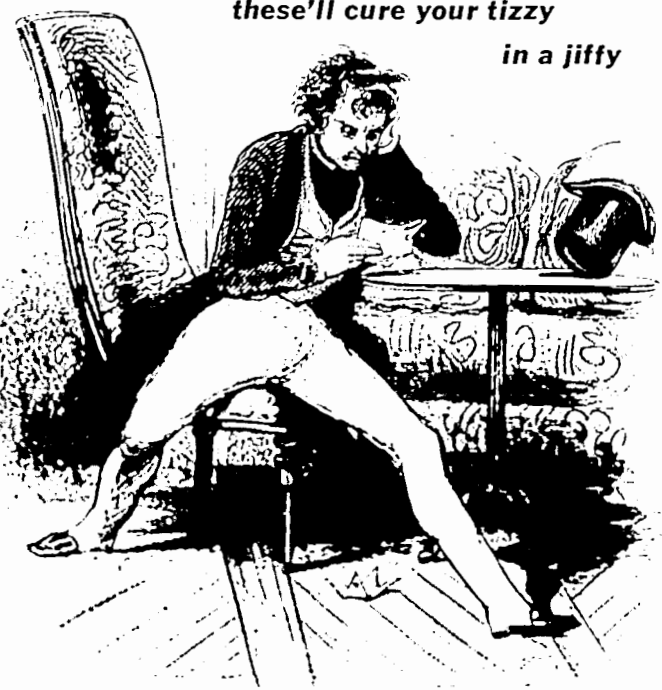
Sheldon Peterson of KLZ, Denver, Colorado, co-chairmen of the continuing study committee.

The association launched its survey to determine whether the press associations are serving radio stations adequately. The documented study will cover such aspects of radio news reporting as timeliness, news judgement, writing style, variety of news types and pronunciations. The committee seeks to learn, among other things, whether wire service stories are written in proper radio style and whether there is any difference in writing quality between national wire copy and their respective regional splits. The study also will consider whether there is a proper balance of foreign, domestic, regional, sports, agricultural and other specialized news on radio wire services.

NARND members participating in the study and their wire assignments are Edward Wallace, WTAM, Cleveland (AP); Wayne Kears, KSL, Salt Lake City (AP); John Murphy, WCKY, Cincinnati (INS); Gene Martin, WLW, Cincinnati (INS); David Kessler, WHAM, Rochester, N. Y. (UP); Ben Holmes, KOMA, Oklahoma City (UP); Tom Eaton, WTIC, Hartford, Conn.; (Transradio), and Robert Lyle, WLS, Chicago (Transradio).

come, come Sanderson!

these'll cure your tizzy
 in a jiffy



POOR SANDERSON. He's all adrift. He's just received a note from his sales manager, Harry Lock. Hartford sales are down. The Georgia territory's kind of limp. One can hear the dealers hollering in Hoboken. Poor Sanderson.

Well, chin up, Sanderson, WOR's got three cures for you. They're names with proven audiences. They're three of the most merchandisable people in radio. They're priced low. They're timed to attract the majority of 36,000,000 people in 430 counties in 18 states.

GABRIEL HEATTER, "Gabriel Heatter's Mailbag", Monday thru Friday, 11:30 A.M.: The great commentator in a program as unique and heart-stirring as anything ever aired. Simple, sincere answers to listeners' letters. A bargain, and sure fire radio for any product.

JOHN NESBITT, "The Passing Parade", Monday thru Friday, 2:30 P.M.: Packs all the power of this great narrator's four-time Academy Award winning movie shorts. Stirring stories of great and little things in life. Pure dynamite for the man who wants action. *fast!*

BING CROSBY, "Bing Crosby Sings", Monday thru Friday, 2:45 P.M.: Need we describe Crosby? A program of the great crooner's past and present melodies, interspersed with quick-selling ad libs. Especially tailored for a woman's product, but will sell anything.

our address is
 ...that power-full station
 at 1440 Broadway, in New York
 mutual



LOS ANGELES

By AL STEEN

FRED NAHAS, who heads up the radio and television enterprises for Glenn McCarthy, met the press at an informal get-together in his Beverly Hills Hotel bungalow last week and gave an advance preview of the big junket to Houston on St. Patrick's Day when McCarthy opens his new Shamrock Hotel.

It's a girl for the Blue Wrights in San Francisco. He's KGO's program director and originator of the "Pat Novak For Hire" series.

Jack Kirkwood is transcribing some advance episodes of his "At Home With the Kirkwoods," ABC sustainer. Reason: He's been signed for a top role in Bing Crosby's next Paramount picture, "Ridin' High," and leaves next Monday for location in San Francisco.

Garry Moore planed back to town last week after two weeks of troop-entertaining in Germany. Although bleary-eyed from shortage of sleep, he met with the press boys an hour after he landed at the airport.

Ruth Ashton, formerly with CBS and CBS-TV in New York, has been appointed to the KNX-PN department of public affairs as assistant to Stuart Novins, director of the department.

There will be no summer layoff for Lum and Abner. Their show will continue through the hot months.

Jack Bailey about to be signed for a new half-hour ABC sustainer.

Dinah Shore has nixed an offer by Mutual for a build-up as a femme disc jockey. She countered with a suggestion that the network build a Mr. and Mrs. show for her and her husband, George Montgomery.

NBC and the University of California will cooperate for the eighth successive season this year in offering a radio institute. All classes will be held in the NBC Hollywood headquarters from June 2 to July 30.

KNBH is starting two new TV programs this week. They are "Stop Me If You've Heard This" and "Can You Picture This?"

NBC is building a comedy show around Mickey Rooney and will cut a record shortly.

Sixteen radio stars, headed by Cathy and Elliott Lewis, Lurene Tuttle, Bill Thompson and Herbert Rawlinson, have formed Radio Actors' Institute, which will hold classes in radio and TV on a regular schedule for newcomers. The above stars will lecture as guest instructors.



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.



Mainly About Manhattan. . . !

● ● ● When the "Hit Parade" comes back to N.Y. at the expiration of Frank Sinatra's contract in June, the show will once again be baton'd by Mark Warnow. Plans are now afoot to also telecast the series simultaneously with the broadcast. . . . Package show producers reported unhappy over the space allotted them at the NAB convention exhibit and may boycott the April show in Chi. . . . Rumored that reorganization of Keystone transcription network may result in Mickey Sillerman returning as president and majority stockholder. . . . Consensus of radio and TV engineers at the IRE convention in N.Y. is that 1949 will be the greatest production year in the history of communications. . . . When it became known that Burns & Allen were available, no less than a half a dozen prospective bankrollers made overtures to Wm. Morris. New deal calls for combination radio and TV series. . . . Look for Gen. Geo. C. Marshall to be shortly asked by Pres. Truman to head the American Red Cross, replacing Basil O'Connor. . . . Soviet radio experts are said to have developed a system whereby they can jam radio shows almost any place in the world at will. . . . Every nook and cranny in N.Y., it seems, is housing a film camera office with everybody and his brother going in for video films.

★ ★ ★ ★

● ● ● Good news for the locals is the formation of a Central Clearing House for talent in N.Y. under the guidance of Doris Sharp, the enterprising young lady who's responsible for the fantastic success of Radio Registry. New plan has nothing whatsoever to do with her message service and will serve as a clearing house for talent in every phase of the entertainment world, covering radio, television, films, legit, etc.

★ ★ ★ ★

● ● ● AROUND TOWN: Roy Battersby, of NBC's TV press staff, just racked up his 2nd Life cover in the past two months when he landed Marge & Gower Champion in the coveted spot. (What's more, the mag just sent him a warm note of thanx, which is quite a switch indeed). . . . Sixteen of the leading radio artists in H'wood have combined to start a co-op TV School so that they can learn the rudiments of that medium. (They wanna be ready when TV can supply the bread and butter). . . . Judy Canova pondering a tour of concert halls with her NBC airer. . . . Carl Brisson and Mutual officials in daily conferences. Pourquoi? . . . Fortune Pope's wife, an accomplished interior decorator, is responsible for that tasty setting in her husband's office at WHOM. . . . Geo. Wright, the Paramount organist and Morton Downey's radio accompanist, is getting a screen test next month, thanx to a note to the coast from his boss, Bob Weltman. . . . Merrill E. Joels signed for a featured role in New Stages' "The Sun and I," which opens on the 20th. . . . Gene King readying a Welcome Home Schmo program for Al Capp this Sunday on WCOP. . . . Doris Brooks (Mrs. Ted Steele) putting the finishing touches to her autobiographical tome called "Towers of Steele." . . . Bill (Hopalong Cassidy) Boyd is responsible for 10-year-old Mary Louise Burke demanding a live horse or a merry-go-round model as an emotional outlet for her western riding. . . . And Joe Sardi hears that most H'wood actors are taking riding less ns these days so that they can star on TV.

★ ★ ★ ★

● ● ● It's Tommy Morton's story of the NBC junior exec who was hit by a car in front of the CBS home offices and was carried into the lobby. Ten minutes later he opened his eyes and whispered: "Where am I?" When informed where he was, he moaned: "Get me outa here quick. If I'm found dead here, it'll mean my job."

CHICAGO

By NAT GREEN

BERNIE CHRISTIANSON, the 11 year-old lad who recently made an unscheduled singing appearance on Don McNeill's "Breakfast Club" was so popular that he has become a permanent member of the program's cast.

Frank (Porky) Panico, WBBM musician, will marry Claire Pallell at the Holy Family Church at Chicago on April 23.

Horace Heidt's Youth Opportunity program will be broadcast from Chicago on Sunday, March 13, closing four-day appearance of the troupe at the Civic Opera House.

WGN's "Date With Jim Ameche" program is appearing in a new format called "Crossroads," in which real life program is brought before the studio audience and jurors from the audience are questioned by Ameche on psychological points bearing on the case.

George Herro, Mutual midwest publicity director, and Gil McClelland, midwest promotion director both back at their desks after bou with the flu. Arnold Carlsen, account executive, also is back feeling fit after an operation.

"Sports Roundup," new five-minute program highlighting events of the day, began a five-a-week series Monday on WBBM, with Fahn Flynn as reporter.

"Music, Please," popular night series on WBBM, will be heard over the Columbia network, 11:05-11:11 p.m., starting March 11.

NBC will be host to delegates attending the sixth annual convention of the Association of Women Broadcasters at an open house on Saturday, March 12. Betty Ross, assistant director of public affairs and education for the NBC central division, arranging the affair.

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
117-119 W 46th
HENRY GREENFIELD, Mgr. Director N. Y.

New Survey Method Developed By WRC

(Continued from Page 1)

value to Hooper ratings, Seiler said the advantages of his "diary study" include the following: facts on early and late hours not covered by Hooper; facts on audience composition—age level, race, income, etc.; facts on how many people are listening to a program, rather than merely how many sets are tuned in; facts on "flow" of audience from one program to another; facts on listening in non-telephone homes, and in automobiles, over portables outside the home, etc.

Census Data Used

The survey was built from a precision sample of 1,000 individuals obtained from the U. S. Census Bureau. Of this group, 97 per cent was personally contacted by a force of interviewers, with 83 per cent turning in completed questionnaires concerning pertinent information about themselves, and diaries of their listening habits during the week for which they were covered.

It was found that 97.6 per cent of the homes in metropolitan Washington have radios, 86 per cent have telephones, 11 per cent have FM and 8.5 per cent have TV receivers. Fifty-six per cent of the sample had automobiles, 30 per cent with radios in working condition, and 12 per cent listened daily for an average of 50 minutes.

TV Sets Surveyed

Seventy per cent of those with TV sets in their homes watched TV daily, for an average of 162 minutes, while seven per cent of those without sets in their homes watch TV an average of 92 minutes daily. Five per cent of the sample listen to FM daily, and 70 per cent of the entire population—49 per cent of those with TV in the home and 72 per cent of those without TV receivers. Average time spent listening to AM by those with TV sets was 121 minutes; for the rest the average was 165 minutes.

Thirty-two per cent of those with TV sets in their homes attended a motion picture during the diary week, and 36 per cent of those without TV went to the movies.

The average time spent listening to sound broadcasting (AM or FM) on a typical day during the week by all adults including non-listeners was reported to be 130 minutes. Corresponding figure for children was 73 minutes. Adults spent 48 minutes reading the newspapers and children seven minutes.

Included in the figuring are reports on children too young to listen, persons in hospital, on vacation, ill, in jail or even without radios. The

Western Union Files For Rate Increase

(Continued from Page 1)

subscriber, and represents a major reduction from what Western Union had originally planned to ask. Effective dates are April 4 and April 18, with the latter date the more important.

Present tariffs provide for no networking, although Western Union complains that unauthorized networking of its service has been widespread. Since this reduced the number of potential subscribers to original service, Western Union said in response to FCC inquiry that this might force upward revision of the rates for original stations unless some charge for additional beneficiaries could be added.

An addition charge of \$5 per game for each of the first five stations after the original subscriber was at first proposed, of \$2.50 for each of the next five, and of \$1.50 for each subscriber thereafter. NAB objected that this would work undue hardship in small networks, however, so the two dollar rate then was agreed upon.

In addition, the new tariff establishes a new service providing a play-by-play summary at the end of each game \$7.50 basic, with additional stations receiving the service to pay one dollar each.

Lee Joins WAMS

Wilmington, Del.—Eddie Lee, "the one man show of radio" has been signed by WAMS and WAMS-FM as chief of production, according to George Sutherland, station manager. Lee, long known in radio for his patter, songs, and piano playing, moves east to WAMS and WAMS-FM after a five-year run in radio, motion pictures and stage productions in Hollywood, Calif.

W. E. Dividend

The Western Electric Company Board of Directors Tuesday declared a dividend of \$1.00 per share on outstanding capital stock payable on March 31 to stockholders of record March 23.

attempt is to provide overall figures on a complete population cross-section, not merely a cross-section of radio listeners.

Details of the technic will be presented in New York next week.

Puerto Rican Station Aids ABC Coverage

San Juan, P. R.—Radio station WAPA, at San Juan, provided technical facilities and program material to ABC for coverage of the Atlantic Fleet exercises in the Caribbean, the largest peace time maneuvers in the Nation's history. Five remote pickups were made by station manager, Harwood Hull, Jr., ABC correspondent, for "Headline Edition" and "News of Tomorrow." Station facilities were also provided for H. R. Baukhage, network commentator, who was in Puerto Rico on the maneuver assignment. Baukhage transcribed three programs from WAPA studios.

WAPA also originated several fifteen-minute programs from Roosevelt Roads and other Caribbean installations during the maneuver period.

WCBS Nostalgic Tunes

Musical show recalling popular tunes of the past will be heard across the board over WCBS, New York. Program titled "Have You Forgotten," is narrated by Lee Vines and directed by Frederick Freed.

Arkansas Newsmen Shielded By New Law

(Continued from Page 1)

first result of the radio industry's nation-wide campaign to eliminate such discrimination against radio newsmen in 11 states which have newspaper privilege laws, and to obtain such privilege legislation for all media of mass communication in the 47 other states.

News of the signing of the Arkansas bill reached Arthur Stringer, secretary of the NAB radio news committee, by telephone from G. E. Zimmerman, vice-president of KARK, Little Rock, and president of the Arkansas Broadcasters Association.

Sports Series Starts

Ed Thorgersen with the "Fram Sports Thrill of the Week," five-minute feature, premieres over 111 MBS stations next Saturday, March 12, at 9:55 p.m., EST. Sponsor is the Fram Corp. of Providence, R. I. manufacturer of automobile filters. Agency is Van Sant, Dugdale & Co., Baltimore, Md.

Congratulations Are in Order . . .



ATLANTA, GA.: Everybody's happy at WERD. Dick Granville (right), General Manager, congratulates W. A. Luce of Cooperative Radio Features (New Orleans) for selling 497 new, cash-on-the-line commercial accounts during the past six weeks. The "Good WERD Station" is heard at 860 in Dixie.

OFFICE SPACE FOR RENT

1 Block from Radio City

Several furnished offices with private bath for rent. Telephone switchboard and cleaning service.

HOTEL ABBEY

Is NBC Finished? By Saul Carson

Read the truth behind the battle of the radio giants in

The Radio & TELEVISION Picture Magazine

NOW ON SALE! *Radio best*

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.

From the Farrell-Lambert Smash Musical
"All For Love"

"Why Can't It Happen Again!"

by Sammy Gallup and Michel Emer
CECILLE MUSIC CO., Inc.
 580 Fifth Avenue, New York City

On Records and Transcriptions

"HEY! MAMA"
 (He's Tryin' To Kiss Me)

ROYAL MUSIC CORP.

1587 Broadway New York, N. Y.

MELODIC HIT with a
 NEW ANGLE

"BOP! GOES MY HEART"

Words by Walter Bishop
 Music by Jule Styne

Hear the NEW Sinatra Columbia Record of

"BOP! GOES MY HEART"

J. J. ROBBINS & SONS

1949's FIRST BALLAD SONG HIT

**THESE WILL BE
 THE BEST YEARS
 OF OUR LIVES**

with these top records

SAM BROWNELondon

EDDY HOWARDMercury

ELLIOT LAWRENCE.....Columbia

BUDDY MORENORCA Victor

JO STAFFORDCapitol

ROBBINS MUSIC CORPORATION

WORDS AND MUSIC

By PINKY HERMAN

● ● ● **TIN PAN ALLEY OOPS:**—Norman Foley and his staff at Miller Music quite excited about "Love Me, Love Me, Love Me" (or leave me alone) composed by Frank Anderson, Renny La Marre and Viviane Greene . . . all firms of the Big Three will be housed under one roof when Miller and Feist move in July to 799 Seventh Ave. where Robbins Music has been quartered for years. . . . ● DeeJay George Monaghan and his charming wife Norah May back from London where Norah made a flicker for J. Arthur Rank and George appeared on WDSU-TV. . . . ● Charlie Bayha has written and published a cheery number titled, "Have A Nice Week-end" . . . a natural for most musical programs. . . . ● We Like: Johnny Austin's CBSunday Nite orchestra-la-la-las from the Sunset Beach Ballroom at Almonessen, N. J. . . . The Dardanelle Trio's harmonies via NBC from the Park Sheraton Hotel. . . . Rudy Vallee for his own TV show. . . . Tony Pastor's scintillating version of the new tune, "If I Had A Million Dollars." . . . The amazing Al Mogul, whose mind-reading ability is astoundingly accurate. . . . Al Jolson's great Decca platter of "Is It True What They Say About Dixie." . . . The tireless efforts of Bob Miller to land jobs for unemployed contactmen. . . . Hi, Lo, Jack & The Dame at the Raleigh Room of the Warwick Hotel in Gotham. . . . ● Pembroke Davenport, composer, author and musical director of "Kiss Me Kate," has opened his own radio and TV producing firm. . . . ● The new ABC "Mystery Tune" is "Paramount On Parade," published by Famous Music. . . .

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● ● ● The untimely passing of Congressman Sol Bloom cast a pall of gloom over the music industry. . . . Congress lost a beloved leader, America lost a great Statesman, ASCAP lost a loyal and beloved son and this writer lost a friend. . . . ● Massey Music Co. has opened a New York office in the Brill Building . . . plug tunes are "The Story of My Life," by Bob Russell and Carl Sigman and "Pin Striped Pants" by Ray Gilbert and Bob Russell. . . . ● Peter Donald will ABCommence a new three-times-a-week half-hour audience-participation series for Aunt Jemima March 30 . . . program is titled, "Talk Your Way Out Of It." . . . ● Mills Music is set to revive the top ballad of 1927 . . . the ditty, "Tonight You Belong To Me," penned by Billy Rose and Lee David, is a sure bet to repeat. . . . ● Thanks to a Savoy platter, United Music has come up with the sleeper of the new season in "The Huckle Buck," written by Roy Alfred and Andy Gibson. . . . ● Jack Grimes, Wheeling Steel Corp. exec and producer of the "Wheeling Steelmakers" ABCommercial, accompanied by his assistant, Roy Wilson, arrived in town . . . the way music publishers flocked around his table at Lindy's (he hasn't been on the air in four years) is a tribute to Grimes' popularity. . . . ● Smaller publishers have a much better chance of breaking thru with hits via the novelty angle . . . with this in mind Phil Coblin's Royal Music has started work on the clever "Hey Mama," (He's Trying To Kiss Me) clefted by Maestro Joe Reichman, Nat Streeter and Kay Coblin. . . . And for the same reason Pat Ballard's pubbery is going after "Why Did I Go To My Wedding?" written by Pat in collaboration with Jimmy Atkins who waxed the droll for Regent. . . . ● Cecille Music has acquired the American rights to the Italian ballad "A Path Thru The Forest," which Nino Martini sings in the forthcoming J. Arthur Rank Production, "One Night With You." . . . Leonard Whitcup wrote the English lyrics to the beautiful C. A. Bixio melody. . . . ● Radio producer Bill Glasscock has added song-writing to his accomplishments . . . with Dick Costello, he's fashioned "A Few Stolen Moments," published by Shawnee Press.

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● ● ● **ON AND OFF THE RECORD:**—Charlie Ventura and his orchestra blow plenty hot with their latest waxing for National of "Pina Colada" flipped with "Stop 'n Go" . . . featuring vocal be-bop by Roy Kral and Jackie Cain and instrumental hot licks, this platter will be used plenty by deejays.

PLUG TUNES

A H-I-T!
"A"—You're Adorable

(The Alphabet Song)

LAUREL MUSIC CO.
 1619 Broadway, New York 19, N. Y.

Bigger Than "Now Is the Hour"!

GALWAY BAY

LEEDS MUSIC CORPORATION

To You, You and You!

"MY BEST TO YOU"

FORSTER MUSIC PUB., Inc.
 1619 Broadway, New York 19, N. Y.
 216 S. Wabash Avenue, Chicago 4, Ill.

A Great Ballad!
**THEN I TURNED AND
 WALKED SLOWLY AWAY**

ADAMS, VEE & ABBOTT, Inc.
 216 S. Wabash Avenue, Chicago 4, Ill.

MERO Record by Jerry Cooper

"JANIE and ME"

by Thomas G. Meehan



JAMES MUSIC, Inc.

1650 Broadway Room 709 N. Y. C.
 Solly Cohn, Mgr.

It's TIME For

"GOT NO TIME"

by

Jack Reynolds & Larry McMahon

CECILLE MUSIC CO., Inc.
 580 Fifth Ave. N. Y. C.

TELEVISION DAILY

Section of RADIO DAILY, Thursday, March 10, 1949 — TELEVISION DAILY is fully protected by register and copyright

SENATE ICC WILL INVESTIGATE TV

TELE TOPICS

IN DROPPING "Nature of Things" for "Believe It or Not," Motorola has exchanged a bright, informative, entertaining show for one that is dismal, trivial and rather dull. A major fault is Robert L. Ripley, whose peculiar personality—or is it the absence of one?—left this viewer completely cold. The program's other accoutrement includes the master's number one and number two boys, Ming and Ling, whose supposed comedy is singularly unfunny, embarrassing and disgraceful; Peggy Corday, decorative, but apparently useless, and announcer Fritz DeWilde. . . . Some of the material might be considered interesting, if you go for a man who can stand on his thumbs; the world's champion female wood chopper, or a man who can thread a needle with one hand while balancing himself on the other, all of whom were on the show Tuesday night. There was also a badly-acted skit about the apprehension of a Viennese thief by a bolt of lightning. But by far the most interesting spot on the show was Ripley's account of a Chinese with four eyes—two pupils in each socket. While he was sketching a likeness of a four-eyed Chinese, Ripley told of seeing this man in Shanghai last year. He was quite old, Ripley said, and for this reason was not molested by the Russians. Well, he must have been old indeed, because according to a book by Robert L. Ripley published in 1929 by Simon & Schuster, a gentleman named Liu Ch'ung, "born with double pupils in each eye," was governor of Shansi province in 955 A.D.—"Believe It Or Not."

A PALO ALTO REALTOR, Floyd Lowe, is using a claim of good TV reception as a selling tool for his property. In a full-page ad in the Palo Alto Times recently, he said the foremost question in every prospective home-owner's mind is "Can I get good television reception?" The ad carried a map of the signal strengths of KPIX and KGO-TV and the results of a coverage survey showing that "99 per cent of the residents of this area" will get good reception. . . . The 28th annual exhibition of Advertising and Editorial Art, sponsored by the Art Directors Club of N. Y., will be covered by CBS on the 16th. . . . Byron Palmer, male singing lead in "Where's Charley?" and Kenny Bowers have been signed as regulars for the "Make Mine Music" ser. . . . Pulse reports a 50 per cent jump in sets-in-use in Chicago following the opening of the co-ax link. . . . Three 40-second announcements on NBC's "You Are An Artist," offering a Jon Gnagy book for a buck drew \$4,800. . . . Berghoff Brewing will sponsor amateur boxing over WENR-TV for an initial 39 weeks beginning Mar. 22. Fletcher D. Richards is the agency. . . .

Research Discussed As Chi. Meet Closes

Chicago—The First National Television Conference closed its three-day session at the Palmer House Wednesday afternoon, and the several hundred delegates left feeling that they carried away a much clearer picture of the problems the video industry faces than has ever been presented before. Every phase of TV operations was discussed and television leaders from all networks were unanimous in the opinion that headaches now confronting the industry will be dissolved and that television is destined to be the greatest of all advertising mediums.

Highlight of the closing luncheon meeting Wednesday was the discussion of research by three leaders in the field—Fred Kunkel of Hooper; A. C. Nielsen of A. C. Nielsen Co., and Dr. Sidney Roslow of Pulse. No fireworks developed, although there were sharp differences of opinion as to the value of various research methods. Most of Kunkel's and Roslow's talks were devoted to television statistics. Nielsen delved into the various methods of radio and television research. He characterized the phone, diary and personal recall methods as ineffective and also expressed himself in favor of fixed samples.

At the closing afternoon session sales and management of commercial programs was discussed by Jerry Vernon, WENR-TV; Don Meyer, WNBQ; Fred Kugel, Television

NBC To Expand Use Of Carrier "Sync"

Elimination of the "venetian blind" type of interference seen in figure areas where there is overlapping between two stations in different cities operating on the same channel, was announced yesterday by O. B. Hanson, NBC vice-president and chief engineer.

The interference has been eliminated by the use of a system of synchronization developed by R. D. Kell of the RCA Laboratories at Princeton. NBC has recently placed in operation such equipment, which synchronizes WNBQ, New York, and WNBW, Washington, both operating on Channel 4. NBC's WNBK in Cleveland has been equipped so that it is synchronized with WWJ-TV in Detroit, Hanson also reported.

The synchronizing equipment is of such high precision that it is able to detect and correct a variation in the carrier frequencies of less than one part in 67-million, exceeding the accuracy of the world's most accurate timepieces.

In cooperation with GE and Westinghouse NBC expects to synchronize WNBQ, New York, with WRGB, Schenectady, and WBZ-TV, Boston. It is hoped that this work can be completed within the next six weeks.

Magazine, and Sidney Ralkin. KLEE-TV, Houston, Texas. Reinald Werrenrath, WNBQ, Monte Fasnacht, WENR-TV, and Sydney Kaye, BMI, talked on programs and production-sustaining.

Stress 'Cultural Democracy' In Television, Stanton Urges

As a mass medium, television can enhance its great audience only by practicing "cultural democracy," by giving the majority of people what they want, Frank Stanton, president of CBS, last night told the IRE at its annual banquet held at the Hotel Commodore.

Most of the people most of the time, said Stanton, "want entertainment from their mass media. Not all of the people all of

the time, but most of them most of the time. Entertainment is an intrinsic element of broad appeal."

Although popular programming will be an essential characteristic of television in the future, Stanton said, "it is not and cannot be the whole picture of television's role in our society. Television will introduce a new level of audience acceptance for socially significant programs as distinct from direct entertainment. Indeed, television should do better than any medium ever has done before, since it combines maximum impact with maximum availability."

Television, the CBS president predicted, may make a profound, new contribution to adult education, "reducing political apathy and improving international understanding."



STANTON

Asks All FCC Info; 'Obsolescence' Seen Factor

Washington Bureau of RADIO DAILY

Washington—The FCC was put on notice yesterday that the Senate Interstate Commerce Committee will shortly go over the entire TV picture to date, and was asked to furnish the solons with full information concerning TV applicants and broadcasters with records of anti-trust violation. Also asked by Committee Chairman Edwin C. Johnson was all information in FCC files concerning TV patents, agreements among manufacturers, and all information the FCC has on which to base its deliberations regarding standards for color and black and white TV on both the VHF and UHF bands.

Zenith Complaint Cited

The committee pointedly referred to Zenith's complaint that its advertising copy has been refused by 10 newspapers with TV properties because it discourages purchase of TV receivers equipped only to bring in the VHF stations, although Zenith was not named in Johnson's letter to FCC Chairman Wayne Coy.

Johnson hinted at legislation to protect the set-buying public from obsolescence, as proposed last month by FCC Commissioner Frieda B. Hennock, but rejected by her colleagues. Johnson said he wants it understood "that we wish to give the earliest possible consideration to the entire television situation with the purpose of evaluating the need for legislation to encourage the larger and more effective use of television in the public interest."

Denies Interference

He assured Coy the committee has no desire to interfere with the FCC's regulatory duties. "We are concerned," he said, not with pre-empting responsibilities of the Commission but with making certain that in eventually adopting standards for television the Commission does not tolerate standards which permit or promote monopoly control of a new important art which has tremendous propaganda value, and does not fail to take decisive action which would tend to restrain monopoly control or break it up.

"In this connection it is alarming to learn that 10 or more very important daily newspapers owning television licenses this week refused advertising which sought to caution the public concerning the usable life of television sets. If, as a matter of truth, the FCC does permit television to develop and expand, many television sets now being marketed will suffer early obsolescence."

BMB's Second Study Underwritten—Feltis

(Continued from Page 1)

firm gave BMB an ultimatum last Monday that if the cash was not paid in 48 hours the mail sampling would be stopped.

It was on Monday that the BMB executive committee authorized Feltis to send wires to some 600 broadcasters asking if they would underwrite their pro-rata share of a \$100,000 tax reserve so that Statistical Tabulating could be paid immediately.

4-A And ANA Respond

Response came not only from broadcasters but from the 4-A and ANA as well, two groups which are included in BMB's tripartite setup. The 4-A offered to share one-third of the tax liability up to a payment of \$15,000. Feltis received a wire from Lowry H. Crites, vice president and media director of General Mills, who said the study was so important to his company that "we are willing to underwrite possible tax liability up to \$2,000 if you are having trouble getting sufficient station guarantee." Other national radio advertisers also made offers. One was reported to be Lever Brothers.

Latest chapter in the BMB story ends with the note that the bureau now has made financial arrangements to assure the mailing and return of ballots in Study No. 2. The tabulation of the ballots and publication of reports will call for additional financing but that problem is believed now to be not so serious as the one just ended.

Form Publicity Firm

Myron Eichler and Herbert Berg, veteran publicists, have formed Eichler-Berg Associates and opened public relations offices at 369 Lexington Avenue.

Eichler, in addition to having been associated with Columbia and 20th Century-Fox, has been vice-president of Hope Associates, and publicity director of the USO Camp Shows.

Berg, veteran industry publicist, was associated with Paramount, United Artists, Selznick and Eagle Lion Films and also served on the editorial staffs of The Film Daily and Boxoffice.

Correction

In an advertisement on "Tello-Test" in yesterday's edition of RADIO DAILY the text erroneously read: "The granddaddy of all talent quiz programs is the highest rated local show in the country." The text should have read: "The granddaddy of all TELEPHONE quiz programs is the highest rated local show in the country."

The program is sold by Radio Features, Inc., 75 E. Wacker Drive, Chicago, of which Walter Schwimmer is president.

Heavy AWB Registration Reported For Chi. Convention

(Continued from Page 1)

serving as host district. Advance registration indicates that between 400 and 500 key radio women will attend from stations and networks throughout the country.

District 9 was selected as "host district" because of its recent jump in AWB-NAB membership, with more than 150 women broadcasters affiliated with AWB in Illinois alone. All previous AWB conventions have been held in the east.

Elizabeth E. Marshall, assistant director of the Chicago Board of Education station WBEZ and director of the ninth district AWB, is national convention chairman in charge of over-all convention arrangements. Cooperating with her are Beulah Karney, state chairman Illinois AWB, of ABC-WENR, Chicago, and Marion Heiden, state chairman Wisconsin AWB, of WHBL, Sheboygan. Ruth Crane, AWB president, WMAL, Washington, D. C., and Pat Griffith, director of women's activities, NAB, Washington, D. C., head the planning committee.

"Business Of Broadcasting"

Convention theme is "This Business of Broadcasting," and there will be business sessions for active and associate AWB members with reports from committees on broadcast, education, public relations, rural work, publicity, and public interest, and an NAB-AWB session, "Coordinating AWB-NAB," with Robert K. Richards, director of public relations, NAB, and panel of NAB department heads, Harold Fair, Maurice Mitchell, Lee Hart, and Pat Griffith. On Saturday, March 12, there will be three work study sessions: 9:45 a.m., "The Woman Broadcaster and Her Station Manager;" chairman, Anna Hayes, KCMO, Kansas City; Panel, Bill Quarton, WMT, Cedar Rapids, Iowa; Marie Clifford, WHFC, Cicero, Ill.; Harold Safford, WLS, Chicago, and Elinor Lee, WTOP, Washington, D. C.

11:15 a.m.: "New Ideas for Women's Programs;" chairman Beulah Karney, WENR-ABC, Chicago; Panel, Alice Brewer White, WTAR, Norfolk, Va.; Bee Baxter, KSOO, Sioux Falls, S. D.; Julie Benell, WFAA, Dallas, and Mary Louise Marshall, WOC, Davenport, Iowa.

Jennings To Speak

3:30 p.m.: "Television, the Eyes of Today;" chairman, Fran Harris, TV director, Ruthrauff & Ryan, Chicago; Panel, Martha Gaston, KFOX, Long Beach, Calif.; Edythe Fern Melrose, WXYZ, Detroit; Ruth Crane, WMAL, Washington, D. C.; Rita Hackett, WLW, Cincinnati, and Norma Richards, WSPD, Toledo.

George Jennings, president of the Association for Education by Radio and director of the Chicago Radio Council-WBEZ, will address the convention at luncheon on March 12.

Keen interest is being shown in a new idea suggested by Chairman Elizabeth Marshall—a transcription audition room where delegates may

listen to sample educational transcriptions presented by representatives from various districts.

A number of entertainment events have been set up for the convention. These include: "What's Ahead for Spring?," new hats presented by the Millinery Fashion Bureau Thursday afternoon, March 10, 4 to 5 p.m.; reception for delegates, cocktails and buffet supper, courtesy J. Walter Thompson Co., with Gladys Blair as hostess, Thursday evening, 6:30; "Breakfast Club," broadcast participation in ABC program at Civic Studio Friday, March 11, followed by breakfast courtesy Swift & Co., in Gold Coast Room of the Drake Hotel at 9 a.m.; annual luncheon, 12:30 noon Friday, with A. D. Willard, Jr., executive vice-president NAB, as guest speaker; reception, cocktails and buffet, courtesy Grocery Manufacturers' of America, Saturday at 6 p.m. in Gold Coast Room; reception and dinner 6:30 p.m. Saturday, tendered to the AWB by the National Association of Greeting Card Manufacturers. Saturday night activities for the ladies include WNBQ television open house; WLS "Barn Dance," Eighth Street Theater, and numerous small dinner and floor show parties at various Chicago night spots. For those staying over Sunday, WENR-

Columbia Managers Meet In New York

(Continued from Page 1)

attend the meeting include Frank Falknor, WBBM, Chicago; Wendell Campbell, KMOX, St. Louis; Merle Jones, WCCO, Minneapolis-St. Paul; Harold Fellows and Wilbur Edwards, WEEI, Boston; Arthur Hull Hayes, San Francisco office; A. E. Joscelyn, director of operations, KNX.

J. M. Bryan and Charles Crutchfield, WBT, Charlotte, N. C.; Ivor Sharp and Frank McClatchy, KSL, Salt Lake City; Leon Levy, WCAU, Philadelphia; Thad Holt and Ed Norton, WAPI, Birmingham, Ala.; Baron Howard, WRVA, Richmond, Va.; and John Hayes, WTOP, Washington.

CBS key executives who will participate in the meeting are William S. Paley, Frank Stanton, Howard S. Meighan, J. Kelly Smith, Carl J. Burkland, Hubbell Robinson, Jr., William C. Gittinger, Frank K. White, Davidson Taylor, Louis Hausman, William Golden, John P. Cowden, Edward DeGray, Earl Gammons, William B. Lodge, Howard Hausman and Harper Carraine.

TV will hold open house with "Super Circus" at the Civic Studio.

Mayor Martin H. Kennelly of Chicago has proclaimed the week of March 7-12 as "Woman Broadcasters' Week in Chicago" and has been invited to be the honor guest at the annual AWB luncheon on Saturday.

Fangs

When a man bites a dog, that's news. But... it's bigger news when a snake bites a microphone! That's what happened the other day on a WBZ-TV nature study show. The rattler... eager, naturally, to go on WBZ-TV... sank his fangs into the mike housing, and the studio had to switch to another mike. Fans loved the performance; but that's no news on this station! For a New England promotional plan with plenty of teeth in it, ask for availabilities on WBZ and WBZ-TV. Call Herb Masse at WBZ, or Free & Peters.

BOSTON
NBC Affiliate

WBZ-TV



WESTINGHOUSE RADIO STATIONS Inc
KDKA • WOWO • KEX • KYW • WBZ • WBZA • WBZ-TV

National Representatives, Free & Peters, except for WBZ-TV;
for WBZ-TV, NBC Spot Sales



RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 46, NO. 49

NEW YORK, FRIDAY, MARCH 11, 1949

TEN CENTS

HOOVER'S NOSTALGIA CAPTIVATES REC

Reorganizing Group Of NAB To Meet Here

Washington Bureau of RADIO DAILY
Washington—The committee to consider the structure of the NAB, which will recommend "functional organization" changes to cover various electronic developments in the field of mass communication, will meet at NAB headquarters here March 17, the NAB announced yesterday. The committee was set up by the NAB board at its quarterly meeting of last November, and made a preliminary report to the

(Continued on Page 3)

Local Sponsors Buying Drew Pearson Repeats

Two more stations—WENR, Chicago, and KECA, Los Angeles—have added local repeat broadcasts of Drew Pearson's Sunday night program over ABC under a special arrangement set up a few months ago by the William H. Weintraub agency and the commentator's network sponsor, Lee Hats.

Under the plan, which had its beginning on WJZ, New York, local Lee Hats dealers can sponsor a re-

(Continued on Page 2)

Martin-Lewis Comedy Act Debuts On NBC On Apr. 3

New comedy series featuring Dean Martin and Jerry Lewis will start on the NBC network Sunday, April 3, and will be heard from 6:30 to 7:00 p.m., EST, Ken R. Dyke, administrative vice-president in charge of NBC programs, announced yesterday.

Mary Hatcher, former singing star
(Continued on Page 2)

Reunion

Three gentlemen met in the lobby of the Hotel Roosevelt yesterday. They were Hugh Feltis, John Churchill and Phil Frank, late of Broadcast Measurement Bureau, nucleus of a BMB alumni association. They talked about the weather, Herbert Hoover and folks at home with nary a word on the subject of audience measurement.

"Hoobert Heever"

Harry Von Zell, ace coast announcer, cleaned up a fluff of many years ago when he sent a recording to the REC luncheon yesterday which honored Herbert Hoover. Harry was making amends for having introduced President Hoover over the CBS network some years ago as "Hoobert Heever." As a part of the recording, Von Zell repeated the name "Herbert Hoover" correctly 10 times and for a gag finish ended by saying "Hoobert Heever."

More BMB Supporters Reported By Feltis

Fifty more subscribers of Broadcast Measurement Bureau yesterday added their names to the 300 who have already agreed to underwrite an advance of \$100,000 for the completion of the Second Study, Hugh Feltis, retiring president of BMB, announced yesterday. Feltis added that other commitments were expected over the weekend and at present the

(Continued on Page 3)

Bill Murray Of Morris Agency Dies Suddenly

William B. Murray, head of radio and television activities for the William Morris Agency, died suddenly early yesterday morning (Thursday) in New York, apparently from a heart attack. His age was 59.

Murray attended the opera Wednesday.
(Continued on Page 6)

NAB Lists 37 Manufacturers As '49 Convention Exhibitors

Washington Bureau of RADIO DAILY
Washington—NAB yesterday released a preliminary list of 37 manufacturers of broadcast equipment and services, who will exhibit at the Stevens Hotel, Chicago, during the forthcoming NAB convention, to be held there April 6-13.

Heavy equipment firms which are NAB associate members will occupy 30,000 square feet of space in the exposition hall. Manufacturers of

Ex-President Harks Back To The '20s In Address At Club Luncheon Here; Nominations Made For '49-'50

Expect Gov't Orders To Bolster '50 Sales

The four-day convention of the Institute of Radio Engineers has indicated that radio and television production in 1949 will be "a little better than last year" with emphasis growing on industry-wide "miniaturization" and on the development of component parts used in the microwave field, IRE prexy Stuart L. Bailey of Jansky & Bailey, Washington, D. C., consultants, told RADIO DAILY yesterday.

The fact that the IRE show at
(Continued on Page 3)

Dundes Gets New Post With CBS Organization

Jules Dundes, for the past nine years advertising and sales promotion manager for WCBS in New York, has been named director of sales and sales promotion of KQW, San Francisco, Arthur Hull Hayes,
(Continued on Page 2)

Fadiman's Talent Clinic Slated For CBS Network

Clifton Fadiman's new full-hour talent clinic is scheduled to be aired over CBS starting Wednesday, April 13, from 9:30 to 10:30 p.m. Program
(Continued on Page 3)

The only living ex-President of the United States, Herbert Hoover, and the original one-man FCC back in the early days of radio, addressed the Radio Executives Club in New York yesterday at the Hotel Roosevelt. Hoover's brief talk, delivered in the Grand Ballroom before a capacity audience which included FCC Chairman Wayne Coy and some of radio's highest officials, recalled those years in the 1920's when

(Continued on Page 6)

Facsimile Expansion Forecast By Hogan

Expansion of commercial experimentation in facsimile was forecast yesterday by John Hogan, president of Radio Inventions, Inc., and holder of facsimile patents.

Two stations, one in Ohio and another in Florida, will launch commercial facsimile on a full scale basis this year, Hogan said. In addition the Stewart Warner Company
(Continued on Page 2)

Ad Council Re-elects Mortimer As Chairman

Charles G. Mortimer, Jr., General Foods vicepres, continues as chairman of the Advertising Council for another year following his re-election yesterday at the annual meeting of the board of directors.

Three new vice-chairmen elected are Lee H. Bristol, president,
(Continued on Page 6)

Heads Radiomarine

Election of Rear Admiral Thomas P. Wynkoop, Jr., United States Navy, (ret.) as president of the Radiomarine Corporation of America, was announced yesterday. Admiral Wynkoop's retirement from the Navy becomes effective on March 1. He has served in the Navy for 34 years. Most of the time he was active in construction and design.



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JOHN W. ALICOATE : : Publisher

FRANK BURKE : : : : Editor
MARVIN KIRSCH : : Business Manager

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6425 Hollywood Blvd. Phone: Gladstone 8436

WASHINGTON BUREAU

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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

(March 10)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
ABC	7 5/8	7 1/2	7 5/8	
Admiral Corp.	17 3/4	17 5/8	17 5/8	
Am. Tel. & Tel.	148 7/8	148 1/2	148 3/4	+ 1/4
CBS A	18 7/8	18 3/4	18 3/4	
CBS B	18 1/4	18 1/4	18	+ 1/4
Farnsworth T. & R.	1 5/8	1 1/2	1 5/8	+ 1/8
Gen. Electric	37 1/2	37 1/8	37 1/2	+ 1/4
Philco	36 1/8	35 3/4	36 1/8	+ 3/8
RCA Common	12 1/4	12	12 1/4	
Westinghouse	24	23 7/8	24	+ 1/4
Westinghouse pfd.	94	94	94	
Zenith Radio	30 5/8	30 1/4	30 1/2	+ 1/4

NEW YORK CURB EXCHANGE

Hazeltine Corp.	14	14	14
Nat. Union Radio.	3 3/4	3 1/2	3 1/2

OVER THE COUNTER

	Bid	Asked
DuMont Lab.	14 1/2	15 1/2
Stromberg-Carlson	13 3/4	15 1/4
U. S. Television	1 1/4	1 1/2
WCAO (Baltimore)	22	25
WJR (Detroit)	6 1/2	7

10 YEARS AGO TODAY

From the Files of Radio Daily
WIP will act as key station for a special Atlantic network created to carry every home game to be played by the Philadelphia Athletics and Phillies. . . . The addition of WKAQ, Puerto Rico as the 115th station of the CBS network will be saluted with a special dedication broadcast. . . . WNYC, which will be the only local station with complete studios at the World's Fair grounds, is considering leasing its equipment and facilities to other stations for special broadcasts.

★ COMING AND GOING ★

G. RICHARD SMITH, newly-appointed manager of WCBS, who has been enjoying some golfing at Pinchurst, N. Y., is expected back in New York Monday.

MARGARET PHELAN, vocalist, who has been touring Cuba and the Southern States, is expected back in New York over the weekend. Following some radio and video guest shots, she'll open April 20 at the Paramount Theater.

BILL BRUNDIGE, video sports commentator heard on WOIC, Washington, D. C., will leave tomorrow for Orlando, Fla., where he'll spend two weeks at the Washington Senators training camp.

GEORGE PETRIE, radio actor, has left for Switzerland, where he has a role in a new movie, "Swiss Tour."

VAUGHN MONROE and the members of his band will broadcast their CBS program tomorrow from the Aragon Ballroom, Chicago.

JOHN BROWN, featured as "Al" on the CBS West Coast program, "My Friend Irma," a visitor in New York.

FRANCIS H. HOGE, JR., vice-president in charge of sales for United States Television Mfg. Corp., is in Dayton, Ohio, on business. JOHN HOGE, vicepres and treasurer, is back from a trip to the South.

DUSTY BRUCE, disk jockey, has left for two weeks in San Antonio, Tex., where she'll gather material and look over talent for a new television show.

HENRIETTE K. HARRISON, national radio director for the National Council of YMCA's, is spending a short vacation in Hollywood, Fla.

GEORGE SOKOLSKY, American network commentator, is due in Los Angeles today. He will originate his Sunday night broadcast at KECA and also will fill several lecture engagements on the Coast.

Facsimile Expansion Forecast By Hogan

(Continued from Page 1)

will demonstrate a facsimile receiver at the April convention of NAB in Chicago.

Hogan attributed some of the delay in the expansion of facsimile to the impact of television. He said that TV production both in equipment and receivers had taken precedence over fax equipment.

Martin-Lewis Comedy Act Debuts On NBC On Apr. 3

(Continued from Page 1)

of "Oklahoma" and Dick Stabile and his orchestra will be featured with Martin and Lewis. The program will originate in Hollywood until the comedians complete a movie assignment. Later it will be heard from New York.

Library Of Congress Collects IDE Series

Three of the programs in the "Lest We Forget" series produced by the Institute for Democratic Education have been placed in the Library of Congress' educational transcription collection by Lewis G. Coffin, chief of the Library's exchange and gift division. The programs, aired by as many as 900 stations, are as follows: "These Great Americans," "The American Dream," and "Stories to Remember."

DREW PEARSON, American network commentator, on Sunday will be in Hartford, Conn., for his annual visit with his sponsor, The Frank H. Lee Co. On that date his broadcast will emanate from ABC's Hartford affiliate, WHTT.

HUGH TERRY, general manager of KLZ, Denver, Colo., a visitor yesterday at CBS headquarters.

DOROTHY DOAN, hostess on the "Vanity Fair" program over CBS-TV, today will go out to Westfield, N. J., where she will address the members of that town's Women's Club.

ART LINKLETTER, whose "G. E. House Party" is heard on ABC from Hollywood, leaves the film capital today for his first away-from-Hollywood broadcasts, which will come from Charlotte, N. C., next Monday, Tuesday and Wednesday.

JACK STERLING, early-morning star on WCBS, today will leave by plane for Miami where he'll spend the next three weeks.

JOAN MAYNO, formerly vocalist with the Vincent Lopez band, has arrived in town for some video guest shots and singing engagements.

DOUGLAS Z. GILMOUR, public relations executive, is in Cleveland on business.

LAWRENCE WEBB, assistant to the president of WJW, Cleveland affiliate of ABC, is in Gotham for huddles with executives of the network.

L. A. BLUST, commercial manager of KTUL, Tulsa, Okla., a visitor yesterday at the New York offices of the station's national representatives.

MIKE JABLONS, of Gainsborough Associates, leaves today for Havana, where he'll attend the anniversary celebration of Cuba's Radio City, home of CWQ.

Local Sponsors Buying Drew Pearson Repeats

(Continued from Page 1)

peat Pearson broadcast in their own markets for the cost of air time alone. Show itself, which is a play-back of Pearson's network broadcast, is provided by Lee Hats. Commercial copy is for Lee Hats although the local store is identified as the sponsor.

In Chicago, the Henry C. Lytton Co., a clothier, is sponsoring the re-broadcasts over WENR at 10:30 p.m., EST, on Sundays. The 13-week contract was placed by Chadwick & Harriman, Inc.

In Los Angeles, Pearson's repeat is sponsored on KECA by Silverwoods, chain of men's stores, at 10:15 p.m., PST, Sunday. Agency is Rose, Gardner & White.

Since the first of the year Pearson has been sponsored over WJZ, New York, by Wallachs, Inc., at 11:15 p.m., EST, every Sunday. Weintraub handled the contract.

Dundes Gets New Post With CBS Organization

(Continued from Page 1)

CBS vice-president in charge of the San Francisco office, announced yesterday. Dundes will assume his new duties about April 15 or as soon as a successor to his WCBS post is named.

In announcing the appointment of Dundes, Hayes said that Myron Edges would continue in his present capacity as KQW sales manager.



Collapse

That's not a pleasant picture. It's a shot of a New York tenement house that fell apart following the explosion of a nearby ice-house.

No, it's not pretty. And neither is the point we're about to make in this ad.

It's this: A great many businesses are going to fall apart just like that building if they don't get ready for the battle of brands that lies just ahead.

The smart outfits are mending fences now. Putting new vitality into salesmen and advertising that have been coasting along in the buyers' market.

And the smart operators are covering the 6th largest city with radio over W-I-T-H, the successful independent. This is the station that delivers more listeners-per-dollar-spent than any other in this big town.

How about you? Is W-I-T-H on your list?

AM  FM

W-I-T-H

Baltimore 3, Maryland

TOM TINSLEY, President
Represented by Headley-Reed

Expect Gov'l Orders To Bolster '50 Sales

(Continued from Page 1)

Grand Central Palace devoted an entire floor to nucleonic exhibits was taken as an indication of the emphasis which will be placed upon that field by engineers, industrialists and branches of the government. "The television freeze," Bailey commented, "will be made up by government orders for defense equipment and by government contracts for research and development of new weapons.

"Another trend indicated in the convention and show was the one toward miniaturization," Bailey said. Pointing to the "miniaturization program" now under way by the U.S. Navy, Bailey predicted "it will lead to great changes in the industry. One will no longer need build a house for equipment when the smaller units become available." The IRE president declared that the miniature and assembled components will play a major part in the mobile radio and television units of the future. "In addition," he said, "there has been shown an increased reliability in the small units over the large, heavy apparatus now used."

Hand Production Cut

The increased reliability, he explained, results in large measure from the elimination of production by hand. The machine-type production of miniature parts, many of which are complete units, was developed during 1948 and is "going along with the miniaturization program."

An example of miniaturization was shown earlier in the day by the U.S. Navy engineers represented at the IRE show. The Navy, in co-operation with Radio Frequency Laboratories, Boonton, N. J., has developed a complete electronic-technicians' "test-tool" kit, weighing only about 23 lbs. and measuring 10" x 10" x 9", to replace the elaborate testing equipment of several hundred pounds now in use for the repair of equipment in stations and of receivers in the home. A navy spokesman disclosed that one small "picnic kit" will be given to every technician aboard navy ships. The kits, which include even screw drivers, wire and pliers, represent a 74 per cent saving in weight and space. An official at the laboratories told **RADIO DAILY** that commercial production is expected to start soon after a market survey has been completed. The kit may sell for less than \$250 retail.

INS Claims Beat

International News Service said yesterday that it was receiving commendation from numbers of radio stations for its claimed beat over AP and UP of the capture of the B&O railroad bandits. INS said its radio wires were ahead both on the capture of the gunmen in Washington and their confession.

NAB Lists 37 Mfrs. As Confab Exhibitors

(Continued from Page 1)

Inc., Capitol Records, Inc., transcription division. Collins Radio Company, Communication Products Company, Inc., The Daven Co.

Also Allen B. DuMont Laboratories, Inc., Encyclopaedia Britannica, Fairchild Recording Equipment Corporation, Federal Telephone and Radio Corporation, Gates Radio Company, General Electric Company, Harry S. Goodman Radio Productions, Graybar Electric Company, Inc., International News Service, television department, Keystone Broadcasting System, Lang-Worth Feature Programs, Inc., London Library Service, Machlett Laboratories, Inc., Magnecord, Inc.

And NBC Radio-Recording Division of National Broadcasting Company, Presto Recording Corporation, Radio Corporation of America, RCA-Victor Division, Radio Inventions, Inc., Radio Television Publicity Corp., Radiotime, Inc., Raytheon Manufacturing Co., Sessac, Inc., Standard Radio Transcription Services, Inc., Stewart-Warner Electric Division of Stewart-Warner Corp., Western Electric Company, Inc., Westinghouse Electric Corporation, Wincharger Corporation and Frederic W. Ziv Company.

Requests for reservations of space in the NAB exposition are still being processed, and later additions will be announced as made.

Treasury's Tax Advice On 5 New York Stations

Five stations have joined hands with the U. S. Treasury Dept. to produce special programs and announcements on the income tax problems of New Yorkers.

WMGM's "Books on Trial" program on March 15 will examine Elmer Irey's book, "The Tax Dodgers," which tells the story of the Treasury's war with political and underworld hoodlums.

WHLI, Hempstead, will present its final program of a series of five on "You and Your Income Tax," featuring an interview with a CPA, on March 15, 2:50-3 p.m. In addition, the station will continue its public service "tax" spot announcements, two per day, thru March 15.

WNEW is broadcasting three to four spot announcements per day on income taxes. WNYC is airing 12 to 15 similar spots per day.

WQXR will take up the problem of future taxes the day after the March 15 deadline with the broadcast of a panel discussion on the question, "Who should Pay Higher Taxes?" at 9:30 p.m. The issue will be the topic on the station's regular half-hour program, "What's On Your Mind?"

Emerson Promotes Two

Arthur N. Grossberg has been promoted to assistant sales promotion manager and Gerald Light has been named assistant to the vice-president in charge of sales at Emerson Radio and Phonograph Corporation.

Reorganization Group Of NAB To Meet Here

(Continued from Page 1)

board at its February meeting in New Orleans.

The authorization of the committee's study of NAB followed a full-day of discussion of TV, FM, facsimile and related developments, at the November meeting.

Under the chairmanship of Clair R. McCollough, WGAL, Lancaster, Pa., the group is composed of Paul W. Morency, WTIC, Hartford, Conn.; John F. Meagher, KYSM, Mankato, Minn.; H. W. Slavick, WMC, Memphis, Tenn.; Everett L. Dillard, KOZY, Kansas City, Mo., and Campbell Arnoux, WTAR, Norfolk, Va. Arnoux was added to the committee at the New Orleans board meet.

Theater Party Planned By Radio Writers Guild

Radio Writers Guild in New York is planning a gala theater party to preview the Barrie Stavis play, "The Sun and I," at the New Stages Theater on March 17 and 18. RWG has bought out the house for the two nights and is offering tickets to its members and those in the trade. Tickets are scaled from \$25 down to \$3. A supper party at the Montparnasse will follow the play.

More BMB Supporters Reported By Feltis

(Continued from Page 1)

support is running 30 to 1 favoring completion of the Second Study.

"It is heartening to know that the industry wants to complete the Second Study and favors continuation of audience measurement," Feltis said yesterday. "When three major networks, the Four A's and ANA volunteer support and most of the key stations throughout the country go along, it is indicative of the impact BMB has already made on the industry."


Feltis will wind up his affairs as president of BMB during the next few weeks. On April 6 he will move on to the NAB convention in Chicago and following the convention will go to Seattle to take over the general management of KING.

Fadiman's Talent Clinic Slated For CBS Network

(Continued from Page 1)

is slated to replace James Melton's "Harvest of Stars" and "Beat the Clock." Harvest of Stars is moving to NBC and "Beat the Clock" will be heard from 4:45 to 5 p.m., instead of 10 p.m.

• faces • facts • figures • wins •




COST

\$1.58

FACE: DON GODDARD

FACTS: For 12 years, newspaper feature writer, staff editor and reporter. Now in his 13th year of broadcasting news to the New York audience.

FIGURES: This Goddard newscast is being offered to advertisers at the low cost of \$1.58 per thousand radio homes.



SAN FRANCISCO

ARTHUR HULL HAYES, CBS veepee now in charge of the San Francisco office, was given an enthusiastic reception by local press when he arrived. The Shopping News' Tom Tyrell on his widely-read front page column led with: "At long last San Francisco can look toward regaining some of its lost prestige as a creative radio center. . . Hayes comes with the reputation of having made WCBS Columbia's key station in the New York area, the most listened-to station in the great metropolitan sector. . . Hull hopes, he declares modestly, to bring similar distinction to KQW in San Francisco. . ."

Paul Martin, whom KPO-KGO listeners in the '30's knew as Mort Grauenhorst, is back in town strumming with the Dave Rose ork backing up Red Skelton at the Golden Gate. Besides being with Rose Paul has a small recording band in Hollywood.

Bob Hendricks, erstwhile NBC transcription salesman, singing at the Blue Note and being aired on KYA Thursdays.

Phil Lasky, KSFO-KPIX, is shopping for a sales promotion man.

Paul Speegle, KNBC program manager, gave an interesting talk on television to the Architect's Club. His amusing style kept his listeners' interest and the home designers got more than a few ideas on what television will mean in days to come in the modern home.

'This Is Your FBI' Renewed On ABC By Insurance Co.

Renewal of "This Is Your FBI" for another 52 weeks on the ABC network by the Equitable Life Assurance Society was announced yesterday. This marks the fifth consecutive renewal of the insurance company. The program is heard Fridays at 8:30 p.m., EST.

Hancock Joins NBC

Paul Hancock, formerly with MBS station relations, has joined NBC as administrative assistant to Easton C. Woolley, director of stations department. Prior to his connection with Mutual, Hancock was veepee and manager of WMID, Atlantic City.

Stork News

Atlanta, Ga. — Henry A. Curth, member of the commercial department of WSB and WSB-TV, is the father of a seven pound, 11-ounce girl born this past week at Crawford Long Hospital. The child will be named Pamela Elizabeth.

YUM YUM MAY BE BABY TALK

but you get he-man drinks in HOWIE'S YUM YUM Cocktail lounge. Delicious food and generous portions every meal — Club Luncheons start at 85¢! Meet in Radio's headquarters—

HOWIE'S

6th Ave., at 52nd St. ADV.



Mainly About Manhattan. . . !

● ● ● **AROUND TOWN:** Entire trade deeply shocked by sudden passing of Bill Murray, of the Wm. Morris office. Bill succumbed to a heart attack Wed. night after having attended the opera with his wife. . . . Fred Allen telling pals that he's making no commitments whatsoever when he leaves the air in June. . . . Quite a hassle going on over the new "Hit Parade" singing choice—but you can bet your bottom dollar that there's no truth to the report about Perry Como switching over. . . . Joe Bigelow, in town from the coast for a month, is waxing two Spike Jones-Coca Cola shows here for the 20th and 21st. Guestars will be Chas. Boyer and Madeleine Carroll. . . . Andre Baruch and Bea Wain will pull out of WMCA with their "Mr. and Mrs. Music" stanza April 15th. . . . MCA peddling a video giveaway with a variety format. (Jackpot is said to exceed \$20,000 a week). . . . Ronson account switching from Cecil & Presbrey to Grey Advertising in May. Involves some two million in billing, most of which goes to radio (Twenty Questions and the Johnny Desmond ailer). . . . Crosley broadcasting outfit to promote and telecast sports events. . . . When Finnegan told Ed (Archie) Gardner that he was going to invent people who don't live in houses, Gardner retorted that they already have them and they're called veterans.



● ● ● **MAIN STREET TREATS:** Jack Carter's brilliant comediantics on ABC's "American Minstrel" TV show. . . . Carl Brisson's suave-isticated songs at the Waldorf. . . . Byron Palmer's TV personality on CBS' "Make Mine Music." . . . Jack Gilford's laugh-getting on the Phil Silvers' stanza. . . . Gail & Harry Ingram's scripting, producing and directing of Basil Rathbone's "Tales of Fatima." . . .



● ● ● **THE WINNAH—AND NEW CHAMP:** Milton Berle, king of all he surveys along television alley, added another crown to his collection Wed. night. He became the heavyweight champ of the world, defeating good-natured Buddy Baer at St. Nick's arena in a bout staged by the Friars Club. At least that's what we were told by the fight announcer who read a telegram from Joe Louis to this effect. In a hilarious, if brief bout, Milton had the crowd rolling in the aisles as he stalked into the ring wearing 3 bathrobes, 2 pairs of boxing shorts and equipped with a flit gun spraying Chanel No. 5 and a bottle of "2 cents plain" a la Gorgeous George. Mugging, slugging Berle was all set to sell advertising space on the soles of his number 9's when he got a gander at the gigantic Baer, who pinch-hit for Maxie Rosenbloom—but when Jerry Bergen replaced Barney Ross as referee, Berle won in a walk, or to be frank about it, a Gallop. (And to Jim Sauter—a low bow for some wonderful seats).



● ● ● **SIDELIGHTS ON THE HOOVER LUNCHEON:** Radio execs paid tribute to Herbert Hoover yesterday at the Hotel Roosevelt as an ex-president, secretary of commerce and "one man FCC." . . . It was the largest turnout of the year with nearly 500 gathering out of respect to the distinguished guest. . . . Aside from the head table dignitaries, there were plenty of broadcasting pioneers present, including Phil Carlin, Bill Hedges, Ted Husing, Norman Brokenshire, Ed Thorgensen, etc. . . . Hugh Feltis, retiring president of BMB, was there with Mrs. Scott Bullitt, owner of KING, Seattle. Feltis leaves next month to take over the general management of the station. . . . John Hogan, of Radio Inventions, and Elliot Sanger sat at the same table with Mrs. Sanger and Grace Johnson, of ABC continuity acceptance department. . . . Numbered among Hoover's handshakers was Harry Maizlish, dynamic general manager of KFWE, H'wood.

SOUTHWEST

WILLIAM SMYTHE, commercial manager of KCOR, San Antonio, has announced that the complete dedicatory ceremonies of the new Alameda Theater in San Antonio will be broadcast in full. Ceremonies in front of the theater and then an elaborate stage presentation will all be carried in full. Raoul Cortez, president of the outlet is slated to give a brief welcome talk during the ceremonies.

A special half-hour program will be broadcast over KIXL, Dallas, next Saturday from the Braniff Base at Love Field. The program will be presented as a special feature for the little "shut in" who will not be able to attend the arrival of Mr. and Mrs. Easter Bunny who will arrive in a Braniff plane that day.

The FCC has authorized a new standard broadcast station for Beeville to operate full time with a power of 250 watts on 1490 kilocycles. Grant was made to V. L. Rossi and John D. Rossi, doing business as the Bee Broadcasting Co. Despite the fact that the local outlet may cause interference with KNOW, Austin, and KPAB, Laredo, the FCC gave its approval on the basis that there was no local outlet.

Junior Day at the National Federation of Music Clubs convention will be held in Dallas on April 2. It has been announced that "Radio Frolics" aired here over WFAA, Dallas, may be carried over a national network on that day, presenting the Dallas Elementary School Mixed Choir of 350 voices combined with two visiting choirs. It will be the first educational broadcast in connection with an NFMC convention.

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TWO FLOORS

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Circle 5-5560



Boost Your Station's Audience

WITH THESE POPULAR STARS



They're At Your Service—For Public Service

These popular radio and film personalities will keep listeners tuned to your station during April—Cancer Control Month by presidential decree. They have donated their valuable time and talent to entertain your listeners as well as enlist them in the fight against cancer. Your station's time is needed to make this worthy crusade effective. Use the talent listed below. Use them as often as you can. It will mean listeners for you—and results for us.



AT YOUR SERVICE—FOR PUBLIC SERVICE

- | | |
|--------------------------------|------------------------------------|
| The Andrews Sisters | Big Name Announcers—Station Breaks |
| Tex Beneke and his band | Two fifteen minute dramas |
| Dinah Shore | 1. "As of Today" |
| Gordon Jenkins and his band | 2. "Don't Whisper—Shout" |
| Benny Goodman | Farm |
| Gordon McRae | Sports |
| "Hollywood Comes A 'Visiting" | Commentators |
| 1. Jeanette McDonald | Foreign language |
| 2. Robert Montgomery | Dozens of others |
| One minute "Personality" spots | |



Guard Those You Love

GIVE YOUR STATION'S TIME TO HELP CONQUER CANCER

These transcribed shows and others are contained in the American Cancer Society's new 1949 Radio Campaign Kit. Your station is on the list to receive one. If your kit hasn't arrived by March 21st, write to:



AMERICAN CANCER SOCIETY
47 BEAVER STREET · NEW YORK 4, N. Y.



Hoover Talk Has REC In Crystal-Set Mood

(Continued from Page 1)

there were less than a half dozen stations on the air.

In commenting on proposals made by the Hoover Commission for reorganization of the executive branch of the government, the former Chief Executive said that members of the FCC agreed there was merit in some of the changes suggested for the Commission.

To add to his historical collection, Hoover was given two aged microphones by Carl Haverlin, REC president. One, donated by KDKA, Pittsburgh, was used by Hoover when he spoke over the station on Jan. 15, 1921, during a European relief dinner at the Duquesne Club. The other mike had seen White House service while Hoover was an occupant and was donated by WRC, Washington. Another presentation was a silver lapel insignia of the Radio Pioneers Club of which Hoover is an honorary charter member.

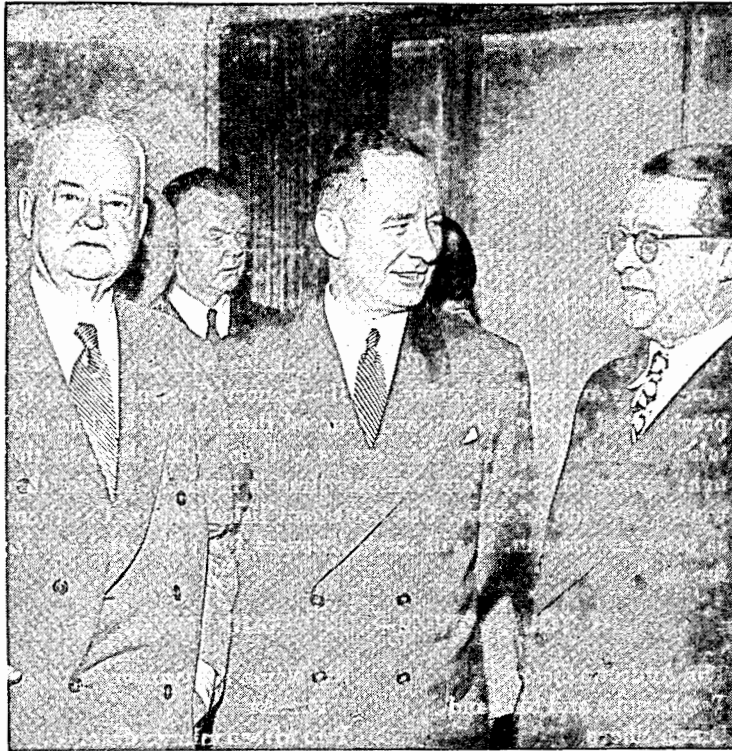
A group of ex-presidential announcers, some of them still behind the mike although they're off the White House beat, were introduced at the luncheon. List included Ted Husing, George Hicks, Ed Thorgeresen, Ralph Wentworth, Norman Brokenshire, Paul DuMont and William Hedges.

Those seated on the dais were Frank M. Russell, NBC's Washington veepee; A. D. Willard, Jr., executive veepee NAB; Arthur Tatum, general counsel of Thomas S. Lee Enterprises; Orestes Caldwell-Clements, Inc.; Norman Luker, BBC; Walter Evans, president, Westinghouse Radio Stations; Frank Stanton, president, CBS; Allan Hoover; Lawrence Tibbett, who sang "The Glory Road"; Ted Cott, veepee of WNEW, New York; Ted Streibert, president, WOR, New York; David Sarnoff, RCA board chairman; Ernest Lee Jahncke, ABC veepee.

Hoover made a television appearance last night over CBS-TV when he was interviewed by Douglas Edwards on the work of his commission.

At the luncheon, Bill Hedges, chairman of REC's nominating committee, announced the names of four execs who have been nomina-

PICTURE OF THE WEEK



Ex-President Herbert Hoover, Walter Evans, president of Westinghouse Radio Stations, Inc., and Carl Haverlin, REC prexy, caught chatting at the Radio Executives Club luncheon yesterday. In the background is Lawrence Tibbett who favored the radio executives with "Glory Road" as a tribute to Mr. Hoover.

Ad Council Re-elects Mortimer As Chairman

(Continued from Page 1)

Bristol-Myers Co.; Leo Burnett, president, Leo Burnett Co.; and Albert E. Winger, president, Crowell-Collier Publishing Co. New chairman of the executive committee is Louis N. Brockway, executive veepee of Young & Rubicam.

Niles Trammell, NBC president, and Robert D. Holbrook, president of Compton Advertising, are two new members of the 40-man board of directors. Edgar Kobak, MBS president, served on the board for the last year but the jobs are rotated from time to time.

ted for the club's 1949-50 season. The nominations are as follows—President, Carl J. Burkland, general sales manager of CBS Radio Sales; Vice-President, Gordon H. Mills, business manager of the Kudner Agency; Treasurer, Lewis H. Avery, president of Avery-Knodel, Inc.; Secretary, Claude Barrere. Any other nominations can be made by petition of seven REC members. Election of new officers will be concluded early in May and they will take over next fall.

Next luncheon of the REC on March 24 will feature commentator Drew Pearson. The visit is based on Pearson's engineering of the

Bill Murray Of Morris Agency Dies Suddenly

(Continued from Page 1)

nesday night with his wife but left before the end of the performance because his wife felt ill. He brought her home and called a doctor. It was during the doctor's visit that he found Murray collapsed in the bathroom of his home. The agency executive was taken to Harkness Pavillion where he died.

Murray had been with the Morris office since 1932 and is credited with the building of such radio stars as Eddie Cantor, Al Jolson, Burns and Allen and Amos 'n' Andy. Just prior to joining the Morris agency, Murray was with the NBC artists bureau.

From 1928 to 1930, Murray was president of the Judson Radio Corp., a talent and independent package firm. He was music critic of the Brooklyn Eagle from 1918 to 1923.

Murray is survived by his wife, Florence; his mother, Mrs. Margaret Murray, Brooklyn; twin sons born a year ago, Richard Harry and Michael Buckley; one son by a former marriage, William B., Jr., Rome, Italy, and a half brother, Walter Clark.

Friendship Train which carried food to France and the Merci Train which came back in return.

Copy Writers Charged With Boring Repeat

Answering the letter of a physician critic who complained about the over-use of such expressions as "Yeah, You See, You Know, Y M'am, Yes Sir" by announcers of the radio, Arthur Godfrey took occasion on his CBS program the other day to blame the expressions of agency copy writers.

After reading the letter, Godfrey summed up the responsibility for the expressions, as follows:

"Like a Mother-in-Law"

"You see doc, on most of the programs on the radio except this on the material that the announcer read for commercials is written for them by a thing called an advertising agency. Now advertising agencies are very fine people, you know I should say astute people, w somehow or other got themselves between a client and the radio. W they did it, I don't know. They kinda like a mother-in-law, y know, it's like when you take yo wife out for a drive and your mot er-in-law is in the back seat a doing all the driving. That's just t way the agency works. And the first of all, got the client under the hypnotic power and they tell hi that they've got the whole idea he

Limited Vocabulary

"This is how you do it—they bring the script to the announcer and they tell him this is the final scri brother, and you read it as is. We you see advertising men know ab nine words, eight of which are y sir, yes m'am, yes sirree, and t other two, let's see, what are t other two words 'downright goe ness'. So we're stuck with the tv We can't do anything about it. Th is the only program I know of wh we use the script they send ov here for something else."

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TELEVISION DAILY

Continuation of RADIO DAILY, Friday, March 11, 1949 — TELEVISION DAILY is fully protected by register and copyright

LOWER SET PRICES TO CONTINUE

TELE TOPICS

ABC's "Critic At Large" Wednesday night, the future of this wondrous industry of ours was kicked around by a group of distinguished gentlemen operating under the esoteric topic "Television and Fidelity." The panel was made up of Dennis King, Jack Gould, radio-telegraph editor of the New York Times, and Peter Levathes, TV chief for 20th Century-Fox. Peter Kiernan was guest critic. As usual, discussions of this type, those with axes to grind did so with a vengeance. King said that TV is "a blood brother" to the theater, while Levathes urged that video should be used to the movies. Gould took an interesting, if ivory-towerish, position in favor of the adoption of an independent, pioneering concept of programming. King and Gould agreed that a large measure of tele's appeal lies in its immediacy and realism as opposed to the mechanical perfection of Hollywood, which Levathes championed. . . . Of course no one converted anyone but it was bright and interesting conversation. All four of the participants, however, agreed on one thing—television is not like radio. As soon as ABC learns this, it will stop putting "Critic At Large" before the cameras.

ABC CAMERAMAN George Johnson scored a beat for the web's "Camel and the Caravan" yesterday because he happened to be walking to work with his camera under his arm. Johnson headed the Washington pawnshop where he apprehended two of the B & O robbers just as the cops began firing on the duo. He went to work just as the shooting stopped, and then rushed his films to the office where they were processed for time for last night's show. . . . Coverage of the Truman and Churchill speeches at the White House on Mar. 31 and Apr. 1 will be a featured affair, with all four webs carrying the proceedings. . . . "Market Melodies," a two-hour show with which WJZ-TV begins daytime programming, will be featured by the station at a reception today. . . . Gian-Carlo Menotti's opera "The Old Maid and the Thief," written in 1939 for NBC, will be aired on the East Coast hookup Wednesday night, 8 p.m. Menotti will stage the production, which will feature Marie Powers, Norman Young, Virginia MacWatters and John Faull. Dr. Peter Herman Adler is musical director, Roger Englander will produce and Roger Muir will direct. . . . Large Fox Corp. has begun shooting, on the East Coast, on 52 commercial spots for the Motion Picture Advertising Bureau of New York. Films will be open end commercials for retail stores. . . . Otis P. Williams joined Video Varieties Corp. as general sales manager. He previously was with WNJR, WOR-Mutual and March of

Boost In Set Output Reported In Britain

(Special to RADIO DAILY)

London—Since the resumption of production in May, 1946, Britain's total output of video receivers has exceeded 100,000. Until the present time, a chief production obstacle has been the shortage of cathode ray tubes, but recently, output of the kinescopes has been speeded up. As a result, it is hoped that it will be possible to turn out 200,000 sets in 1949 and 300,000 next year.

Announcement By Scophony

A recent important announcement in the industry comes from Scophony, Ltd., holders of large-screen TV patents. The firm has acquired assets and undertakings of John Logie Baird, Ltd., the company with which the famous inventor was associated until his recent death, and its associate, W. Andrew Bryce & Co. Ltd., makers of electrical equipment, transformers and components. Jack Buchanan, managing director and principal shareholder in the two firms, has joined the Scophony board. Well known in show biz, he was long a personal friend of Baird's and financed Baird, Ltd., to further the inventor's developments in the video field.

WBEN-TV Promotes Keller To Executive Producer

Buffalo—Fred Keller, who has been with WBEN-TV since the station went on the air early in 1948, has been appointed executive producer. Keller was announcer and drama director at WBEN (AM) prior to television. He succeeds Joseph A. Jenkins, now WNBK, Cleveland program director.

CBS Begins Film Syndication; Affiliates To Get First Call

The CBS-TV film department yesterday sent letters to all web affiliates offering them first run rights in their areas to four film packages totalling 82 features and shorts. In formally announcing the web's entry into the film syndication field, H. Grant Theis, manager of the department, said the films, all on 16 mm., are available for immediate delivery and are free and clear of any limitations as to sponsorship or insertion of spots. Prices will be based on a percent-

Charity Drive

Beginning March 20, all New York stations will carry a series of film spots on behalf of the 30th Annual Appeal of Catholic Charities. Using live opening and closing, films will feature appeals by Cardinal Spellman, Gono Buck, Joan Roberts, Arthur Godfrey, Geno Tunney, Botly Clark, Jay Jostyn, Joan Leslie, Ruth Hussoy, Victor Mature and Ann Blyth.

Empire State Hikes Rent For NBC-TV

NBC will have to pay increased rent to the Empire State Building where its television antenna is located, it was learned yesterday. While there were reports this week that the tenant and the landlord were having serious bargaining difficulties, NBC said yesterday that a new five-year lease had been made. When asked how much the rental fee would be, the network said "details are being worked out." NBC has been paying \$75,000 a year to the Empire State for use of its tower. The building corporation has asked for a considerable increase and the bargaining met such deadlock that an intermediary had to be called in. The intermediary came up with at least two formulas which failed to resolve the problem.

Int'l Cuts Set Prices

Price cuts up to 25 per cent on home receivers were announced yesterday by John R. Finegan, sales manager of International Television Corp. All 12½-inch tube sets were reduced to \$399.95.

Further Reduction Seen As Possible For All Sizes

The current downward price trend on receivers is likely to continue and may be marked by an even sharper decrease toward the end of the year, at which time there may be a general cut in the price of glass blanks for picture tubes. One of the major reasons for the cuts has been the introduction by RCA of its 16-inch metal tube set selling for around \$500. Soon after the set was brought out, DuMont announced a reduction in the price of its 15-inch glass kinescopes. Despite the cut, however, the glass tubes are still considerably higher than their metal counterparts. RCA's 16-inch set had even further reaching results. To some measure it was responsible for a reluctance on the part of the public to purchase smaller sets. Price cutting by dealers is continuing as a result and also may back up to the manufacturers. Latter, generally speaking, are against lowering prices on current models, but are meeting competition by bringing out new lines with smaller tags. The reduction on glass blanks, reported by various sources, would affect mainly 10- and 12-inch tubes and might bring 12-inch sets into the current price range for 10's and 10's down into the present seven-inch price range.

ABC Sells Comedy Seg To Delta Manufacturing

Chicago — Delta Manufacturing Division of Rockwell Manufacturing Co. has signed with ABC for sponsorship of "That's O'Toole," a new comedy series to be aired Sundays, 4:55-5 p.m., EST, beginning this week. Thirteen-week contract was placed through Hoffman & York, Milwaukee. Cast includes Arthur Peterson, Norma Ransome, Pat Dunlap and Sid Breese. Ed Prentiss is the announcer, Ed Skotch directed. Program will be carried by WJZ-TV, New York; WENR-TV, Chicago; WXYZ-TV, Detroit; WAAM, Baltimore; WMAL-TV, Washington, and WTMJ-TV, Milwaukee.

Golf Seg Sold By KLAC

Los Angeles—"Golf Clinics," new series featuring golf pro Harry Bassler will be aired over KLAC-TV Mondays, beginning Mar. 14, under sponsorship of Phelps-Terkel, local apparel shop. Program is produced by the Mayers agency.

EQUIPMENT

Manufacturers have unveiled devices and systems at this week's IRE show at Grand Central Palace which promise to increase the mobility of television remotes, the power of stations and the improvement of reception.

The Eclipse-Pioneer Division of the Bendix Aviation Corp. has introduced what it describes as "television's first automatic antenna positioning device." The new apparatus, which Bendix engineers said is accurate to within one-half of one degree, will beam the antenna automatically from one pickup to another by the mere push of a button at the control point. The equipment is intended to do away with that now used by stations in which the antenna must be "aimed" by hand each time the station switches from one remote to another.

"Triangular Loop"

Federal Telecommunications Laboratories exhibited a new so-called television high-gain broadcast antenna, known as a "triangular loop," which will increase the effective power radiation of a station in proportion to the number of loops stacked. Engineers explained that the station's radiation power would be increased eight times for each triangular loop added.

Stations operating on ultra-high frequencies (300 to 3,000 mc.) can materially increase their power by a new method of combining transmitting tubes in groups of "clusters." G. H. Brown, W. C. Morrison, W. L. Behrend and J. G. Reddick of RCA Laboratories told an IRE session at the Hotel Commodore Wednesday that the new RCA method makes it possible to handle the normal band of frequencies involved in TV transmission with greater signal strength than heretofore attained. The system also makes it possible to remove any one of the transmitters in the cluster without interrupting the signal on the air, although the power radiated will be decreased in proportion as a result.

Interference Eliminator

O. M. Woodward, Jr., of RCA Laboratories, told the convention that a new television antenna has been developed which will receive signals from only one direction at a time and will improve reception of set owners in fringe areas lying between stations on the same channel. It was designed to cut down co-channel interference when the receiver is located between two stations and on the fringe of their transmission areas, he added.

It was also explained that interference experienced in Princeton between Channel 2 stations in New York and Baltimore and between Channel 4 transmitters in New York and Washington has been "largely eliminated" by the new antenna. The antenna consists of an array of four eight-foot dipoles in the form of a square, with the opposite members eight feet apart.

COAST-TO-COAST

Hymns On WHBC

Canton, Ohio—Now being heard Monday, Wednesday and Friday afternoons on WHBC and FM is a new series of programs which features the stories of familiar hymns. The program entitled "Hymns and Their Romance," was conceived by Major Charles McCrae of the Salvation Army who pens the shows and serves as narrator. A musical accompaniment is furnished by Martin Alexander at the organ.

KFJZ's Version Of Hamlet

Fort Worth, Texas—A one-hour radio version of Hamlet is scheduled for broadcast over KFJZ on March 22nd, featuring Walker Moore, KFJZ announcer, in the title role and the radio version prepared by station continuity editor John Sullivan. Professor L. D. Fallis of Texas Christian "U", will play the role of Lord Polonius. Production will be handled by L. Roy Duffy also of KFJZ.

WRBL Program Receives Award

Columbus, Ga.—"Kitty Kay" which is a locally produced program heard for more than ten years over WRBL was recently awarded by NRDGA for Distinctive Merit as an outstanding retail radio program. For the past three and a half years Jean Peterson, station's traffic director, has presented the 15-minute daily program sponsored by a local department store.

WLAW Emcee Models Clothes

Lawrence, Mass.—Bob Moore, emcee of WLAW's midnight feature, perhaps has the answer to what happens when radio disc jockeys end their plattering and chattering. Moore is currently posing as a model for men's clothes. A New England clothing manufacturer is featuring a large likeness of Bob and the WLAW microphone in a series of newspaper ads presenting his Spring attractions.

Richmond Joins WCAO

Baltimore, Md.—Robert M. Richmond will join WCAO on March 14th in the position of assistant manager in charge of national sales and promotion. He comes to the station from The May Company in Baltimore where for the past four years he was director of publicity.

WLNH Radio Workshop

Laconia, N. H.—WLNH will conduct a Radio Workshop for the Ministerial Association of the Lakes Region, in an endeavor to develop religious programs of greater audience appeal. The broadcast committee of the Association decides the rotation plan, whereby local ministers representing various denominations, have a regular broadcast day. The programs, Morning Devotions, have been set in a regular time segment 8:35 to 8:45 a.m.

WJLS Marks Tenth Birthday

Beckley, W. Va.—March 5 marked the tenth birthday of radio broadcasting for WJLS. The station first began broadcasting on March 5, 1939 on a frequency of 1210 kcs. with power of 250 watts. In 1943 the station affiliated with CBS and in 1946 saw the advent of WJLS-FM and today this modern FM station broadcasts on 34,000 watts.

Hamrick DeeJay At WKBW

Buffalo, N. Y.—WKBW has retained Tiny Hamrick as disc jockey of its all-night operation. Hamrick is known in radio circles, having started 20 years ago with WKY. He has also been associated with WIBA, WIND and WJLL. An instructor at Columbia College in Chicago teaching radio writing, one of his favorite programs locally has been the Rainbow Ridge from WJLL at Niagara Falls.

KNBC New Musical Program

San Francisco, Calif.—Stanley Noonan, baritone, will be the singing emcee of "Boysen Open House," a new half-hour musical program which will start on March 13th over KNBC. Featured will be some of the San Francisco Bay area's best vocal talent. Music is under the direction of Bill Gavin and Bill Roddy will act as announcer.

KDAL Bulletin Saves Family

Duluth, Minn.—KDAL is credited with saving a family from a terrific explosion by airing a police bulletin which warned a service station customer who purchased what he thought was fuel oil for his space heater, when actually the attendant have given him gasoline in error. Announcer John Wicks broke in "Gangbusters" program giving a description of the customer whose name was unknown and of his car. The broadcast was heard by the man in time to avert what might have resulted in a severe blast and tragedy.

Gets WOAI Promotion Post

San Antonio—Dallas P. Wyant has been named promotion manager for WOAI, in an announcement made by Hugh A. L. Half, president and general manager. Wyant comes here from WBZ, Boston, where he also handled promotion for the outlet's television station, WBZA. He entered radio as a continuity writer at WSAZ, Huntington, W. Va., and then went to WCMI, Ashland, Kentucky, as program director, then to WFMJ, Jeungstown, Ohio.

Wedding Bells

Atlanta—Don Stevens, WSB, Atlanta, announcer, was married March 3 to Edna May Powell of Scranton, Penna. The ceremony took place at the Inman Park Presbyterian Church here. Stevens is the narrator of the WSB "Street of Dreams" program.

AGENCIES

RADIO REPRESENTATIVE INC., with offices in New York, Chicago, Los Angeles, and San Francisco, were engaged as national representatives of WHAY, New Britain, Conn., a 5,000-watt, full-time outlet in the major New Britain-Hartford metropolitan market.

RONSON ART METAL WORKING INC., Newark, N. J., has appointed Grey Advertising Agency Inc., handle its entire account, effective June 1st.

MATTY RADIN, has been named director of sales for the Sightmaster Corp. He has many years of experience in charge of sales of companies covering continental United States, Mexico, and Europe. He also managed and operated some of the largest motion picture theaters in New York, Washington and Baltimore.

HAROLD H. THOMS of Asheville, N. C., has appointed Robert S. Keller, Inc., as national sales promotion representative for WISE, Asheville and WEAM, Arlington, Va. The Keller organization also does special promotion for Thoms' station in Durham, N. C., WHHT, and for the three stations of the inter-city group WAYS, Charlotte; WCOG, Greensboro, and WKIX, Columbia, which Thoms owns an interest.

Send Birthday Greetings To—

March 11	Don Lavery	Andy Savella
March 12	Harold C. Burke	George J. Podyyn
	J. Charles Davis, III	Loretta Poynton
March 13	Nat Abramson	Aileen Clark
	Hugh Cowham	Helen King
	Jack Lait	David Mendoczo
	Nellie Revell	Paul Stewart
	Alma M. Saunders	Harry W. Flannery
	Robert C. Duffield	
March 14	Hoyle H. Cavanaugh	Harvey Hay
	G. Bennett Larson	Ed Pancoas
	Mark Brenneman	Les Brown
	Madeleine Pierce	
March 15	James Allan	Julia Knox
	Everett Mitchell	Lucille Hunter
	Patrick O'Malley	Charles Peas
March 16	Tommy Donnelly	
	Henny Youngman	
	Elizabeth Lennox	
March 17	Jimmy Grier	Frank McDonne
	Syd Leipzig	Lisa Sergi
	Jack Dillon	Roger Whit
	Mercedes McCambridge	

URGENT CLOSER AWB, NAB CO-ORDINATION

DuPont Citations Announced On ABC

Henry J. Taylor, ABC news commentator, and radio station WLS, Chicago and KLZ, Denver, received the Alfred I. DuPont Awards during a special half-hour broadcast over ABC on Saturday night. Each award carries a \$1,000 cash prize. The citation accompanying the award to Taylor read: "to the one individual who shall be a citizen of the United States in recognition of distinguished and meritorious performance of public service by aggressive, consistently excellent and accurate gathering and reporting of the news, and the presentation of expert, informed and reliable" (Continued on Page 6)

Los Angeles Station Aids Merchants Sales

West Coast Bureau, **RADIO DAILY** Los Angeles — A program described as a "life-line to overstocked merchants struggling through the current recession" was started this morning, 9:15-9:30 a.m., by KMPC in the form of "news" announcements of "buyers' mistakes." "Bargain Broadcast" was designed to "result in dollar sales five minutes after the show goes off the air." Sponsorship contracts contain short (Continued on Page 5)

Advertising Leaders To Participate At OSU

Columbus, O.—The two-day Advertising and Sales Promotion Conference, sponsored by Ohio State University's commerce college in cooperation with advertising organizations of this state, will be opened March 17 at the Fort Hayes and (Continued on Page 2)

Oscar Awards

Annual presentation of "Oscars" by the Academy of Motion Picture Arts and Sciences will be broadcast exclusively by ABC on Thursday, March 24, from 11 p.m., to 12:30 a.m. It will be the fifth consecutive airing of the event by the network. ABC's Hollywood commentators, Frances Scully and George Fenneman, will handle the broadcast.

Burns & Allen Move To CBS Net Next Fall

CBS continued its raid on NBC name talent on Friday with the announcement that Burns and Allen have been signed to a long term radio and television contract by the Columbia network. It was pointed out in the announcement that it was not a capital gains deal.

Burns and Allen will move over to CBS in the fall. Sponsorship and time of broadcast will be announced later. The comedy team will complete their current contract for General Foods on NBC in June.

Seebach Rejoins WOR As Program Director

Julius F. Seebach, Jr., who left WOR three years ago to become administrative secretary of the Metropolitan Opera Association, returns to WOR as vice-president in charge of radio and television programs. Theodore C. Streibert, president of the station, announced Friday.

Seebach will return to WOR in about a month. In capacity as program director he will have full charge of radio and television programs (Continued on Page 5)

Old Gold Adds Another "Stop The Music" Seg

P. Lorillard Co., for Old Gold cigarettes, adds another 15-minute segment of ABC's "Stop the Music" starting Sunday, April 3, 8-8:15 p.m., EST, when Smith Brothers (Continued on Page 6)

Members Of Women's Industry Group Also Hear Mitchell Hit Free Plugs Given By Femme Broadcasters

Seven Transfers OK'd; Other Activity At FCC

Washington Bureau of **RADIO DAILY** Washington—The FCC on Friday okayed a group of transfers in the South, as well as one in Allentown, Pa. Control of WHOL, Allentown, passes from Lewis and Cora Windmuller to the Allentown Broadcasting Corporation for \$15,000.

Largest of the deals, in terms of cash involved, is the assignment of the license to WBAY, Coral Gables, Fla., by a partnership of 10 individuals to the New Atlantic Shores Broadcasting Co. for \$125,000. Also approved were the transfer (Continued on Page 6)

Minute Movies Being Used To Plug Web Programs

Minute movies of network programs sponsored by Procter and Gamble are being shown in movie theaters throughout the country this month through the cooperation (Continued on Page 5)

Justin Miller To Preside At UNESCO Conference

Cleveland, O.—NAB prexy Justin Miller will preside at the second national conference of the U. S. National Commission for UNESCO, (Continued on Page 5)

Chicago — Considerable progress toward more closely co-ordinating Association of Women Broadcasters with the NAB was made at the three-day convention of the Association of Women Broadcasters held March 10, 11 and 12 here at the Drake Hotel. This year's sessions, first held in (Continued on Page 8)

CAB Board Petitions CBC For TV Action

Montreal—A five-point statement of policy was issued in Quebec by the Board of Directors of the Canadian Association of Broadcasters, meeting for a third and last day of their quarterly session, under the chairmanship of G. Rice, of station CFRN, Edmonton, Alberta. The sections of the statement, (Continued on Page 2)

G. E. Profits Increased During Fiscal Year, 1948

Schenectady, N. Y. — General Electric Co. and its consolidated affiliates have reported a 29.9 per cent increase of net profits in 1948 over those in 1947 and a 22.7 per cent boost in net sales (shipments) billed to customers last year over the preceding year.

The net profits for 1948 were (Continued on Page 5)

Annual CCNY Awards Given For Best Radio-TV Programs

Three top annual awards by the City College of New York for outstanding achievement in radio and television in 1948 will go to WMAQ, Chicago; WEEI, Boston; and the Kudner Agency, New York, it is announced today by Dr. John Gray Peatman, chairman of the Committee on National Radio Awards and Associate Dean of the College of Liberal Arts and Science. Each of

the three winners will receive a bronze plaque.

WMAQ was singled out for creation of "It's Your Life" which dramatizes with the highest effectiveness, educational value, and public information, the problems presented by major diseases. Program is sponsored by Johnson and Johnson, Inc. WEEI is awarded a plaque for the (Continued on Page 5)

Shamrock Giveaway

A shamrock will be given to every person attending the St. Patrick's Day broadcast of WINS' quiz show, "Bushols of Fun," 12:30-1 p.m. An Irish lassie, a stewardess of the American Overseas Airlines, will be on hand to present the shamrocks to the audience. Jackpot will be a shillelagh, lest audience forgets "It's St. Pat's Day."



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FRANK BURKE : : : : Editor
MARVIN KIRSCH : Business Manager

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WEST COAST OFFICES

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FINANCIAL

(March 11)

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, 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, U. S. Television, WCAO (Baltimore), WJR (Detroit). Includes Bid, Asked columns.

10 YEARS AGO TODAY

From the Files of Radio Daily

The Allen B. DuMont Laboratories which recently received first permit for an experimental television station in N.Y., announces that the stations will begin operation April 1st, transmitting sound films. . . . A survey of six major agencies by RADIO DAILY reveals that no large scale changes will result because of signing the AFRA code. . . . A contract has been signed between WBNY and the American Communications Association. WKBW, WGR and WEBR have previously signed ACA contracts.

★ COMING AND GOING ★

HAROLD E. FELLOWS, general manager of WEEL, Boston, and WILBUR EDWARDS, assistant general manager, are in New York for the meeting of CBS station managers being held at the Ritz-Carlton.

JOHN H. NORTON, JR., vice-president of ABC in charge of the central division, is in town for conferences with officials of the network.

LEONARD ERIKSON, vice-president of Kenyon & Eckhardt, is back in New York following 10 weeks in Hollywood.

JACK BANNER and ED GREIF, ubiquitous publicity duo, have fled town for ten days of leisure in Miami.

ROBERT B. JONES, JR., general manager of WIRL, Peoria, Ill., is here on station and network business. WIRL is an affiliate of the American network.

J. GORMAN WALSH, manager of WDEL, Wilmington, Del., a visitor Friday at the headquarters of NBC, with which the station is affiliated.

MOREY AMSTERDAM and his family have left on a three-week vacation in Miami, Havana and other points south. They'll be back April 4.

DWIGHT WEIST has returned from Canada, where he filmed special scenes for his video package "Feature Story." He made the trip both ways by plane.

JOHN REED KING, emcee on "The Missus Goes A-Shopping," heard on CBS, is expected back today from a two-week trip to the West Coast.

LOUIS WASMER, president of KGA, American network outlet in Spokane, Wash., is in New York on business.

CAB Board Petitions
CBC For TV Action

(Continued from Page 1)

listed below, are the result of two days intensive work by the board, and much research by members of the association:

- 1. Canadian Association of Broadcasters requests immediate implementation of the recommendation of the 1947 Parliamentary Committee on Radio to the effect that Canadians be permitted to engage in and develop new radio and television techniques as quickly as possible.
2. The Association is opposed to television development being retarded by the imposition of further taxes on the Canadian people in the form of greatly increased receiving set license fees.
3. The members are prepared to wholeheartedly co-operate with the Canadian Broadcasting Corporation on a mutually satisfactory basis in the matter of Canadian television programming, provided they are granted licenses to operate television stations and that the powers of regulation are placed in the hands of an independent regulatory body.
4. No system of television can possibly render an adequate service to the Canadian people unless it is permitted full and free access to program material by line, kinescope and film from every possible source.
5. The period of time for which television licenses are granted must be realistic in relation to the tremendous financial and other risks involved and the television license must, if proper development is to take place, be free from unfair or subsidized competition.

Public's Wild Response
Halts Exploitation Job

Paramount and ABC set out to do a cross-plugging exposition job last week after Walter Winchell revealed that the mystery melody on "Stop the Music" is the theme song of Paramount newsreel. A network spokesman, however, claimed the public beat them to the punch and killed off all plans.

Paramount studios and offices around the country were deluged with phone calls asking the name of the tune. In an effort to put out the fire, it was stated, a Paramount exec finally announced the tune's title, "Paramount on Parade." The newsreel was planning coverage of "Stop the Music," which would have been released just after the tune was identified, but the plan was

Advertising Leaders
To Participate At OSU

(Continued from Page 1)

Chittenden Hotels by Dr. Kenneth Dameron, general chairman.

Other participants at various sessions include:

- Harry J. Nichols, v-p of Mumm-Mullay-Nichols Advertising Agency, Columbus; Norwood Weaver, v-p of A. C. Nielsen Co., Chicago; Gerald H. Carson, v-p and copy director of Kenyon & Eckhardt, Inc., New York; Dr. James E. Pollard, director of the School of Journalism at Ohio State; Miss Hope Johnson of Stouffer's, Inc. and president of the Women's Advertising Club of Cleveland; John W. Craig, v-p of Aviation Corp. of America and general manager of its Crosley Division, Cincinnati; Dr. Paul Austin Wolfe, pastor of Brick Presbyterian Church, New York; W. C. Weidler, dean of Ohio State's commerce college; Dr. Harlan H. Hatcher, University vice-president; Maurice B. Mitchell, director of NAB's broadcast advertising; Floyd E. Brown of the Cleveland Plain Dealer's advertising dept.; Alan Wells, advertising director of Kaufmann's Department Store, Pittsburgh; William C. Gordon, Jr., assistant to director and market analyst for Curtis Publishing Co., Philadelphia; George W. Wallace, NBC's television and network sales promotion manager; James E. Egan, Jr., v-p and advertising director of the Toledo Blade; George L. Moskovich, CBS-TV sales development manager; William E. Burnett, Jr., advertising director of the General Electric Co., Cleveland; E. Y. Flanagan, managing director of WSPD and WSPD-TV, Toledo, and president of the Ohio Assn. of Broadcasters; Richard A. Borel, general manager of WBNS and WBNS-TV, Columbus; Theodore Brown of Perry-Brown, Inc., Cincinnati; George Staudt of the Standard Register Co., Dayton; Franklin R. Hawkins of Libbey-Owens-Ford Glass Co., Toledo; W. R. Rinell of the Ansul Chemical Co., Marinette, Wis.; James Leonard of the Crosley Broadcasting Co., Cincinnati; William W. Miller of F. & R. Lazarus & Co., Columbus; Lewis B. Hill of the Columbus Dispatch; Edmund M. Kazay of the Franklin Brewing Co., Columbus; Dr. Joseph C. Siebert of Miami University, Oxford, O.; Dr. Karl H. Krauskopf of Ohio University, Athens, O.; Robert T. Mason of WMRN, Marion, O.; Vance Chamberlin of Penn College, Cleveland; Joel M. Burchhalter of Byer & Bowman Advertising Agency, Columbus; Mrs. Margaret E. Schrock, assistant advertising manager and radio director of the Ohio Fuel and Gas Co., Columbus; Henry R. Whiteside, v-p and research director of the Gardner Advertising Agency, St. Louis, Mo.; Stanley Schellenger, president of the Advertising Club of the Columbus Chamber of Commerce; Delmar G. Starkey, manager of the Columbus Chamber of Commerce; and Marion Harper, Jr., president of McCann-Erickson, Inc.

dropped. The studio said it would have been an anti-climax.



He knows his oats

The horse knows his oats. So does the fellow who owns him.

That hot Shanghai sun takes the pep out of a horse.

So the owner puts a straw hat on ol' Dobbin.

Net result: More horsepower! Time buyers who know their oats put W-I-T-H on their list.

Net result: More sales power! For less money! W-I-T-H is the BIG independent in Baltimore . . . with the BIG audience.

In the nation's 6th largest market, W-I-T-H delivers more listeners-per-dollar than any other station!

Listeners with money to spend. Listeners who buy goods.

How about giving them a careful of the product you're selling? It'll cost you less . . . to sell 'em more . . . on W-I-T-H.

Get in touch with Headley-Reed today.



W.I.T.H

Baltimore 3, Maryland

TOM TINSLEY, President
Represented by Headley-Reed



Introducing

... ADDISON PELLETIER

You have never before heard a radio program aimed at the feminine listening audience that compares with "THE ADDISON PELLETIER SHOW." You must hear it to appreciate it. You'll be missing a rare treat if you don't.

No network — national or regional — and no local radio station (except those which pre-tested this series) has any feminine radio show even remotely resembling this great transcribed series.

"THE ADDISON PELLETIER SHOW" is packed with real entertainment, humor, and down-right friendliness — with a personality so colorful and gracious that every listener will acclaim her as "America's Newest Radio Sweetheart." Pre-tested, "THE ADDISON PELLETIER SHOW" has a background of proven results — and this charming lady has demonstrated her ability to spellbind audiences — menfolk not excepted!

130 ¼-hour open-end programs are available. Each show is complete in itself. Room for opening, middle, and closing commercials are woven inside the framework of each episode, with perfect cues for announcers.

Write, wire, or phone today for audition samples, further data, and low syndicated rates. Samples on memo for 30 days.

"The ADDISON PELLETIER SHOW" is
a Eugenia Price Production — which
means THE BEST!

KASPER-GORDON, Incorporated

The Oldest — and one of the Country's Largest Producers of Successful Transcribed Syndicated Radio Shows

PRODUCERS OF "THE SPICE OF LIFE" — "THE FAMILY ALBUM" — "GLORIA CARROLL ENTERTAINS" — "ONE I'LL NEVER FORGET" —
AND OTHER PROVEN PROGRAMS.

140 BOYLSTON ST., BOSTON 16, MASSACHUSETTS

CHICAGO

By NAT GREEN

A SERIES of 13 transcribed programs prepared and produced by the University of Illinois is being carried by WLS each Thursday from 7:30-7:45 p.m. They tell interesting and little known stories of the university's many contributions to the fields of agriculture, science and industry.

Twenty-six students of Pennsylvania State College have chosen Eleanor Engle, program hostess on WBBM's "Music, Please," as having "the most alluring voice of any female radio announcer."

Linn Burton, well-known disc jockey, is now heard daily on WJJD in "The Linn Burton Show," 10:15-10:30 a.m. and 2:30-3:45 p.m.

The CBS public service programs "Cross-Section, U.S.A." and "People's Platform" will originate in part from WBBM-Chicago March 19 and 20.

"That's O'Toole," a new family situation comedy, made debut on WENR-TV on March 13 under sponsorship of the Rockwell Manufacturing Co., Milwaukee. Ed Skotch is directing and Ed Prentiss is the announcer.

Bob (The Echo) Morris, WJJD baritone whose Universal waxing of the oldie "Strangers" is getting considerable air play these days, moves his program of songs to the Club Hollywood, Chicago, on March 15.

"It's Your Life," daily radio health documentary on WMAQ, won the bronze medal for "outstanding contribution to radio as a social force" at the annual advertising awards meeting in New York.

Radio Features, Inc., producers of "The Deems Taylor Concert," "Tello-Test," and John Nesbitt's "Passing Parade," have appointed the Paul Girard Co. of Dallas, Tex., as sales representatives for the southwest.

James T. Farrell, who created the infamous character Studs Lonigan, will be the guest of Bob Dworin on "Meet the Author," March 20, on WJJD.

Lenten Series On ABC

ABC will present a Thursday series of Lenten and Easter Sunday music by the Robert Shaw Chorale, beginning March 17, 10:30-11 p.m. The music series, which will include works of Palestrina, Bach, Poulenc and Stravinsky, will be produced in co-operation with the newly-formed Protestant Radio Commission.

FOR TOP HOOPER EATING

find man-size portions of delicious food at every meal in HOWIE'S, where the club-luncheons start at 85¢! Man-size drinks, too, in the YUM YUM Cocktail lounge.

HOWIE'S

6th Avenue at 52nd Street

ADVT.



California Commentary . . . !

• • • New television film production companies are popping up here at the rate of three or four a week. The newcomers, however, appear to be better financed than some of the early birds. The big

Hollywood

problem is going to be the scaling down of production costs, as, according to those who seem to be in the know, New York video film producers can turn out product on lower budgets. In any event, quality will be the proof of the pudding. . . . A. E. Joscelyn, KNX-Columbia Pacific Network director, is in New York for the annual meeting of CBS-owned stations. . . . Red Skelton is in San Francisco for a week's engagement at the Golden Gate Theater. . . . Tony Leader, producer-director of "Suspense," would like to get the word around that he has nothing to do with the televised version of the program which originates in New York. Not that Leader wouldn't like to be in television, but ever since the TV announcement, Leader has been besieged, ambushed and mobbed by all the would-be Peter Lorres and Boris Karlofs in Hollywood. . . . Since Penny Singleton is bowing out as "Blondie," a local mag asserts that Radio Row is looking for someone to replace Dennis Day in "The Life of Dennis Day." . . .

★ ★ ★

• • • Gail and Harry Ingram have returned East after preparing the "Tales of Fatima" radio series for Basil Rathbone and have joined the writing staff of "Inner Sanctum." . . . Lois January, former New York stage and radio actress, bows in with her "Lois January Show" on KMPC today. It will be a variety half-hour Monday through Friday at 2:30 p.m. . . . Frank Bull, KFWB mikeman, has been signed for a series of talks on "How Do You Like Your Music?" at outlying high schools. . . . Andy Devine has been signed as a regular on CBS' "Lum and Abner" show. . . . Harold "Gildersleeve" Peary does a serious role on the Philip Morris Playhouse next Friday. . . . The gossip around town is that most of the General Foods programs now on the air will not be back in the Fall, with the funds being re-allocated for television. . . . Another Hollywood tele station may switch to daytime programs exclusively by April. . . . Ed Gardner is dicker with Elliot Nugent to direct "Pigsfeet in Paris," an indie film venture, which "Archie" will shoot in Paris next Summer. . . .

★ ★ ★

• • • Jimmy Jackson, who started on KFWB nine years ago with a program of old-time favorite songs, is back at the station with "Melody Lane," a daily morning show. . . . Bob Nolan and his Sons of the Pioneers and a troupe of screen and radio singers are off for an extended concert tour of the Southern and Eastern states. . . . San Jose's KEEN will air Santa Clara University's baseball season, at home and away, for the first time in the college's history. With Keith Clarke handling the play-by-play, the broadcasts are being sponsored by Santa Clara merchants. . . . George Sokolsky, ABC commentator, is here for lecture dates. . . . Bing Crosby is back in Hollywood for the first time in a month to transcribe his weekly ABC show. With Jimmy Stewart as guest, Bing cut his program last night, for broadcast on April 6. . . . Fibber and Molly on Thursday will receive their Irish "Oscars," having been selected to receive the 1948 Film and Radio Award of the Ancient Order of Hibernians. . . . And NBC will broadcast the Academy Oscar awards on March 24. The program over the 270 stations and affiliates, plus the world-wide facilities of the Armed Services Radio Service, is expected to reach an estimated 99,000,000 persons. . . . The Guedel-Linkletter troupe took off Friday for a three-week junket with their "People Are Funny" and "GE House Party" shows.

SOUTHWEST

BYRON BAKER has been named news editor for KTXL, San Angelo. He was formerly with KWKW, Pasadena, and KKLA-FM, Los Angeles, Calif.

Ernie Livingston has been named to the post of chief engineer for KREL, Baytown. He was formerly with KLEE-TV, Houston.



UNITED

Flight Facts



Passengers generally get quite a kick out of being able to leave New York at noon on United's DC-6 Mainliner 300, and arrive in Los Angeles at 8:45 p.m. the same evening.

But they're *really* surprised to learn that at cruising speed — 300 miles an hour — the DC-6's engines are actually just loafing!



It's true. We cruise at much less than total power, leaving a substantial power reserve for flying around, or over the weather, and still arrive in Los Angeles on time!

See you aloft!

Bob Dawson

Pilot on

UNITED AIR LINES
DC-6 MAINLINER 300s

Two Stations, Kudner Head CCNY Awards

(Continued from Page 1)

highest achievement in radio promotion for 1948. Dr. Peatman said "the promotion of WEEL was brought together for examination by the judges' committee in a single, simple, but well planned brochure."

The Kudner Agency was chosen for the creation of "Texaco Star Theater," the outstanding television show of 1948. Program is sponsored by the Texas Company and was praised for its high entertainment value and the unique manner of handling commercials.

16 Awards of Merit

In addition to the three plaques, 16 Awards of Merit will be given to stations, advertisers and agencies in 11 different radio and television categories. Radio classifications include four for the best created programs in 1948 and four for the most effective promotion campaigns. Honorable mention will go to 16 additional stations, sponsors and agencies.

Presentations on March 30

Actual presentation of the awards will be made at a luncheon March 30 in the Hotel Roosevelt, New York, during the fifth annual Radio-Television and Business Conference of CCNY. Ben Duffy, president of BBD&O, will speak at the luncheon.

Judging committee which selected the award winners included Maurine Brooks, Advertising Age; Victor Dallaire, radio editor, Printers' Ink; John H. Caldwell, assistant managing editor, Sales Management; Joe Koehler, editor, Sponsor; Frank Saunders, senior associate editor, Tide; Bruce Robertson, senior associate editor, Broadcasting; Val Adams, associate editor, RADIO DAILY.

G. E. Profits Increased During Fiscal Year, 1948

(Continued from Page 1)

\$123,835,000 compared to \$95,299,000 in 1947, it was stated in G.E.'s annual report issued Friday. Net sales for the last year totalled \$1,632,701,000 compared to \$1,330,776,000 in 1947.

Prexy Charles E. Wilson, however, pointed out that "these earnings were equivalent to only 7.6 cents and 7.2 cents, respectively, on each dollar of sales, whereas in pre-war years the company's earnings averaged 11.6 cents on the sales dollar."

Los Angeles Station Aids Merchants Sales

(Continued from Page 1)

cancellation clause to allow advertisers to use the program only when they wish to move some overstocked items from their shelves at special cut-rate prices.

Annual CCNY Awards

AWARDS OF MERIT

Kudner Agency, Inc., for the creation of the most effective sponsored television program; Texaco Star Theater, sponsor—The Texas Co.

N. W. Ayer and Son, Inc., for the creation of the most effective spot television announcement; Lucky Strike Cigarettes, sponsor—American Tobacco Co.

WHAS, Louisville (Class: 50,000-watt radio stations), for the creation of the most effective direct-selling sponsored radio program; Kaufman's Coffee Call, sponsor—Kaufman-Straus Co.

KXLY, Spokane (Class: 5,000 to 10,000-watt radio stations), for the creation of the most effective institutional sponsored radio program; Excerpts From The March of History, sponsor—Standard Securities Corp.

WMAQ, Chicago (Class: 50,000-watt radio stations), for the creation of the most effective institutional, sponsored radio program; It's Your Life, sponsor—Johnson & Johnson, Inc.

WHB, Kansas City (Class: 50,000-watt radio stations), for the creation of the most effective sponsored radio announcements; Cook Paint, sponsor—Cook Paint & Varnish Co.

WLOK, Lima, Ohio (Class: 100 to 250-watt radio stations), for the creation of the radio program most effective in station promotion; National Radio Week.

WOW, Omaha (Class: 5,000 to 10,000-watt radio stations), for the creation of the radio program most effective in station promotion; Farm Service Reporter.

Columbia Pacific Network, Los Angeles (Class: Regional or intrastate radio networks), for the creation of the radio program most effective in network promotion; The Last Waterhole.

Kenyon and Eckhardt, Inc., (Class: Sponsor's advertising agencies, program producers), for the most effective promotion of a national radio program; County Fair, sponsor—Borden Co.

Frederick W. Ziv, Inc. (Class: Sponsors, advertising agencies, program producers), for the most effective promotion of a regional or intrastate radio program; Favorite Story, multiple sponsors.

KLZ, Denver (Class: 5,000 to 10,000-watt radio stations), for the most effective promotion of a local radio program; Knave of Hearts.

WGAR, Cleveland (Class: 50,000-watt radio stations), for the most effective promotion of a local radio program; Fairland Theater, sponsor—Clark Restaurant Co.

KTUC, Tucson (Class: 100 to 250-watt radio stations), for the most effective all-over radio station promotion; All-Over Station Promotion.

WCCO, Minneapolis (Class: 50,000-watt radio stations), for the most effective all-over radio station promotion; All-Over Station Promotion.

HONORABLE MENTIONS

Foote, Cone and Belding, Chicago, for the creation of an unusually effective sponsored television program; Uncle Miltettee, sponsor—Marshall Field & Co., over station WENR-TV.

Ceell and Presbrey, Inc., New York, for the creation of unusually effective spot television announcements; Itsonen Lighters.

Sibley, Lindsay and Curr Co., Rochester, N. Y., for the creation of an unusually effective direct-selling sponsored radio program; Dawn Patrol over WARC.

KXLY, Spokane, Wash., for the creation of an unusually effective direct-selling sponsored radio program; Farming for Profit, sponsor—Sears, Roebuck & Co.

Rural Radio Network, Ithaca, N. Y., for the creation of an unusually effective, institutional, sponsored radio program; Weather Roundup, sponsor—The Grange Insurance Companies, Keene, New Hampshire.

KWG, Stockton, Calif., for the creation of a radio program unusually effective in station promotion; KWG Was There.

WNEW, New York, N. Y., for the creation of a radio program unusually effective in station promotion; Little Songs About UN.

KFDX, Wichita Falls, Texas, for the unusually effective promotion of a national radio program; Mr. President, sponsor—Mathews Brothers Appliances.

KLX, Oakland, Calif., for unusually effective promotion of a local radio program; Baseball Broadcasts.

WING, Dayton, Ohio, for unusually effective promotion of a local radio program; Kittyhawk Broadcast, sponsor—National Cash Register Co.

WMT, Cedar Rapids, Iowa, for unusually effective promotion of a local radio program; Sports by Tait Cummins, sponsor—numerous.

WNEW, New York, N. Y., for unusually effective promotion of a local radio program; You Can Lose Your Shirt, sponsor—Bendix.

WEEK, Peoria, Ill., for unusually effective all-over radio station promotion; All-Over Station Promotion.

WKRC, Cincinnati, Ohio, for unusually effective all-over radio station promotion; All-Over Station Promotion.

WKY, Oklahoma City, Okla., for unusually effective all-over radio station promotion; All-Over Station Promotion.

WLW, Cincinnati, Ohio, for unusually effective all-over radio station promotion; All-Over Station Promotion.

Minute Movies Being Used To Plug Web Programs

(Continued from Page 1)

of Compton Advertising, Inc., and local NBC outlets.

Currently the sponsor is releasing a minute movie on Ralph Edwards' "Truth or Consequences" program. Others which have already been exhibited are based on Lowell Thomas and the Welcome Travelers show.

Joseph Field, assistant publicity director of the agency, wrote and produced the films for Compton. Filming of "Truth or Consequences" and "Welcome Stranger" shorts was by Marshall Grant Company, Hollywood. Ted Memeth did the Lowell Thomas film.

Storecast-FM Spots

Special commercials for "Minute-Maid" frozen orange juice, recorded by Bing Crosby, will be aired on Storecast-FM broadcasts via WEHS, Chicago, starting March 21. Broadcasts are heard in 100 National Tea Stores throughout the city.

Justin Miller To Preside At UNESCO Conference

(Continued from Page 1)

scheduled to be held in this city, March 31 to April 2, was announced last Friday.

Dr. I. Keith Tyler, coordinator of Ohio State University's radio activities and director of the Institute for Education by Radio, will serve as discussion leader of one of fourteen specialized radio group meetings at which methods will be considered for individuals to participate in the activities of UNESCO through their community institutions.

Takes WIRE Program Post

Wayland Fullington has been named program director of WIRE, Indianapolis, Willard Worchester, general manager, announced Friday. Before joining WIRE, Fullington was president of the advertising firm of Neims and Fullington of Springfield, Mo. He was previously program director of KWTO and KGBX of Springfield.

Seebach Rejoins WOR As Program Director

(Continued from Page 1)

gram operations at WOR, Streibert said. The station owns television station WOIC, Washington, D. C. and WOR-TV, New York, scheduled to go on the air on channel 9 this summer. Program operations at WOR are currently supervised by three persons: Donald Hamilton, assistant program director; Norman Livingston, director of commercial program operations, and Robert Simon, program script administrator.

The experience of Seebach in radio has been long and varied. He started at WOR as an announcer in 1925 after teaching five years. He was appointed program director at WOR in the summer of 1926. In January, 1928, he joined Columbia Broadcasting System. At CBS he served as a continuity writer, production manager and program director. He was made director of program operations at CBS in 1930. Seebach left CBS in June, 1935, to return to WOR as director of programs. In June, 1941, he was made vice-president in charge of programs and in November, 1942, a member of the board of directors. He resigned as vice-president of WOR in 1945 and continued as member of the board until December, 1946.

It was pointed out by Streibert that the Seebach appointment has no relation to the recent resignation of Phillips Carlin as program director of Mutual Broadcasting System. "Mutual's program department will continue to operate completely independent just as it did under Mr. Carlin," Streibert said.

While WOR's announcement said appointment has no relation to the recent resignation of Phil Carlin at Mutual, it will be recalled that Seebach left WOR not so long after Carlin moved in with Ed Kobak & Co. Prior to the arrival of Carlin and others at MBS, which brought a big change in the network's structure, Mutual had what was called a program operating board and Seebach was a member. Other members of that board, who were responsible for MBS programs, were representatives of Mutual stockholder stations.

Seebach left WOR in 1945 with the general understanding that it was to be a leave of absence. That status continued for until about two years later when he left the WOR board of directors, thus bringing his separation to a final state. Whether it does or does not come about, Seebach's return nevertheless could fit in with any eventual decision by MBS to derive its programming from stockholder stations.

Stork News

ABC news writer and Mrs. Vince Dempsey have announced the birth of their second daughter, Sheila Suzanne, on March 10 at New York Hospital.

Seven Transfers OK'd; Other Activity At FCC

(Continued from Page 1)
of control of WLBG, Laurens, S. C., from J. C. Todd to his brother, J. W. Todd, for \$14,500, and the acquisition of control of WMMT, McMinnville, Tenn., by Oliver M. Albritton from Claude W. Haston and Sam J. Albritton for \$16,000.

Control of WSON and WSON-FM, Henderson, Ky., went from Pierce E. and Montana L. Lackey and the Paducah Broadcasting Co. to H. S. Lackey for \$58,000, and control of WABZ, Albemarle, N. C., passed for \$35,000 from G. H. Hendrix, Ira Leigh, Carl Aley and R. H. Whitlow to W. E. Smith, T. R. Wolf and M. M. Palmer.

The Commission also assented to the assignments of the license of WFHG, Bristol, Va., from a corporation to a new partnership for \$15,000.

Approval was reported for a five-year lease, with renewal option, of WJNC, Jacksonville, N. C., by Jacksonville Broadcasting Co. to Lester L. Gould for an annual rental of \$8,000.

Additionally WGAC, Augusta, Ga., took exception Friday to the FCC's proposals for advertising of applications which will affect coverage or service of stations, although at the same time it applauded the Commission's decision to abandon the controversial AVCO ruling. The AVCO rule, said WGAC, had a "fair trial," but competitive bidding for broadcast properties "has proven to be of no value to the Commission, the buyer, the seller or the public."

It was stressed that there is no compulsion for sellers to sell to parties other than those with whom they had originally negotiated.

The advertising requirements which were proposed by the Commission at the same time it announced its plans to abandon the AVCO requirements, serves "no useful purpose," according to WGAC. They are "superfluous and will only complicate the work of the Commission . . . invite all types of intervention and other delaying procedure."

Frank Fletcher, local radio attorney and head of WARL, Arlington, Va., approved the FCC proposals, but suggested stricter requirements

TV Educational Experiment



Second grade students of the Chevy Chase Elementary School, Chevy Chase, Maryland, through the co-operation of WOIC, Washington, home owners and school teachers, supplemented classroom education with a special TV educational program last week. Children were taken to homes having TV sets and watched an educational short subject on the gathering of crude rubber.

for the filing of engineering data.

WQXR has asked the FCC to reconsider its grant of February 17 of a power boost from 10 to 50 kilowatts for WPTR, Albany, N. Y., pointing out that it has a request pending to go to 50 kilowatts, and claimed that the Albany power boost will result in objectional interference.

The Albany station belongs to the Schine family, owners of the large independent theater circuit, and is one of those which may be affected if the FCC decides to give weight to last year's Supreme Court decisions regarding monopoly in the film industry. Schine was defendant in one of the cases which brought a sweeping indictment from the high bench.

ABC's petition that the FCC dismiss applications of KFEL, Denver, and KXA, Seattle, for permission to operate with 50 kilowatts on the 770 band was denied Friday by the FCC. Instead, the applications are to be retained in the pending file until final decision is reached on the clear channel question.

The Commission said it could not accept ABC's allegation that "the mere existence of the two subject applications will jeopardize the rights of the United States with respect to the frequency 770 kc" under NARBA. Existence of the applications, it was pointed out, "is not notification to other nations signatory of any change in the classification of a channel. Night-time operation of foreign stations which do not afford 1-A protection on 770 kc have been and will continue to be protected by the United States."

Annual Easter Seal Drive For Crippled Gets Air Aid

The annual Easter Seal drive for crippled children gets under way March 17 and continues to April 17.

The campaign is included in the March-April Radio Bulletin of the Advertising Council. Advertising media and advertisers are participating. Leading radio stars have made one minute and thirty second transcribed announcements, which are available to all radio stations. Those who have made recordings include Jack Benny, Fibber McGee and Molly, Amos and Andy, Bob Crosby, Dinah Shore, Buddy Clark, Harlow Wilcox, Guy Lombardo, Kate Smith, Edward R. Murrow and Don McNeill. Discs are available from the National Society for Crippled Children and Adults, 11 South La Salle Street, Chicago.

NBC is devoting its March 13 broadcast of Living 1949 to the Easter Seal campaign, with a half hour dramatic program concerning cerebral palsy, entitled With Trembling Hands. It was heard locally over WNBC in December.

On the Betty Crocker show of March 18, Raymond Massey will be interviewed regarding the work of the National Society for Crippled Children. On March 16 the Great Gildersleeve will solicit contributions.

Evans Heads WGBB Sales

Freeport, L. I.—Harry Carmen, general manager, has announced the appointment of Murray C. Evans as sales manager of WGBB, Freeport.

DuPont Awards Announced On ABC

(Continued from Page 1)

interpretation of news and opinions for the purpose of encouraging initiative, integrity, independence and public service through the medium of radio."

Station awards were in two categories—one over 5,000 watts power and one under. These awards, in each category, are granted to "one radio station in the continental United States for outstanding meritorious public service in encouraging, fostering, promoting and developing American ideals for freedom, and for loyal and devoted service to the nation and to the community it serves."

Terry And Edwards Accept

James E. Edwards, president of the Agricultural Broadcasting Co., licensee of WLS, Chicago, an ABC affiliate, accepted the award for the 50,000 watt station and Hugh B. Terry, manager of KLZ, Denver, Colo., affiliate of the Columbia Broadcasting System, accepted the award for the 5,000 watt station.

Appearing with the winners were Mrs. Alfred I. DuPont, widow of the financier in whose name the awards are made; Dr. Francis P. Gaines, president of Washington & Lee University, and William H. Goodman, chairman and secretary respectively of the Awards Committee and Mark Woods, president of the American Broadcasting Co. Dr. Gaines presented the awards to the winners.

Old Gold Adds Another "Stop The Music" Seg

(Continued from Page 1)

drops out at the end of the cough season. Old Gold has sponsored the final 15-minutes (8:45-9 p.m., EST) of "Stop the Music" since last May. Agency in charge is Lennen & Mitchell.

The cigarette company also sponsors "The Original Amateur Hour" over ABC every Wednesday from 8-9 p.m., EST. The advertiser has a daytime show on WJZ, New York, from 1-1:15 p.m. across the board.

The two other "Stop the Music" sponsors are Eversharp and Spidel Co.

Is NBC Finished? By Saul Carson
Read the truth behind the battle of the radio giants in
The Radio & TELEVISION Picture Magazine
NOW ON SALE! **Radio best**

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TELEVISION DAILY

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THEATERS URGING VIDEO TRAILERS

TELE TOPICS

A NEW VARIETY SHOW hit the boards last week in the form of "Revue of Stars," sponsored by Whelan Drug Stores, through Stanton B. Fisher agency, over DuMont. My notes on the show decipher as follows: "Rudy Vallee guest emcee, bad lighting. Long opening monologue, not very funny, hurt by absence of studio audience. Apache team (Lucienne & Ashour), real rough stuff. Vallee song—skay. There is a studio audience, sounds like 12 people, should have been cued for applause. Annoying film commercial for Rayve. Martin Brothers, pretty good marionette act. Got heavy hand, sounds like more people came into studio. Ork very weak, just a shade or two above pit band at old Gaiety. Barbara Blane, tap dancer, agile acrobat. Bud Sweeney, OK phone routine. Film commercial Dr. West toothbrush. Betty Reilly, a pretty blonde Miguelito Valdes. Vallee close 'Man Flying Trapeze.'" . . . Preem originated at the Wanamaker studios, but should do better next Friday when it moves to the Adelphi theater. The sloppy production probably will be ironed out in future weeks. If a good emcee and good acts are lined up, the show will make pleasant entertainment. But that's like saying, if you accurately follow a tested recipe using good ingredients, you'll get a good cake.

PAUL WINCHELL came up with what probably is the greatest stunt pulled by a ventriloquist on the Bigelow show last Thursday nite. As the curtain opened for the spot only his dummy, Jerry Mahoney, was on stage, sitting in front of a black backdrop. Mahoney said that Winchell had been fired and that he was going to carry on alone. With an assist from Pat Wright, Mahoney produced a dummy in Winchell's likeness and proceeded to do his own ventriloquist act. It was one of the funniest bits Winchell has ever done, and the closing, a duet on "Anything You Can Do" by the two dummies, was sensational. Winchell, of course, operated both dummies all the time, but wearing a black coverall, he was invisible on the dimly-lit stage. It all proved what's been said in this space before—that Winchell's by far the best in his field.

OLSEN & JOHNSON have been signed to headline the new Buick show over CBS beginning in May. . . . Crosley Corp. will sponsor "Who Said That?" over NBC, beginning Apr. 9. Program will not be simulcast. Benton & Bowles is the agency. . . . The first 12 installments of "Crusade In Europe" were completed last week and work begun on the rest of the 26-week series. ABC is still looking for a bank-roller. . . . "Lamb's Gambol" and "Author Meets the Critics" swap time slots beginning Mar. 20 to give the Lamb's show an even start against "Toast of the Town."

36 British Features Acquired By WPIX

Film package made up of 36 British features has been acquired by WPIX in one of the largest pix deals made by a station, it was announced Friday by Robert L. Coe, manager of the News outlet. Films were obtained from Motion Picture Management, Hollywood, and include features with such stars as Maurice Evans, Boris Karloff, Edward Everett Horton, Wendy Hiller and Vivien Leigh.

Three Hollywood features will be added to the group to make up a 39-week schedule to be started soon. The American pix are "Captain Caution," with Victor Mature and Alan Ladd; "Captain Fury," with Brian Aherne and Victor McLaglen, and "Merrily We Live," with Ann Dvorak, Bonita Granville and Billie Burke.

Deal was negotiated by James S. Pollak and Edward Evans, program manager and film director, respectively, for the station, and Lester Solkow, vice-president of MPM.

New TBA Group Set

An Information Research Committee has been set up by TBA under chairmanship of Paul Raibourn, of Paramount. Others on the group include Robert Blake, WOR-TV; Don Giesy, DuMont; Don Kearney, Katz Agency; Maurice McMurray, C. E. Hooper, Inc., and Frank Young, WPIX.

TV Box Score

On the air	56
CP's	66
Applications	317

Low-Priced Set Line Introduced By G. E.

Syracuse, N. Y.—A new low-priced receiver line featuring a ten-inch picture tube is being produced by General Electric for distribution late this month, according to Walter M. Skillman, sales manager.

Included is a molded plastic table retailing in the east for \$239.95, believed to be the lowest-priced set in the firm's history. Two other table models will sell for \$279.95 and \$289.95, while a console will list for \$329.95.

All three employ 17 tubes and three rectifiers plus the picture tube. Skillman said the lower prices were made possible by a simplified circuit developed by the company to provide greater sensitivity with fewer tubes.

WLW-C Names Henderson

Cincinnati — Appointment of George Henderson as sales manager of WLW-C, Crosley station due to go on the air in Columbus this month, has been announced here. A former member of the Columbus Citizen staff, Henderson previously was sales manager for Conlon-Moore Corp.

Would Buy Time To Hypo Ailing Box Office

Considerable added revenue for both stations and movie theaters would be the end result of a demand now being made to pix producers and distributors by exhibitors throughout the country, and particularly in those areas where TV is making its most significant advances. The demand is for special trailers that would enable the operators to use video as an advertising medium.

Chafing at the absence thus far of a counterattack by the film industry against the obvious inroads which tele has made and will undoubtedly continue to make upon the theater boxoffice, theater owners maintain that the promotion of Hollywood product via video could well turn out to be the stimulus that would not only bring back former moviegoers who have been sticking too close to their receivers but would also tap a portion of that vast audience now classified as non-theatergoers. And the chief weapon with which to make this effort, exhibitors insist, are trailers made for tele presentation.

Among the forefront of exhibitor leaders reportedly anxious to utilize tele as an ad medium are Si Fabian, prominent Eastern theater operator, and Charles Skouras, National Theaters president, on the Coast. Both these men, as well as other independent operators, have indicated their willingness to purchase video time in order to exploit their attractions if trailers of satisfactory quality were made available by the distributors.

Activity of this kind would not only aid theaters in building grosses but the significant sums that would ultimately be spent in such an endeavor prove an important source of revenue to stations.

Action Held Unlikely On Tele 'Scare' Ads

Washington Bureau of RADIO DAILY
Washington—Prospects for action by the Federal Trade Commission to force change in the sales practices of manufacturers or retailers of tele sets are extremely dim, it was agreed here over the week-end. At the same time, it was considered improbable that the Commission would take any action against Zenith as a result of newspaper advertisements the company ran last week stressing the importance of Zenith's being equipped for UHF reception.

The Week In Television

Senate ICC Will Investigate Video

The Senate Interstate Commerce Committee notified the FCC that it will investigate the entire TV picture to date with emphasis on applicants and licensees with anti-trust records, patents, color and UHF. . . . The First National Television Conference was held in Chicago under auspices of the Chicago Television Council. Top execs from nets, stations, agencies and research firms were among the speakers. . . . Continuation of the current downward price trend on receivers was seen, with the possibility of an even sharper decrease toward the end of the year when there might be a general cut in the price of glass blanks for picture tubes. . . . Commercial UHF operation is unlikely for several years, and when it does come it will not obsolete present receivers, according to Philco engineers who based the conclusions on a series of propagation tests in Washington, D. C. . . . The Fred Waring Show for General Electric was placed on CBS, and Lincoln-Mercury picked up the tab for the web's "Toast of the Town." . . . Initial video experimentation may cost the CBC anywhere from \$3,000,000 to \$5,000,000, according to unofficial estimates. . . . Use of carrier synchronization to eliminate co-channel interference will be expanded by NBC. . . . CBS began film syndication offering four packages totalling 82 features and shorts to affiliates on a first refusal basis.

THE WEEK IN RADIO

BMB Meets Crisis

By VAL ADAMS

STATISTICAL Tabulating Co. gave BMB 48 hours to lay cash on the line before it would continue with mailing of ballots in second nationwide study. Bureau owed firm three back payments. Executive committee authorized Hugh Feltis to wire 600 members asking them to pledge pro-rata share in face of possible \$100,000 tax liability so this reserve fund could be used to pay Statistical Tabulating. Half the stations came through in time to meet the deadline.

Phil Carlin resigned as MBS program veepee. No announcement on his successor but it leaves Jack Paige, manager of program operations, in direct charge for time being at least. . . . Michael M. Sillerman resigned as president and director of Keystone Broadcasting System. He differed with board in policy matters.

Institute of Radio Engineers held annual convention and show in New York. Ralph Bown of Bell Telephone Laboratories awarded 1949 Medal of Honor for "extensive contributions to the field of radio and leadership in Institute affairs." . . . Frigidaire Division of General Motors selected 24 transcribed shows which it offers to sponsor with local dealers on a 50-50 co-op basis. Details available from Ralph S. McFeely Co. of Columbus, Ohio, representing producers of transcribed programs.

Rural Radio Network, FM web in New York State, reportedly was losing \$1,000 a day. That's the reason for the merger with Cornell University's radio activities. Michael R. Hanna of WHCU and WHCU-FM expected to become acting director of RRN under interim management contract. . . . General Foods dropping Burns & Allen on NBC at end of season. Sponsor retains time and probably will fill it next fall with "Father Knows Best," starring Robert Young.

Philip Morris looking for new daytime show to replace "Kate Smith Sings" on MBS after April 22. . . . Dr. James Rowland Angell, public service counselor for NBC and member of the board, died March 4 at his home in New Haven, Conn.

Rate of unemployment among radio talent is eight or nine times as high as that of all working people in the nation, according to Department of Labor survey made in cooperation with AFRA. Announcers and sound effects men much more regularly employed than actors. . . . Norman Corwin joined radio division of United Nations. He'll create and direct special projects for worldwide transmission.

G. Richard Swift promoted to general manager of WCBS, New York. . . . Dean Martin and Jerry Lewis start their NBC program

Co-Op Of AWB, NAB Urged; Mitchell Decries Free 'Plugs'

(Continued from Page 1)

Chicago, confined themselves more closely to business than had previous meetings, and the nearly 300 delegates spent a beneficial week-end discussing their problems.

The convention got off to an auspicious start Thursday when, following committee reports and other preliminaries, there was a get-acquainted get-together at a cocktail party and buffet supper tendered delegates by the J. Walter Thompson Company. On Friday morning delegates were guests of ABC's "Breakfast Club" show, and this was followed by breakfast in the Gold Coast Room of the Drake, as guests of Swift & Co., with Martha Logan as hostess.

Highlight of the convention was the talk Friday morning by Maurice B. Mitchell, director of broadcast advertising, NAB. Pulling no punches, Mitchell excoriated free time chiselers and the broadcasters who fall for their wiles. "Most women broadcasters," said Mitchell, "are giving away time on their programs before radio's salesmen can get back to the station with orders for that time." He declared that hundreds of press agents, disguised as everything from public relations counsellors to home economists, are not the least bit interested in the welfare of the broadcaster, program or station, but are interested solely in getting something for nothing. Thousands of people, he said, prey on the susceptibilities of women broadcasters, disc jockeys, and even salesmen and station managers, making good use of greed, laziness and fear. "Greed is an ugly-sounding word," he said, "but how else can you describe the action of a disc jockey, let us say, who accepts free records, free entertainment, or even just plain cash, in return for plugging a particular record? This is also true of the woman broadcaster who will 'give a little boost' to a food product, for example, in exchange for a case of the goods in-

involved." There should be a clear-cut penalty, Mitchell declared, for violation of the station free-time policy. "Protect the integrity of radio and your own integrity," he urged.

Miss Lee Hart, assistant director of broadcast advertising, NAB, told delegates that the woman broadcaster has two good reasons for coordinating activities with the broadcast advertising department—to prove that women broadcasters get results for their sponsors, and to define advertising, program, copy and promotion techniques which are used on women's programs that are getting results for sponsors. She stated the department plans to publish an advertising manual on women broadcasting advertising copy. Harold Fair, director of program department, NAB, told delegates they have same responsibility as a program director and should study and know their audience. "Be sure you have acquainted yourself with policies of the sales department and with station policies," he urged.

Miss Pat Griffith, director of women's activities, NAB, presided at the Friday morning meeting, and Robert K. Richards, NAB director of public relations and publications, acted as moderator.

Luncheon Friday Noon

At the Friday noon luncheon, presided over by Ruth Crane, AWB president, Charles C. Caley of NAB District 9, introduced A. D. Willard, Jr., NAB executive vice-president, who made a brief talk on the value of advertising and the need for an intensive program of education to convince government officials, business men and the general public of the important part advertising plays in American industry.

Following luncheon, the State Street Council of Chicago presented a fashion show, under direction of Mary Merryfield.

Closed business sessions of the AWB active members and associated members were held in the afternoon. At a meeting of the active members Willard proposed a plan for reorganization of the AWB.

Friday evening the National Association of Greeting Card Publishers was host to the delegates at a dinner in the Gold Coast Room.

At one of two Saturday panel meetings William B. Quarton, manager of WMT, Cedar Rapids, Iowa; Harold Safford, program manager of WLS, Chicago; Marie Clifford, manager, WHFC, Ill., and Elinor Lee, director of women's activities, WTOF, Washington, D. C., presented some ideas on the woman broadcaster and her station manager.

In the second panel meeting Mary Louise Marshall, WOC, Davenport, Iowa; Alice Brewer White, WFAA, Norfolk, Va.; Julie Benell, WFAA, Dallas, and Bee Baxter, KSOO, Sioux Falls, S. D., presented new ideas for women's programs.

AGENCIES

KENYON & ECKHARDT, INC., at its board meeting last Thursday, elected Thomas D'Arcy Brophy as chairman of the agency's directorate.

Brophy joined K&E in 1931 as vice-president and was elected president in 1937. At Thursday's meeting, Dwight Mills was elected president of the agency. He joined the organization in 1934 and has served as executive vice-president since 1942.

A VETERAN news correspondent and radio commentator and a successful lawyer, both women, will hold the spotlight at the Tuesday, March 15, luncheon meeting of the Advertising Women of New York at the Hotel Astor. Pauline Frederick, who has her own programs both on ABC and ABC-TV, and Mary H. Donlon, chairman of the New York State Workmen's Compensation Board, will address the meeting. Joyce Redman, star of "Anne of the Thousand Days," will be a special guest of honor. Nan Mastin of Davis Delaney, New York, is a chairman of the luncheon committee. Club president Grace M. Johnson of the American Broadcasting Co. will preside.

Levoy In From Coast To Open N. Y. Offices

Gordon W. Levoy, president of General Television Enterprises, Inc. is in New York to open Manhattan offices of the \$1,000,000 concern which will engage in the guiding, financing, packaging and marketing of video shows.

While on the East Coast, Levoy will confer with prospective sponsors and sponsors' representatives regarding forthcoming video commitments. He will also finalize commitments for Eastern personnel of the new firm.

Will Stress Films

GTE will at the outset confine itself to the purchase of films made for TV rather than engage in video production directly. The firm intends to market 12 different types of film series including such categories as sports, fashion, cartoon, western, scientific, adventure, juvenile, modern dramatic and classical.

Detour

Washington—When the B & O train robbers were caught in a pawnshop here Thursday, WTOF newsmen wanted to interview the owner of the shop, but were refused admittance by the police. Whereupon the station's news room got to work, called "uncle" on the phone and made a two-way transcription of the conversation, then put it on the air, while the gendarmes still stood guard.

AWB NOW OFFICIALLY A PART OF NAB

NBC Answers "Rep" In 'Spot' Brief To FCC

Washington Bureau of RADIO DAILY
 Washington — The FCC has been told by NBC that according to the reasoning in the brief filed by the Edward Petry Company in the national spot advertising representation case the Commission would do well to ban all members of the National Association of Radio Station Representatives from representation of stations for national spot sales. NBC reaches this proposal on the basis of Petry's argument that networks should be excluded from national spot representation because of the possibility that the Communications Act will be violated.

Attacking the Petry reasoning
 (Continued on Page 3)

Sinclair Refining Buys ET Series For Midwest

Sinclair Refining Company has contracted with Morton Radio Productions of Chicago for sponsorship of the ET series titled, "This is the story," starring Ed Prentiss. Series will be presented in such markets as Cincinnati, Cleveland, Detroit and other midwest cities. The show is now heard on WGN, Chicago, Monday through Friday, at 8:15 p.m.

Wallace Air Speech Draws Station's Ire

Norwalk, Conn.—Another church will be given WNLK's regular religious broadcast time during the remainder of March, forfeited by the South Norwalk Methodist Church because it presented Henry Wallace
 (Continued on Page 6)

New Youth Series

"These are Your Children" is title of a new series of programs by WNYC in cooperation with the Youthbuilders of the Board of Education every Saturday night from 9:30 to 9:55 p.m. The series opened last Saturday. The programs feature panels of youngsters from New York public schools, parents, and guest authorities.

Crosby Sponsorship Set For Fall Series

Bing Crosby's new sponsor will be Chesterfield cigarettes when he moves over to CBS next fall. The present plans are to present him on Wednesday nights, the same night on which he is heard during his current ABC series for Philco.

Art department of Newell-Emmett, according to reports, now has in preparation new posters on Crosby. One poster is a combination of three Chesterfield radio attractions—Como, Crosby and Godfrey. This would indicate sponsor is retaining the three programs for the fall season.

Kintner Announces 3 ABC Promotions

Three promotions in the western division of the American Broadcasting Company were announced yesterday by Robert Kintner, executive vice-president of the network. Frank Samuels has been named general manager; John I. Edwards has been appointed program director
 (Continued on Page 6)

New CBS Comedy Series Planned For Network

Plans for a new 30-minute situation-comedy series, "Young Love," were announced yesterday by Harry Ackerman, CBS vice-president and director of network programs, Hollywood.

Screen and radio stars Janet
 (Continued on Page 2)

Women's Group Drops Informal Status To Join Industry's Association As 3-Day Meet Closes

TV Talent Showcase Planned By Sponsor

An innovation in TV programming will be launched by the Compton agency on NBC in behalf of their client, Procter and Gamble on April 5th when the sponsor will offer a half-hour television show window of attractions packaged for sale. The program will replace the agency's current series, "I'd Like to See."

In presenting the new series,
 (Continued on Page 7)

FCC Okays New Stations In Wisconsin And Minn.

Washington Bureau of RADIO DAILY
 Washington — New stations for Wisconsin and Minnesota were okayed yesterday by the FCC as it resumed study of a proposed decision in the complicated Mayflower case. The Commission was occupied at length in studying proposals for a decision which has thus far been
 (Continued on Page 3)

Tele Session Planned For ANA Spring Meeting

Hot Springs, Va.—A television session will be included in the 40th Spring meeting of the Association of National Advertisers, scheduled
 (Continued on Page 2)

Chicago—The Association of Women Broadcasters dropped its former status as an informal type of organization and became a regular departmental operation of the National Association of Broadcasters by vote of its members at the closing session of their convention Saturday. Adoption of the operational plan proposed in January by A. D. Willard, Jr., and later endorsed by both the AWB executive board and the board of directors of NAB, was
 (Continued on Page 3)

Speakers Announced For FM Radio Clinic

The first nation-wide radio clinic of the FM Association will be held in New York, April 1, at the Commodore Hotel, on the general theme of "What's What in FM."

Speakers at various sessions during the day include:
 Edgar Kobak, MBS prexy; William E. Ware, FMA prexy and v-p of KSWI-KFMX, Council Bluffs,
 (Continued on Page 8)

Petry Expands Operation; Opens Office In Dallas

Opening of a branch office in Dallas and personnel additions in New York and Chicago were announced yesterday by Edward Petry & Co., station reps, in New York. Buell Herman, formerly of the Chicago office, will head the
 (Continued on Page 2)

Listener Homes-Per-Dollar High For Mystery Programs

Trend of the times ("get the most for the dollar") is giving the mystery type program a vigorous come-uppance it never had before and in the months ahead such programming may be the budget salvation for more than one advertiser. According to an analysis of a Nielsen report (Jan. 16-22) made by a major network, mysteries pull high ratings at a low talent cost and they are out in front on a homes-per-dollar basis. Popularity of mystery programs is unquestionable since exactly half of Nielsen's top twenty are in that category. As for costs—according to the network breakdown—the average for seventeen sponsored mystery shows delivers 59 homes-per-dollar more than does the average
 (Continued on Page 3)

Fish Story

Seattle, Wash.—The Annual Fisherman's Festival will be broadcast over the nation-wide network of ABC on March 20th when KJR originates a half-hour program from the Festival. The broadcast will make the ninth consecutive year KJR has led ABC the program, an event of importance in the Pacific Northwest.



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FRANK BURKE : : : : Editor

MARVIN KIRSCH : Business Manager

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WASHINGTON BUREAU

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Phone: Wisconsin 3271

CHICAGO BUREAU

Nat Green

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Phone: State 2332

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FINANCIAL

(March 14)

NEW YORK STOCK EXCHANGE

Table with columns: High, Low, Close, Net Chg. Lists various stocks like ABC, Admiral Corp., Am. Tel. & Tel., etc.

OVER THE COUNTER

Table with columns: Bid, Asked. Lists stocks like DuMont Lab., Stromberg-Carlson, etc.

Takes Decca Post

Arthur Grobart has been appointed sales promotion manager of Decca Records, Inc. He was formerly assistant to the western division manager, working out of the Los Angeles office.

Advertisement for WIBW featuring a map of the 'MAGIC CIRCLE' (Nebraska, Kansas, Oklahoma, Missouri, Iowa, Arkansas) and the slogan 'The Voice of Kansas TOPEKA'.

The Voice of Kansas TOPEKA BEN LUDY, General Manager

★ COMING AND GOING ★

RUSSELL G. WINNIE, commercial manager and station director of WTMJ, Milwaukee outlet of NBC, is in New York for conferences with officials of the web.

BERTRAM LEBHAR, JR., director of sales for WMGM, and RAYMOND KATZ, program director of the station, left yesterday by plane for Hollywood, where they'll confer with executives of M-G-M at the Culver City studios.

MICHAEL L. KAPLAN, president of Sightmaster Corp., is on a short business trip to Pittsburgh.

BILL CHALMERS, account executive on the Ford account at Kenyon & Eckhardt, off to Tucson, Ariz., to present a Ford station wagon to KTUC, winner of the Ford promotion contest.

A. E. JOSCELYN, director of operations at KNX, Los Angeles, is in New York for the CBS confabs at the Ritz.

ARCHIE BLEYER, conductor of the orchestra on the Arthur Godfrey programs over CBS, has left for a Miami vacation.

GEORGE CROTHERS, assistant director of education and opinion broadcasts at CBS, will leave today on a short business trip to Washington, D. C.

BURTON M. ADAMS, Southwest station representative for NBC, will leave today on an extensive trip to contact affiliates of the web.

THAD HORTON, sports director of WSB, Atlanta, Ga., has left the station for an extended jaunt around the Florida training camps of the major league ball clubs, also to the Pensacola training base of the Atlanta Crackers.

EMILIO AZCARRAGA, president of Radio Programas de Mexico, left yesterday for Mexico City after having attended the convention of the IRE.

LOWELL THOMAS, Columbia network commentator, has left with his son for the West Coast on another lecture tour. He'll broadcast today from KFRE, Fresno, Calif., and tomorrow, Thursday and Friday from Yosemite National Park.

Petry Expands Operation; Opens Office In Dallas

(Continued from Page 1)

Dallas staff and will be assisted by Carolyn Holmes who is transferring from the New York Petry office.

George Lindsey, formerly with Lorenzen & Thompson, and Bruce Bryant, formerly of ABC spot sales, have joined the Chicago staff of Petry.

In New York three salesmen have joined the force. They are Edward Coughlin, George Backus and Douglas MacLatchie.

Pubserv Show On WHBC

Canton, Ohio—WHBC is co-operating with the Medical Society of its home county, Stark, by providing all radio stations in that area with special programs and announcements in connection with the Diabetes Detection Drive. The station is recording special instructive talks by local physicians and providing discs to WCMW and WAND in Canton and WFAH, Alliance, in the interest of public service. A set of 25 special courtesy announcements has also been provided.

10 YEARS AGO TODAY

From the Files of Radio Daily

An intensive study of the problems of script writers is currently being made by the Radio Writer's Guild. . . . The Radio Council of the Chicago public schools is promoting visits by blocks of students to radio shows that are open to audiences. . . . CBC has granted conditional permission for the broadcast over a network of 17 private stations of a Toronto meeting of the newly organized Leadership Leagues which was launched by the publisher of the Toronto "Globe and Mail," who was refused use of network facilities for a series of personal broadcasts which preceded formation of the League.

Tele Session Planned For ANA Spring Meeting

(Continued from Page 1)

to be held here, March 23-26, at the Homestead.

Participating in the television panel on March 24 will be: Walter Craig, v-p in charge of television and radio at Benton & Bowles, Inc.; Don L. Kearney of the Katz Agency, and Dr. Alfred N. Goldsmith, radio and TV consultant and past president of the Institute of Radio Engineers.

Additional Speakers Listed

Other speakers scheduled during the four-day conference are:

A. J. Gallager, A. J. Gallager & Associates; Stanley Harold Morgan, Brailsford & Co.; R. H. Bennett, Maxwell House Division, General Foods Corp.; Ben R. Donaldson, director of advertising, Ford Motor Co.; John Caples, vice-president, Batten, Barton, Durstine & Osborn, Inc.; Patrick H. Gorman, advertising manager, Philip Morris & Co.; Dr. D. B. Lucas, professor, New York University; Dr. L. O. Brown, vice-president, Dancer-Fitzgerald-Sample, Inc.;

James Rotto, The Hecht Co., Washington, D. C.; Thomas F. Joyce, vice-president, Raymond Rosen & Co.; Frank Fagan, vice-president, Young & Rubicam, Inc.; Laughlin A. Campbell, Mergenthaler Linotype Co.; S. H. Giellerup, Marschalk & Pratt; John F. Apey, Jr., The Black & Decker Mfg. Co.; Henry Metz, Addressograph-Multi-graph Corp., and W. A. Marsteller, Rockwell Manufacturing Co.

New CBS Comedy Series Planned For Network

(Continued from Page 1)

Waldo and Jimmy Lydon have been signed for the leading roles of a married couple attending college. Auditions are now being conducted for other lead roles in the series, for which a starting date has not yet been determined. Script will be written by Bob Lee and Jerry Lawrence.



Washed up

The press release called this a picture of "raging flood waters which swept Northern Pennsylvania and Western New York, that stalled traffic on route #5 near Pittsfield, Pennsylvania.

Washed up! That's what that car is. That's what the road is. And that's what the business that can't see the floodwaters of competition is going to be . . . Washed up.

We don't know how you're going to operate in other markets . . . but down here in Baltimore, in radio, the smart money uses W-I-T-H. That's the successful independent. W-I-T-H delivers more listeners - per - dollar - spent than any other station in town. W-I-T-H belongs on any selective test. Is it on yours?



W-I-T-H

Baltimore 3, Maryland

TOM TINSLEY, President Represented by Headley-Rood

Mystery Programs Reveal High \$-Value

(Continued from Page 1)

the next highest program category, which is quiz and audience participation.

The top mystery program (from the standpoint of homes-per-dollar) delivers 136 homes-per-dollar more than does the highest competitor, a show in the general drama classification. The actual count is 663 homes-per-dollar against 510.

Some of the mystery shows in Nielsen's top twenty have relatively low budgets. The difference for an advertiser between a high rated mystery show and some of radio's highest priced programs can sometimes be as much as \$20,000 a week.

This fact is expected to get more than a routine interest from some advertisers who want to branch out in television but also remain in radio. To show the growing listener popularity of mystery programs, 10 out of the first 15 in Nielsen's report fall in that category. Among Nielsen's top twenty, 12 are CBS shows and seven of these are mystery type programs. These seven talk up far more homes-per-dollar than do Lux Radio Theater, Jack Benny and Amos 'n' Andy.

The network's homes-per-dollar breakdown of Nielsen's top twenty is as follows:
Walter Winchell, 765, Fat Man #4, This Is Your FBI 604, Godfrey's Talent Scouts 598, My Friend Irma 545, Mr. Keen 517, Mystery Theater 504, FBI In Peace and War #3, Inner Sanctum 472, Adventures in Sam Spade 433, Mr. and Mrs. North 431, Fibber McGee and Molly #7, Mr. District Attorney 417, People Are Funny 408, Suspense #4, Duffy's Tavern 340, Lux Radio Theater 329, Jack Benny 282, Amos and Andy 273, Bob Hope 273.

These programs are not listed by ratings (other than being in Nielsen's top twenty) but according to homes-per-dollar cost only.

Wedding Bells

Daniel R. Goodman, vice-president and television director of Harry S. Goodman Radio Productions, will be married April 7th to Carol Jane Adler of Woodmere, N. Y. The ceremony will take place at the Hampshire House.

Stork News

Mr. and Mrs. Walter Byers of Chicago are the parents of a son born March 4. Mrs. Byers was formerly Marilyn McCurdy, WBBM news writer. Byers is assistant to the commissioner of the Big Nine.

Aiding Fund Drive

Pre-campaign instructions to door-to-door canvassers in the coming Nassau County Cancer Committee's fund drive will be broadcast by WILL-FM, Hempstead, L. I., on March 26, 5:45-6 p.m. Canvassers have been notified to listen to the radio instruction class.

AWB Officially Joins NAB As Departmental Operation

(Continued from Page 1)

the accomplishment of the three-day session.

Another highlight was the talk of George Jennings, president of the Association for Education by Radio and director of station WEBZ, Chicago public schools, at the Saturday luncheon. In contrast to the talks of network executives at the National Television Conference early last week, Jennings took the stand that radio is a greater selling medium than television, in many instances, and that, except in large communities, television isn't going to be much of a challenge for some time to come, if ever.

Operational Plan Outlined

The operational plan adopted at the AWB business session Friday is as follows:

The Association of Women Broadcasters would be set up as a regular departmental operation of the National Association of Broadcasters.

The director of women's activities of the NAB would be removed from the Department of Public Relations of the Association and report directly to management, as do other department directors. As director of women's activities, she would also act as executive secretary of the Association of Women Broadcasters.

The Association of Women Broadcasters would continue to operate as a department, not as a corporate entity. This means that the Association would not be chartered (a situation which has existed in the past) and that it would not have national officers (such as president, vice-president, secretary-treasurer, etc.).

The AWB would be represented in NAB affairs by a standing executive committee composed of seven active members of the AWB and four network non-active members.

AWB district chairmen would be elected by members of the AWB in the 17 NAB member districts. The AWB Executive Committee members would be selected from this group of elected district chairmen by the NAB president.

This executive committee, performing as an advisory group to the NAB director of women's activities, would meet twice a year at a minimum. Expenses for these meetings would be paid by the National Association of Broadcasters, at the regular mileage scale.

The chairman of the executive committee would be designated by the President of NAB.

The Association of Women Broadcasters will continue to hold one annual meeting, costs thereof to be self-liquidating. The chairman of the executive committee would act as the supervising officer of this annual convention and preside at all sessions.

District AWB meetings would be held with the approval of the district NAB directors.

Membership classifications in the Association of Women Broadcasters will be revised according to recommendations of the AWB executive committee and NAB management.

Two of the speakers scheduled for the Saturday morning panel meetings were unable to attend. Lucille Holmes of the U. S. Department of Agriculture, Washington, D. C., substituted for Elinor Lee of WTOF, and Priscilla Fortescue of WEEI, Boston, spoke in place of Alice Brewer White of WTAR.

At the Saturday luncheon, presided over by Ruth Crane, AWB president, George Jennings spoke on "Woman Broadcaster Meets Tomorrow's Challenge." Jennings paid tribute to the important work that is being done by women broadcasters,

and declared that local women broadcasters are in an enviable position to win back and hold the radio audiences that undoubtedly have been slipping away. "There isn't a one of you," he said, "who does not have as good an imagination, if not a better one, than those people who produce the transcribed features, the network programs, the 'canned' material which comes to your station. And you have something more than anyone not a member of your immediate community—you know your neighbors, their needs, their wants. Advertising agencies would give millions of dollars to know the national audience as well as you know your local audience."

Of television, Jennings said: "We in education have been doing a lot of thinking about television and have done many programs of an experimental nature to formulate some conclusions about the medium. Personally, I have come to the conclusion, and I think it holds good for commercial as well as educational use, that radio can do a better job of selling (either ideas or products) in many instances than can television. In too many instances the medium of television gets in the way of the content of the telecast.

... In television we are always on the outside looking in at something. In radio, we become an active participant in the commercial (or whatever we hear); we became personally involved in it. ... Radio has been successful—probably the greatest advertising medium the world will ever know—because its approach has been emotional and imaginative, at least on the part of the listener."

The Saturday afternoon session of the convention was devoted to "Television, the Eyes of Tomorrow." Pat Griffith, NAB director of women's activities, presided, and the speakers included Norma Richards, WSPD-TV, Toledo, O.; Edyth Fern Melrose, WXYZ-TV, Detroit; Martha Gaston, KFOX, Long Beach, Calif.; Rita Hackett, WLW-TV, Cincinnati, and Ruth Crane, WMAL-TV, Washington, D. C. All were agreed that television can be made a powerful medium but none of them sold radio short.

Active and associate members took part in the closing session, and in the evening were guests of the Grocery Manufacturers of America at a cocktail party and buffet.

New WOR Series

A 15-minute fireside chat program, "My Name is Logan," will debut on WOR, March 17, 10:30 p.m., under the sponsorship of Greystone Press. The philosophical discussions will concentrate on human frailties, virtues and pitfalls and on the stories behind such ventures as the current pyramid club fad and chain letters.

NBC Answers Petry In 'Spot' Brief To FCC

(Continued from Page 1)

vehemently, NBC charged that it lacks common-sense and said, "If the Commission is to undertake to regulate against all possibilities, its regulations will be limited only by the fertility of the human mind."

In this vein, it declared that "there is a possibility that NARSR, as a trade association of all the large spot representatives, may at some future date act in restraint of trade to fix and raise commissions, impose long-term contracts and demand other provisions which will be detrimental to the best interests of the stations. That is particularly true if the present effort to eliminate their major competition is successful."

Thus, asked NBC, why not block NARSR from the field?

Both CBS and ABC also filed replies to the NARSR and Petry briefs, with CBS declaring that they "climax the progression of their case away from the realm of proven and unimpeached facts into a world of hypothesis, theory, assumptions, predictions and fancy."

FCC Okays New Stations In Wisconsin And Minn.

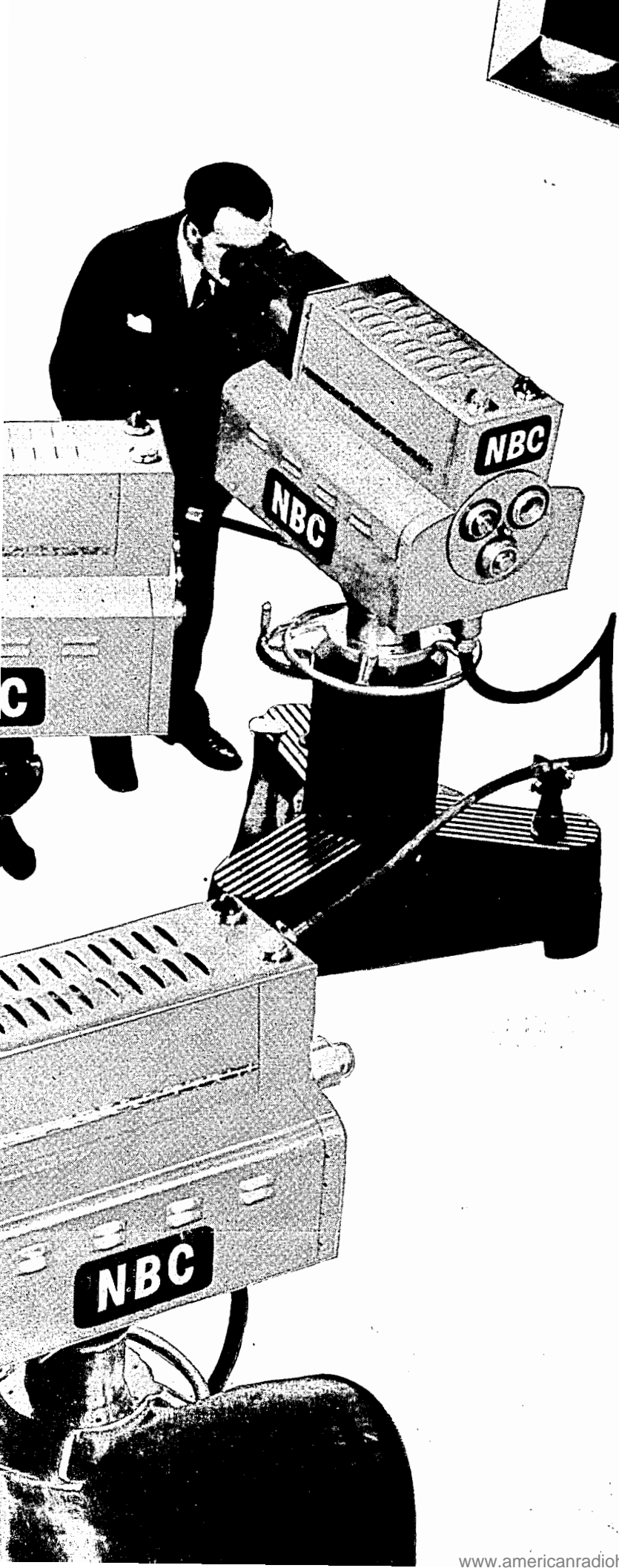
(Continued from Page 1)

kept extremely quiet but is reported to amount to a strengthening of the principles upheld by the Supreme Court in the Mayflower case.

Okayed yesterday were two local stations to operate with 250 watts unlimited—on the 1450 band in Richland Center, Wis., and on the 1490 band in Alexandria, Minn. The Richland Broadcasting Corporation was the successful applicant in the first case, and the Alexandria Broadcasting Corporation in the second. The latter was preferred over the Alexandria Radio Corporation, which had filed for the same assignment. Head of the unsuccessful applicant is Roger Dell, who held the license for KGDE, Fergus Falls, Minn.

New Engineering Firm

Chicago — Walter F. Kean, formerly manager of Andrew Corporation's broadcast consulting division, has announced the formation of a new midwest consulting engineering firm under his own name, with headquarters in Riverside, Ill., a Chicago suburb. Kean states the new firm offers broadcasters design and allocation facilities together with a field engineering service. Kean spent the war years as project engineer on radio and radar at the Western Electric Co. He designed, supervised construction, tuned and proved performance of WCFL, Chicago, and WKOW, Madison, Wis. In 1944 he organized the consulting engineering department of Andrew Corporation, and managed it for five years.



it takes all kinds

People love variety shows . . . best of all they love
THE TEXACO STAR THEATRE. But that shining
hour is just one type of program. In drama, sports,
news, forum, juvenile and nearly every other category
that comes to mind, you'll find that NBC has *the* top
rated show, seen by the *biggest* audience.



T H E N A T I O N A L

In each of its classes, the following are the top regularly-scheduled programs according to latest available cooperatings:

- Variety*, Texaco Star Theatre NBC
- Drama*, Kraft Television Theatre NBC
- Sports*, Gillette Fights NBC
- News*, Camel News NBC
- Forum*, Author Meets The Critics—
 General Foods NBC
- Art*, You Are An Artist NBC

Feature Film, Lucky Strike's Your Show Time . NBC
Juvenile, Howdy Doody—Mason—Unique . NBC

- No. 1 in programs . . .**
- No. 1 in advertisers . . .**
- No. 1 in sponsored hours . . .**

America's No. 1 Network

NBC Television

A Service of Radio Corporation of America



B R O A D C A S T I N G C O M P A N Y

Wallace Air Speech Draws Station's Ire

(Continued from Page 1)
in a discussion of "controversial issues" last Sunday, Dr. Benjamin Ginzburg, president and general manager of the station, told RADIO DAILY yesterday.

"Rev. Charles Wesley Lee, pastor of the Methodist Church, violated conditions of the station and of the Norwalk Ministerial Association, sponsors of the regular Sunday program, when he presented Wallace and his controversial matters with-

Not Radio Minded

Norwalk's daily afternoon paper, did not print a line on the Norwalk incident even though its star reporter wrote the story for the New York Herald Tribune, it was reported yesterday. Ginzburg, when questioned about the newspaper's coverage of WNLK activities, said that the Norwalk Hour "never gives us a line."

out first consulting the station or the sponsors," Ginzburg said. "We want to show that the station cannot condone this."

In his talk, Wallace referred to the recent Catholic objection to his addressing the Lions Club in Danbury and his concept on Russo-American relations. Rev. Lee had been quoted earlier as having said that he did not notify the Ministerial Association because he did not want to "put it on the spot." Ginzburg told RADIO DAILY that the Peoples Party, which backs Wallace in Connecticut, did not know of the broadcast before the Sunday program went on the air, but that neither he nor the sponsors had had any prior notification.

Ministers Annoyed

"The members of the Radio Committee of the Ministerial Association to whom I spoke, all expressed objections to the tactics of Mr. Lee," Ginzburg disclosed. "We pride ourselves on being the station to which young and old can listen. That's the reason we object to controversial issues on programs which are not clearly labelled as such. We have regular programs on the station for such matters."

WNLK broadcasts on alternate Sundays, 2-2:45 p.m., "The Community Round Table," conducted by the Norwalk Town Hall. On the other Sundays, "Economic Forum," conducted by a local industrialist, is presented. "We carried a tape recording of Wallace's speech at Bridgeport during the campaign last October," Ginzburg said. "We also carried both free and paid programs for the Peoples Party."

The Radio Committee of the Ministerial Assn. is scheduled to meet today to take what reportedly may be disciplinary action against Rev. Lee. There are reports here also that the congregation is considering asking the pastor to resign.



Mainly About Manhattan. . . !

● ● ● Radio Is Like This:—The audition platter of "Father Knows Best," starring Robert Young, which was sold by Scrappy Lambert to Maxwell House as a Burns & Allen replacement, was directed by Herb Sanford and won high praise all around for its high class handling. So wot happens? Benton & Bowles are assigning their own director to the series when it gets under way leaving Sanford out on that well-known limb. . . . Arthur Lake's frau among those pitching for the femme lead in "Blondie." . . . Zenith's recent ads claiming it has the only video receiver that won't be obsolete under changes of wave length has the competish hopping mad. . . . Despite Columbia's success with the LP record, the war of nerves with RCA is causing some setbacks at the moment. Dealers aren't stocking up on LP's as they did 6 months ago because they're waiting to see what effect the 45 r.p.m. will bring. . . . Three shows being considered by Toni for TV, all of them former radio shows—"Quick As A Flash," "Blind Date" and "Corliss Archer." . . . It's gonna take a powerful lot of soft soap to smooth out the ruffled feelings generated at that Mutual board session in which Kobak held firm. . . . Mag publishers abandoning plans to start TV fan mags. Too many fatalities (Radio Stars and Television, for one). . . . Jack Perlis sez that CBS has its own version of the Pyramid Club. All execs who join must bring in 2 NBC programs.



● ● ● Everything happens to Henry Morgan. Even before he started his new NBC series Sunday, he got his cancellation notice! Seems that U.S. Steel bought the time, effective in June, to present the NBC Symphony. However, our boy will no doubt be shifted to another time slot. Morgan, incidentally, was telling Goody Ace the other midnite that from here on out he's gonna be a different Morgan, a charming fellow with malice toward few, if any. Said he was sick and tired of being a scapegoat, etc., and being blamed for the ills of the country. No more insulting people, etc. Goody retorted that he was crazy, that that was his reputation and that he would only alienate his present following if he forsook his screwball character. However, our boy stood firm. From now on, it's gonna be Lovable Morgan.



● ● ● AROUND TOWN: Lever Bros. interested in the NBC Dean Martin-Jerry Lewis package which preems April 3rd. . . . Latest idea fascinating top radio talent is to appear on video one week and radio the next. Such a setup would make the material problem somewhat easier. . . . Rayburn & Finch. WNEW's early ayem disc jockey duo, want you to contact them if your birthday is April 1st. . . . The Arthu: Weills (he's the comptroller of WMGM) have adopted a baby gal. . . . When Humphrey Bogart and Lauren Bacall were rehearsing for "Theater, USA," the ABC series sponsored by the Army and ANTA, Bogie bragged about his brand new son, Stephen. "He's so tough," beamed the proud pop, "that when he was born he slapped the doctor instead of the other way around." . . . Mickey Rooney mulling over a scenario based on the story of 22-year-old Joe Franklin, of WMCA, purveyor extraordinaire of rare old vaude platters. . . . Fortune Pope tells us that WHOM's Spanish language programs are being picked up clearly in Puerto Rico and has bundles of mail to prove it. . . . Tim Marks claims he called City Hall this ayem and the operator greeted him with "Tap of the morning to you."



● ● ● At the Fireside Inn, a gagwriter approached comic Jack Gilford for a job. "I must be pretty good," reasoned the gagman, "Milton Berle offered me a two-week tryout without pay." "Oh, yeah?" sneered Gilford. "Well, I'll double that offer. You can work for me 4 weeks without pay!"

Kinrner Announces 3 ABC Promotions

(Continued from Page 1)

tor and Leonard Reeg promoted to the post of production manager.

Samuels joined ABC on June 7, 1943, as an account executive, rising rapidly to become Hollywood sales manager on November 16, 1943, and one year later was named ABC's Pacific Coast sales manager. Since January 1, 1949, Samuels has been acting head of ABC's Western Division.

Edwards joined ABC as a program manager on the West Coast on July 24, 1944, and one year later was named program operations manager. On July 1, 1946, he was appointed assistant production manager and, on August 1, 1947, he was named production manager for the network's Western Division. Since the first of the year, Edwards has been acting program manager of ABC's Western Division.

Reeg, who has been named to the post of production manager of ABC's Western Division, joined the network's West Coast offices on February 2, 1942, as a program producer and since that time has handled many of ABC's outstanding radio broadcasts originating on the West Coast.

WBAP Has New FM Station

Fort Worth, Tex.—Fort Worth's first FM station went on the air March 9th. In announcing the new broadcasting service Harold Hough, veepee in charge of radio and television, said the FM station "pulls together" the programs broadcast alternately by WBAP-570 and WBAP-820. The program policy calls for nearly all the programs heard over WBAP channels to be carried on the 100.5 mc. FM band during 18 hours daily operation.

IN LOS ANGELES

GET ON THE BEAM!

Direct to the 1,130,000 "SPECIALIZED GROUP" within the Los Angeles Market.

YIDDISH
250,000

NEGRO
300,000

GERMAN
100,000

SPANISH
250,000

ITALIAN
100,000

SCANDINAVIAN
130,000

6 RESPONSIVE AUDIENCES
IN ADDITION TO 3 MILLION
ENGLISH SPEAKING LISTENERS

KOWL

5000 WATTS
CLEAR CHANNEL

Owned and Operated by
ART CROGHAN & GENE AUTRY

TELEVISION DAILY

Section of RADIO DAILY, Tuesday, March 15, 1949 — TELEVISION DAILY is fully protected by register and copyright

NO QUICK ACTION ON FOX PLEA

TELE TOPICS

WHAT IS NEEDED most by the new Grace and Paul Hartman show for Textron over NBC is a good script. The principals themselves are as entertaining a pair as one could hope for, but the show still falls flat. It's not the format, either, since domestic comedy provides all the latitude in the world. On the show last Sunday, however, nothing happened. There were no gags worthy of the name, and the only thing even remotely resembling a laugh was occasioned by Paul's wonderful mugging. Hartman's face is one of the funniest in show business, but it can't carry a half-hour show alone. Whatever construction the program had this week seemed to be built around pyramid clubs—a topic that has become overworked faster than any other I can recall. The Hartmans are best known as satirists, and if their show can be built along these lines, it should improve considerably. One of their wonderful dance routines would be a most welcome addition every week. . . . Fashion-show commercials for Textron fabrics were very well handled, and probably extremely interesting to the dis-taff side. Scripters are Ted Luce, Frank Wilson, Ed Rice and Harry Herman, with the latter doubling as producer and director. Agency is J. Walter Thompson.

A POSITIVE MOVE in the ruckus about UHF and set obsolescence was made in St. Louis Sunday by KSD-TV. Station assigned a staffer to correlate pro and con data, which was aired at 9 p.m. Program included quotes from Wayne Coy, Jack Poppel, the trade press and RCA and Philco execs. On the same day, the Post-Dispatch radio page carried a resume of Poppel's address on UHF before the Chicago TV confab. The show was very favorably received, with requests for copies coming in from dealers, distributors, agencies and set owners.

ABC held a preview yesterday for "Market Melodies," the two-hour show which inaugurates WJZ-TV daytime programming around Apr. 15. Program, which has point-of-sale tie-in, will be aired from 2 to 4 p.m. Tuesday through Friday and from 10 a.m. to noon on Saturday. Rate is \$540 per week for one one-minute participation daily on a 13-week basis. On weekdays, station will program after the show to fill in to evening sign-on. . . . CBS is looking for a home for "The Goldbergs." Program is now aired at 9 p.m. Mondays, with Sanka to pick up the tab beginning Mar. 28. On April 11, however, "Ford Theater" will take over the 9-10 p.m. spot once a month and a new Ford show, "Through the Crystal Ball," will be aired the other three weeks. . . . John Novak has resigned as film director of DuMont to set up his own office as TV film consultant.

CBS Completes Film On Status Of Video

A 35-minute documentary-presentation film outlining the present developments of TV has been completed by CBS, and will be made available by the web for showing to business organizations, agencies, schools and the general public. Titled "Television Today," the film was produced by Victor M. Ratner, CBS promotion veepee. It was photographed after midnight in the web's Grand Central studios and on location. First public showing will take place today. Filmed by International Movie Producers Service from a preliminary script by Ben Kerner and shooting script by Ratner, the project was completed in three months. Narration is read by George Moscovics, manager of CBS-TV sales department. "Television Today" covers major aspects of the medium including audiences, programs, technical resources, creative capacities and functions for advertising and sales.

St. Loo Set Boost

St. Louis—Union Electric Company of Missouri has reported a total of 22,500 receivers installed in KSD-TV area as of March 1, with 19,400 in homes, 3,100 in public places.

TV Talent Showcase Planned By Sponsor

(Continued from Page 1)
Compton has invited such talent agencies as MCA, William Morris and General Amusements to audition packages for TV presentation. Four shows, created by the NBC-TV department, are among those under consideration. The program format will vary from week to week. Among the program categories which will be shown include dramatic presentations, musical programs and audience participation shows. A permanent emcee will be used weekly with a new professional cast for each production. Lewis Titterton, vice-president of Compton in charge of radio and TV, said that the sponsor hoped to give professionals a real opportunity to show their talents during the series. He said the agency would have a short time option on each of the presentations.

"Lucky Pup" Sale Set

Footwear division of U. S. Rubber Co., for Keds, will sponsor the Friday airings of "Lucky Pup" over CBS beginning Mar. 25. Bankrolling of the Tuesday and the Thursday airings by Bristol-Myers, for Ipana, previously announced, will begin the following week.

Investment Groups Urged To Aid TV Construction

Several banks and two insurance companies are showing an interest in proposals that they help finance radio station owners who need large amounts of capital to get into television. The campaign for such financing is being led by the Smith Davis Corporation, financial consultants to radio broadcasters and publishers. Howard E. Stark, director of radio and television for Smith Davis, admits that it's not an easy job to sell the bankers on the idea although progress is being made. The pitch that Smith Davis makes to the financiers is that they missed out on radio—that radio grew into a major industry without a dime's worth of bank credit—and that television will be a giant much bigger than radio. At the moment, the consultant firm is trying to work out financial deals (for television) between three different broadcasters and one of

the largest banks in the country. Stark points out that hundreds of radio station owners face a desperate financial plight when they come to the matter of building a television outlet. Unless sources of capital are opened up, it seems inevitable that there will be far less diversification of television ownership than there is in radio. Even the situation of the fairly large operator is none too good, according to Stark. Smith Davis, for instance, has one client who owns several radio stations and television grants for each of the AM outlets. The broadcaster, however, needs several million dollars to get all his video stations on the air. Consequently, he keeps sidestepping FCC pressure to get the stations on the air and wonders what the eventual outcome will be. So far, the broadcaster has refrained from actually putting his television properties on the block.

Believe FCC Waits For 'Trust' Edict By Senate ICC

Washington Bureau of RADIO DAILY
Washington—In view of the fact that the Senate Interstate Commerce Committee already has formulated a plan to study the matter, it is thought unlikely that the FCC will act speedily on the petition filed over the week-end by Twentieth Century-Fox in which the film company requested a declaratory ruling on its eligibility to enter the television field. Several attorneys here stated that Fox is asking for something which the Commission six weeks ago said that it will bring forth as soon as possible. The Fox petition sought an immediate determination by the FCC whether the company's record in the field of anti-trust violation will be held to be sufficiently antipathetic to the public interest to keep the company out of television. "At the present time," said the movie company, "Fox is confronted with making a decision whether to go ahead with its present plans in this connection, to stop such operations, or to increase the volume of its work in this field. A declaratory order by the Commission on the anti-trust question would in and of itself provide the answer." There is good reason to doubt that the Commission will take any positive steps in this matter before receiving some signal from the Senate committee, however, in view of the clear statement of last week by Chairman Edwin C. Johnson of the committee's interest in the problem.

Simon Commercial Mgr. Of KPIX; Spillman Upped

San Francisco — Appointment of Lou Simon as commercial manager of KPIX has been announced by Philip G. Lasky, general manager of the outlet. Simon formerly was associated with the firm's AM operation, KSFO. Another transfer from the AM outlet is Sanford Spillman, who has been named operations supervisor for KPIX. Spillman, who will serve also as producer and assistant to program director Keith Kerby, has been with KSFO for six years.

Gulf Expands Coverage

Gulf Oil Corp., through Young & Rubicam, will add five stations to the 13 now carrying the Bob Smith "Road Show" over NBC. Additions, all on recording, are WDTV, Pittsburgh; WDSU-TV, New Orleans; WMCT, Memphis; WLW-D, Dayton, and WAVE-TV, Louisville.



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WASHINGTON BUREAU
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 Phone: Wisconsin 3271
CHICAGO BUREAU
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FINANCIAL

(March 15)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
ABC	7 3/8	7 3/8	7 7/8	1/8
Admiral Corp.	17 3/4	17 1/4	17 3/8	1/8
Am. Tel. & Tel.	147 3/4	146 5/8	146 7/8	3/8
CBS A	18 3/8	18 1/8	18 3/8	3/8
Farnsworth T. & R.	1 3/8	1 1/2	1 1/2	1/4
Gen. Electric	38	37 3/8	38	1/8
Philco	33 3/8	32 5/8	32 5/8	1 1/8
RCA Common	12 3/8	12 1/2	12 1/2	1/8
Stewart-Warner	12 3/8	12 1/2	12 3/8	1/8
Westinghouse	24 3/8	24 1/8	24 1/8	1/8
Zenith Radio	30 3/8	30 1/8	30 1/8	3/8
NEW YORK CURB EXCHANGE				
Hazeltine Corp.	14 1/4	14 1/4	14 1/4	
Nat. Union Radio	3 1/4	3 1/8	3 5/8	1/8
OVER THE COUNTER				
		Bid	Asked	
DuMont Lab.		15 1/4	16 1/4	
Stromberg-Carlson		13 3/4	15 1/4	

Asks Money For Tour

George V. Denny, moderator of "America's Town Meeting" on ABC, asked listeners last night to mail in their dollars to send the program on a tour of 14 foreign capitals so the Europeans can see how democracy works. Denny is planning the trip by air for July, August and September. Program will be recorded abroad and sent back to ABC for broadcast.

INS has served

KARM
 FRESNO, CALIF.

FOR 11 YEARS

★ **COMING AND GOING** ★

J. M. BRYAN, president of WBT, Charlotte, N. C., and **CHARLES CRUTCHFIELD**, vice-president and general manager of the station, are in New York for the CBS station managers meetings at the Ritz-Carlton, which terminate today.

EDWARD ARNOLD, star of the ABC co-op series, "Mr. President," is expected in New York today. He will leave for the West Coast on March 29.

LEE OTIS, news editor at CBS, is sojourning at Tampa, Fla.

BENEDICT GIMBEL, JR., president and general manager of WIP, Philadelphia, and his son, **EDWARD NATHANSON**, of WJZ-TV, off for some fishing in Florida.

JOHNNY LONG and the members of his band left yesterday for an engagement in Chicago.

CHARLES MICHELSON, president of the transcription firm bearing his name, is leaving on a two-week cruise to the West Indies. He'll be back the latter part of March.

JAMES MIDDLEBROOKS, chief facilities engineer for the American network, left yesterday on a short business trip to the West Coast.

BEN B. BAYLOR, JR., assistant general manager and director of sales at WMAL and WMAL-TV, Washington, is here for conferences with video officials of ABC, with which both stations are affiliated.

PAUL MOWREY, national director of television for ABC, has left on a business trip to the West Coast.

RICHARD MOORE, administrative assistant and television attorney for ABC, left yesterday on a leisurely trip to the West Coast. Accompanied by **MRS. MOORE**, they will vacation en route.

ELDON A. PARK, vice-president of Crosley Broadcasting Corp. in charge of WINS; **KIERAN T. MURPHY**, business manager of the station, and **WILMOT LOSEE**, sales manager, leave today for WLW, Cincinnati, to attend a meeting of the Crosley board of directors.

JOHN BATTISON, facilities engineer for ABC, returned yesterday from a business trip to England.

DELL CROSBY, of Crosby Productions, New Orleans, is in town.

EUGENE S. THOMAS, general manager of WOIC, Washington tele station, in New York this week to attend the meeting of the Advertising Federation of America, of which he is a director.

JACK STERLING, early-morning star on WCBS, is back at the station following a week in Miami.

JEAN STOUT BROWN, product publicity director at Kenyon & Eckhardt, off to Chicago, Columbus and Roby, Ind., to work on Amozo promotion.

CBS Art Director Honored For Designs

(Continued from Page 1)

ment entitled "What's So Funny," dealing with the CBS comedy packages, "Life with Luigi" and "My Favorite Husband." The award was for his trade periodical ad, "Bugs in Your Boston Budget," dealing with the sales achievements of WEEI, the CBS outlet in Boston.

Goubeau Named Veepee Of RCA-Victor Division

(Continued from Page 1)

ced yesterday. Mr. Goubeau joined RCA Victor division as director of materials in October, 1945, after previously having served for three years in the Navy Department as civilian chief of the contract clearance division, Office of Procurement and Material.

10 YEARS AGO TODAY

From the Files of Radio Daily
 The Atlantic Refining Co., through the N. W. Ayer & Son, Inc., Agency, bought the broadcasting rights to 1,842 ball games over 39 stations in 12 states. . . Gerald King of Radio Transcription Producers Assn., of Hollywood, took the stand before the FCC committee investigating chain broadcasting and possible monopoly and spoke on electrical transcriptions and their application to the broadcasting business. . . CBS sent out a new rate card, No. 25 which becomes effective April 1st.

Another BMB Official Resigns In New York

(Continued from Page 1)

director of research and Phil Frank, secretary.

Coincident with the Baillie resignation, most of the personnel including secretaries and clerical help have been given their notice. This action is reported to be in line with BMB's plans to close their present New York offices in the Hotel Marguery and conduct the paper work of the Second Study from the headquarters of the Statistical Tabulating Company.

"Sing It Again" Sliced In Segs For Sponsors

(Continued from Page 1)

siders that the show provides many benefits—namely, building up the Saturday night line-up and an outlet for plugging other programs. Program is broadcast from 10-11 p.m., EST.

Seasonable Campaign Set By Esso On 42 Stations

(Continued from Page 1)

be a staggered schedule through March and April and the spots will emphasize the desirability of getting change-over servicing in preparation for hot summer driving.

FOR TOP HOOPER EATING

find man-size portions of delicious food at every meal in **HOWIE'S**, where the club-luncheons start at 85¢! Man-size drinks, too, in the YUM YUM Cocktail lounge.
HOWIE'S
 6th Avenue at 52nd Street ADVT.



He's taking movie

The usual mode of shooting escape on foot by the Hollywood studios is from a high scaffold mounted on a dolly and run along tracks. But one studio (RK) discovered that by using a helicopter, it could accomplish same result at lower cost.

Even out in the land of million dollar movies, they try to down costs!

What are you, as a time buyer doing to cut down your client cost of doing business?

You must have heard this somewhere before, but we're going to say it again. If you use radio in Baltimore, there's one sure way to cut down your cost of doing business: Put W-I-T-I-H on the list.

For it's a fact that it's the successful independent that delivers more listeners - per - dollar - spot than any other station in big town.

To make a sales manager happy and to prove you DO know how to buy time . . . use W-I-T-I-H

AM W-I-T-I-H

Baltimore 3, Maryland

TOM TINSLEY, President
 Represented by Headley-Reed

Davis Woos Sponsors Verse And Music

(Continued from Page 1)

...trita and also a 24-voice choir. ...giving a musical introduction, ...choir sings:

*We made a million dollars
 but we're far from millionaires
 These our job is singing praises
 of the other fellow's wares.*

...in a special musical arrange- ...of the choir, basses, tenors and ...stone soloist identify the spon- ...the troupe has worked for pre- ...the list including everyone ...Nu-Grape Soda to Lydia ...ham. Davis himself follows ...comment about demanding ...tions in the trade which have ...not changes. The Satisfiers ...nt into "There'll Be Some ...ies Made" tune with special ...d which include:

*Change in the Hoopers that you
 can't control
 Change in Petrillo and the
 Hilltop poll!*

...the next verse in the same tune ...like this:

*There's been a change in the bank-
 bills*

*At a change in the "loot"
 Jimmie shows and give-aways
 Don't bother us a hoot!*

...ing down to the straight sales ...to the agency or advertiser, ...comes in with the following

*All use our notes and chords
 and scales
 All tools to aid in building sales
 All specialize in ways to collar
 We're return for the client's dollar!*

Davis was musical director for WJ, Cincinnati, for 12 years. His ...he recently cut a series of spots ...aiser-Frazier.

Point Jordan Radio & TV Head At Morris

Wallace Sheppard Jordan, an ex- ...ve with the William Morris ...cy for the last 10 years, has ...named head of radio and tel- ...ion activities. He succeeds Will- ...B. Murray who died suddenly ...week. Jordan was a close asso- ...of Murray in all phases of ...radio and television presen- ...as sold to agencies and net- ...s.

Stork News

...n Hayes, NBC newscaster in ...wood, is the father of a girl ...e to his wife, the former Sally ...ls, singer, at Hollywood Pres- ...ian Hospital March 14.

KGW and KGW-FM
 PORTLAND, OREGON

COMPLETE SCHEDULE
 INSTANTANEOUS SERVICE

EDUCATED NATIONALLY BY EDWARD PERRY & CO.

Tallulah Bankhead Jangled By Jingle

(Continued from Page 1)

used by a woman until her father pinned it on her.

The singing jingle which the plaintiff objects to contains the following lyrics:

*I'm Tallulah the tube of Prell
 And I've got a little something to tell
 Your hair can be radiant oh so easy
 All you've got to do is take me home and squeeze me.*

Another verse says:

*For radiant hair get a hold of me
 Tallulah the tube of Prell shampoo.*

The jingle, which P&G intends to keep on the air pending any court decision, was written by Leonard MacKenzie of Benton & Bowles. MacKenzie also wrote "Chiquita Banana." It was learned yesterday that Miss Bankhead first made a protest to P&G several months ago but the complaint was ignored.

Hearing On Cincy 630 Kc. Terminated By The FCC

Washington — FCC's hearing on contest for the 630 kilocycle assignment in Cincinnati was closed yesterday when WLAP, Lexington, Ky., appealed to the full Commission from a ruling made Friday by Commissioner Robert F. Jones, serving then as motions commissioner. Jones had granted the motion of Queen City Broadcasting to amend its application with respect to the proposed site for the transmitter.

When attorney Harold E. Mott, representing Queen City, prepared yesterday to offer the new information during the hearing before Commission Examiner J. Fred Johnson, WLAP attorney William J. Dempsey objected. While attorney Philip Hennessey, for the third applicant — Scripps-Howard Radio, watched, Dempsey and Mott argued bitterly over the matter. Dempsey was confident the full Commission would overrule Jones, and Mott charged that Dempsey's confidence was presumptuous.

Mott, it was recalled, had been FCC counsel in the case when it first was set for hearing three years ago.

Drug Manufacturers Report Business Good

Declaring that drug sales throughout the nation are currently running ahead of the same period last year, Ray Schlotterer, executive secretary of the Federal Wholesale Druggists' Association, told a meeting at the Hotel Statler, New York, Monday that the present outlook for the industry is good.

Schlotterer said that supplies of medicants and most all pharmaceutical supplies are now good and drug prices are expected to stay close to current levels.

Censorship Denied By White House Sec'y

(Continued from Page 1)

was one of five news photographers who had their pictures taken from them by Ross after the shots had been made from a Navy blimp over the beach where President Truman was sunbathing. The newsmen reported that they had obtained the permission from the navy for taking pictures and that they did not believe it was necessary to obtain permission also from Ross. They pointed out that they had received clearance for the flight last week after taking it up first with Lieut. Comdr. William Rigdon of the White House staff and Rear Admiral Robert L. Dennison, the President's naval aide.

Brooks Message to Ross

Brooks' message to Ross inquiring on the disposition of the seized films said:

"Our staff cameraman advises you have taken from him newsreel films he shot today with navy permission. We are naturally willing to cooperate with any essential security regulations, but similar photographs have been frequently made before and we were unaware that any censorship was required beyond navy precautions.

"We need the films for the nightly newsreel and would appreciate your advising where they may now be picked up for earliest processing as we assume they were withheld through a misunderstanding."

High Explosive Found In AF Radio Receiver

(Continued from Page 1)

units which are operated on locked frequencies. They were used in identifying United States bombers flying through radar screens. Each of the sets contains TNT in a detonator installed when the instruments, then a war secret, were manufactured for the Army Air Force.

A Navy veteran who purchased one of the receivers from Radio Center in Detroit recognized the detonator as he was dismantling the set. He notified the dealer and the dealer in turn contacted the War Assets Administrator in Washington.

One dealer said he had sold 400 of the receivers, 100 in the Detroit area and 400 more to buyers throughout the country. A Benton Harbor surplus store said they had sold about 1,000 of the sets. Warnings were sent all the set owners to handle the receivers with care.

Stork News

Santa Monica, Calif. — "Yours Truly, Johnny Dollar" had to add the cost of cigars on his expense account to his make-believe insurance company last week. A baby girl was born March 11 to "insurance-investigator" actor Charles Russell and his wife, screen actress Nancy Guild.

For Profitable Selling—Investigate

WDEL

WILMINGTON
DELA.

WGAL

LANCASTER
PENNA.

WKBO

HARRISBURG
PENNA.

WRWA

READING
PENNA.

WORK

YORK
PENNA.

WEST

EASTON
PENNA.

STEINMAN



STATIONS

Clair R. McCollough, Managing Director

Represented by **ROBERT MEEKER ASSOCIATES**

Chicago

San Francisco

New York

Los Angeles

NEW STATIONS

New FM Station

The grand opening of the new FM station WMOR, Chicago, has been set for Sunday, March 20, and it is announced that the inaugural show will present government officials, religious and educational leaders, and a number of stage and screen well-knowns.

WMOR officially went on the air March 13 with a test musical signal for one week before the inaugural. Regular programming will begin at 12 noon on March 21 on a 12-hour daily schedule.

Opening of the station culminates 26 months of preparation by a group of a dozen World War II veterans, led by Ralph J. Wood, Jr., navy night fighter pilot. Only non-vet of the organizing group is Paul Damai, radio critic and former radio editor of the Hammond (Ind.) Times. Several business and civic leaders have lent support to the station. They include D. L. Toffenetti, owner of the Toffenetti restaurants; Anita McCormick Blaine, philanthropist and civic worker; John Ruettinger, consulting engineer; Morris Alexander, prominent attorney, and Edward Reticker, former editor of the Chicago Herald-American.

Grove Labs Ready Annual Spot Campaign

(Continued from Page 1)

and summer campaign on Grove's Tasteless Chill Tonic. Campaign is centered mostly in the southern rural areas.

Accounts placed with stations will become effective April 18 and run for approximately 18 weeks. Transcribed announcements will be used mostly but in some six or eight cities programs will be bought, including news programs.

Wins Heart Fund Jackpot

Chicago—Mrs. Marjorie W. Smith, 26 year old Chicago housewife won fifteen thousand dollars in merchandise prizes Monday by identifying Major Lenox R. Lohr, president of Museum of Science and Industry, as "Mr. Heartbeat" in contest conducted by WGN in cooperation with Chicago Heart Assn.



Mainly About Manhattan. . . !

● ● ● AROUND TOWN: One of Margaret Truman's frequent escorts is James Gillis, of NBC's Spot Sales staff, who hails from the ol' home town. (However, he's an old friend of the family and not a romance). . . WMCA negotiating with Ted Steele and his wife, Doris Brooks, to fill the spot to be vacated by Andre Baruch and Bea Wain. . . We're just wondering now if Phil Harris & Co. decided to stay on NBC out of a desire to prove they didn't need J. Benny—or whether it could be that CBS couldn't give them a good time slot on Sundays. . . Wo'ts in a name, dep't: Button & Bowes are on NBC's Spot Sales staff. . . Joe Franklin, of WMCA's Antique Record Shop, planning a series of concerts titled "Midnight Memories" at Carnegie Hall with top recording stars of all time. . . Auto outfit interested in Dwight Weist's "Where Is It" TV package. . . Similarity in names of NBC's Screen Guild Players is causing the Screen Directors Guild to change their series, to Screen Directors Playhouse. . . Bob Hope, who gathered over a half a million bux on his recent one-night stands, will do a repeat in a couple of months. . . TV producers after Jimmy Durante to team up with his old-time vaude partners, Clayton & Jackson, for a variety video stanza. . . Fireside Inn's liquor menu just introduced the Earl Wilson Cocktail. One drink and That's Earl, Brother.



● ● ● Phil Silvers, quitting his TV show after tomorrow's performance, will continue doing video work on a guest basis only. The comic has already stated his reason for pulling out. He regards doubling between the two jobs (he's currently starring in the B'way hit, "High Button Shoes") as too physically exhausting. Meanwhile, his sponsor, Cluett and Peabody, have a written agreement permitting them first refusal on the comic's services should he desire to return to TV on a full-time basis again. This Phil has no intention of doing unless he sticks to TV exclusively.



● ● ● THE MORNING MAIL: "Dear Sid," writes Kenyon & Eckhardt's publicity ace, Hal Davis. "Some time ago you ran items about press agents who have gone onwards and upwards to better things. Well, I object. Publicity men who want some other line of activity have my blessing, but let's not consider any move out of the field one of elevation. Today, publicity is getting more and more important for products, companies, radio shows and personalities. There are many men and women in this field who have hung up wonderful records of achievement on behalf of their clients. To get specific, there's Dave Alber, who has always done a clean, thorough job for all of his accounts. Jack Banner is another. Dick Pack, of WNEW, is creative, imaginative, and hard-hitting. Ginny Travers at Compton does a superb agency job. Ade Kahn, Spencer Hare, Jo Ramson, Larry Lowenstein and the rest don't have to be ashamed of their profession. I'm not myself. Publicity happens to be a very satisfying occupation, given honest approach, willingness to work and the desire to satisfy both clients and editors. There are lots of us who don't prefer any other kind of work." I see what you mean, Hal, but I'd like to add names like Al Durante, of J. Walter Thompson, Al Wilde, Jack Perlis, Tim Marks, Art Franklin, Lyn Duddy, Joel Preston, Mack Miller, Dorothy Gulman, Jane Barton, Sid Ascher, Walter Kaner, Ivan Black, Art Miller, Will Yolen, Paul Benson, Kurt Hoffman, etc., who are in there "delivering"—and liking it.



SAN FRANCISCO

CAYLE GRUBB, general manager KGO-ABC, entertained the trad- and press with a showing of the first two episodes of twenty-six that are being made by 20th-Fox from General Eisenhower's book, "Cruise in Europe." The series is for television.

Myron Elges, sales manager KQW has bought a ranch in the Valley of the Moon. He needs a spot to house his six saddle horses.

The rains made the dirt road that winds up to the rocky crag a tough haul for all KDFC employees except owner William Crocker. The head man's hilltop home is just a stone's throw from the FM station.

Samuel Dickson's long backlog of "Winning the West" and other early day California yarns makes him the most called on writer in the Bay area these days now that the centennial pow-wow is starting.

Here 'n' There. . . KNBC's John Thompson did a bang-up job garnering space for Red Skelton's Frisco trip. . . Stanley Breyer, KJBS sales manager, can look out of the back window of the station at the grammar school where he built his first crystal set. . . Most of the radio boys up from Los Angeles on business are finding time to sandwich in visits to Golden Gate Fields to see old friends run. The find it's no more expensive than Santa Anita or Hollywood Park.

Coverage!

... OF THE ENTIRE KANSAS CITY TRADE AREA by the KMBC-KFRM Team!

You can reach your audience most effectively, more completely and more economically with The Team's custom-built coverage.

Your message has a potential audience of 3,659,828 listeners in the rich Heart of America market.

KMBC of Kansas City

KFRM

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

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

Goose? or Nest?

WHICH WILL YOU HAVE ?

For some reason, the goose egg stands for zero . . . exactly nothing.

The nest egg, however, stands for a tidy sum of money, set aside for your own or your children's future. It's unnecessary to ask you which you prefer.

But it *is* necessary to ask *yourself* what you are doing to make sure you *don't* end up with a goose egg instead of a nest egg ten years from now.

The simple, easy, and obvious thing to do is to buy U. S. Savings Bonds. Buy them regularly, automatically, on a plan that pays for them out

of the month-to-month income you make today.

Millions of Americans have adopted this practically painless way to save up a nice nest egg for the needs and wants of the future.

In 10 years they get back \$40 for every \$30 invested in U. S. Savings Bonds—bonds as safe and solid as the Statue of Liberty.

There's a special Savings Bond Plan for *you*. Ask your employer or banker about it today . . . *and get started now*.

You'll soon realize it's one of the most important and comforting things you ever did!

Automatic saving is sure saving - U.S. Savings Bonds



THIS SPACE CONTRIBUTED BY RADIO DAILY

"Get Started In Small Community," Radio, TV Aspirants Are Advised

(Continued from Page 1)

special certificates to academic degrees by more than 410 American colleges and universities and countless trade schools.

A RADIO DAILY survey has confirmed the high percentage of unemployment of talent and programming personnel, especially in such metropolitan areas as New York, Los Angeles and Chicago, reported by the U. S. Dept. of Labor, although job opportunities for technically-trained people have remained at relatively high levels throughout the radio and television fields.

410 Accredited Schools

Of the 410 colleges and universities, listed in a recent directory of the Federal Radio Education Committee of the Office of Education, 46 institutions offer degrees in radio, 11 of them in the field of engineering and 35 leading to a Bachelor or Master of Arts or Science, with a major in radio or journalism. Radio workshops were listed by 218 schools, most of which broadcast programs on a more or less regular basis, the government survey disclosed. A total of 33 institutions offering courses in the programming field while 28 television-engineering courses were indicated. Nine schools listed special radio courses for those training for the ministry. Single radio speech courses were reported by 44 institutions.

Park Gives Opinion

Eldon A. Park, v-p of the Crosley Broadcasting Corp. in charge of WINS, told RADIO DAILY: "Unless individuals show special qualifications over and above their willingness to turn in hard work, I find it necessary to discourage them from entering the radio field and suggest certain other fields as being more promising." In admitting that something should be done about giving beginners a chance, Park declared: "My advice to those seeking opportunities before the microphone is to go to community stations to gain experience. The existence of certain labor unions has brought about a

problem in the development of new talent, and the pay scales are completely out of line for the employer to gamble on the success of an individual. As for administrative positions," he added, "I find that there are fewer and fewer opportunities because of completed staffs and other steps taken to provide job security for persons already employed by an organization."

Seek Work in N.Y.

The survey showed that a large number of these newly-trained people are seeking work in metropolitan New York. For example, Paul Godofsky, executive v-p and station manager of WHLI, Hempstead, reported that between 15 and 20 applications are submitted to him per week and that at least 10 of these have only radio schooling with no actual experience. "We advise them," he said, "to go to smaller towns which have a 10,000-to-15,000 population where they can observe radio in all its phases by actually taking part in station operations as a member of the staff. This will serve to better qualify them for specialized jobs in larger stations. We (WHLI) are a highly specialized station in a metropolitan area in competition with 30 other stations. We, therefore, require a high standard of operation," Godofsky continued.

A similar view was expressed by Earl M. Johnson, v-p in charge of station relations and engineering for MBS. "The first thing a graduate needs," he commented, "is experience. Better opportunities for the man breaking into radio are in smaller activities rather than in the restrictive type of jobs found in New York. At smaller stations, a man is able to get more all-around experience than he can obtain in large cities."

Many Part-time Students

The evening and extension division of the City College of New York School of Business reported that 208 persons are now taking courses in radio and television under the direction of 12 instructors. About 75% of these students, most of whom are working people, want jobs in radio and television, according to one of the instructors, Jo Ranson, publicity director of WMGM. In his average classes of 15 to 30 students, Ranson told RADIO DAILY, approximately 35% of those seeking employment have found jobs in radio and allied fields. "Most of them plug away in the New York area," he commented. "Only a few look in distant cities."

Seek Wider Knowledge

WNEW's publicity director, Dick Pack, who teaches at NYU, pointed out: "No course, to my knowledge, ever got anyone a job, but courses do increase a student's potentialities. Most of my students are already in radio and are taking instruction to widen their knowl-

edge." About 20% of the students attending New York University's courses in radio actually go into the field, according to Warren Bower, assistant dean of the adult education division. He estimated that a larger percentage found work in television. "Our record is even better for electronics," he added. "Most of those who enter radio go outside of New York. But they stick around for about the first six months without too much success. After they have gained actual experience," he believed, "they return to New York with more success."

William H. Topping, graduate placement counselor for RCA Institutes which offers only technical training, told RADIO DAILY that "a little over 50% of those graduating on March 1, 1949, had already found work by March 10," most of them out of the metropolitan areas. He revealed that very few graduates were able to find work in New York broadcasting or television stations. "I look at this area as being very limited for industrial and manufacturing laboratories," he added. RCA graduated 631 during 1948 with a "high percentage of placement."

Fordham Gives Report

About 65% of the students trained in the radio division of Fordham University have entered professional radio, television or advertising, 40% of whom went out of New York, chairman William A. Coleman reported. At the present time, 48 students are taking the complete two-year training in the radio division as part of their regular college education leading to a Bachelor of Arts degree. Twenty-three others are registered for single courses in the division. All 71 are obtaining practical radio experience in the operation of the university's FM station, WFUV, it was pointed out.

Local Sponsors Signing MBS Chevalier Show

First two local sponsors to sign for Mutual's "This Is Paris," which premieres March 31 with Maurice Chevalier in the starring role, are Kaufmann's department store in Pittsburgh and Hecht's in Washington. They will sponsor the show, to be heard Thursdays from 10-10:30 p.m., EST, over KQV and WOL, respectively.

By trade idiom "This Is Paris" is a co-op but since it features such guest fashion designers as Schiaparelli, Balmain and Balenciaga, MBS prefers to say show is available for individual city participation.

Program is recorded every week in the Mirror Room of the Cafe de la Paix in Paris. Show is bought by Mutual from Raymond Morgan, its creator, who also owns "Queen For A Day." It's produced by Bill Robson, formerly with CBS, and directed by Sam Pierce. Paul Barron

WFCI Shift-Plea OK'd; Other Activity At FCC

(Continued from Page 1)

dissenting. The move called for the overruling of the examiner's report. The station operates with five kilowatts unlimited on the 1420 band.

A new station was okayed for the 1450 band in Beatrice, Neb., with a 250-watt signal, unlimited. Permittee is the Blue Valley Broadcasting Company, while the application of the Beatrice Broadcasting Company for the same facilities was turned down. The new permit is on condition the station not go on the air until KVAK, Atchison, Kansas, has left the 1450 band. It has been permitted to go to 1470 kc.

The Commission okayed the move of KOSA, Odessa, Texas, from 1450 to 1230 kc., and granted the application of the Herald Broadcasting Company for a new station at Leveland, Tex., on the 1230 band with 250 watts unlimited. Denied were the applications of the Panhandle Broadcasting Corporation and the Voice of Amarillo for new stations in Amarillo on the 1230 band with 250 watts unlimited, and two applications to shift from the 1490 to the 1230 band. These were from KBST, Big Spring, Tex., and KWEW, Hobbs, N. M., now on the air with only 100 watts unlimited.

The FCC yesterday was asked to okay frequency shifts for two California stations, to grant a new station and approve the assignment of the license of KPAS, Banning. KPAS would go from Carl, Robert and John Phillips—the last a Republican Congressman—to William T. Smith and David Robbins. In the event this shift is okayed, Smith and Robbins have asked the Commission to permit them to change the station's assignment from 1490 to 1380 kc., upping powers from 250 watts to 500 watts day and one kilowatt night, directional.

The second frequency shift was asked by KREO, Indio, which would go from the 1400 band to the 1380 band, boosting its power from 250 watts to one kilowatt. A new station was asked for Ukiah, Calif., on the 1400 band with 250 watts, unlimited, by the Mendocino Broadcasting Company. The company includes Lloyd Bittenbender, F. Walter Sandelin, Edgar W. Dutton, Guido Benassini and T. R. Amarante.

conducts the 26-piece orchestra.

According to B. J. Hauser, MBS director of co-ops, production and talent costs to a national sponsor would be around \$17,500 a week. But for local sponsors using MBS affiliates, the show is scaled all the way from \$3 to \$1,000 a week. Hauser said that the network already has spent some \$15,000 in promotion of "This Is Paris."

In the past, James C. Petrillo's AFM has had a strict ban against the importation of any foreign recorded musical show. Hauser said that arrangements for bringing the show to this country were being worked out by Morgan with AFM,

Classical Plug

WQXR was inadvertently given a plug on WNBC's Mary Margaret McBride program yesterday by one of the guests, Miss Phyllis Flood. When asked what type of programs she liked, Miss Flood responded: "I like to listen to symphonic music. We have the WQXR programs on—." Miss McBride interrupted, "It's just as well if you only mentioned music on NBC. We have Arturo Toscanini, you know." Then to soothe the ruffled guest, Miss McBride added, "That's all right. I'm very fond of the music you spoke about myself."

TELEVISION DAILY

Section of RADIO DAILY, Wednesday, March 16, 1949 — TELEVISION DAILY is fully protected by register and copyright

M'FRS. HIT OBSOLESCENCE TALK

TELE TOPICS

ABC PREMIERED a delightfully refreshing new show last night in the "Ray Knight Revue." It's not a lavish program. There were no sets and no expensive wardrobes, but the talent and exuberance of its cast made it fine entertainment. Knight was present throughout, and his quick costume changes and zany comedy made a welcome addition to the TV roster. But it was the exceptional lineup of young singers and dancers that really gave the show its charm. They performed so effortlessly that they made viewers completely relaxed. Even more important, they looked and sounded as though they were enjoying themselves immensely. All eight of them should do well in this business. They are Eric Burtis, Kaye Connor, Tony Craig, Joan Fields, Phyllis Gehrig, Jonathan Lucas, Hildegarde Halliday and Don Weismuller. . . . There were but two shortcomings. One was the use of two pianos where an orchestra would have been invaluable. The other was an almost stereotyped silliness to one of the dance routines. But these aren't too important in the overall picture. The program is something bright and new, and very good to see. . . . Knight and Michael Cramoy wrote and produced. Howard Corderly directed.

"TELEVISION TODAY," the CBS promotion film, was previewed for the press at the Museum of Modern Art yesterday and turned out to be an excellent movie, as entertainment and education. Camera work and lighting were outstanding and the film was so well-paced that it seemed like much less than the actual 35 minutes running time. It's highly effective also as a selling vehicle for TV in general and CBS in particular. Narration, by George Moskovics, CBS-TV manager of sales development, projects a feeling of warmth and sincerity that professional actors would be hard pressed to duplicate. All in all, it's a good thing to see. . . . Film was made by IMPS and directed by Ben Gradus, of that firm. Victor Ratner, CBS promotion veepee, produced and wrote the shooting script from a preliminary by Ben Kerner.

PARAMOUNT is beginning an all-out pitch on behalf of its "closed circuit pre-filming" setup employing 35 mm. off the tube recording. Used for programs and commercials, system is currently available in New York and KTLA, Los Angeles, with an installation at WBKB, Chicago, to be ready soon. . . . Juanita Wilcox, former Columbus, Ohio, radio flack, has joined Crosley as director of promotional activities of WLW-C. . . . Frank Young, WPIX publicity chief, has formed his own TBA (Talk Back to the Actors) Club. Purpose of the organization is to monitor TV Westerns for clichés and to fling them back in the cowhands' faces.

Formulation Of Code Urged By Austrian

The TBA was urged yesterday to intensify its efforts to formulate a code of good taste as a positive step in avoiding outside censorship. The plea was made by Ralph B. Austrian, tele consultant and former chairman of the TBA program committee, in an open letter to J. R. Poppele, president of the organization.

Pointing out recent broadcasts containing offensive material, Austrian expressed alarm at local moves toward censorship being made in various parts of the country, and said:

"If the Industry does not take immediate steps toward self-regulation," he said, "you may be sure that regulations will be drawn up for it, or worse yet, many series of regulations from many different agencies will be thrust upon the Television Industry."



AUSTRIAN

Menkin Joins DuMont In Prog. Dept. Shift

Revamping of the DuMont program department headed by the appointment of Lawrence Menkin as manager of program planning was announced yesterday by James Caddigan, program director of the web. Menkin, who takes over his new duties on Monday, is now assistant program director of WMCA and previously was with Warner Bros., NBC, CBS, Ziv, and WLW. He has had 17 years experience as a writer-director in commercial radio, and will be responsible for the creation of new shows.

Jack Rayel, daytime program manager, was named assistant to Caddigan, and Rayel's former duties will be taken over by director Les Tomlin and Miss Duncan MacDonald, program assistant.

Samuel Fairchild also was named an assistant to Caddigan, with special duties relating to budget control of the department.

Frank Bunetta, technical director, was promoted to production supervisor, with responsibility for training production personnel.

Also announced was the appointment of Andrew P. Jaeger, formerly with 20th Century-Fox, as manager of the film division.

Johnson Proposal On UHF Hit By DuM., Kramer

A proposal by Senator Edwin C. Johnson, chairman of the Senate Interstate Commerce Committee, for legislation to inform the set-buying public about UHF and possible obsolescence was scored yesterday by Dr. Allen B. DuMont as "an effort to confuse the public."

Johnson's views were attacked also by Robert G. Kramer, president of Remington Radio Corp., who said that "there is no factual indication from either the FCC or the industry that the present television receivers will become obsolete."

Speaking at the annual awards luncheon of the Art Directors Club at the Waldorf-Astoria, DuMont, who did not mention Johnson by name, said, "This (Johnson's proposal) is based on the premise that additional channels may be opened up some time in the future. All manufacturers are today making their sets to receive the channels now allocated and to the standards specified by the FCC. I am going to recommend to the Radio Manufacturers Association at its meeting in Chicago this week that we hire Dunninger to find out:

"(1) What channels will be allocated and where. (2) What standards will be used on the new channels, if any. (3) Whether color, black and white or three-dimension pictures will be specified, etc."

"Seriously," he concluded, "I feel that no change will be made in the present frequency allocations or standards and that just as the sets we made in 1938 are still in use, so the sets made today will be in use in 1959 or 1969."

Replying to a letter from the Senator, Kramer said: "Referring to your criticisms that manufacturers are not telling the buying public that they will have to have converters added to their television receivers in order to receive UHF channels it seems unjust since we have no factual information to base such statements on.

"What can we tell the public? Neither you nor I have, at this time, the answer to this question or any other question pertaining to the future of television frequencies."



DUMONT

Advance Of Unfettered Tele In U.S.A. Praised By Paley

Montreal—Television, developed and operated under a system of free enterprise without interference by unnecessary governmental agencies, has made a vital contribution to the advancement of ideas in the United States, William S. Paley, chairman of the board of directors of the Columbia Broadcasting System, said in a talk at St. Agathe, yesterday.

He expressed deep concern over the future of television under totalitarian regimes, and said: "Any kind of government control, not restricted to the limitations obviously-required to regulate air-wave traffic for all those interested in television, can become a

serious hindrance to the path of this new medium."

"In Canada," he said, "you can have the experience gained in the United States through a period of trial and error, and you can thus save millions of dollars which free enterprise in the U.S.A. had to spend to develop television and make it such a popular force of enlightenment to our people."

"Of course, I will be delighted to see Canadians building their own television transmitters and developing their own programs within the near future, and I do hope that it will be along the same lines as in the United States," he declared.

Mr. Paley said "the people of the United States are definitely sold on television. I am sure that the price of the average set in the United States, which is approximately \$300, is not too high for the quality of performance given.

"By the end of 1949, we will be able to cover, in the United States, 50 per cent of our population."



PALEY

AGENCIES

CHARLES G. MORTIMER, JR., vice-president, General Foods Corp., was re-elected chairman of The Advertising Council at the annual meeting of the board of directors. Three new vice-chairmen were elected. They are: Lee H. Bristol, president, Bristol-Myers Co.; Leo Burnett, president, Leo Burnett Co., Inc., and Albert E. Winger, president, Crowell-Collier Publishing Co. Louis N. Brockway, executive vice-president, Young & Rubicam, Inc., is the new chairman of the executive committee. Forty directors, representing the six constituent organizations, comprise the new board. Included are new members Robert D. Holbrook, president, Compton Advertising, Inc., and Niles Trammell, president, National Broadcasting Co. These 40 directors elected nine directors-at-large. Representing radio on the board of directors are: Paul Morency, general manager, WTIC, Hartford, Conn.; Frank Stanton, president, Columbia Broadcasting System; A. D. Willard, executive vice-president, National Assn. of Broadcasters; Mark Woods, president, American Broadcasting Company, and Trammell.

RALPH NEWTON, vice-president of Victor Neustadt & Company, Inc., New York, has announced appointment of Paris & Peart as advertising agency for its new product, "Sweetop" chocolate flavored creamed frosting.

FAMILY CIRCLE MAGAZINE has appointed French & Preston, Inc., New York, to handle its advertising.

E. WILSON WARDELL, sales manager, announces the appointment of Harry Averill to the sta-



AUDIO-MASTER '49

THE MOST COMPLETE
HIGH FIDELITY
PLAYBACK MACHINE

Plays 78 and 33-1/3 rpm up to 17 1/2" — Only 15 pounds — Sturdy wood case — 6 inch speaker — Featherweight pick-up — low-priced at \$57.50
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noise — 90 day guarantee. AC-DC Model \$77.50
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All prices F.O.B. factory

The **AUDIO-MASTER Co.**
425 Fifth Ave. • N.Y.C. 16 • MU. 4-6474

COAST-TO-COAST

WLDY Lists Staff Changes

Ladysmith, Wisc.—WLDY, associate member of the Wisconsin Network, operating full time on 1350 kc., recently completed two changes in personnel. Robert I. Foreman has joined the staff as commercial salesman and Corinne Kopp, has been appointed program director with Joseph Dahlgv named program manager.

WICA And FM On The Air

Ashtabula, Ohio—The Ashtabula Star-Beacon, recently ran a radio supplement announcing WICA's expansion into "WICA and WICA-FM." In the daytime, WICA's power will be stepped up from 1,000 to 5,000 watts and will provide service to residents in an area embracing nearly 7,000 square miles in Northeastern Ohio and Northwestern Pennsylvania. On FM, the station will broadcast on 48,000 watts.

WFUV Aids Childs Placement

Bronx, N. Y.—Last week, Fordham "U's" FM station, through its program in behalf of the Cardinals Campaign for Foster Homes, succeeded in the placement of an eight-year-old, full-blooded Iroquis Indian child. According to Hal Blakeley, co-ordinator of the series, the lad had been living in an institution since he was a few months old. No home could be found for him until his story was told on WFUV. Before the program signed off the air, the phone rang and the boy was urgently requested by a woman who had taught school for Indians in Canada.

tion's sales staff. Averill was formerly radio sales director of the W. B. Doner Agency and for the past seven months, sales manager of WSNY, Schenectady.

Mc-CANN-ERICKSON Bogota, Colombia, office has been appointed by Valdiri E. Hijos S.A. of that city to handle their advertising of men and women's clothing.

BART HAZLETT, formerly of KCNA, Tucson, Ariz., has joined Harry S. Goodman Radio Productions as West Coast representative. He will headquarter in San Francisco.

NORMAN WINTER, formerly public relations director of the Arthritis and Rheumatism Foundation, has formed his own organization. The Norman Winter Company, with headquarters at 237 Madison Avenue, New York City. The firm will specialize in medical and health public relations.

GEORGE P. MacGREGOR has joined Kenyon & Eckhardt as account executive. He was formerly associated with Dancer-Fitzgerald-Sample agency and with the Compton agency. He was also former product advertising manager for Colgate.

SOUTHWEST

Hix Nat'l Sales Mgr. KFH And FM

Wichita, Kansas—An announcement has been made to the effect that Robert S. Hix has been appointed national sales manager of the CBS affiliate, KFH and FM. He succeeds Frank Mathews, who resigned recently. Hix formerly was associated with the Albuquerque Publishing and Broadcasting Co., operators of the 50,000-watt NBC station, KOB.

Nolan Named WFIL Art Dir.

Philadelphia—Jack A. Nolan has been named art director of WFIL. He was the former assistant art director of the Richard Foley ad agency and also held the position of art director with the George A. Rickard agency in Trenton, N. J. Nolan is a member of the Philadelphia Art Alliance.

Springer Joins WDV

Danville, Va.—Roy Springer has joined the sales department of WDV. Formerly associated with Motion Pictures Association Screen Broadcast, he joined WGBG, Greensboro, and was a member of WBBB, Burlington, N. C., for seven and a half years.

Staff Changes At WLOW

Norfolk, Va.—WLOW's chief announcer, Bob Dreppard has been

CLYDE REMBERT, managing director of KRLD, Dallas, has been reelected to the Board of Directors of the National Association of Broadcasters for District 13 which comprises the state of Texas.

Martin B. Campbell, general manager of WFAA, Dallas, will assist NBC President Niles Trammell in conducting a two-day business conclave of NBC and affiliated stations which will be held in Chicago.

The southwest will be the origination point for broadcasts of CBS' "Give and Take." The first will originate in Houston with others to come from Waco and Beaumont. John Reed King and Bill Cullen, announcers for the airings, and Jack Carney, producer of the show, are all here for the broadcasts.

KDET, Center, has taken to the air operating with a power of 1,000 watts for the first time last Tuesday, giving Center its first outlet. Station is owned by Tom E. Foster and Tom Potter of Dallas. A. H. Hooker is

appointed program director of that station, replacing Ray Penner who resigned. Dreppard was formerly associated with WMBL. Joining WLOW's sales department is Frank Stillwell of KICD, Spencer, Iowa, and Norman Wain, newcomer to radio from New York has been added to the station's announcing staff.

Bed-Written

One of Philadelphia's best known voices belongs to Stu Wayne. Thousands hear him while they're ill in bed, for Stu conducts the KYW Musical Clock (6:30-9:00 AM, Mon.-Sat.). Recently, while Stu himself lay in a hospital bed for two weeks, literally *thousands* wrote get-well wishes. Letters and cards poured in from tiny tots, grandmothers, advertisers, agencies. These thoughtful notes typify the *friendly spirit* of the Musical Clock.. that's what makes it such a *successful sales medium*. For availabilities, check Harvey McCall at KYW or Free & Peters.

50,000 Watts
Philadelphia's
NBC Affiliate

KYW



WESTINGHOUSE RADIO STATIONS Inc

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



RADIO DAILY



The National Daily Newspaper of Commercial Radio and Television

VOL. 46, NO. 53

NEW YORK, THURSDAY, MARCH 17, 1949

TEN CENTS

MOVE TO PROTECT NEWSMEN GROWING

'Immobilizing' 540 Kc Bad, NAB Tells FCC

Washington Bureau of RADIO DAILY
Washington—There is danger in "immobilizing" the 540 kc. band and preventing its use by broadcast services to which it has been allocated, NAB has told the FCC. Its statement was filed for FCC consideration prior to the Fourth Inter-American Radio Conference and called attention to the fact that the Atlantic City radio regulations allocated the band from 535 to 1650 kilocycles exclusively to broadcasting in Region 2.

NAB pointed out that "540 kc. is a channel subject to negotiations
(Continued on Page 4)

KRKN Stops Operations; Sells Equipment To KFSA

KRKN, 250-watter at Fort Smith, Ark., suspended operations at 11 p.m., Tuesday night and yesterday took steps to turn back its license to the FCC in Washington.

The station's equipment was sold to KFSA, Ft. Smith, to be used at Springdale, Ark., where KFSA is putting up a station. In addition, KRKN signed over all pre-commercial business to KFSA in Fort Smith.

KRKN operated on 1230 kc., and
(Continued on Page 8)

Believe 'Consent Decrees' Will Remove 'Trust' Taint

Washington Bureau of RADIO DAILY
Washington—The FCC's January announcement that it is studying the record of anti-trust law violations by motion picture companies in order to determine if it is in the
(Continued on Page 8)

Plans Campaign

Motorola, Inc. of Chicago is sparkplugging its drive during Auto Radio Week, April 10th to 17th with an intensive national advertising program aimed at reaching 25 million car owning families. In addition, a complete point-of-sale aid kit has been distributed to dealers in the automotive field.

Drop Religious Series On Conn. Station

Norwalk, Conn.—WNLK has suspended all time regularly allotted heretofore to the Norwalk Ministerial Association because of the latter's public support of the action by one of its members, Rev. Charles Wesley Lee of the South Norwalk Methodist Church, in presenting Henry Wallace in last Sunday's "religious" broadcast.

The Association condemned the station's forfeiture of the time
(Continued on Page 5)

Sharp Price Reductions On Philco Radio Sets

In a move to spur lagging sales in radio receivers, Philco Corporation has announced sharp reductions in the retail prices on sixteen models. The price reductions range around 25 per cent on all high price radios and radio-phonograph combinations while models selling under \$50 are reduced from 6 per cent to 25 per cent.

Biggest slash in retail price was
(Continued on Page 4)

Indiana, Arkansas Have Adopted Law Okaying Privacy Of Info-Sources; Ohio Measure In Preparation

Suggests MBS Debate On Censorship Charge

MBS has offered its nation-wide facilities of 500 stations to the U. S. S. R. for a debate with American newsmen on the charge made by the new acting chief of the Soviet Foreign Office Press Dept., Yakov M. Lomakin, that "the United States maintains the world's worst news censorship."

Abe Schechter, Mutual's v-p in charge of news and special events,
(Continued on Page 2)

Rudy Vallee, Joan Davis Signed By CBS Network

CBS has lined up two more packages for its coming schedule—one starring Rudy Vallee, the other Joan Davis. Announcement came from Harry Ackerman, CBS veepee and director of network programs, Hollywood, who is enroute to New
(Continued on Page 2)

Bob Hawk Negotiating With Three Sponsors

Bob Hawk has started a series of negotiations with at least three different sponsors which may eventually lead to his quiz program being televised next fall. Hawk's five-year
(Continued on Page 8)

Washington Bureau of RADIO DAILY
Washington—NAB yesterday reported that the Ohio and Indiana Legislatures have moved toward extension of news privilege to radio newsmen. The Ohio Legislature has given its first reading to a bill amending its news privilege law, and Indiana has adopted such a law, according
(Continued on Page 4)

Decca Sales Decline Reported For 1948

Net sales of Decca Records, Inc., dropped \$8,641,698 for the year 1948 as compared with net sales in 1947, figures released in the annual report revealed. The sales for 1948 were \$23,867,020 while the net sales for 1947 were \$32,503,718.

Decca's net earnings for 1948, after all charges including depreciation and taxes, amounted to \$854,-
(Continued on Page 8)

NAB Suggests Changes In House Labor Measure

Washington Bureau of RADIO DAILY
Washington—Declaring that "the obligation to bargain collectively in good faith is a mutual obligation," NAB has recommended 11 amendments to H. R. 2032, now the subject of hearings before the special
(Continued on Page 2)

BMB To Fold In Present Form; Future Operations Uncertain

Broadcast Measurement Bureau, industry-supported research organization, will fold as an operation in its present form at the completion of the Second Study, RADIO DAILY learned yesterday. The future of the audience measurement service as private enterprise will rest with the board and recommendations that may be made during the April NAB convention in Chicago.

Tip-off of BMB's future came yesterday with the announcement that George Baillie, production manager, the last of the original BMB executives had resigned. This leaves Cori Langley, assistant to retiring President Hugh Feltis, as the only remaining executive. Langley will now move to the offices of Statistical Tabulating Company to assist in
(Continued on Page 8)

Climactic

Arturo Toscanini will conclude the 1948-49 winter season of concerts of the NBC Symphony Orchestra with a presentation of the complete opera "Aida" by Giuseppe Verdi, Saturdays, March 26, NBC, 6:30 to 8:00 p.m., EST and April 2, 6:15 to 7:30 p.m., EST. The first two acts will be given on March 26, and the final two acts on April 2.

Will Debate Issue

England's Cambridge University debaters will appear on the Martha Deane program on WOR, 10:15-11 a.m. today, with Columbia University debaters to argue the British policy in the Middle East. This is the sixth in a series of listener-judged debates. Mailed in votes are reported averaging approximately three thousand a week.



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FRANK BURKE : : : : Editor

MARVIN KIRSCH : Business Manager

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WEST COAST OFFICES

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FINANCIAL

(March 16)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
ABC	8 1/4	7 3/4	8 1/8	+ 1/4
Admiral Corp.	17 1/4	16 1/2	16 3/4	- 1/2
Am. Tel. & Tel.	146 7/8	146 3/8	146 3/8	- 3/8
CBS A	18 7/8	18 7/8	18 7/8	- 3/8
CBS B	18 3/8	18 1/4	18 1/4	- 3/8
Farnsworth T. & R.	1 5/8	1 1/2	1 1/2	- 3/8
Gen. Electric	37 1/4	37	37 1/8	+ 1/4
Philco	33	32 5/8	32 7/8	+ 1/4
RCA Common	12 1/2	12 1/8	12 1/4	+ 1/4
RCA 1st pfd.	73 1/4	72 3/8	73 1/4	+ 1/4
Stewart-Warner	12 3/8	12 3/8	12 3/8	- 1/8
Westinghouse	24 1/4	23 7/8	24	+ 1/4
Westinghouse pfd.	94	93 1/2	94	+ 1/4
Zenith Radio	30 1/2	30 1/4	30 1/2	- 1/4

OVER THE COUNTER

	Bid	Asked
DuMont Lab.	15	16
Stromberg-Carlson	13 3/4	15 1/4
U. S. Television	3 1/4	1 1/4
WCAO (Baltimore)	22	25
WJR (Detroit)	6 1/2	7 1/2

Acheson On Webs Friday For North Atlantic Pact

Washington Bureau of RADIO DAILY
Washington—Two networks, MBS and CBS, will carry an address by Secretary of State Dean Acheson on the proposed North Atlantic Pact tomorrow, 10:30-11 p.m., EST.

INS has served



FOR 11 YEARS

★ COMING AND GOING ★

RICHARD W. HUBBELL, radio and television consultant, leaves by plane today for Paris and London, where he'll spend three weeks making a survey of British and French television.

ROBERT Q. LEWIS, Columbia network comic, tomorrow will be in Detroit to take part in the special Red Cross program which will be presented over WJR.

ARCHIE J. TAYLOR, general manager of KANS, Wichita, Kans., is here for huddles with the station's national reps.

IVOR SHARP, president of KSL, Salt Lake City, and FRANK McCLATCHEY, sales manager of the station, returning to Utah after having attended the station managers meetings of CBS.

PHIL ALAMPI, director of farm news at WJZ, is expected back today from Washington, D. C., where he joined other farm editors in a series of meetings with Department of Agriculture officials.

LOU BARILE, for the past few years announcer at WIBX, Utica, has arrived in Rome, N. Y., to take over his new duties as disc jockey on WKAL.

HARRY ACKERMAN, vice-president of CBS in charge of network programs in Hollywood, left the film capital yesterday for a trip to New York.

WALTER MYERS, of the NBC sales department, is spending a few days in Boston on network business.

CHARLES B. BRITT, general manager of WLOS, Asheville, N. C., a visitor yesterday at the New York offices of the station's national representatives.

OSCAR KATZ, director of research at CBS, is expected back tomorrow from a business trip to the West Coast.

STANLEY BURNS, announcer-narrator, will leave Sunday for a vacation in Miami. He'll be away three weeks.

SAMUEL L. CARLINER, vice-president and treasurer of WAAM, Baltimore, and NORMAN KAL, general manager of the station, are expected in Gotham tomorrow to discuss television programming with officials of DuMont and ABC, also to confer with their national representatives.

SPIKE JONES and the members of his CBS program company are spending today in Scranton, Pa.

NAB Suggests Changes In House Labor Measure

(Continued from Page 1)
labor-management relations act sub-committee of the House Labor Committee.

Don Petty, NAB general counsel, asked extension of collective bargaining obligations, broadening of secondary boycott prohibitions to cover expressly services such as radio broadcasting, and the allowing of injunctions against secondary boycotts, which might ruin broadcasting without compensation.

"If it is necessary to make it an unfair practice for employers 'not to bargain collectively and in good faith,' it is equally essential that labor organizations be charged with the same parallel responsibility," he said.

Petty's statement told the committee that "abusive practices by either a handful of labor leaders or a small minority of employers should not be used as an argument against the enacting of adequate laws in this field."

The NAB statement followed closely NAB's proposals to the Senate Labor Committee on similar legislation.

Suggests MBS Debate On Censorship Charge

(Continued from Page 1)
sent a cable yesterday morning to Lomakin, the former ousted Consul General in New York, offering the network's full facilities. The cable read:

"In view of your remarks that the United States maintains the world's worst news censorship, the Mutual Broadcasting System will make available to you its nation-wide facilities of 500 stations in order that you may either debate or discuss that subject by shortwave with American newsmen in this country.

"Your earliest reply would be appreciated."

(signed) A. A. Schechter
Mutual Network Vice-President

Rudy Vallee, Joan Davis Signed By CBS Network

(Continued from Page 1)
York to discuss the new packages with web execs.

A month ago when Vallee was in New York there was a report that CBS was trying to sign him for a television show and the entertainer also got other offers. It was said, however, that Vallee didn't want to tie up in New York permanently, preferring to live on the West Coast.

Joan Davis has been on CBS before. Her co-op program went off last July.



Take it off, we know you!

A mask is a safety factor in electric welding. Safety engineers swear by it. And whenever welding is done, you'll see signs around for the unwary, reading "Don't Look At The Flash!"

A mask is fine on a welding job, but there's no need for one in radio time buying.

All you have to do is take a wide-open look at the facts in the glowing light of what goes on. It isn't a bit dangerous . . . and sometimes it's most enlightening.

Take radio in Baltimore. If you stare right straight at the naked facts, you'll discover that it's the independent station that's the buy in this big town.

It's W-I-T-H that delivers more listeners-per-dollar-spent than any other station in this 6th largest city.

The smart time buyers don't use blinders . . . they know what goes on in Baltimore. That's why W-I-T-H heads so many lists!



AM W-I-T-H FM

Baltimore 3, Maryland

TOM TINSLEY, President
Represented by Headley-Reed

10 YEARS AGO TODAY

From the Files of Radio Daily

In a Princeton University study to be published sometime in April, it is noted that lower income groups' preferences for smaller stations, the value of "self-esteem" appeals over "comfort" appeals in spot advertising. . . . Zenith at the present time has no plans for the manufacture of television transmitters. . . . A special state-wide network was created in Virginia to broadcast a special seven-hour dedication program for the new 50,000 watt transmitter of WRVA, Richmond.

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
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We solicit your inquiry.
Address Placement Manager,
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Introducing

... ADDISON PELLETIER

You have never before heard a radio program aimed at the feminine listening audience that compares with "THE ADDISON PELLETIER SHOW." You must hear it to appreciate it. You'll be missing a rare treat if you don't.

No network — national or regional — and no local radio station (except those which pre-tested this series) has any feminine radio show even remotely resembling this great transcribed series.

"THE ADDISON PELLETIER SHOW" is packed with real entertainment, humor, and down-right friendliness — with a personality so colorful and gracious that every listener will acclaim her as "America's Newest Radio Sweetheart." Pre-tested, "THE ADDISON PELLETIER SHOW" has a background of proven results — and this charming lady has demonstrated her ability to spellbind audiences — menfolk not excepted!

130 ¼-hour open-end programs are available. Each show is complete in itself. Room for opening, middle, and closing commercials are woven inside the framework of each episode, with perfect cues for announcers.

"The ADDISON PELLETIER SHOW" is
a Eugenia Price Production — which
means THE BEST!

Write, wire, or phone today for audition samples, further data, and low syndicated rates. Samples on memo for 30 days.

KASPER-GORDON, *Incorporated*

The Oldest — and one of the Country's Largest Producers of Successful Transcribed Syndicated Radio Shows
PRODUCERS OF "THE SPICE OF LIFE" — "THE FAMILY ALBUM" — "GLORIA CARROLL ENTERTAINS" — "ONE I'LL NEVER FORGET" —
AND OTHER PROVEN PROGRAMS.

140 BOYLSTON ST., BOSTON 16, MASSACHUSETTS

'Immobilizing' 540 Kc Bad, NAB Tells FCC

(Continued from Page 1)
at the forthcoming conference to consider a renewal of the basic tenets in the North American Regional Broadcasting Agreement.

"If the United States delegation to the Fourth Inter-American Radio Conference (FIAR) were to carry out negotiations respecting this frequency, it would thereby pre-judge the status of 540 kc. as a broadcasting channel.

"It is not the responsibility of FIAR to allocate, assign or classify the 540 kc. channel. It is, however, the duty of FIAR to clear this channel of other services, leaving the appropriate disposition of 540 kc. to the forthcoming NARBA."

NAB told the Commission that the NAB could see nothing in the Atlantic City regulations singling out broadcasting "as a service which must protect the other services in the neighborhood of 540 kc." The reference was to a provision of the regulations that stations of a service shall use frequencies so separated from the limits of a band allocated as not to cause harmful interference to the services adjoining.

"Extremely Well Engineered"
"Broadcasting, at least domestically, is an extremely well engineered and closely regulated service," the NAB said, "but here no proof is evident that the services adjacent to the lower frequency edge of the band are either well-engineered or regulated in any manner."

Referring to the FCC proposal that the entire band, 385-550 kc. be considered as a unit, in considering the band 415-535 kc., the NAB said:

"On this point, the NAB would remind the Commission that 540 kc. is exclusively a broadcast frequency and it should be the broadcaster's prerogative to have a voice in its allocations."

Sharp Price Reductions On Philco Radio Sets

(Continued from Page 1)
made on table model 901 which was cut 66 per cent. Set originally priced at \$44.95 is now being sold at \$14.95. Vim's stores in New York advertised the model yesterday at the new price.

LIBEL and SLANDER
Invasion of Privacy
Plagiarism-Piracy-Copyright
INSURANCE
FOR THE WISE BROADCASTER
OUR UNIQUE EXCESS POLICY
provides adequate protection.
Surprisingly inexpensive.
Carried Nationwide.

For details & quotations write
EMPLOYERS REINSURANCE CORPORATION
Insurance Exchange Bldg., Kansas City, Mo.



Windy City Wordage . . . !

• • • The e e days of the National Television conference and three days of Association of Women Broadcasters last week gave the trade press a busy week and left the boys and gals with some more or less conflicting ideas as to the relative advertising values of video and radio. But out of the two conventions came probably more valuable information, ideas and suggestions than these gatherings usually produce. Saltiest of the talks was that of Maurice B. Mitchell, whose indictment of the "free loaders" was expressed in no uncertain terms. Some of the encomiums handed television sounded a bit over-enthusiastic, but maybe, as one speaker expressed it, "television is progressing so rapidly that we can't lie fast enough to keep up with the truth."

Chicago

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• • • ABC's "Welcome Travelers" claimed two scoops last week (March 8). First, emcee Tommy Bartlett, who had been waiting up all night to talk to Bill Odom, round-the-world flyer, contacted Odom 1100 feet in the air over Illinois at 6:01 a.m. The chat was recorded and was heard on the "Welcome Travelers" broadcast at 11 o'clock the same morning. On the same program Bartlett brought Joe Rodriguez, ex-GI who had undergone a successful operation to restore his sight, and Joe's wife Lucy and their young son together on the program, neither Joe nor Lucy knowing they were to meet there. Joe was on his way from New York to his home in Colorado, and Lucy and their son had been brought to Chicago from Colorado by Bartlett.

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• • • The tower for WBKB's new 700-foot transmitter arrived a few days ago and the job of installing the transmitter atop the American National Bank building is being done this week. It is claimed it will be the most powerful of any tele station in the midwest. . . . Malvin Wald, writer of the screen's "The Naked City" about New York, is thinking of collaborating with radio writers Gail and Harry Ingram to do a similar yarn about Chicago. . . . Zenith Radio Corp. is turning a full-page ad in many dailies advising tele set purchasers that expected changes in wavelengths will not obsolete Zenith sets. . . . Quiz Kid Lonny Lunde has had his song "My Wonderful Mother" published by the Neil A. Kjos Music Co.

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• • • The press was given a preview last Friday of the new FM station WMOR, with Dario L. Toffenetti, famous restaurateur and a stockholder in the station, as host. A tour of the studios revealed the latest developments in acoustics and radio equipment. Station starts its regular broadcasting schedule Sunday (20) with 16 hours daily of music, news and public service programs.

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• • • Lon Saxon, singer and violinist formerly on WGN, has joined the WBBM staff. . . . Don Krause, NBC press department staff writer, has announced his engagement to Edith Allen, former NBC receptionist. Marriage will take place some time next summer. . . . Swift & Co. will sponsor a two-hour telecast of the International Kennel Club show from the International Amphitheater on March 26. . . . WENR-TV hung up what it believes to be a new record among video stations Sunday. Included in the 8½ hours of continuous telecasting were four hours of live programming, with seven live shows. Of the 8½ hours, only 2½ hours were film and only two hours of the time was fed from ABC video in New York.

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2 More States Move To Protect Newsmen

(Continued from Page 1)
to Arthur Stringer, secretary of the NAB radio news committee. The Ohio measure provides that "no person engaged in the work of, or connected with or employed by any newspaper, or any press association, or a radio station licensee, commentator, announcer or other persons connected with or employed by a radio broadcasting station, or radio association, for the purpose of gathering, procuring, compiling, editing, broadcasting, disseminating or publishing news or broadcasts shall be required to disclose the source of any information procured or obtained by such person in the course of his employment in any legal proceeding, trial or investigation before any court, grand jury or petit jury, or any officer thereof."

The references to radio and radio commentators are added in the bill to amend the pertinent section of the general code of Ohio.

Carl M. Everson of WHKC, Columbus, handled the Ohio campaign for the NAB radio news committee.

The bill provides that the term, "radio," as used in the measure, includes television, facsimile and other methods of communication.

The Indiana news privilege bill was signed into law by Gov. Henry Schricker earlier, according to advices from William Warrick, news director of WJOB, Hammond, Ind.

Previously, Arkansas had been the first state in the Union to pass such a bill extending news privilege to radio newsmen.

Holiday Salute

Peggy Marshall and the Holidays, singing group, will be featured on NBC television on Saturday night when Television Screen Magazine salutes Holiday magazine for its special New York edition. Program will be televised on WNBC.

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

Drop Religious Series On Conn. Station

(Continued from Page 1)

granted to the Methodist Church through a public statement on Tuesday which said, in part, that the action of Mr. Lee represents "a courageous action in behalf of free speech and worship."

WNLK was backed in its suspension decision by two neighboring stations, WSTC, Stamford, and WICC, Bridgeport, on the grounds that "the broadcasts of church services were not organized as a forum for freedom of speech or of the pulpit" and that "if time granted for the expression of one political view, equal time must be given to other political groups, under a FCC ruling."

Dr. Benjamin Ginzburg, president and general manager of WNLK, told RADIO DAILY yesterday the entire time for religious broadcasts of the Ministerial Association will remain suspended "until they explain publicly that their time on the air is only for religious services and that Wallace had no place on last Sunday's broadcast. They will have to state publicly the purposes of their programs before the station can give them any more time."

Julian Schwartz, general manager of WSTC, said in a letter to Ginzburg: "Congratulations on your position in re: the Wallace-Methodist Church broadcast. I heartily endorse the action you have taken." Dickens Wright, general manager of WICC, reportedly telephoned his endorsement of WNLK's action. Ginzburg said that Wright told him: "I would pay that 100 per cent" in commenting upon the stand taken by WNLK.

"I even offered to retract the suspension of Mr. Lee's church if the Ministerial Association would publicly assume responsibility of keeping future programs appropriate to religious services," Ginzburg explained. To support his contention that the Wallace speech was political in nature, Ginzburg disclosed that Norwalk's afternoon newspaper, the Norwalk Hour, was asked on Tuesday to publish the text of the "sermon," but that the newspaper, on its own initiative had placed its "top political rates" on its publication and that the idea was dropped because of the cost involved.

Important Import

Rita Lynch, a 23-year-old Irish soprano, especially invited to guest on MBS' show, "The Windy City," originating at WGN, Chicago, 10:30 p.m., today, arrived at La Guardia Airport yesterday with a boutonniere of Shamrocks for Cardinal Spellman's use in reviewing the St. Patrick's Parade. The Irish lass left immediately for the Chicago show in which she will sing Irish folk songs in Gaelic.

Havana Radio-TV Hi-Lites

By MIKE JABLONS

(Special Correspondent, RADIO DAILY)

● ● ● HAVANA—"It will take about three and one-half million dollars, but I expect to start television programming here in Cuba before the summer of next year." So spoke Senor Goar Mestre, President of Circuito CMQ and builder of Havana's Radio City at a banquet before 1,200 people at the Casino Deportivo. The occasion was the first anniversary of the opening of the huge modern studios of CMQ in Havana's magnificent Radiocentro. Mestre's remarks received a tremendous ovation from the assembly which included the President of Cuba, the Mayor of Havana, other leading government officials, and the top executives of Cuba's largest radio advertisers including Procter & Gamble, Colgate, American Home Products, Norwich Pharmaceutical, Canada Dry, Standard Oil and others.

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● ● ● MESTRE OUTLINED a five-year plan for TV in Cuba that called for an expenditure of three and one-half to five million dollars to build studios and produce films for exclusive video showing. "We are already in production with an extensive schedule calling for 300 four-minute musical films shot on outdoor locales to familiarize ourselves with television movie techniques," Mestre announced. He added that 24 of these soundies had already been canned, using only native Cuban talent and music, and that these films would soon be made available to TV stations in the States. "They are good short subjects for television with authentic native dances and music," said Mestre. The films will be distributed through Mestre and Co., one of Cuba's largest advertising agencies headed up by Goar Mestre's brother.

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● ● ● ALONG RADIOCENTRO ROW—Cubans who are natural baseball fanatics, will flock to see TV broadcasts of ball games, claim Havana ad execs. The plan is to sell between- inning spots rather than have one advertiser to lift the entire tab. . . . When CMQ-TV is ready to go on the air, Mestre plans to ask the Cuban government to admit U.S. TV sets into the country duty-free for a period of one year in order to promote sales and build a video audience. . . . "El Derecho de Nacir" ("The Right To Be Born") a soap opera heard six days a week, Monday through Saturday, has the highest listening rating on the island. A rousing 50.63 according to the Advertisers Association of Cuba which makes bi-monthly door-to-door surveys to physically check listener habits. "El Derecho de Nacir" is sponsored by Bestov Products, distributors of General Foods, Norwich, and American Home Products in Cuba.

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● ● ● HAVANA'S MOST POPULAR news program is the familiar Esso Reporter, heard twice a day over Circuito CMQ. McCann-Erickson handles the account out of their N.Y. office, and were amazed to receive requests for their Esso maps offered over the CMQ network from such distant points as Colombia, Venezuela, Haiti, and Panama. . . . Grant Advertising has taken over an entire building on the Prado, Havana's Fifth Avenue. . . . Station CMCB, better known as Radio Reloj or Radio Clock, plans to become the first Cuban station to broadcast 24-hours a day. . . . "Tamakun," the soap opera adventures of an oriental prince, has the biggest listening pull on RHC's Cadena Azul six nights a week at 8 p.m. The client is Sabates S.A., which is the Latin American division of Procter & Gamble. . . . Incidentally, across the board in Cuba means Mondays thru Saturdays, unlike the customary five-a-week in the U.S.

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● ● ● CIRCUITO CMQ maintains a news staff to rival any U.S. web. There are 264 CMQ reporters scattered across the 750-mile Island to augment the network's regular UP wire. . . . Radiocentro is completely air-conditioned and the system is in operation all year round—since the temperature even in February and March boils up to 82 in the afternoon.

Winchell-WOR Feud Mentions No Names

A rather strange type of "diplomatic" pot-shots have been fired recently between Walter Winchell and WOR, New York. It all started when newscaster Lyle Van on his 6 p.m. show cut loose with a blast against a "screaming" Sunday night commentator whose "rabble rousing," as Van put it, forced cancellation of an appearance of Walter Gieseck, German concert pianist. Van claimed that was not the American way to handle it, that the concert was not political. Van did not mention Winchell by name but there could be no doubt as to whom he referred.

Since that time neither has Winchell mentioned WOR by name but he's done some needling in his column about Mutual and once referred to two high executives of the web in uncomplimentary fashion. At WOR-Mutual, it was felt that Van's oratory was responsible.

Cited "Misinformation"

Last Sunday in his column Winchell accused a "Mutual newscast" of giving out misinformation by saying it has the largest audience in 18 states, or 36 million listeners. Winchell also said the "program has such a low Hooper it isn't even listed." Obviously, he was talking about Lyle Van's nightly newscast.

This week Van let go at Winchell again, still refraining from specifically mentioning his name but calling him "WW" and "Wailing Willie." Van attempted to clarify the difference between WOR and Mutual and pointed out that his program would be included only in Hooper's city ratings, not the national program ratings. But to keep the pot-shot routine from getting out of hand, Van said that this "ends our chit chat with Wailing Willie."

Dividend Increased

At its meeting yesterday, the Board of Directors of Philip Morris & Co. Ltd., Inc. raised the regular dividend on the common stock from 37½ cents quarterly to 50 cents and declared an extra dividend of \$1.00, which compares with an extra dividend of 25 cents declared at this time last year. Both the regular and extra dividends are payable April 15 to stock of record March 31.

Saluted By UN

The American Association for the UN has cited NBC for "its outstanding record in the past year in the field of public service programs" and "efforts toward building a better-informed public opinion in support of the United Nations."

The network was honored at the fourth annual conference of the AAUN on March 12 for its programs: "Our Foreign Policy" and "Your United Nations."

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.

From the Farrell-Lambert Smash Musical
"All For Love"
"Why Can't It Happen Again!"

by Sammy Gallup and Michel Emer
CECILLE MUSIC CO., Inc.
 580 Fifth Avenue, New York City

On Records and Transcriptions
"HEY! MAMA"
 (He's Tryin' To Kiss Me)
ROYAL MUSIC CORP.
 1587 Broadway New York, N. Y.

ART MOONEY'S New Smash!
BEAUTIFUL EYES

—◆◆—
DUCHESS MUSIC CORP.

AGAIN

Here it is—another "LAURA"
 New Releases by
 VIC DAMONE.....Mercury
 GORDON JENKINS.....Decca
 VERA LYNN.....London
 MEL TORME.....Capitol

AGAIN

ROBBINS MUSIC CORPORATION

WORDS AND MUSIC

By PINKY HERMAN

● ● ● **TIN PAN ALLEY OOPS:**—With an assist by Bing Crosby who warbles their four new tunes in the current flicker "A Connecticut Yankee In King Arthur's Court," look for Johnny Burke and Jimmy Van Heusen to get quite a play on "If You Stub Your Toe On The Moon." "Once and For Always," "When Is Sometime" and "Busy Doing Nothing" . . . published by Burke & Van Heusen. . . ● Mae Mitchell and Bobby Gregory have a commercial ditty in "When I See You With Somebody Else," published by Crescent Music Co. . . ● Benny Alberts shifts from Miller Music to Harry Warren Music to assist Pete Woolery in exploiting "My One and Only Highland Fling" and "You'd Be Hard To Replace," written by Ira Gershwin and Harry Warren for the MGM Musical "The Barkleys of Broadway." . . ● Sylvia Dee, co-writer of hits including "Chickery Chick," "My Sugar Is So Refined," "Laroo Laroo Lilli Bolero" and "After Graduation Day," is the author of a humorous tome, "And Never Been Kissed" . . . published by MacMillan Co. . . ● Feist's "All Right Louie, Drop The Gun," was waxed by 11 recording companies in less than a week . . . (All right Link, drop the frown). . .

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● ● ● That's a clever tie-up stunt Leeds Music has made to promote its new British importation, "No More Orchids For My Lady" . . . they are sending out 500 Revlon (Orchid) sets to disk jockeys, producers and ork pilots and 250 Live Thomas Orchids to femme radio larks. . . ● Russ Morgan has named Jack Richmond New York manager for his firm Glenmore Music . . . outfit has a hit in Russ' own tune, "So Tired." . . ● Manor Music is considering two offers by major firms to turn over its great rhythm ballad, "Havin' A Wonderful Time," which was recently introduced on the networks by Jack CBSmith . . . this clever happy-go-lucky ditty is a cinch for the hit parade. . . ● Emery Deutsch and his all string orchestra has been selected to play at the reception in honor of Winston Churchill to be held March 25 at the Ritz-Carlton Hotel. . . ● Chalk up a sure-fire hit for Porgie Music . . . recording companies are soooooo excited about this firm's new waltz, "Love Is A Beautiful Thing," by Lee Pearl, Lewis Bellin and Harvey Pearl. . .

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● ● ● Eddie Seller and Sol Marcus, co-writers of "I Don't Want To Set The World On Fire" and "Ask Anyone Who Knows," have another Hit Parader in "Because You Love Me," published by Remick. . . ● Harold Leventhal has joined Lewis Music and leaves for Hollywood this week to head the Coast office . . . firm is working on a novelty, "I Didn't Know The Gun Was Loaded." . . ● George Cory and his Rhythm Rogues open tonight at the Village Barn with several wires. . . Top Music is getting behind George's ditty, "In A Little Swiss Chalet," which he wrote with Herb (MBS Producer) Rice. . . ● Busier than the proverbial one-armed, two-fingered paper hanger, is Johnny Olsen, Milwaukee's gift to AM, FM and TV. . . Johnny's current schedule includes, "Rumpus Room," Monday thru Friday 11 a.m. on WABD; "Johnny Olsen's Luncheon Club" Monday thru Friday 12:30 p.m. on WMGM; "Ladies Man" Monday thru Friday 4:30 p.m. WOR; "Doorway To Fame" Mondays, 8:30 p.m. WABD; "What's My Name?" Saturdays 11:30 a.m. ABC and "Adelaide Hawley's Fashion Show" Sunday nights via WABD. . . (yumpin' yimminy, Yohnny, how many yobs you bane got?)

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● ● ● **ON AND OFF THE RECORD:**—Victor has a sleeper in Jimmy Brown's artful toying with "I Kissed A Girl and Made Her Cry." . . Deejays and juke alike will latch onto this waxing . . . flipover is Joe Biviano's accordion and orchestra offering of "Vieni Sul Mar" with a down home polka kick. . . ● Chalk up a definite click for Exclusive in the Billy Ford Quintet platter of the be-bop novelty, "Jiver, What Are You Dust-akin?" reversed with "Let's Find Lucy" . . . juke box ops will cash in on this one.


PLUG TUNES

A H-I-T!
"A"—You're Adorable
 (The Alphabet Song)
LAUREL MUSIC CO.
 1619 Broadway, New York 19, N. Y.

It's The Cat's Meow!
THE PUSSY CAT SONG
 (Nyot Nyow)
LEEDS MUSIC CORPORATION

"A HIT Since . . ."
THE ONE I LOVE
 (Belongs To Somebody Else)
FORSTER MUSIC PUB., INC.
 1619 Broadway, New York 19, N. Y.
 216 S. Wabash Avenue, Chicago 4, Ill.

A Great Ballad!
THEN I TURNED AND WALKED SLOWLY AWAY
ADAMS, VEE & ABBOTT, Inc.
 216 S. Wabash Avenue, Chicago 4, Ill.

MERO Record by Jerry Cooper
"JANIE and ME"
 by Thomas G. Meehan

JAMES MUSIC, Inc.
 1650 Broadway Room 709 N. Y. C.
 Solly Cohn, Mgr.

It's TIME For
"GOT NO TIME"
 by
 Jack Reynolds & Larry McMahon
CECILLE MUSIC CO., Inc.
 580 Fifth Ave. N. Y. C.

TELEVISION DAILY

Section of RADIO DAILY, Thursday, March 17, 1949 — TELEVISION DAILY is fully protected by register and copyright

SO. OHIO PRIMED FOR TV SPIRAL

TELE TOPICS

A GOOD PART of TV programming will some day be on film, but if these films are to be made in Hollywood, the movie industry will have to undergo some drastic changes. This is the thinking of Roger Pryor, tele director of Foote, Cone & Belding, who has had wide experience in the film biz. The biggest change, of course, will come in the matter of costs. The movie boys, he says, will no longer be able to make pictures with one hand and sell them to the other. They will be making films to the specifications of the client and agency, both of whom figure budgets on a cost-per-thousand basis. The famed Hollywood extravagance simply cannot apply to films for TV. . . . Pryor has some interesting thoughts also on education and culture on tele. Advertisers, he says, cannot be expected to bankroll such shows which probably would attract a limited audience, but because of the need for both commodities, they should be aired under subsidy, governmental or otherwise.

HENRY MORGAN'S five-a-week quarter hour for NBC, originally scheduled to begin Mar. 28, will be postponed for a week or more. . . . Martin Gabel has been signed as tele director by Radio Artists Corp. . . . Bob Shawley has been set for a permanent spot on the Hartmans show, playing the role of the couple's nephew. . . . Title of DuMont's "Revue of Stars" has been changed to "Front Row Center." . . . Maggie Teyte makes her local ike debut on the WPIX "Concert Previews" stanza Sunday. . . . With Phil Silvers bowing out of the Arrow show to-night, Peter Lorre will be guest emcee next week. . . . According to Ivor Sharp, executive of KSL, Salt Lake City, the outlet's TV operation will be on the air by early June. . . . For those inclined to statistics, ABC offers the information that "Crusade In Europe" will be culled from 31,060 miles of film, "or considerably more than the distance traveled by the intrepid airmen who recently circled the earth through the skies."

FRANCES BUSS, of CBS, one of the few femme directors in the business, sez: "Women have a natural advantage over men in handling certain television programs, such as home economics, children's shows, fashions and merchandising—an important segment in overall television programming. While many of the jobs filled by women in television today have resulted from wartime manpower shortage, there is little question in the minds of many of the industry's executives that women will continue to fill important jobs in the field, especially as writers, producers and directors of women's programs; and as costumers, hairdressers, make-up artists, etc."

Obsolescence Talk Seen Hurting Sales

Crescendo of controversy on whether current television sets are to become obsolete in the not too distant future is viewed in the trade as forcing a two-fold reaction in the mind of the public, neither one of which is good for the industry. One effect is that a large segment of the buying public is expected to keep its hands in pockets, shying away from owning a video set until a future day, and the other reaction is that those who do buy are going to lean to lowest priced sets.

The hot prospects among the public who are genuinely eager to have a set now may not be cooled by the torrents of confused debate but they will be reluctant to commit themselves beyond the vicinity of \$200. They are willing, it is believed, to gamble that much on a set which may provide satisfactory service for two years.

The fence sitters are the ones who undoubtedly will have their minds made up for them—and negatively so—if the debate doesn't blow itself out and give way to a calm analysis of the situation.

Some manufacturers and other trade leaders believe it is questionable as to whether any mention at all should be brought to the public on set obsolescence. Most any prod-

WNBW Diary Survey Estimates Viewers

Washington Bureau of RADIO DAILY
Washington — Average of 3.3 viewers per set, average sets-in-use three to five hours a night through the week-end and a large available audience on Saturday nights are among the findings of a diary study just completed by WNBW here. Covering the week of Feb. 20-27, the study, conducted under the supervision of James Seiler, is the fourth made by the station but the first to be publicly announced.

From a sample of TV homes located through 5,000 random telephone calls, diaries were placed in 450 homes, with 365 usable diaries returned for compilation.

The survey, the station said, "indicates that video fans, unlike radio listeners, do not necessarily stay tuned to the same station for the program which follows a particularly popular show. There is not among TV viewers an 'inertia factor' to keep large audiences for average programs following a top show. TV viewers, sitting close to their sets, tend to skip around the dial to catch selected programs instead of taking what comes."

Product eventually becomes obsolete or at least old fashioned. However, it is still possible today to listen to a radio broadcast with a crystal set.

Downfall Of Network Radio Effect Of Video—Raibourn

Chicago—Demise of network radio and "B" pictures at the hands of tele was predicted here yesterday by Paul Raibourn, vice-president of Paramount, in an address before the Investment Bankers Association.

While radio listening "has practically disappeared" in TV homes, all "other forms of amusement and relaxation" have dropped off about 25 per cent. "The most interesting point," he said, "is there seemed to be very little discrimination as to how television affected these leisure activi-



RAIBOURN

ties. Its effect on all of them was alike, except for radio, which, of course is a form which is exactly similar to television and which television readily replaces."

Raibourn said "the so-called 'B' picture will find competition in television and is likely to disappear from our screens. But television has, as yet, produced no serious competition for the 'A's.'"

"We have been giving serious study to the problem of how to take the know-how which characterizes a Hollywood 'Oscar Candidate' picture which cost \$25,000 to \$50,000 a minute and apply it to produce a film for television which at the best may not be able to stand over \$500 a minute and whose present possibilities are in the neighborhood of \$50 a minute," he said. "I think we are getting somewhere and I think the advertisers will shortly agree with us."

Webs Competition In Three Cities To Spur Sales

Cincinnati — Arrival of Cincinnati's second and third stations, Dayton's second and of two stations in Columbus, all within the next few months, focus widespread attention on the three-city area as a major TV market, with retailers and set manufacturers completing plans for accelerated activity there.

It is a matter of record that set circulation in a city booms after the debut of the second station. In Cincy, as of Mar. 1, there were 17,079 sets in the area, according to a WLW-T survey, with installations at the rate of about 2,000 a month. This latter figure is expected to double following the April 4 bow of WKRC-TV, and the May 1 debut of WCPO-TV.

In Dayton, WHIO-TV, which went on the air recently, will be followed near the end of this month by Crosley's WLW-D, and in Columbus, WBNS-TV and WLW-C are expected to begin operation in the near future.

Rivalry Spurs Progress
Added impetus to receiver sales in the area should be supplied by the rivalry between two regional networks covering the three cities. Crosley's three outlets will be joined by cable and microwave relay to form one web, as will WKRC-TV, WHIO-TV and WBNS-TV, to form the other. Also throwing fuel on the fire is the fact that the Crosley stations are NBC affiliates, while the other three stations are affiliated with CBS.

WCPO-TV, owned by Scripps-Howard, will be affiliated with ABC, while WBNS-TV, by the Dispatch, will be affiliated with ABC and CBS.

The three cities comprise a sizeable market, containing around 500,000 families, according to the 1948 edition of BMB's "Radio Families—USA."

Pike Joins WJBK-TV As Operations Chief

Detroit—Richard E. Jones, general manager of WJBK-TV, has announced the appointment of Lanny Pike as supervisor of operations. Acting as co-ordinator of all tele activities for the Fort Industry outlet, Pike also will create and produce shows.

An Army Air Force veteran, Pike has been with midwest TV stations since the war, and before entering service had widespread radio experience.

NEW BUSINESS

WMAQ, Chicago: The Sinclair Refining Corporation, through the Hixon-O'Donnell agency, contracted for three station breaks weekly for eight weeks starting March 23. A total of 40 station breaks were ordered by the Barbasol Company (shave cream), through Erwin Wasey and Company, Ltd., to be aired five weekly for eight weeks starting March 21. Bell and Howell Company (cameras and supplies), through Henri, Hurst and McDonald, Inc., contracted for one station break per week for 26 weeks starting March 17. The SOS Company (Magic scouring pads), through McCann - Erickson, Inc., ordered three station breaks per week for 13 weeks, effective April 4. The Cleveland Cleaner and Paste Company (Walvet cleaner), through Bayless-Kerr Company, contracted for two station breaks weekly for four weeks starting March 29. Three station breaks and two one-minute announcements to be aired between March 21 and 27 were ordered by the Hudson Motor Car Company, through Brooke, Smith, French and Dorrance. The National Red Cherry Institute, through Western Advertising Agency, ordered one-minute announcements to be aired five weekly for four weeks on the Early Bird program (six-a-week, 5:30 a.m., CST). Start was made March 10. Capper Publications ("Capper's Farmer"), through the Buchen Company, ordered three one-minute announcements per week on the Early Bird program for two weeks.

BMB Folding; Future Operations Uncertain

(Continued from Page 1)
completion of audience sampling and other paper work.

Completion of the 650,000 mail sampling is not the only problem confronting the BMB organization. The Statistical Tabulating Company which threatened to withdraw from audience measurement operations a week ago unless \$100,000 was raised to complete the study will be asking for more money when tabulating and final compiling of the Second Study gets under way.

Strongest bidder for the remnants of BMB is reported to be C. E. Hooper who will go to the Chicago NAB convention prepared to reiterate his offer to take over the audience measurement operations. Hooper, according to reports, has been sounding out BMB leaders the past few weeks.

Evelyn Knight For Club 15

CBS web announced yesterday that Evelyn Knight will replace Margaret Whiting on Bob Crosby's "Club 15" on March 29. She'll be heard Tuesdays and Thursdays. Miss Whiting is coming to New York to be with her husband, Hubbell Robinson, Jr., CBS program veepee.

★ AGENCY NEWSCAST ★

JOHN MALONE, JR. has been elected a vice-president of Roy S. Durstine, Inc. He has been with this agency since April 1947. Previously, he was with Geyer, Newell & Ganger for almost three years and J. Walter Thompson for 14 years. With Durstine, Malone heads the agency's work on the advertising of Seagram's V.O. Canadian Whiskey and Seagram's Ancient Bottle Gin.

DAVID YELLIN has been named radio and television director of Elliott Nonas, Advertising, New York. Yellin was assistant to the producer of the recent Broadway hit musical, "Inside U. S. A."

NEW YORK OFFICE of Adam J. Young, Jr., Inc., station representatives, reports an increase of 165 per cent in total billings for 1948 as compared with 1947.

Believe 'Consent Decrees' Will Remove 'Trust' Taint

(Continued from Page 1)
public interest for them to hold radio and TV licenses was timed to aid the Justice Department in its negotiations with Paramount Pictures for the "consent decree" signed four weeks later by that company and the Justice Department, it was learned here yesterday. Welcomed at the time by the anti-trust division of the Justice Department, it is now a matter of minor importance to the anti-trust lawyers.

Unless the Senate Interstate Commerce Committee continues to stand in the way, the road is now cleared for a quick settlement of the matter by the FCC. Lawyers here believe the Commission can, in accordance with legal practice, consider that the consent decrees purge the companies of their guilt, but it is pointed out that the question is not a legal one so far as the FCC is concerned.

At the time the policy was announced Chairman Wayne Coy declared the FCC had acted independently on its own initiative, and that there had been no need for the Justice Department to tell it what to do. "The Supreme Court said these companies broke the law and consent decrees do not wipe the Supreme Court decision of last May from the record," he added.

The question became even more important yesterday when it was learned that agreement has been reached with the Schine circuit for a consent decree settlement of the 10-year old Government anti-trust case against the chain. Schine controls WPTX, Albany, which the FCC has said can go to 50 kilowatts, provided it is eventually found to be in the public interest that the station have a license at all.

WQXR, New York, has protested this boost on the ground that it will create interference in the event WQXR's application for a 50-kilowatt signal is granted.

THE CAMBRIDGE SCHOOL OF RADIO BROADCASTING has just bought the entire schedule of spots immediately following the New York Yankees pre-season games over WINS. William Warren is the agency.

ST. LOUIS OFFICE of the Olian Advertising Company has been commissioned to handle the advertising and merchandising of the Ritepoint Co., St. Louis, Mo. This will concern Ritepoint pens and pencils, as well as the new visual fuel supply, lucite cigarette lighter. Newspapers, national magazines, and trade papers will be utilized—eventually radio.

GERARD PACKING COMPANY, Philadelphia, has selected J. M. Korn & Company, Inc., Philadelphia, to handle its advertising.

Bob Hawk Negotiating With Three Sponsors

(Continued from Page 1)
contract with R. J. Reynolds Tobacco Co. runs out in October and he's already talking renewal with Camel executives.

The quizmaster also is in contact with two other advertisers, one of them an automobile concern now on CBS, about a possible sponsor switch in the fall. Hawk gets upward of \$5,000 for the show which is heard every Monday over CBS at 10:30 p.m., EST.

It's understood that Hawk is asking Camel to make certain provisions in any new contract. One of these provisions, it's said, pertains to television. If Hawk should switch sponsors in the fall it means he would have to drop the "Lemac" gimmick, although the names of other advertisers can also be spelled backwards.

Decca Sales Decline Reported For 1948

(Continued from Page 1)
574, equal to \$1.10 per share on the 776,650 shares of capital stock outstanding at the year-end. This compares with 1947 net earnings of \$1,618,548, or \$2.08 per share on the same number of shares of capital stock.

Commenting on the future, Jack Kapp, president of Decca, said:

"There has been considerable publicity on current technological developments in the industry. There are no restrictions on the recording or manufacture of the new types of records, and the processes are known to us. We are carefully watching the progress of all types of records.

"It is estimated that there are over sixteen million standard record playing instruments in the country today, in addition to the millions of such instruments outside of the United States. Our records are ship-

BEHIND THE MIKE

BARRY GRAY's keenest competitor down Miami way is jovial Frankie Keenan's stanza, "Live Little," aired nightly over WMFE from Hi Schwart's fabulous Marine Club on Dinner Key. (The other night he interviewed the vacationing exploiter, Jack Perlis, and asked him what he thought of his TV possibilities. Jackson took one gander at Keenan's hefty girth and advised him to wait until 220-inch screens come out).

Gene Williams and his ork discussing a three-times-weekly Mutual spot for the summer months. Good to hear that Dennis James is back in the sports picture again with the Wed. night bouts from Westchester County Center over DuMont.

Larry Markes has given up the writing chore on the Phil Silvers video show to collaborate with Milton Rosenstock on a new mystery-musical, tentatively titled "If A Body." This musical, scheduled for an early fall B'way production, will be produced by Michael Ellis with the possibility of Groucho Marx in the lead.

Latin Quarter's Lou Walters talking to Herb Sheldon about a nighttime comedy act.

Coincidence: While Andre Baruch was commercializing for Venetian Blind sponsor over WMCA the other afternoon, the simultaneous "Give and Take" program of CBS was interviewing a contestant who also said he was a Venetian Blind maker. The quizzee gave his name as Isham Stone—which makes his product the Stone Blind.

KRKN Stops Operations; Sells Equipment To KFSB

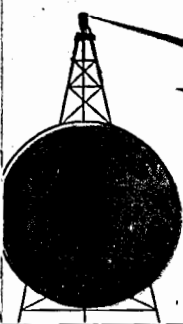
(Continued from Page 1)
was owned and operated by the Ark.-Okla. Broadcasting Corporation. C. B. Randall is president, F. G. Hines, general manager, and Bill Stableton, commercial manager.

KFSB is owned and operated by the Southwestern Publishing Company. Donald W. Reynolds is president; Karl Lambert, general manager. The station is affiliated with ABC and operates on a frequency of 950 kc.

ped to or manufactured in practically every part of the world.

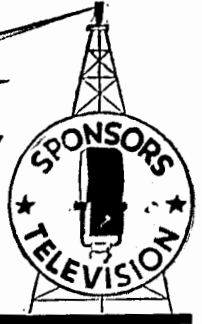
"Despite the fact that 1948 was year of adjustment and although there were few new recordings because of the recording ban, our volume of \$23,867,020 was the third largest in the company's history.

"Many have asked us about our plans. We have already done the following—sold our radio transcription services, introduced the new Coral label, and reactivated our Brunswick Catalog. We have intensified our activities with new recordings and presently have a large number of hits running concurrently. Our merchandising policy has been changed in accordance with the times."



RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 46, NO. 54

NEW YORK, FRIDAY, MARCH 18, 1949

TEN CENTS

NO 'TRUST' VIOLATION, PARA. TELLS FCC

Defense-Info Control Soon To Be Tightened

Washington Bureau of RADIO DAILY
Washington—Moving quickly in the face of criticism because of the release of military information over the week-end, Secretary of Defense Forrestal yesterday announced that the information services of the Army, Navy and Air Force will be brought closer together under common control at the end of this month. The move, under consideration for several months, has been approved by Col. Louis Johnson,

(Continued on Page 2)

Puerto Rican Broadcaster Opens Own Adv. Agency

San Juan, P. R.—Antonio Alfonso, formerly general manager of WITA, recently announced the opening of his own advertising agency, Tropical Advertising Agency, with headquarters in San Juan. Alfonso is widely known as a radio and advertising executive in the Caribbean area and recently visited New York with a delegation of Puerto Rican broadcasters who were guests of the Radio Executives Club.

Coast-Radar-Screen Bill OK'd By Senate Group

Washington Bureau of RADIO DAILY
Washington—The Senate Armed Services Committee yesterday approved a bill already passed by the House, to authorize the setting up of a "radar screen" along our coast lines for protection against possible aerial invasion. The project will eventually require an estimated \$161,000,000, and appropriation of \$85,500,000 will be sought for the part of the plan authorized in this bill.

Radio Reunion

Bob Hope will be master of ceremonies for the all-star "radio reunion" of Veterans of Foreign Wars to be broadcast by NBC Monday, April 4, 11:30-12 p.m., EST. The program, which will mark the 50th anniversary of V.F.W., will present radio and film stars who entertained the soldiers overseas during World War II.

Arney's Appraisal

Chicago—Advance registrations for the annual convention of the National Association of Broadcasters indicates an attendance of around 1500, according to C. E. Arney, Jr., who is in Chicago preparing for the convention. As of last Friday, there were 401 room reservations, and many more are coming in daily. An attendance of from 500 to 800 is expected also for the engineering conference.

Heidt Gets Old Time On NBC On April 24

Horace Heidt, whose Hooper rating dropped when he moved from his 10:30 p.m., spot Sunday nights to the Jack Benny replacement spot on NBC at 7 p.m., will return to his old time on Sunday April 24th under the same sponsorship—Phillip Morris. Heidt's unhappiness as Benny's successor was evident after the first ratings came in. In returning to the 10:30 to 11 p.m., time slot

(Continued on Page 3)

Robert Hall Clothes Adding More Stations

Stations in several cities will benefit by considerable time sales to Robert Hall Clothes, starting March 24, when it opens six new stores. So far, the Sawdon Advertising Co., which handles the account, has scheduled 176 programs and 495 one-minute spot announcements per week on a total of 18 stations.

Stations include WWSW, KQV, (Continued on Page 2)

Truman, Churchill Speeches To Get AM-TV Pooled Cover

Both webs and indies have arranged for pool radio and TV coverage of the speeches by President Truman and former British Prime Minister Winston Churchill at M.I.T.'s International Mid-Century Convocation on the Social Implications of Scientific Progress, March 31 and April 1.

CBS, NBC, WQXR and other indies will use the pool facilities for

Summary To 41-Page Petition Insists Consent Decree Put Firm In Clear; Cites Danger To All Business

Tea Industry Plans \$2,500,000 Campaign

Promotion plans to eventually spend \$2,500,000 a year to hypo tea drinking in the United States are being made by the Tea Association of the U. S. A., according to Robert B. Smallwood, president, who also heads Thomas J. Lipton, Inc. It is hoped to get the campaign under way late this year, using radio, newspapers, magazines and other media.

Smallwood said that agreement for the long range project has been (Continued on Page 8)

Lever Bros. Renews Talent Scouts On CBS

Lever Brothers Company has renewed its sponsorship of "Arthur Godfrey's Talent Scouts" over the CBS radio and television networks effective Monday, April 4, it was announced yesterday by William C.

(Continued on Page 2)

Musicians Union Boycotts NCASP "Peace" Confab

Local 802 of the AFM has announced that it would boycott the "Cultural and Scientific Conference for World Peace" of the National

(Continued on Page 8)

Washington Bureau of RADIO DAILY
Washington — With the former trust-buster, Thurman Arnold, and a former FCC chairman, Paul Porter, surprise additions to the staff of its counsel, Paramount Pictures told the FCC yesterday that the Commission has no right to jeopardize its television licenses, present and future, on the basis of Paramount's past anti-trust law violations.

In a brief summary preceding its 41-page petition, Paramount says its (Continued on Page 7)

Stations' Views Differ On Mail Order Accts.

New spurt in mail-order accounts throughout the country is creating a divided reaction among stations and WNEW, New York, said yesterday that it is dropping all such advertising immediately. Ira Herbert, vicepres in charge of sales for the station, told RADIO DAILY the mail-order accounts are being dropped because they are "troublesome and short-lived."

"This year WNEW has been be- (Continued on Page 3)

Winchell Tops Hoopers; Parsons In 9th Place

Walter Winchell retains his lead at the top of the Hooper list (week of March 1-7) with a rating of 26.1 followed by Radio Theater (26.0) and Fibber McGee and Molly (25.1); (Continued on Page 3)

Investigating

Several manufacturers who have been providing giveaway merchandise to local and network programs in return for plugs have engaged private investigators to ascertain if their merchandise is being awarded to bona-fide winners. Reports reached one manufacturer that some stations have not been giving away all the merchandise.

RADIO DAILY



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JOHN W. ALICOATE : : Publisher

FRANK BURKE : : : : Editor

MARVIN KIRSCH : Business Manager

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WEST COAST OFFICES

Al Steen, Manager
6425 Hollywood Blvd. Phone: Gladstone 8438

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

CHICAGO BUREAU
Nat Green
1417 Ashland Bldg. 135 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

(March 17)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
ABC	8 1/2	8 1/4	8 3/8	+ 1/4
Admiral Corp.	17	16 3/8	16 3/4	—
Am. Tel. & Tel.	146 3/4	146 1/4	146 3/4	—
CBS A	18 7/8	18 5/8	18 5/8	— 1/4
CBS B	18 3/4	18	18 3/4	+ 1/8
Fornsworth T. & R.	1 1/2	1 1/2	1 1/2	—
Gen. Electric	37	36 1/4	36 3/4	— 3/8
Philco	32 3/4	32 1/4	32 1/4	— 1/8
RCA Common	12 5/8	12 1/4	12 5/8	+ 3/8
RCSA 1st pfd.	72 1/2	72 1/2	72 1/2	— 3/4
Stewart-Warner	12 1/2	12 3/8	12 1/2	+ 1/8
Westinghouse	24 3/8	24	24 3/8	+ 3/8
Westinghouse pfd.	94 1/4	94 1/4	94 1/4	+ 1/4
Zenith Radio	31 1/2	30 3/4	31 1/4	+ 3/4

OVER THE COUNTER

	Bid	Asked
DuMont Lab.	14	15
Stromberg-Carlson	13 3/4	15 1/4
U. S. Television	3 1/4	1 1/4
WCAO (Baltimore)	22	25
WJR (Detroit)	6 1/2	7 1/2

10 YEARS AGO TODAY

From the Files of Radio Daily
The Tire and Rubber competition via radio took an added note, when B. F. Goodrich Rubber Co., decided to enter radio, placing a contract for 26 half-hour disks of "The Shadow" to be aired over 100 stations. . . The British Home Office took up a number of problems affecting television, among them the matter of licensing public TV.

WINZ

★ **COMING AND GOING** ★

RAYMOND KATZ, program director of WJMG, and **BERTRAM LEBHAR, JR.**, director of sales for the station, have returned from Hollywood, where they conferred with movie execs. on the M-G-M lot.

FLETCHER MARKLE, who directs the "Ford Theater" for Kenyon & Eckhardt, and **VINCENT McCONNOR**, script editor on the program, have returned from Hollywood, where they spent 10 weeks, during which time the program was broadcast from the studios in the film capital.

JOHN FULTON, general manager of WGST, Atlanta, Ga., now in New York, paid a call yesterday at the offices of his national representatives.

WALTER C. BRIDGES, general manager of WEBC, Duluth, has arrived from Minnesota on station business. Huddled for a while yesterday with officials of the station's national reps.

MIKE JABLONS, of Gainsborough Associates, is back from Havana.

ARNO G. HUTH is back from Mexico City, where he represented UNESCO at the International High Frequency Broadcasting Conference. He'll now resume his course at the New School for Social Research.

ROY T. CHAPMAN, commercial manager and sales promotion director of KTSM, El Paso, Tex., is in town for conferences with the station's national reps.

JOHN HAYES, general manager of WTOP, Washington, D. C., is back in the Nation's Capital after having attended the station managers meetings of CBS.

G. RICHARD SWIFT, general manager of WCBS, and **DON MILLER**, sales manager of the station, will leave over the week-end on a business trip to Chicago. They'll be gone about a week.

RAY HEATHERTON, master of ceremonies heard on CBS, tomorrow will go up to Hartford to officiate at the Military Ball, which will be broadcast from the Armory in the Connecticut capital city.

Robert Hall Clothes Adding More Stations

(Continued from Page 1)

WPGH, Pittsburgh; WAPO, WAGC, WDOG, Chattanooga, Tenn.; WTUX, WAMS, WILM, WDEL, Wilmington, Del.; WOC, KSTT, Davenport, Iowa; WQUA, Moline, Ill.; WHBF, Rock Island, Ill.; KFMJ, KTUL, KOME, Tulsa, Okla.

The advertising contracts are on a 52-week basis. Robert Hall Clothes is rapidly becoming a nationwide chain and expects to open stores on the West Coast next fall.

Lever Bros. Renews Talent Scouts On CBS

(Continued from Page 1)

Gittinger, CBS veepee in charge of network sales. Show is aired 8:30-9:00 p.m., EST. Agency is Young & Rubicam, Inc.

Stork News

Birth of a daughter, Patricia Ann, to Bill Back and wife. He is chief of Testing Division, Schwerin Research Corp.

Defense-Info Control Soon To Be Tightened

(Continued from Page 1)

who will succeed Forrestal next month, it is said.

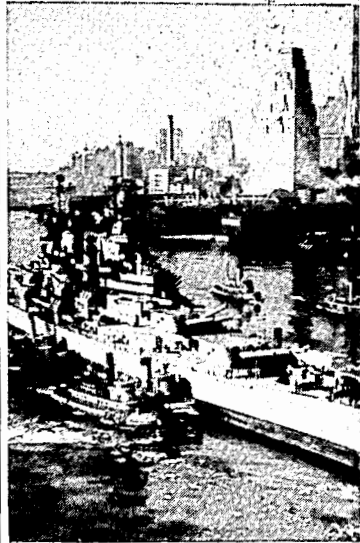
Overall responsibility will rest with a special assistant to the Secretary of Defense. Details of the extent to which the operations of the three services will be consolidated are yet to be announced, but it is known that the service to radio newsmen is almost certain to be affected.

Semi-Final Contest

Disk jockey contest for high school students conducted by WOV, New York, goes into the semi-finals March 21. Out of 1500 auditioned in the last two months, 48 are still in the race. Top winner in the finals gets an eight-week contract this summer with his or her own show over WOV.

New Gab Team

Frank Farrell, New York World-Telegram columnist, and singer Monica Lewis begin a new Saturday show over WOR March 19 from noon to 12:30 p.m.



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 SIZE 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?



W-I-T-H

Baltimore 3, Maryland

TOM TINSLEY, President
Represented by Headley-Reed

50,000 watts at 800kc. in 1949

A GREATER VOICE COMING—
AND, BY FAR, A BETTER BUY!

5,000 WATTS at 800 Kc. MUTUAL

CKLW

in the Detroit Area

J. E. Campeau, President

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

Stations' Views Differ On Mail Order Accts.

(Continued from Page 1)

pleged with requests from agencies and from companies to sell time for mail-order campaigns," Herbert said. "Some of the mail order business that has been offered to us has had merit; much of it has not. We have made an intensive analysis of the problems involved in broadcast mail order advertising, not only in the light of the history of such advertising but also from the viewpoint of our current experience. For the most part, we have found mail order accounts to be troublesome and short-lived. In view of these facts, and because of our heavy commercial schedule, we are establishing a new policy effective immediately. With the exception of current obligations, WNEW will not sell time to advertisers whose only means of distribution is by direct mail."

An opposing view, however, was expressed by Norman S. McGee, v-p in charge of sales at WQXR. He said: "We of WQXR will continue to accept mail order business, provided it fits into the station's advertising policy and the product is in line with its approved list. Mail order accounts on the station have been without exception very successful."

McGee pointed out that "all commercial time allotted to the mail order accounts has been limited in accordance with the NAB code." Another spokesman for WQXR explained that the station would only accept "selective type" products. It was also indicated that the station did not find the forwarding of mail to be troublesome.

Station Rep Comments

Frank M. Headley, president of Headley-Reed, station reps, told RADIO DAILY that "generally speaking, most of the stations are not actively seeking mail-order business. They are beginning to feel that listeners are getting sick and tired of certain types of mail-order commercials." He pointed out also that "most stations don't like to be an agent when it comes to handling money for their sponsors." On the other hand, many stations, particularly those in rural areas, are doing a good mail order business because of their former audience which likes to order through the mail, he added.

This latter view was confirmed by Tom Flanagan, managing director of the National Assn. of Station Representatives. "There are many stations producing extraordinary mail-order results, especially where mail-order purchasing is a service to the farmers and small-town residents away from the distribution centers," he said. "Many of these stations carry legitimate mail order business and are glad to have it. Farmers rely on mail order products, such as metal roofing, water systems, farm machinery, poultry equipment, seeds and trees." Flanagan expressed the belief that many

CBS At Work

Hollywood—CBS is preparing six house packages for Spring and Summer debuts, two of which are expected to run into the Winter. Joan Davis and Rudy Vallee each will head a program to go beyond Summer. Erskine Johnson will emcee "Make Believe Town," while Hoagy Carmichael will head a dramatic package. "Young Love" and "Pursuit," the latter a mystery program, round out the new show plans.

Prize Winning Art Works Go On Display In N. Y.

Prize winning displays as well as other creative works of the New York Art Directors club went on display yesterday at the Museum of Modern Art, 11 West Fifty-first Street. The display will continue until April 14. Included in the exhibit are the following medal winners:

Magazines Design of Complete Unit—Art director, Harlow Rockwell; artist, Robert Geissmann; agency, Young & Rubicam; advertiser, Life Savers, Inc.

Magazine Advertising Art—Artist, Morris Graves; art director, Leo Lionni; agency, N. W. Ayer & Son, Inc.; advertiser, Container Corporation of America.

Newspapers Design of Complete Unit—Art director, Robert T. Gage; artist, Joe de Caseres; agency, Grey Advertising Agency, Inc.; advertiser, Ohrbach's.

Trade Periodicals, Design of Complete Unit—Art director, William Golden; artists, William Golden, Lou Dorfman; advertiser, Columbia Broadcasting System, Inc.

Art in Trade Periodicals—Artist, Adrian Siegel; art director, Allen F. Hurlburt; advertiser, National Broadcasting Company.

Small Ads, Design of Complete Unit—Art director, Erik Nitsche; artist, Eric Nitsche; agency, Erik Nitsche Studio; advertiser, David Hellweil.

Booklets, Design of Complete Unit—Art directors, Allen F. Hurlburt, Walter Van Bellen; artist, Walter Van Bellen; advertiser, National Broadcasting Company.

Art in Booklet and Direct Mail—Artist David Stone Martin; art director, William Golden; advertiser, Columbia Broadcasting System, Inc.

Periodicals, Design of Complete Unit—Art directors, Alexander Liberman, Priscilla Peck; artists, Constantin Joffe, Raymond Burnier; publisher, Conde Nast Publications; publication, Vogue.

Art in Periodicals—Artist, Ben Shahn; art director, Cipe Pineles; publisher, Triangle Publications, Inc.; publication, Seventeen.

stations "like to have orders sent directly to them and are willing to accept the responsibility, just as magazines do about the products they advertise." He emphasized that station representatives, however, check on the reliability of mail-order products before accepting accounts.

In announcing WNEW's dropping of future mail-order business, Herbert explained that "it isn't profitable enough to bother with the necessary checking. In the past few weeks, we have refused new accounts because we were not familiar with the products nor with their source. Since we want to protect our listeners, we preclude any possibilities of complaints from listeners about products advertised on our station." He explained that listeners tend to associate the station with the products it advertises.

Heidt Gets Old Time Over NBC On April 24

(Continued from Page 1)

Heidt hopes to regain some of the rating prestige lost bucking the Benny show on CBS. It is reported that the Biow agency believes that both Hooper and Nielsen ratings indicate that summer programs during the late hours on Sunday nights bring higher ratings.

The return of Heidt to 10:30 p.m., Sundays places NBC in the spot of getting a replacement for the 7 p.m. half hour. It is rumored that the new comedy team of Dean Martin and Jerry Lewis may get the replacement assignment.

New Adventure Series

A new 15-minute combination, live and film TV show called "The Adventure Album" is ready for sponsorship. The show stars Tom Terriss, adventurer, and is directed by Newt Stammer, current director of The Morton Downey Shows. The show may be bought on a 13 or 26 week basis, whichever is desired. The Adventure Album is a Film Equities Corp. release.

Stork News

Dick Locke, WBKB film director, Chicago, became the father of a 6½ pound boy, Donald William, on March 3.

Winchell Hooper Top; Parsons In 9th Place

(Continued from Page 1)

Louella Parsons brought the most outstanding change in the "Top Fifteen," moving up from 16th place to ninth position, increasing her rating more than three points.

The Parsons rating of 19.3 is the highest Hooper the program has ever registered. The show, however, added a Sunday night repeat broadcast the first of this year for the West Coast. The repeat is broadcast over Don Lee at 8:45 p.m., PST, following Walter Winchell. Live program is heard over ABC at 9:15 p.m., EST.


Other Programs Listed

Other programs in Hooper's "Top Fifteen," starting with number four, are rated in the following order:

Jack Benny 23.8, Arthur Godfrey's Talent Scouts 23.3, Bob Hope 21.0, My Friend Irma 20.8, Stop the Music 20.7, Louella Parsons 19.3, Duffy's Tavern 17.1, Amos 'n' Andy 16.4, Mr. Keen 16.3, People Are Funny 16.2, Mr. District Attorney 16.0, Crime Photographer 15.6.

Since switching to CBS, Jack Benny has been at the top of the Hooperatings once, in second place twice and in fourth position for the last two reports.

• faces • facts • figures • wins •



COST

\$1.58

FACE: DON GODDARD

FACTS: For 12 years, newspaper feature writer, staff editor and reporter. Now in his 13th year of broadcasting news to the New York audience.

FIGURES: This Goddard newscast is being offered to advertisers at the low cost of \$1.58 per thousand radio homes.

WINS

50KW NEW YORK

CROSLY BROADCASTING CORPORATION

LOS ANGELES

By AL STEEN

KNBH'S "Western Caravan" was picked up last week in Visalia, 150 air miles from Hollywood, a near-record for video reception.

By agreement of Screen Directors' Guild and Motion Picture Relief Fund, the name of the former organization's air show hereafter will be known as "Screen Directors' Playhouse."

Jimmy Wakely is back in town after making four recordings for Capitol in Cincinnati.

Frank DeVol, musical director of the Jack Carson show, is now a regular on KTTV's "Pantomime Quiz."

Jack Smith's CBS Oxydol airshow is being discussed as a format for a short subject series by Columbia Pictures.

There are now 101,952 television receiver sets in the Los Angeles area, or one set to each 13 families.

Telemount Pictures will release a new series of films titled "The Magic Lady" in April to television stations. Series stars Geraldine Larsen. Telemount also is preparing a musical series starring Jan Clayton.

For the first time, "Doctor Christian" will be broadcast before an audience outside Hollywood or New York studios in April when Jean Hersholt and his company appear at the annual Better Business Bureau convention. Date is April 27. The \$2,000 prize-winning script in the 1949 contest will be broadcast on May 25.

Prosperity note: Col. Irving B. Fogel, president of Tempo Record Co., reported an increase of 300 per cent in company grosses during the first six months of 1948-49, over the same period last year. The company has just declared a second quarterly dividend of \$7.50 a share.

Dennis Day has cancelled his projected trip to Europe next Summer and instead will play theater engagements in the U. S.

Elliott Lewis is reported to be close to a contract as star of a mystery-adventure series as a top summer replacement feature on NBC.

Jack Smith has organized his own television company, TV Productions, with his agents, Century Artists and Attorney Jerome Rosenthal. Bill Brennan will direct the film series, which gets under way in May.

James Roosevelt starts a news analysis series over KECA on March 20.

Variety Clubs' Humanitarian Award will be televised for the first time at the annual convention in San Francisco in May.

YUM YUM MAY BE BABY TALK

but you get he-man drinks in HOWIE'S YUM YUM Cocktail lounge. Delicious food and generous portions every meal—Club Luncheons start at 85¢! Meet in Radio's headquarters—

HOWIE'S

6th Ave., at 52nd St.

ADV.



Mainly About Manhattan. . . !

• • • The Hearst papers, long noted for their anti-radio column attitude, surprisingly enough are going in strong for television columns—among them, the Boston Record and American, Baltimore News-Post and American and the Los Angeles Examiner. (Latter sheet brought Nick Kenny out to the coast to select its new columnist—Pat Hogan.) And, believe-it-or-not, Kenny's choice is also running poems! . . . Talk persists that Eddie Cantor is moving over to CBS. (However, there's no truth to the story that Jack Benny is going back to NBC now that they've removed the 35-cent parking charge on their lot). . . . Chesterfield will pay more for Bing Crosby than Philco is shelling out, which is why the latter is miffed at CBS. They figure they could have talked El Bingo into holding the line. . . . Vic Damone and his manager, Lou Capone, have parted. . . . Manufacturers up in arms at Zenith TV ads are planning to pressure FCC to make some ruling on new channels, etc. . . . Ethel Merman asking 5 G's per for appearing on video. . . . Ted Husing's ad in Radio Annual has him betting that Mr. Busher will cop the Derby this year. . . . Optimistic coasters still feel that H'wood will wind up as the top TV center after all. They point to statistics which show that one family in 13 out there owns a set. . . . Paul Denis doing an article per issue for Radio Best. First will be on the Talent Opportunity and Amateur programs.

★ ★ ★ ★

• • • FILLER-DILLERS: Radio quiz shows now are more popular than mysteries, which proves that listeners prefer callers to killers, points out Geo. Petrie. . . . With CBS grabbing off so many NBC comics, Steve Gibson wonders if it shouldn't be called RAIDio. . . . Bob Monroe's way to punish Axis Sally would be to make her listen to OUR disc jockeys every day. . . . Henny Youngman sez that those Pyramids have gone from Egypt to just plain gypped.

★ ★ ★ ★

• • • AROUND TOWN: World-Telly columnist, Frank Farrell and Monica Lewis are teaming up for a weekly series on WOR Saturdays at 12:30 noon, featuring songs, guest celebs and commentary. . . . Lisa Sergio and Bernice Windt have formed a new TV and radio package outfit called World Scene Productions. Their first entry is a half-hour series tagged "Dinner at Theodore's" featuring celeb interviews. . . . Wanna bet that there isn't a TV show on the air that's now operating on original budget submitted to the sponsor? . . . Floyd Mack off to Paris to wax Maurice Chevalier's new Mutual series, "This is Paris." . . . Basch productions have secured the exclusive radio rights to the famous "Fu Manchu" stories by Sax Rohmer. . . . Fred Allen has given Robert K. Adams, NBC's national production manager, his blessing to use Sen. Claghorn as the theme of an air series. . . . Danny Kaye wants Met star Robert Merrill to be featured in his next film and has so informed his movie bosses. . . . Harpo Marx getting into video. He's making a series of commercial films for a bathing suit house. . . . The Empire Theater slated to be razed in about 3 years for an office bldg. . . . As a result of Chas. Laughton's recent appearance on "Toast of the Town," the film star is huddling with NBC about doing excerpts from the Bible, Shakespeare and Dickens for a TV series. . . . IMPressions: Author Meets The Critics: Novel program. . . . Camel News: News puffs. . . . Kraft TV Theater: Dairy production.

★ ★ ★ ★

• • • MAIN STREET TREATS: Bob Sylvester's highly readable profile on M. Berle in the forthcoming Satevepost. . . . The March 12th stanza of "Take A Number," with the panel of comics. Easily the best of the series to date. . . . Ivan Black's sock press job on the Philco TV Playhouse. . . . Geo. Wright's swellic organ interludes on the Morton Downey show.

CHICAGO

By NAT GREEN

THE Krank Shave Cream account which has been handled by Meyerhoff & Co., was taken over on March 14 by Ruthrauff & Ryan.

Bob Bodine, RCA p.a., recently made his debut as a WIND discer on a new RCA sponsored disc show. Walter Emerson, ABC's legal counsel, back at his desk after a couple of weeks hospitalization.

Five singers, two pianists and one trumpet player, winners in Rubin's "Stars of Tomorrow" contest during the past nine weeks, will compete for a Hollywood screen test and other awards in the program's All Winners Show telecast and broadcast on WGN, WGNE and WGN-TV, Sunday, March 20.

On St. Patrick's Day WENR-TV completed six months of continuous operation. Roy McLaughlin, station manager, states that since January 1 nearly \$300,000 of new business has been sold by the station.

Lowell Jackson, executive vice-president of Radio Features, Inc., reports sale of "The Deems Taylor Concert" to Don Lee stations KHJ, Los Angeles; KFRC, San Francisco; KXOA, Sacramento, and WLOL, Minneapolis. The firm's "Tello-Test" has been bought by WAYS, Charlotte, N. C., and KLX, Portland, Ore.

Don Balsamo, formerly a publishers rep, has joined the WIND sales staff.

First with the most in
NEW ORLEANS

WDSU

TV Channel 6—
31,000 watts
New Orleans' first
and only. Transmitting
from atop the
Hibernia Bank Building—
the Empire State
of the Deep South.

ABC—NBC
DUMONT—WPIX
Television Affiliate
Affiliated with
New Orleans Item

AM 1280 kc—5000 watts
(effective 20,000 watts in
greater New Orleans)
Covering New Orleans, South
Louisiana and the Gulf Coast.

FM Channel 287—15,000 watts
(C. P. 155,000 watts)

WDSU's dominant Hooperating, pioneering
service and high listener loyalty is
THE buy in New Orleans!

NEW ORLEANS ABC AFFILIATE

WDSU
Represented by the
John Blair Company

Seventy Four Advertisers Agree On Impact of Today's News Today

Seventy-four radio and TV advertisers who believe in giving their copy the impact of *Today's News Today* have signed for space in the NAB Convention issues of Radio Daily and the Television Daily supplement.

These advertisers know the value of getting their convention message across day and date with the industry deliberations. What's more they know from past experience that this is the way to really sell.

Radio Daily will deliver 1,800 copies by hand daily to the broadcasters and engineers attending the 27th Annual Convention of the National Association of Broadcasters at the Stevens Hotel, Chicago, April 6th to 13th.

It's not too late for making your space reservation. Better get your copy in today to assure preferred position. Advertising forms for all convention issues close on April 1st.

Advertising forms close for all RADIO DAILY convention issues on April 1st

NEW BUSINESS

WOR, New York: The Frank G. Shattuck Company has purchased participations on the "Barbara Welles" program for Schrafft's candy, ice cream and other products Monday through Friday between 4 and 4:30 p.m. Cowan & Degler, Inc., handled the details. The United Fruit Company has sponsored a series of announcements for bananas on "Luncheon At Sardi's" Mondays, Wednesdays and Fridays between 1 and 1:30 p.m. Batten, Barton, Durstine and Osborn is the agency. Seaman Brothers have purchased participations on the "Martha Deane" program for White Rose Coffee Mondays through Fridays between 10:15 and 11 a.m. Contract details were handled by the J. D. Tarcher advertising agency. The Illinois Meat Company has purchased a series of one minute announcements for Broadcast Hash and Redi-Meat on "Rambling With Gambling" Saturdays between 6 and 7 a.m. Arthur Meyerhoff & Company of Chicago handled the contract details.

Laco Products, Inc., makers of Laco Shampoo, has purchased participations on "Barbara Welles" program Mondays through Fridays between 4 and 4:30 p.m. The Kaster, Farrell, Chesley & Clifford agency handled the details of the contract. The A. S. Harrison Company, manufacturer of Preen Floor Wax, has purchased a series of participations on "Brunch With Dorothy & Dick" heard Sundays from 11:15 a.m. to 12 noon. The contract was placed through the Alfred F. Tokar Advertising Agency of Newark, New Jersey.

The Greystone Press, Inc., has purchased a series of participations on "Your Town And Country Gentleman" with Joe Bier, Mondays through Fridays between 5 and 6 a.m. and on "Sunrise Serenade" with Bill Taylor on Sundays between 6:30 and 7 a.m. The H. B. Humphrey Company is the agency. The Curtis Circulation Company, Inc., has purchased a series of one minute announcements for Holiday Magazine on the "Mutual Newsreel" program between 9:15 and 9:30 p.m. Batten, Barton, Durstine & Osborn is the agency.

WGN, Chicago: Business reported by WGN during the past week in-

ARTHUR EDDY

Public Relations — Publicity

812 Taft Building
Hollywood

Gladstone 5305 — Gladstone 9082

PICTURE OF THE WEEK



Harry Wismer, ABC sports director, who usually does the interviewing on his network sportscasts, had the tables turned on him this week when KCMO sportscasters interviewed the web expert in Kansas City. Left to right in the picture are Bill Gunther, KCMO announcer; Wismer, Tony Williams, KCMO sports editor, and E. K. "Joe" Hartenbower, general manager of KCMO.

Godfrey Will Get Plaque For Aid To Vaudeville

Georgie Price will present CBS' Arthur Godfrey a plaque from the American Guild of Variety Artists for his "invaluable services to the cause of bringing back vaudeville" during the "Arthur Godfrey Talent Scouts" radio-television program Monday, March 21, from 8:30-9 p.m., EST. Price is chairman of AGVA 4-A tele committee.

Godfrey, it is held, is opening up more opportunities for new talent via vaudeville by asking his radio and video audiences to "always patronize the theaters that have stage shows." Two stage companies of his "Talent Scouts" now are on nation-wide tour.

cludes the following: William Wise & Co., through Thwing & Altman, sponsorship of "Fix It Yourself," Saturdays, for 13 weeks from March 5; also renewal of "Get More Out of Life," Saturdays, for 13 weeks from March 12; Durkee Famous Foods, Inc., through C. Wendel Muench & Co., renewal of the "Vicki Stevens" show, Monday through Friday, for 13 weeks from March 14; Salerno-Megowan Biscuit Co., through Schwimmer & Scott, Inc., renewal of "Robert F. Hurleigh-News," Tuesday, Thursday and Saturday, for 52 weeks from March 29; Chrysler Corp., through N. W. Ayer & Son, 15 participating announcements and nine station breaks for Plymouth cars, from March 15; Local Loan Co., through Van Hecker, Inc., renewal of participating announcement in "Record Rev-

Alan Young, David Niven 'Sealtest Theater' Guests

West Coast Bureau, RADIO DAILY

Hollywood—Alan Young, comedian heard on the NBC network, and David Niven, well-known screen star, will take part in comedy sketches with Dorothy Lamour, as hostess, on the "Sealtest Variety Theater," which will be broadcast over the web on Thursday, March 24 from 9:30-10 p.m., EST.

Young, star of his own weekly program on NBC, also is featured on the Jimmy Durante show over the same network.

Miss Lamour, accompanied by the Crew Chiefs Quartette, will sing "I Got Lucky in the Rain" and "You're Mine, You."

eille," Monday through Saturday, for 52 weeks from March 28; M. J. Lanahan, Inc., through George H. Hartman agency, renewal of "Song Souvenir," Monday through Sunday, for 52 weeks from March 15; Carson, Pirie Scott & Co., through Morris F. Swaney, Inc., renewal of "Wishing Well," Monday through Friday, for 52 weeks from March 28.

WGN-TV, Chicago: Allen B. Dumont Labs, Inc., through Buchanan Co., Inc., renewal of its daily one-minute film announcement, Monday through Saturday, for 13 weeks from March 7; Frederick Herrschner Co., through Phil Gordon Agency, three telecasts of "Needlecraft News"; DeSoto division of Chrysler Corp., through BBD&O, two one-minute film announcements weekly for six weeks from March 5.

BEHIND THE MIKE

THE ABC Thursday evening series, "Theater, USA," is beginning to climb in the Hooper because of Howard Teichman's deft direction, Vinton Freedley's high-grade emceeing and, if you ask us, a lot of the credit should go to Art Franklin's ace press job.

Sean Dillon, who directs the Fitzgeralds TV show, is an old Abbey Theater man with a fine theater background, which accounts for the calm and orderly manner in which he puts the show together.

Penny Gerard and Eddie Hanley have teamed for a week at the Capitol Theater in Washington starting on the 24th.

Patricia Wymore, of "All For Love," to be featured in the Lambs Gambol this week.

Television producers should look at a great bet just in from the coast in the person of Bobby Gilbert. (He wowed them on "American Minstrels" last week on WJZ-TV with his comedy fiddle routine).

Rudolph Bretz, former director of news and special events at WPIX, will give a course in production for TV during the spring term beginning April 4th at the New Institute for Film and Television in Bklyn. Course will cover studio and camera operation, technique of live show production and the actual staging of a TV show.

Bob Houston, singing star of MGM records and WMGM, is auditioning for the Lucky Strike Hit Parade.

WHOM's Fortune Pops being profiled by L. L. Stevenson, of Bell Syndicate.

Bill Rousseau signed to direct the Don Ameche-talent hunt show on CBS, succeeding Harlan Dunning, who has been named account exec for the program by BBD&O.

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TELEVISION DAILY

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'TRUST' TAIN'T IS DENIED BY PARA.

TELE TOPICS

NBC, which did an English version of the last act of "La Boheme" about a month ago, offered a modern opera Wednesday nite with equally effective results. "The Old Maid and the Thief," written by Gian-Carlo Menotti in 1939 for NBC radio presentation, is a highly amusing piece, and the treatment it received showed it off to best advantage. The production was an expensive one, with outstanding cutaway sets by Elwell, a full ork under the direction of Dr. Peter Herman Adler, stage direction by Roger Englander and camera direction by Roger Muir. All turned in top-notch jobs. . . . Top honors, however, go to the members of the cast, whose acting and singing was of the highest quality. Marie Powers, who sang the title role in Menotti's "The Medium," was the old maid; Virginia MacWatters was Laetitia; Norman Young was Bob; Ellen Faull, Miss Pinkerton, and Liam Sullivan had a brief spot as a cop. . . . Occasionally the orchestra over-balanced the singers, especially at the end. Otherwise, 'twas a fine show all around.

WHEN Lincoln-Mercury begins sponsorship of "Toast of the Town" Mar. 27, the K & E slackery reports, the show will have a completely new opening and a "new" Ed Sullivan. (He will smile, it says here.) Now the question arises—Can the new Ed Sullivan be better than no Ed Sullivan? . . . "Actor's Studio moves to the Thursday, 8:30 p.m. slot on ABC on the 24th. . . . WOR has inaugurated a series of semi-weekly lectures for its engineers to prepare them for the outlet's TV debut this summer. . . . "Ford Theater" definitely will go two-a-month in the fall, with plans calling for a weekly airing the following year. . . . Ken-L-Ration division of Quaker Oats will use 12 NBC stations for its coverage of the International Kennel Show in Chicago Sunday. Ruthrauff & Ryan set the deal. . . . Dr. Allen B. DuMont will be principal speaker at Twin City Television Lab graduation in Minneapolis tomorrow. . . . Dan Anderson, tele ed of the Sun, visited WPIX yesterday and was put to work answering calls hailing Jack McCarthy's coverage of the St. Patrick's Day parade.

"HAPPY PAPPY," an all Negro talent show, packaged by Don McNeill Enterprises, bows in over WENR-TV April 1. The weekly 40-minute seg will feature Ray Grant as emcee, the Four Vagabonds and the Modern Modes, plus about six guests. . . . General manager Don Stewart reports that WDTV, DuMont o. & o. outlet in Pittsburgh, landed 18 new accounts during the past two weeks. . . . Kenneth L. Carter, Baltimore sales exec., is on a special three-month assignment with the commercial department of WMAR-TV.

Doubts The Commission's Right To "Jeopardize" Pic Company's Present And Future TV Interests; FCC Won't Influence Firm To Sell DuMont Stock

(Continued from Page 1)

status is completely changed by the consent decree it signed with the Government last month. By this decree, said Paramount, the issues in the New York Equity suit originally filed by Thurman Arnold as Assistant Attorney General "have been settled and disposed of to the satisfaction of the Government and the courts," the company said.

"In the consent decree there are no findings of fact and no final adjudication or admissions of anti-trust violations."

Considerable stress was laid, too, on the fact that the Government suit was civil in nature, rather than criminal, and its purpose remedial, not punitive. "Civil anti-trust actions do not involve or imply any element of fraud or wilfulness," said Paramount. "They do not result in any character blemish."

The petition, filed by Duke Patrick of Hogan and Hartson and Arnold; Porter, Abe Fortas and Walton Hamilton of Arnold, Fortas & Porter, challenged the propriety of the FCC action of January 29, when it put Paramount's Los Angeles and Chicago TV stations—KTLA and WBKB—on temporary license "pending examination of the qualifications of the licensee in the light of the decision of the Supreme Court in U. S. vs. Paramount Pictures et al."

Cites "Sweeping" Effect

"Should the Commission apply its apparent theory of disqualifying licensees who may have contravened the anti-trust laws, a sweeping reorganization of the broadcast and television structure of the United States would result, involving many existing and important licensees," said Paramount, and added:

"The business establishments in the United States which have been unsuccessful litigants in anti-trust proceedings constitute a blue-ribbon list of American industries. The Commission's proposed action in eliminating this substantial group from participation in future communications developments lacks support of law, policy and common sense."

The FCC has turned a cold shoulder to proposals by counsel for the Allen B. DuMont Laboratories that it intervene in the Paramount anti-trust suit to ask for a court order that Paramount sell its stock in the DuMont company. It was learned that this proposal has been made in Washington this week, with DuMont seeking to have the FCC take up the cudgels to free it of the crippling alliance with Paramount.

Report Dr. DuMont Made Big Offer

Paramount and DuMont both deny that the latter is actually controlled by the former, but the FCC has ruled that the Paramount stock ownership is large enough to represent control.

Paramount has publicly stated it will accept ten million dollars for its DuMont stock, which cost it \$164,000 10 years ago. Dr. Allen B. DuMont is said to have offered in the neighborhood of seven million, but to have been turned down.

WABD Boosts Rates

DuMont flagship WABD has increased its basic nighttime rate to \$1,500 an hour effective this week. Previously announced was a boost from \$1,000 to \$1,250 an hour. Current advertisers will be protected until Sept. 15.

Billion Dollar Volume Seen In '49 By West

Television should account for business activity totalling over a billion dollars this year, John K. West, RCA Victor veepee in charge of public relations, said last night in a speech before 400 members and guests of the American Management Association meeting in the Hotel Statler.

West described video as a "heart industry stimulating flow from thousands of veins and capillaries of production and pumping out economic lifeblood to as many arteries of commerce."

Itemizes Requirements

Citing industry estimates of an annual production rate of around 5,000,000 receivers by 1953, West estimated that the raw material from which billions of parts are fabricated would aggregate annually 200 million pounds of steel, 47½ million pounds of copper, 40 million pounds of aluminum and, for picture tubes alone, 83 million pounds of glass. Wood required for cabinets was estimated at over 103 million board feet.

West said that the number of TV advertisers had increased 2,500 per cent in less than two years and estimated that \$25,000,000 would be spent by advertisers this year.

Demonstrations via tele will result in tremendous volume of retail sales made without the customer visiting the store, he said. "It is by no means fantastic to assume that, within the next few years, television will rival the mail order catalog in selling products by phone or mail."

TV Aiding Tavern Biz Trade Group Prexy Says

The majority of New York taverns need television as "an absolute necessity" in drawing patrons "in these days when dollar volume is between 40 per cent and 50 per cent below the first quarter of last year in some sections of the city," Arthur W. Gillett, tavern owner and president of the United Restaurant Liquor Dealers of Manhattan, Inc., told RADIO DAILY yesterday.

"There is no question that such television shows as the St. Patrick's Day Parade (yesterday, WPIX), Milton Berle (Texaco Star Theater, NBC-TV), and major sports events draw customers into bars," he said, adding that "even the little bit those people spend is better than nothing."

February Exceeded January In Time Sales, Survey Shows

An increase of 38 per cent in gross time expenditures on TV during the week of Feb. 6-12 as compared with the week of Jan. 2-8 was revealed yesterday by the Rorabaugh Report on Television Advertising. Number of advertisers increased from 727 to 912, and the time expenditures went up from a total of \$307,185 to a total of \$423,364.

Greatest dollar increase, 99 per cent, came from network advertisers. In January, 33 web accounts

spent \$68,954. Rorabaugh's February figures show 38 sponsors spent \$137,496 during the sample week.

Largest boost in number of advertisers is apparent among local retailers, 609 in February with 460 the previous month. Expenditures increased 33 per cent from \$88,888 to \$118,029.

Number of selective advertisers increased from 234 to 265, and expenditures went up 17 per cent from \$143,343 to \$167,839.

AFM Will Boycott NCASP Conference

(Continued from Page 1)
Council of the Arts, Sciences and Professions, March 24.

In a letter to the NCASP, Local 802 prexy Richard McCann welcomed the visit of Dmitri Shostakovich but challenged the Council and the musicians supporting it to discuss at the conference "freedom of worship, freedom of assembly and freedom of speech in the Soviet Union. Not until your organization demonstrates by word and deed that it recognizes that the Soviet Union is a dictatorship, not a people's democracy, can any workman, musician or otherwise, accept your conference as anything but part of the world-wide Kremlin conspiracy against world freedom and democracy."

Soell Joins WMCA

John B. Soell, formerly on the sales staff at WJZ, New York, and KXOX, St. Louis, has joined WMCA, New York, as an account executive. Norman Boggs, new general manager of WMCA, expects to add another salesman in about a week, bringing the staff to six.

Increases Power

WHIS, NBC's affiliate in Bluefield, W. Va., has upped its power to 5,000 watts, day and night, according to Easton C. Woolley, director of stations departments for the web. Station previously broadcast with 1,000 watts in the daytime and half that at night.

AGENCIES

JANET A. MURPHY, formerly administrative assistant to the national sales manager of The Fort Industry Company's radio station group, has joined Robert Meeker Associates Inc., radio station representatives, as New York office manager.

BASCH RADIO AND TELEVISION PRODUCTIONS, New York, has been appointed exclusive national representative for Crosby Productions of New Orleans, it has been announced by Charles J. Basch, Jr., president of Basch Radio and Television Productions. Dell Crosby, head of the organization that bears his name, has prepared three transcribed fifteen-minute series and a half-hour live show that Basch will handle. Crosby is currently in New York, conferring with Basch.

THE TEXTILE RESIN DEPARTMENT of American Cyanamid Company has appointed Roy S. Durstine, Inc., as advertising agency. The appointment is effective June 1st.



Havana Radio-TV Hi-Lites



By MIKE JABLONS

(Special Correspondent, RADIO DAILY)

● ● ● HAVANA — Senor Arturo Chabau, Director of Sales for Circuito CMQ, made some very interesting comments during a lull in the celebration ceremonies of Radiocentro's first anniversary party. Sipping Bacardi cocktails in the Radiocentro Restaurant, Senor Chabau pointed out that most big U.S. advertisers regarded all of Latin America as just one market. "This is a great mistake," he went on, "because actually Latin America is composed of many separate, independent, and vastly different countries. With certain notable exceptions, practically all of your great American firms allocate one small sum for over-all advertising purposes in all of South and Central America. But," continued Chabau, "advertising techniques and markets in Mexico or Venezuela for example, are entirely different from those here in Cuba."



● ● ● SENOR CHABAU pointed to the great sales record of Colgate-Palmolive-Peet, Procter & Gamble, American Home Products, and Miles Labs as outstanding examples of U.S. advertisers who treat each Latin American country as a separate entity. Crusellas y Cia., the Cuban division of Colgate, sponsors three of the top ten radio shows on the CMQ network, and Sabates S.A., Procter & Gamble's distributor in Havana, picks up the tab on two of the others in the charmed circle heard over the RHC network. "If other great American firms would realize that customs, standards of living, incomes, and even language are different in the various Latin countries, they would be able to emulate the success of these few companies whose products are now bywords in Cuba, Mexico, and South America," said Senor Chabau.



● ● ● ALONG RADIOCENTRO ROW—There are 32 radio stations and 26 daily newspapers in Havana, a city of just under one million population. By mutual agreement, no newspaper publishes on Saturday, and no radio station on the entire island broadcasts a news program on Sunday. . . . "Chicharito and Sepeira," Cuba's Amos 'n' Andy, heard every afternoon over CMQ, now have the second highest listener rating, a 30.85 according to the latest Advertiser's Association of Cuba survey. The comics are sponsored by Colgate. . . . All Havana stations sell two-minute station breaks in segments of 15, 30, 60, 90, or 120 seconds. . . . Familiar American trade names heard on Circuito CMQ include Ford, Squibb, Parker Pen, and of course the ubiquitous Coca-Cola. . . . Tourists are complaining of high prices in Cuba because of the parity of the peso—one for a dollar.



● ● ● GOAR MESTRE, who plans to build Cuba's first TV station, claims that television will cause a decrease in the present number of Havana's AM sparkers. "Television will not put all of radio out of business," says Mestre, "but greater selectivity of the advertiser's dollar will cause many of the marginal stations to either find new business or shut up shop." . . . Radio Progreso CMBC, Havana's pop music station, conducts island-wide searches for new talent every six months. . . . Pardo Llada, a news commentator on Station CMCF, has the highest listener rating of any indie station with the sole exception of the baseball broadcasts over COCO and CMBZ.



● ● ● HAVANA'S big give-away program is CMQ's "Ya Esta El Cafe" or "Coffee Time" heard every morning at eleven and sponsored by Cafe Rex, a local coffee distributor. Prizes, ranging from roller skates to refrigerators and wrist watches, are given to the lucky holders of certificates received for every ten Cafe Rex box tops. It took a lot of legal hairs to work out this routine, since Cuba has a lottery law, but the lottery is a government monopoly.

Tea Industry Plans \$2,500,000 Campaign

(Continued from Page 1)

reached by major international tea growers, packers and distributors, all of whom would contribute toward the budget. The tea official has just returned from London where he was told that representatives of tea growing countries plan to contribute more than \$1,000,000 for advertising in the United States. Tea business in the U. S. usually hits around \$125,000,000 annually.

Esty May Get Account

Any advertising fund raised by the Tea Association probably would go to the William Esty agency. In years past the agency has handled accounts for the Tea Bureau, Inc., which represents tea growers.

Smallwood pointed out that the industry-wide effort to increase tea consumption would be in addition to various campaigns conducted by individual distributors and packers. Although tea consumption went through a downward trend for 75 years, since the end of the war some individual companies have doubled their business through special merchandising.

Hicks In Houston

George Hicks, who makes reports for U. S. Steel during intermission periods of "Theater Guild on the Air" every Sunday night over ABC, will be heard March 20 from Houston, Tex. Hicks, speaking from Glenn McCarthy's new Shamrock Hotel, will pay tribute to the industrial progress of the Southwest.

Send Birthday Greetings To—

March 18	
Helen Hall	Richard Marvin
	William B. Maillefert
Jack Mitchell	George Olsen
	Syd Rubin
March 19	
Frank Chapman	G. A. Richards
John Shepard III	Eleanor Kilgallen
March 20	
Ozzie Nelson	Lawson Zerbe
Leonore Hershey	Judith Evelyn
	Lowell Smith
March 21	
Garnett Marks	J. V. McConnell
Edna Stillwell	Meredith Page
	Clifford Evans
March 22	
Clarence Clark	Parks Johnson
Earl Palmer	Emily Holt
	William H. Pitkin
	Joan Bradford
March 23	
Lulise Barclay	Al Bernard
Hy Cooper	Frank Heffer
March 24	
Arthur Boran	Henry Sylvorn
	Andrew Ross
	Maurice Coleman



RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



DL. 46, NO. 55

NEW YORK, MONDAY, MARCH 21, 1949

TEN CENTS

CODE ISSUE OF NAB MAIL REFERENDUM

Richards Will Retire From Radio Operation

Washington Bureau of RADIO DAILY
Washington—Upon notice by attorneys for G. A. Richards that he plans to relinquish voting control his stock in KMPC, Los Angeles; WJAR, Cleveland, and WJR, Detroit, the FCC Friday announced indefinite postponement of the hearing slated for Los Angeles Wednesday on Richards' news slanting charge. Attorneys B. K. Wheeler, former chairman of the Senate Interstate Commerce Committee, and Edward Wheeler, his son, have in-

(Continued on Page 2)

Anniversary Of ECA Theme For CBS Program

A special half hour "ECA Anniversary" program will be broadcast on CBS on Sunday, April 3, 10:30-11 p.m., EST, in commemoration of the first anniversary of the Marshall plan. Paul G. Hoffman, administrator of the Economic Cooperation Administration, will join Larry Lesueur, narrator, in reviewing the year's accomplishments. Special recorded pickups from Europe will be included in the program.

Brennan Succeeds Oxarart In CBS Coast Sales Post

Los Angeles—Bill Brennan, sales vice manager for CBS, Hollywood, has been named head of CBS sales in Hollywood, it was announced by D. W. Thornburgh, vice president in charge of western division. Brennan replaces Frank Oxarart, who has resigned to become advertising and merchandising manager of Hunt Foods, Inc.

Distinction

Although Allen Prescott is going to Chicago to replace the vacationing Don McNeill on ABC for only two weeks, the ABC press department in New York threw "a going away" party for Prescott at Cavanaugh's restaurant in New York last Friday. Prescott substituted for Don McNeill when he vacationed from the "Breakfast Club" last year.

Exploitation

RCA-Victor distributors in most key center cities will use spot broadcasting to introduce the company's new 45-r.p.m. music reproduction system when their promotion drive starts this week. RCA will use its programs "The Music America Loves Best" on NBC and "The Music You Want" on 100 independent stations to popularize the new reproduction system.

New Century Network Reported Organizing

Rumors of a fifth network to be known as Century Broadcasting Corporation were confirmed by RADIO DAILY on Friday. The new network, which at present has 50 AM affiliates lined up, expects to announce its plans during the April NAB convention in Chicago.

Financial backing for the web is said to come from radio and political leaders in Washington. Other stockholders are reported to be associated with New York radio. One

(Continued on Page 5)

WCBS Appoints Ball As Program Director

Don Ball, with CBS for 20 years and presently manager of the editing division at WCBS, key station in New York, has been named program director for the station, it is announced by G. Richard Swift, general manager. Job was left open when Swift moved up from assistant

(Continued on Page 5)

NBC Signs Allen For AM-TV; Writes Finis To CBS Rumor

Fred Allen has signed a contract with NBC giving the network the exclusive right to his appearances on radio and television, according to a joint announcement by the comedian and Niles Trammell, NBC president. This halts any move by CBS and others to lure Allen away from NBC after this season.

New developments will not change Allen's plan to take a lengthy vacation starting in June.

Membership Voting Begins This Week As Result Of Member Petition Circulated By Breen

OSU Meet May 5-8 Will Emphasize Tele

(By Staff Correspondent)

Columbus—Television will all but "take over" at the 19th annual Institute for Education by Radio here May 5-8.

Preliminary planning announced by Institute Director Dr. I. Keith Tyler shows that not only will one of the four general sessions be devoted entirely to television but Dr. Tyler, by letter and telephone, is urging chairmen of all smaller group meetings "to discuss and in-

(Continued on Page 5)

Headley Gives Report On Spot Adv. Outlook

The \$500,000,000 spent in radio fails to reflect its power and successful record as an advertising medium, last Friday's quarterly meeting of the National Assn. of Ra-

(Continued on Page 2)

Nebraska Radio Dealers Plan Merchandising Drive

Omaha, Neb.—A state-wide, two-week "Radio in Every Room" campaign will be launched by dealers, distributors, radio, press and allied industries on March 20, patterned

(Continued on Page 2)

Members of NAB are battling in a mail referendum this week to determine whether or not the board of directors has or has not the power to enact, amend and promulgate Standards of Practice or Codes, and whether directors shall or shall not be limited to two consecutive

(Continued on Page 5)

NBC 'Shamrock' Show Lost In Mar. 17 Bog

It'll be a long, long time before another commercial network show originates its regular broadcast from a \$100,000 clambake opening of a \$20,000,000 hotel, particularly on St. Patrick's Day. Unscheduled events concerning the "Sealtest Variety Theater" from the Shamrock Hotel in Houston, Tex., Thursday night had NBC and N. W. Ayer officials in an unhappy frame of

(Continued on Page 5)

State Dept. Radio Buying ET Programs

International Broadcasting Division of the State Department is now turning to private agencies and program producers to produce and transcribe a series of specific dramatic and documentary shows on a purchase order basis. Scripts for the

(Continued on Page 2)

Fashion Note

Jane Pickens and Maggi McNellis have been named among the 14 best dressed women of America and will receive the 1949 Fashion Academy gold medals. Miss Pickens was selected as representing radio and Miss McNellis in the commentator category. Among others named was Dorothy Kilgallen, the Hearst newspaper columnist.



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JOHN W. ALICOATE : : Publisher

FRANK BURKE : : : : Editor

MARVIN KIRSCH : Business Manager

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WEST COAST OFFICES

6425 Hollywood Blvd. Phone: Gladstone 8436

WASHINGTON BUREAU

Andrew H. Older, Chief 6417 Oahonega Rd. Phone: Wisconsin 3271

CHICAGO BUREAU

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

(March 18)

NEW YORK STOCK EXCHANGE

Table with columns: Stock Name, High, Low, Close, Net Chg. Includes 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.

OVER THE COUNTER

Table with columns: Stock Name, Bid, Asked. Includes U. S. Television, WCAO (Baltimore), WJR (Detroit).

Nebraska Radio Dealers Plan Merchandising Drive

(Continued from Page 1) closely after a similar campaign in Iowa early this month.

R. N. Ruecker, chairman of the General Planning Committee at Des Moines, Iowa, reported that the campaign in that state, which ended March 12, resulted in a 50 per cent increase of sales.

At last week's dealer meeting in this city, Arthur Brayton of the Des Moines Chamber of Commerce expressed the opinion that "it would serve the interests of good business if Nebraska could outdo Iowa" in its "Radio in Every Room" drive.

AVAILABLE

Radio Audience Researcher, five years' experience, all phases (NBC Student, BMB Experience, extensive interviewing), Columbia University graduate. New York Resident. Write

Box No. 221, RADIO DAILY 1501 Broadway New York 18, N. Y.

★ COMING AND GOING ★

SAM SLATE, program director in the New York office of BBC, will leave this Thursday for the West Coast. He'll visit San Francisco and Hollywood, where he'll do a half-hour documentary of Walt Disney for BBC. He'll be joined on the Coast by WARREN MACALPIN, head of BBC's North American service in London, now visiting in the States. Both men will be back in New York in April.

EDDIE CANTOR, HARRY VON ZELL, BERT GORDON and MANNING OSTROFF left Hollywood Saturday for Peoria, Ill. The Cantor program on NBC next Friday will be broadcast from that point.

JAMES MELTON, of the 'Harvest of Stars' program heard on CBS, filled a concert engagement yesterday at Constitution Hall in Washington, D. C.

ROGER BROWN, president of the Earl Ferris Co., is in Chicago for business conferences with executives of Motorola company and Bell & Howell.

WILLIAM H. EYNOR, radio director of the H. B. Humphrey Co., has left for the West Coast to line up stars for forthcoming Church World Service programs. Also heading for the Coast is ROBERT JORDAN, representing the client.

H. S. LEWIS, vice-president of WTAR, Norfolk affiliate of NBC, has arrived from Virginia. Was a caller Friday at the offices of the network.

ROY HALL, of CBS Radio Sales, is in Boston on business.

BEN GRAUER, announcer and commentator on NBC, will leave today on a trip to Guatemala, Panama and Mexico. He will conduct a news-background survey that will keep him south of the border until some time in April.

WENDELL CAMPBELL, general manager of KMOX, St. Louis, is back at the station after having attended the CBS station managers confabs in New York.

State Dept. Radio Buying ET Programs

(Continued from Page 1)

programs, for use primarily in overseas areas, are supplied by IBD.

The IBD, seeking to avail itself of the top production techniques, is not equipped to produce the transcriptions it desires inside its own operation. Another reason for the decision is to go along with Congressional opinions that the Voice of America cooperate with private industry in achieving its aims.

While the programs produced by private agencies will be used to some extent on Voice of America broadcasts, the major portion are for distribution to U. S. diplomatic missions abroad. In the foreign areas, American representatives will place the transcriptions on local stations and with various educational groups.

Initially, the package programs will be in English, Spanish, Portuguese, Italian, French and German but other languages will be added later. Programs will be bought singly at first but the plan is to eventually work out contract arrangements.

Headley Gives Report On Spot Adv. Outlook

(Continued from Page 1)

dio Station Representatives was told by Frank M. Headley, president.

In pointing out that radio listening is increasing and far out-distances participation in sports, playing cards, movies and the reading of books and magazines as a national pastime, Headley declared that "the small amount of money that advertisers have so far invested in this medium, in comparison with its power to move merchandise at low cost, is not properly realized.

"The total amount of money spent for all advertising," he continued, "represents less than 2 per cent of the 180 billions of dollars of personal consumption expenditures in 1948. Expansion of total advertising and radio advertising are vital to successful selling in a competitive era."

Richards Will Retire From Radio Operation

(Continued from Page 1)

formed the FCC that details of a "trust or other agreement" whereby Richards will be relieved of any active part in the management of all three stations will be filed within 30 days. They also furnished the FCC with copies of affidavits from physicians who held that Richards' health could not stand the burden of the scheduled Los Angeles hearing.

The FCC ordered that the application for relinquishment of control be filed by April 18, after which it will rule on whether and when the hearing might be held, and whether the transfer of control matter should be handled separately or as part of the current docket.

The Commission was told last week that Richards has long wanted to retire from active direction of his stations on his 60th birthday, which occurred Saturday.

Shift Of Correspondents Announced By CBS Web

Shifts in the staff of European correspondents of CBS were announced Friday. Reallocation moves Bill Downs from Berlin to London and Stephen Laird from London to New York. Downs will stay at the London post until Howard K. Smith, CBS European chief, returns to the British capital Sunday, April 10, from a leave of absence in Switzerland. Downs will then return to Berlin.

On March 23, Joseph C. Harsch of the CBS Washington staff leaves on an extended tour to Europe. While away he will be heard on CBS network news from various parts of the continent.

Miss Frederick Injures Foot

Pauline Frederick of the ABC news staff fractured her left foot in alighting from a taxi in front of her home last Thursday night. She was confined to her home over the week-end but hopes to get back on the beat early this week.



Quitting time

They've done a day's work and they're going home. They eat. Then they'll listen to the radios. That picture was shot at side of one of the big mid-west industrial plants . . . we're using it as an example Maryland.

We don't know what percentage of our listeners work with their hands or their heads. We do know this:

In Baltimore, the country's 6th largest city, it is W-I-T-I that delivers more listeners per dollar-spent, than any station in town.

If Baltimore is in your path for next year . . . now's the time to buy time on W-I-T-I!

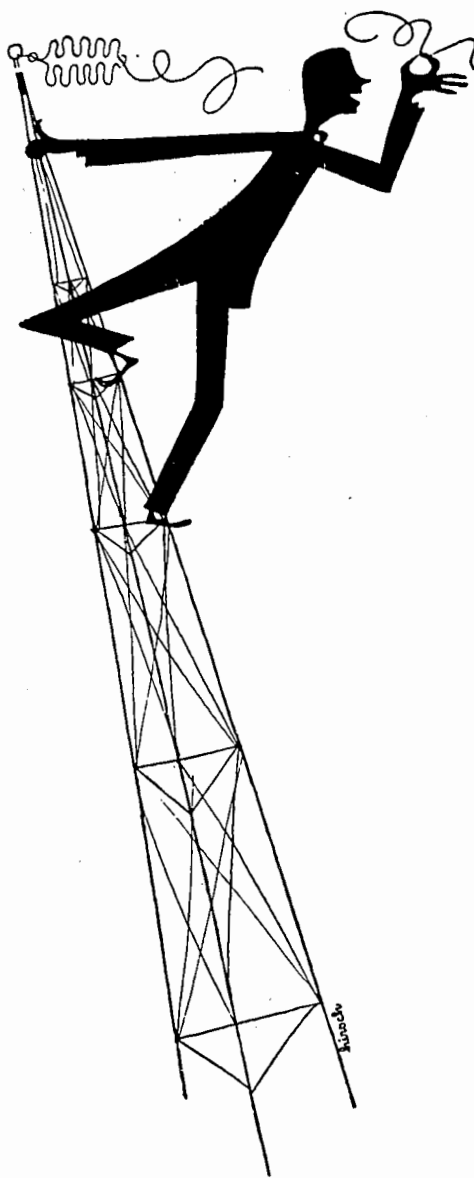


W-I-T-I

Baltimore 3, Maryland

TOM TINSLEY, President Represented by Headley-Redd

Mr. Jamison is never up a tree . . .



Our Mr. Jamison is a man of infinite resource.

Like all Weed and Company representatives, he welcomes the problems of his stations . . . and (like all Weed and Company representatives) he finds excellent solutions for most of them.

Mr. Jamison helps his stations plan their advertising and promotion (and occasionally he writes it for them). He helps them keep their availabilities and program information up to date. He helps them analyze their own markets. He keeps them informed on what the competition is doing. He advises them on network affiliation. And sometimes he even makes recommendations on their rate structures.

It's not just the special services they perform . . . nor all the time they sell — it's *both* that make Weed and Company men, like Mr. Jamison, so valuable to their radio and television clients.



Weed
and company

*radio and television
station representatives*

new york • boston • chicago • detroit
san francisco • atlanta • hollywood

THE WEEK IN RADIO

AWB Goes Formal

By VAL ADAMS

ASSOCIATION of Women Broadcasters is now a full fledged department of NAB, so voted by AWB members at Chicago convention. (Plan was previously endorsed by NAB board.) AWB's director of women's activities, Pat Griffith, will be moved out of NAB's department of public relations and report directly to management. She'll act as executive secretary of AWB.

Mystery type programs pulling high ratings for low talent costs. According to breakdown of a Nielsen report, mysteries are out in front on a homes-per-dollar basis. . . . NBC strongly attacked brief filed with FCC by Edward Petry Co. in the spot advertising representation case.

Julius F. Seebach, Jr., returning to WOR as veepee in charge of programs. He left station in 1945 to become administrative secretary of Met Opera Assn. . . . George Baillie, with BMB since it was organized, resigned as production manager of Second Study. Bureau not likely to continue in its present form after current study is completed.

Horace Heidt shifting back to his former 10:30 p.m., EST, period on NBC April 24. His rating was much better in the old days before he replaced Jack Benny. . . . Tea Association of U.S.A. planning \$2,500,000 annual promotion campaign. Group hopes to start campaign rolling late this year. . . . Big spurt in mail-order accounts finds stations differing in their willingness to accept such business. WNEW, New York, dropped all mail-order accounts, saying they are "troublesome and short lived."

Eighteen stations in several cities benefiting by Robert Hall's opening of six new stores. Sawdon Advertising is the agency. . . . Net sales for Decca dropped \$8,641,698 in 1948. . . . Rudy Vallee and Joan Davis signed by CBS for two new package programs. . . . Bob Hawk negotiating with Camels and two other sponsors for a new contract starting next fall. He'd like to put his show on television.

Tallulah Bankhead filed \$1,000,000 damage suit against Procter & Gamble, Benton & Bowles, NBC and CBS for using a singing jingle, "Tallulah the Tube of Prell Shampoo." . . . Harry B. Cohen Advertising Co. lining up a 70-station campaign (mostly spot announcements) for Grove Laboratories' annual spring and summer campaign.

FOR TOP HOOPER EATING

find man-size portions of delicious food at every meal in HOWIE'S, where the club-luncheons start at 85c! Man-size drinks, too, in the YUM YUM Cocktail lounge.

HOWIE'S

6th Avenue at 52nd Street ADVT.



Mainly About Manhattan. . . !

● ● ● AM broadcasters, particularly the independents, will go to the NAB convention in Chicago next month demanding that the industry organization re-vitalize its selling of aural broadcasting. They will claim too much emphasis is being put on TV at the expense of AM broadcasting and that unless NAB gets behind them, a new organization may be launched. Criticism stems mostly from small market operators who do not believe that TV will reach their areas for some years to come. These broadcasters will make themselves heard at the meeting of the independents on April 10th at the Hotel Stevens in Chi. . . . Fred Allen will definitely take a year's leave starting in June. He's making no commitments whatsoever now and even nixed an offer of \$100,000 from CBS just to guarantee his appearance on that web next fall. . . . Vaughn (Muscles) Monroe's first Western starring film for Abe Lyman will be Max Brand's "Singing Guns." . . . Maurice Chevalier due here in Sept. for second season of his one-man show. . . . Tom McDennell, director of radio at Foote, Cone & Belding, is considering several offers to record a commercial version album of his famous 'nerve relaxing' platters used in Army Hospitals during the war. (Sounds like a natural for these times).



● ● ● THE MORNING MAIL: "Dear Sid," writes Paul Gardner, who's down in Florida looking over the baseball training camps, "down here at the camps it shapes up like this: In the National League, it'll be the Dodgers (who else?). The battle, in fact, will merely be for 2nd place. If Joe DiMaggio returns to health, the Yanks have an outside chance. Ted Williams has been whaling the ball down here—but the American League winner will be Cleveland. See you at the Series in Ebbets Field."



● ● ● AROUND TOWN: TBA will undertake to combat the growing belief that eyestrain results from watching TV programs. A committee formed to stem this propaganda has already ascertained that the charges are unfounded. They have also learned that light filters applied to the face of the picture tubes eliminate some of the brightness but accomplish little or nothing in a corrective way. Results of the TBA findings will be released shortly. . . . Gary Merrill has given up his title role in CBS' "Young Dr. Malone" to fly to the coast for 20th Century-Fox. Sandy Becker takes over the lead Monday. . . . Aside to Dick Hyman: If we neglected to include you in the press agents who are in there "delivering—and liking it," it was strictly an oversight of the old Underwood—and not of the heart. . . . A low bow to the Wm. Esty agency for its \$500 company contribution to the National Cancer Foundation. . . . And while we're passing out bouquets, how's about some for Pat Weaver, radio chief of Y & R, and Bob Mason for their outstanding radio and TV job for the Heart Ass'n. . . . "20 Questions" hit a 9.7 in the latest Hooper, highest in the program's history. . . . Ted Lloyd cooking up big plans for Herb Sheldon. . . .



● ● ● Travelogue of a Gag: A 13-year-old High School kid humor editor originates a joke. . . . Press agent clips gag. . . . Joke appears in a B'way col'm. . . . Cerf reprints as anecdote which happened to Alex Woollcott or John Barrymore. . . . Famous toastmaster picks it up and relates it as happening on his way to the dinner. . . . Radio gag-writer at that dinner swipes same for his next week's radio show. . . . Night club comic hears it on the air and tells it at his cafe. . . . High school teacher attending the club hears joke and tells it to the principal of the school. . . . Principal remembers seeing it in school paper and drops the 13-year-old editor from paper for printing old jokes. (P.S. Boy quits school and becomes gag-writer).

CHICAGO

By NAT GREEN

THE "Sachs Amateur Hour," on the air since 1934, will be sponsored weekly over station WENR-TV as well as on WENR under a 52-week contract beginning March 22. The programs will be telecast and broadcast simultaneously.

Bob Schmid, Mutual v-p in charge of sales, in Chicago this week for meetings with midwest Mutual execs.

George Stone, NBC announcer injured in the auto crash that took the life of announcer Kleve Kirby, home after 10 days hospitalization.

John H. Norton, ABC vice-president of the central division; G. Berry, sales manager, and Bob McKee, assistant sales manager, in Minneapolis on business, and Roy McLaughlin, manager of WENR at WENR-TV, off on a business trip with New York executives.

Josephine Wetzler, whose "Adventure in Freedom" won for WL the DuPont award, was honored with special mention by the AW at last week's convention.

Julian Hector, 7, and Noree Novick, 15, made their return appearances on the "Quiz Kids" show Sunday, March 20.

"This Is Your Public Servant" new series of public service programs dealing with responsibilities of public officials, started on WJL March 20.

Irene Patraszski is newest addition to the Mutual midwest promotion department.

Don Herbert, interviewer on "If Your Life," WMAQ health documentary, in Battle Creek, Mich., for three days, interviewing at the Army Hospital there.

Reinald Werrenrath, Jr., director of field operations for NBC television, is serving two weeks of active duty as a flight officer (Lt.) with the U. S. Navy.

Don E. Kelley, WBBM director of public relations, has been appointed a member of the board of directors of the Chicago chapter of Sigma Delta Chi, national journalist fraternity.

Advertising - Sales Promotion Manager Available

Twelve years' experience top radio network and television. Thoroughly familiar all phases local and regional promotion for competitive hard-hitting selling. Excellent references.

Write
Box No. 222, RADIO DAILY
1501 Broadway N. Y. C.

OSU Meet May 5-8 Will Emphasize Tele

(Continued from Page 1)

investigate the possibilities and activities of television."

Format of this year's Institute will be different in that it will open nearer midweek and close with the annual dinner the following Sunday. The Deshler-Wallick Hotel again will be headquarters for all Institute sessions. Between 1,500 and 2,000 delegates from commercial and educational radio are expected to attend.

Dr. Tyler said that the list of annual award winners will be announced earlier this year at the Institute—"on the first day, if at all possible." These awards are broken down into five broad classifications, headed by network programs.

"Key Figures" Scheduled

"Television—Its Implications for American Life" will be the theme for the general session on Friday, May 6. Lead speakers and panel participants will be "key figures" in the new medium, according to Institute officials.

Topics for the remaining three general sessions will be: "The Future of Broadcasting," on opening Thursday night; "International Broadcasting," Saturday, May 7; and, "How Educators Can Use Radio Effectively," also on Saturday night.

Group and section meetings scheduled Friday include: Religious Broadcasts, National Organizations and Radio, Health Education of the Public by Radio, Radio News-casting, School Broadcasts, Agricultural Broadcasting, Clinic for Schools and Colleges Using Commercial Station Facilities, Community Radio Production Councils, High School Radio Workshop, Television Writing, Children's Programs, Community Organizations and Radio, and, Organized Radio Listening.

Group Meetings Saturday

Group meetings scheduled Saturday, May 7, include: New Equipment for Educational Uses, Programming the Independent Stations, and, Clinic for Education Stations. On the closing day of the Institute several morning sessions for smaller groups are planned. These will include discussions on such widely diversified topics as: Broadcasts by Government Agencies, Radio Training in Colleges and Universities, Special Events Broadcasting, Agricultural Broadcasting, and, Adult Education.

'Double Take' On WIND

Chicago—WIND pulled a "double take" by delivering news of an apartment fire, then broadcasting a tape recorded interview with Bob Carson, of the cast of the stage show "Mr. Roberts," only occupant of the apartment when the blaze started. WIND newscasters Sid Roberts and Bob Platt were at the scene of the fire March 14 with tape recorder almost as soon as the fire apparatus.

NAB Members Vote This Week On Authority Of The Board

(Continued from Page 1)

terms on the board. The referendum is a sequel to petition circulated by Edward Breen, KVFD, Fort Dodge, Ia., which resulted in 295 members signing a petition asking the amendment of the NAB by-laws to remove the board's power to adopt and promulgate standards. Breen, who crusaded for the cause as a member of the board, has since been replaced by Merrill Lindsay, WSOY, Decatur, Ill., in the recent mail election.

Breen as an independent broadcaster opposed adoption of the Code during the Atlantic City convention of 1947 and later sought a definition of the board's authority at the Los Angeles convention in 1948. Many indie broadcasters subscribed to his thinking and as a result he was able to muster 295 signers to the petition.

Members of the board acted on the petition at their meeting last November in Washington. At that time a committee was appointed to draft an "explanation and expression" by the Board, to accompany the amendment ballots being mailed to NAB members. The explanation stresses that if the membership votes "Yes" on the amendments, they will abolish the authority to do anything further about Standards of Practice or observance.

"If these amendments are adop-

ted," the explanation said, "work on observance of the Standards of Practice ceases. It will remain only an ineffective monument.

"If you vote 'no' on these two amendments, you are voting to retain for the Board the authority it now has to enact, amend and promulgate the Standards of Practice and to establish appropriate methods to secure observance.

"A majority of the Board of Directors feel these amendments should be defeated."

The two amendments referred to in the explanation would be necessary to revise both the NAB by-laws and the certificate of incorporation, both of which contain the section delegating the authority to the Board, according to NAB headquarters.

The authority was originally given to the NAB directors by vote of the membership at the 1946 convention at Chicago. Since then, nearly two years have been devoted to drafting and revising the Standards adopted last May. Committees of the membership drafted the document as promulgated.

Its adoption last year provided that it take effect July 1, 1948, with due regard to contracts in effect May 19, 1948, but in no case later than May 19, 1949.

WCBS Appoints Ball As Program Director

(Continued from Page 1)

ant general manager and program director to his current position.

Ball will continue as manager of the WCBS editing division. Formerly assistant director of the network's editing department, he started in radio in 1928 with a Columbus, Ohio, station as announcer-entertainer. He joined CBS in 1929 and in 1933 was added to the web's producer-director staff.

For two years Ball was assistant director of production and network operations. He left CBS for eight months in 1946 to become account executive with the Neff-Rogow agency but he returned to the network that fall. Ball graduated from Brown University with a Ph.B. in 1927. He is married to Virginia Arnold, former CBS concert pianist.

New Century Network Reported Organizing

(Continued from Page 1)

report linked the name of a Fawcett Publications executive with the promotion of the enterprise.

Fred O. Grimwood, president of WTOM, Bloomington, Ind., is one of the organizers of the network. Mr. Grimwood said that their plans were still in formative stage and that an announcement would be made within the next few weeks.

Allen Signs With NBC For Radio And Video

(Continued from Page 1)

termining the network offer fantastic.

In commenting on NBC's pleasure in retaining Allen, Trammell said: "We are even more pleased that he agrees so thoroughly with our basic concepts of program policies which will further strengthen the sound broadcasting industry and provide at the same time for orderly, logical development of television."

WANE Joining CBS

CBS picks up an affiliate in Fort Wayne, Ind., April 1 when WANE joins the network. Station is a 250-watter and becomes Columbia's 180th affiliate.

Ann Rutherford "Blondie"

Screen actress Ann Rutherford has been selected from 53 contestants to take over the role of "Blondie" on NBC. She succeeds Penny Singleton and will be heard next Wednesday, March 23, at 8 p.m., EST. Miss Rutherford was selected by a panel of 88 persons, representing a cross-section of all listeners. Show is sponsored by Colgate-Palmolive-Peet.

Maestro Is Shriner Guest

Elliott Lawrence, pianist-maestro currently featured at the Paramount Theater, will guest today on the Herb Shriner show over CBS at 5:45 p.m.

NBC 'Shamrock' Show Lost In Mar. 17 Bog

(Continued from Page 1)

mind over the weekend as they shuffled through a mass of confusion to find out just what happened.

The program, starring Dorothy Lamour, was supposed to go on the air at 9:30 p.m., EST, but didn't show up—and rather abruptly—until 13 and a half minutes later. NBC execs in New York and Chicago said it was a line failure.

With some 3,000 guests trying to jam their way into the ultra-plush Emerald Room of the Shamrock, where the broadcast originated, Miss Lamour and guest stars Ed Gardner and Van Heflin had to shout to make themselves understood. The script for the show meant little as the stars ad-libbed from one confused moment to another. Miss Lamour was quoted as saying that the program did not get out of hand but in Hollywood a network spokesman also was quoted as declaring that two over-enthusiastic diners grabbed the microphone and shouted into it.

Most ironic incident in the whole matter is that the broadcast was sponsored by an advertiser promoting the sale of milk and ice cream.

Jack Kirkwood Signed

Jack Kirkwood has signed a three-year deal with the Bob Hope show, but will continue with his "At Home With the Kirkwoods." Jack still is yearning to revive his famous "Mirth and Madness." Meanwhile, he's also been signed for a featured role in Frank Capra's "Riding High."

Adelaide Klein Going ET

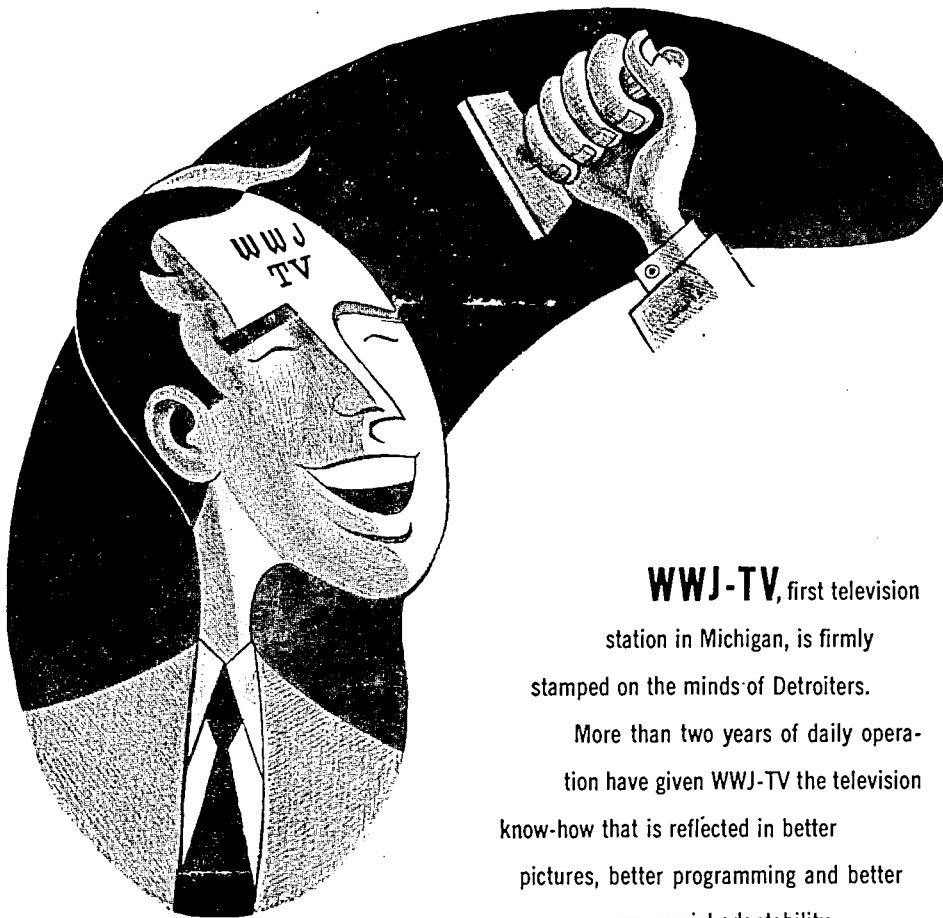
Adelaide Klein, just back from playing "Blythe Spirit" in Miami Beach with Arthur Treacher, will do an ET production of "Brooklyn, USA," playing the role of Lena Rose, which she created in the original B'way production.

AGENCIES

BROOKE, SMITH, FRENCH & DORRANCE, INC., Detroit and New York advertising agency, announces the following additions to its Detroit staff: Howard W. Edwards, art; Robert W. Kellogg, Jr., copy; Gerald M. Miller, traffic; Edward D. Stroyke, production; Ronald M. Walker, copy; William A. Walker, research.

ADAM J. YOUNG, JR., INC., now is representing KGLC, Miami, Oklahoma, 1,000 watts on 910 kilocycles.

BASCH RADIO AND TELEVISION PRODUCTIONS have secured the exclusive radio rights to the "Fu Manchu" stories by Sax Rohmer.



WWJ-TV, first television

station in Michigan, is firmly stamped on the minds of Detroiters.

More than two years of daily operation have given WWJ-TV the television know-how that is reflected in better pictures, better programming and better commercial adaptability.

With such top-rated television features as Detroit Tigers baseball, University of Michigan football, and Detroit Red Wing hockey, WWJ-TV practically has a monopoly on local big-time sports events. Combined with other local entertainment highlights and its NBC Television Network facilities, advertisers who feature their products on WWJ-TV are assured the largest audience, as well as the clearest reproductions on the television screens in the Detroit market.

FIRST IN MICHIGAN . . . Owned and Operated by THE DETROIT NEWS

National Representatives: THE GEORGE P. HOLLINGBERY COMPANY

ASSOCIATE AM-FM STATION WWJ

WWJ-TV

NBC Television Network

TELEVISION DAILY

Section of RADIO DAILY, Monday, March 21, 1949 — TELEVISION DAILY is fully protected by register and copyright

RMA PLANS TELE-INFO PROGRAM

TELE TOPICS

FROM A PRODUCTION STANDPOINT, "The Swift Show," with Lanny Ross, is undoubtedly one of the best on the air. Borrowing tastefully from Hollywood techniques, the program showcases its talent to best advantage, with one act flowing smoothly into the next. If all the acts were as good as the production, the show would be great indeed. . . . Program opened last week with a pleasant song by Ross, followed by a smart tap routine by Rolly and Bonnie Pickert. Eileen Barton, however, took a beating from the inane "Brooklyn Love Song" she offered with Morty Marshall. The gal is too good to be stuck with such weak material. The Pitchmen have been seen on so many shows that their welcome was worn out long ago. Joan Mann was truly exciting in a delightful "Firehouse Ballet" number for which she also did the choreography. Also outstanding were Martha Wright, a gal with a beautiful, clear soprano voice, and Frank Fontaine's sweepstakes routine, which was still funny to me even though I'd seen it before. Ross closed with a St. Patrick's Day song. Middle commercial, a stop-motion film for Swift's peanut butter was excellent. Loaded with sales impact, it was, at the same time, highly entertaining. Closing plug, done live, was rather weak. . . . Mc-Cann-Erickson is the agency; Lee Cooley, producer; Ted Huston, director; Lou Sposa, assistant director; Elizabeth Evans, script; Bill Vance, production manager; Harry Simeone, music. There were seven sets, all good, by William Duffy.

GWILYM A. PRICE, Westinghouse proxy, has ordered that Stratovision be placed on "dry ice," thus removing the airborne system from the field of TV networking. . . . "Winner Take All," now sponsored by the Local Chevrolet Dealers over WCBS-TV, may go network soon, with the main Chevy office picking up the tab. . . . Larry Schwab, NBC director, and Bill Berns are working on a new method of kinescope recording which, they say will cut costs considerably. . . . According to Roger Clipp, bossman of WFIL-TV, the station's new transmitter will increase coverage by a quarter of a million persons. Construction on the tower was begun last week.

THERE'S A SIZEABLE RESHUFFLING due soon in the NBC-TV program department. . . . Frank Thomas, a principal in the DuM soap, "A Woman to Remember," fell and broke his wrist an hour before air time Friday. Within the hour, he was written out of the script and the revised version memorized by the rest of the cast. He'll be back today with scripter John Haggart explaining why Thomas' arm is in a cast.

Empire State Asks NBC For 200% Hike

Empire State Building is asking NBC television for \$225,000 a year rental fee for use of its tower under a new five-year lease, it's been learned reliably, an increase of 200 per cent over the old rate which was \$75,000 annually. The two parties are so far apart in trying to reach an agreement that a representative of the American Arbitration Association has been called in. NBC has used the Empire State since 1931 for its television transmitter and antenna. Under a previous arrangement the network had an option to renew this year for another five years. The arrangement stipulated that if both parties could not get together on the price it would be submitted to arbitration. NBC has renewed the lease but it may be some time before the rental fee is worked out satisfactorily.

It's understood that the Empire State has asked its tremendous increase for several reasons. One, of course, is that the value of the building's tower for a TV transmitter site increases with the growth of television. Another is that the Empire State might easily accommodate all video transmitting antennas in New York but NBC wants to hold exclusive rights.

CBS Monday Nite Revamp

Beginning Apr. 18, "The Goldbergs" will be aired over CBS from 9:30-10 p.m. Monday, except one Monday a month when "Ford Theater" will occupy the 9-10 slot.

TV Box Score

On the air	57
CP's	65
Applications	318

New Job Shuffle Set At DuMont Net

Revamping of the DuMont personnel lineup, which began with the appointment of Mortimer Loewi as director of the web, continued over the weekend when it was revealed that Leonard Hole, manager of flagship WABD, has been named director of network operations. Local operation will be integrated with that of the net.

Also announced was the resignation of Wade Thompson as manager of advertising and sales promotion, effective April 15, and the appointment to the post of Arthur Schofield, formerly with the Joseph Lowenthal agency in Philadelphia.

When he leaves DuMont, Thompson will complete work on his book "Once By The Pacific," which will be published in early summer by Scribner's. Book also is the selection of a major national book club.

Before joining the agency, Schofield was ad and promotion manager of KYW, Philadelphia, and previously was with WPIL.

WLW-D Sells Baseball

Dayton—Wooden Shoe Brewing Company, of Minster, Ohio, signed Friday for sponsorship of all 70 home games of the Dayton Indians over WLW-D. Don Kemper Company, Inc., is the agency.

The Week In Television

Manufacturers Hit Obsolescence Talk

Zenith ads plugging their receivers as the only ones equipped for UHF and a proposal by Sen. Edwin C. Johnson for legislation about possible set obsolescence occasioned a flood of protests from various industry quarters who claimed that today's sets will be good ten or even twenty years from now. . . . Paramount filed a 41-page petition with the FCC maintaining that the firm's recent consent decree absolved it from all anti-trust guilt and that past violations should not prejudice present or future TV licenses. . . . Arrival of five stations in the Cincinnati-Dayton-Columbus area within a few months is expected to touch off a full scale video boom there. . . . Movie exhibitors urged producers and distributors to provide trailers for TV showing. . . . FCC seen deferring action on 20th Century-Fox plea for declaratory ruling on its eligibility to enter video. . . . Increase of 38 per cent in gross time expenditures on TV in February as compared with the previous month was revealed by the Rorabaugh Report. . . . Smith Davis Corp. leading a campaign to get banks and insurance companies to finance broadcasters who need heavy capital to enter TV.

'Substantial Funds' For The Purpose Granted Assn.

Washington Bureau of RADIO DAILY Washington—To put out "complete and accurate information" on TV receivers and their future usefulness, RMA has decided to undertake a public relations program, it was announced here Friday. The decision was made at a board meeting in Chicago Thursday, with President Max Balcom authorized to appoint a special body to set up and administer the program, for which "substantial funds" were voted.

RMA said its program was actually proposed a month ago, Feb. 22, by Motorola's president, Paul Galvin, "before many recent statements, articles and indictments caused confusion and misunderstanding regarding television by the public, radio distributors, dealers, Government and other interests."

RMA also announced its February set production figures Friday with the total turnout of TV receivers for the month slightly below the January total because of a shortage of cathode tubes. The number of FM and AM-FM receivers also dropped sharply, from 147,773 in January to only 98,969 in February.

While TV production was down slightly during the month, the average weekly rate of production in February was more than 78 per cent above the average weekly rate for the year 1948. RMA member-companies averaged 29,735 TV sets in February, for a total of 118,938 sets.

Production of all types of radio and TV receivers by RMA members declined during February to a total of 716,538 units compared with 830,871 in January. The following table shows radio and television production in February compared with January:

	TV	FM-AM	AM	All Sets
Jan.	121,238	147,733	561,900	830,871
Feb.	118,938	98,969	498,631	716,538
Total	240,176	246,702	1,060,531	1,547,409

Ice Silences WLW-T

Cincinnati—Freak icing atop the 571-foot television tower of WLW-T disrupted normal video operations of the Crosley station for two hours on Friday and delayed the relay of programs to WLW-D. New Dayton, video outlet.

R. J. Rockwell, Crosley vice-president in charge of engineering, said melting ice at the top of the antenna had caused a short circuit and burned out part of the coaxial cable which carries programs up the tower. Engineers were working late Friday in an effort to restore service.



PROPER
COVERAGES

means everything!

Yes, proper coverage is essential when you spend your radio advertising dollar. Station WJR with its 50-thousand watt signal covers the densely populated areas, the little towns and remote places. 97.4% of the population of WJR's listening area own radio sets. That is proper coverage. That is why WJR is Michigan's greatest advertising medium.

Call or write
your nearest
PETRY office

WJR

CBS

50,000 WATTS

FREE SPEECH MIKE



THE GOODWILL STATION, INC.—Fisher Bldg., Detroit

G. A. RICHARDS
Chairman of the Board

FRANK E. MULLEN
President

HARRY WISMER
Asst. to the Pres.



RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 46, NO. 56

NEW YORK, TUESDAY, MARCH 22, 1949

TEN CENTS

INSTALLMENT SALES CAUSES PROBLEM

Georgia Passes Bill Protecting Newsmen

Washington Bureau of RADIO DAILY
Washington—Joining the growing list of states which have passed bills guaranteeing the privacy of radio analysts' news sources, Georgia has enacted such a measure, the NAB has been informed by Wilton E. Cobb, general manager of WMAZ, Macon, Ga. The same privilege has been voted this year by the legislatures of Arkansas, Kentucky and Indiana, while Ohio has given its first reading to a bill amending its news-privilege law, which will give wider latitude to the radio reporters.

Fort Wayne Station Set To Join The CBS Network

WANE, Fort Wayne, Ind., will become an affiliate of CBS effective April, Herbert V. Akerberg, CBS vice-president in charge of station relations, announced yesterday. This brings the total number of CBS affiliates up to 180.

The station is owned and operated by Radio Ft. Wayne, Inc., with 250 watts unlimited time on 1450 kilocycles. Glenn R. Thayer is general manager.

Pearson To Address Thurs. REC Luncheon

Drew Pearson, ABC correspondent who sponsored the Friendship Train to France, will be the guest speaker at the Radio Executives Club luncheon at the Hotel Roosevelt on Thursday. Pearson will recount his trip to France with the Friendship Train and the recent arrival of the French Gratitude Train in the United States.

Plan Replacement

NBC is reported to have taken option on two giveaway shows for consideration as replacements for the Horace Heidt program which moves from 7 p.m., to the 10:30 p.m., period on Sunday nights effective April 24th. Both are said to be jackpot shows that will exceed in prize value anything presented on rival networks.

16 Stations To Share Sinclair Gas Drive

Sixteen stations in five cities will get approximately one-third of a \$250,000 campaign launched this week by Sinclair Refining Co. for its new product—an anti-rust gasoline.

Fifteen of the stations which will share upwards of \$80,000 are in Chicago, Detroit, Cleveland and Indianapolis. They will carry a total of 1,500 spot announcements for Sinclair during a period of four months. In addition, three newscasts

'Lum And Abner' Join CBS Fold Of Radio-TV Stars

Chet Lauck and Norris Goff, known to radio the past seventeen years as "Lum and Abner," have signed a long term contract with Columbia Broadcasting System for services both in radio and television, it was announced yesterday. Lum and Abner are currently heard on CBS on Sundays, 8:30 to 9:00

Zenith's 'Obsolescence' Ads Bring Suits By Video Mfrs.

Sightmaster Corp. and Empire Coil Co., Inc., have served Zenith Radio Corp. and Zenith Radio Corp. of New York with a bill of complaint alleging combined damages resulting from Zenith's advertisements which stated that the FCC "was about to change television wave lengths, which change would render all present television receivers and component parts thereof obsolete and junk."

Radio-TV Receiver Dealers Disagree Regarding Relaxing Of Credit Terms On New Receivers

Buyer's Market Data Need of Advertising

Columbus, Ohio—Declaring that the advertising problem in a buyer's market is basically a knowledge problem, Marion Harper, Jr., president of McCann-Erickson, Inc., spoke on "Advertising Management's Problems in a Buyer's Market," before a joint meeting of the Columbus Advertising Club and the Ohio State University Business Conference, at the Fort Hayes Hotel last Friday.

Advertisers need information at (Continued on Page 3)

'Pass The Buck' Pays Off; Title Of New CBS Show

"Pass The Buck" is the title of a new audience participation show which will be featured on 25 CBS western stations starting Tuesday, March 29, under sponsorship of

AFCS Meeting Planned For Mar. 28-29 In Wash.

The third annual meeting of the Armed Forces Communications Association, with more than 500 executives of the communications and

Zenith's 'Obsolescence' Ads Bring Suits By Video Mfrs.

Friedman and Friedman, attorneys for the plaintiffs, served the summons upon the Zenith Corp.'s New York office yesterday afternoon. The plaintiffs asked for \$500,000 damages each from Zenith, for a court order enjoining the continuance of the Zenith advertisement of this month or of same type of ads and for an injunction of like nature as the permanent restraining order

Radio-TV dealers and department stores have taken opposing stands, ranging from indifference to complete disagreement, on the call for an additional relaxation of federal installment-buying restrictions by John W. Craig, v-p of Avco Mfg. Corp. and general manager of its Cros-

Increasing TV Market Forecast By Galvin

Chicago—At least one-half of Motorola's volume during 1949 will be realized through the sale of television receivers, it was predicted by Paul W. Galvin, president of Motorola, Inc., in the company's 20th annual statement issued yesterday.

"Events of the past year have proved that our estimate for 1948 was stated conservatively," Galvin

Evolution, Not Revolution For Tele, Says O'Connor

Fort Wayne, Ind.—Evolutionary rather than revolutionary changes in the television field are expected by Richard A. O'Connor, president of the Magnavox Co.

Simultaneous with the announcement of the company's net sales

New Web Proxy?
Glenn Snyder, general manager of WLS, Chicago, is rumored to have been chosen as president of the fifth network which will be announced during the NAB convention in Chicago in April. Now web may be called Federal Network rather than Century Broadcasting Corp. The Century title conflicts with Century Broadcasting Corp. of Johnstown.

Defensive
Montreal—The Defense Department is embarking on construction of a series of wireless stations. It was indicated here, as part of a program to wob Canada with a highly modern signals system that will be one of the key segments of defense against any attack. The system is expected to embody the latest radio tele-type equipment available.



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JOHN W. ALICOATE : : Publisher

FRANK BURKE : : : : Editor
MARVIN KIRSCH : Business Manager

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WEST COAST OFFICES

Al Steen, Manager
6425 Hollywood Blvd. Phone: Gladstone 8436
WASHINGTON BUREAU
Andrew H. Older, 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

(March 21)

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, and Chg. columns.

NEW YORK CURB EXCHANGE

Table with columns: Nat. Union Radio. Includes Bid and Asked columns.

OVER THE COUNTER

Table with columns: U. S. Television, WCAO (Baltimore), WJR (Detroit). Includes Bid and Asked columns.

Available—Advertising and Sales Promotion Manager

Young man, solid background, over-all sales promotion and advertising. Twelve years experience radio, advertising agency and television. Plenty of samples . . . excellent references. Write Radio Daily, Box 222, 1501 Broadway, New York 18, N. Y.

Dealers' Views Different On Value Of Credit Buying

(Continued from Page 1)

ley Division, it was indicated in a RADIO DAILY survey last week.

"The easing or abolition of 'Regulation W' is vitally needed to help put the nation's business on sound ground by moving inventories, helping new industries, and providing the means for families to obtain necessities and conveniences for their homes," Craig told the Ohio State University's annual sales and advertising conference at Columbus, Ohio, last Thursday.

"If, for some reason that becomes more obscure by the day, 'Regulation W' must remain," Craig said, "its restrictions must be eased to 10 per cent down and 24 payments. This is essential to the volume of activity of which the American economy is now capable."

Dept. Store Opposition

A spokesman for one large department store, who voiced strong opposition to Craig's proposals, punctuated his opinion with an emphatic "nuts" and said, "I don't want installment buying relaxed anymore. I doubt that it will make and difference if the restrictions are lifted still more or not." The spokesman continued, "I don't want to do any more business if I have to do it at my own expense: that is, have people bring back their receivers when they are tired of them after paying only a small down-payment. But of course, if Crosley will stand the gaff, it will be okay with us."

The manager and assistant manager of a smaller radio and television outlet, who took similarly strong stands on the proposal, suggested that "it might be a good idea if the manufacturers minded their own business and let us worry about payment on the sets we sell. We personally don't care how low they make the minimum down-payment. We aren't going to let TV sets out of our hands without a substantial down-payment," they added. "We're not going to have our store stocked up with returned receivers and show no profit for it."

No Sales Increase Noted

Another typical reply to the RADIO DAILY survey from a medium-sized dealer in the Bronx was: "It wouldn't make any difference if the minimum installment down-payment were 10 per cent or 20 per

cent." He reported "there was no increase in sales at our store following the relaxation of 'Regulation W'" on March 7, 1949.

Prior to March 7, the down-payment had to be at least 20 per cent of the "cash price," i.e. of the bonafide cash purchase price (plus installation as in the case of TV sets), sales tax and installment mark-up exclusive of interest and finance charges. For receivers of \$1,000 or less, payments of 15-month duration were allowed, provided payments were not less than \$5.00 monthly or \$1.25 weekly. For items over \$1,000, the period of time allotted for complete payment was 18 months with monthly payments of not less than \$70.

Restrictions Were Eased

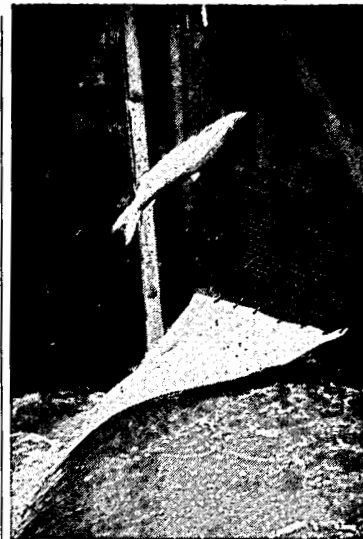
Some of the restrictions of "Regulation W" were eased on March 7. Down-payment requirements were reduced from 20 per cent to 15 per cent and the time requirement was extended from 15 months to 21 months. The \$1,000 stipulation was completely eliminated. The minimum \$5.00 monthly or \$1.25 weekly proviso, however, was retained.

A large dealer in Manhattan told RADIO DAILY that there "hasn't been any sudden spurt in business" since the restrictions were partially lifted. "We enjoy a rather unique position in that about 95 per cent of our installment papers go through the bank without a hitch. We find it very simple to get the minimum down-payment required and most times our customers pay far above the minimum," he explained.

The survey showed that the lifting of installment restrictions on March 7 had either no effect at all upon sales in various stores or had only a slight influence at some outlets. The buyer for one department store indicated that there was an increase of about 5 per cent to 10 per cent since March 7, but he described this as being "very slight" and "probably not the result of the installment relaxation."

Confirms Craig's Opinion

In this respect, the RADIO DAILY survey confirmed the opinion expressed by the v-p of Avco Mfg. Corp. In pointing out that "Regulation W" was liberalized, Craig said, "this action simply took the form of a grudging compromise, and the new conditions are by no means satisfactory. If the American people are to continue the standard of living they are accustomed to, and if they are going to be able to buy the things they need and want, and if the industry is to keep production and sales volume at levels which will maintain prosperous employment, we must reinstate one of the chief contributors to this nation's tremendous social and industrial growth—real credit buying. This cannot be done with the present type of installment control." Craig declared.



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

Buyer's Market Data Need of Advertising

(Continued from Page 1)
every lever of activity from his product to his point of sale, Harper said. To implement the getting of this knowledge, advertiser should consider the "5 per cent principle, allocating 5 cents of every advertising dollar to make the 95 cents do a better, sharper job."

Mr. Harper said he would like to see "educators and students have greater opportunities to learn more about this business of ours. I should like to see advertisers and marketers make greater use of the facilities of our colleges and universities in order to help business and thus the country, to learn more about itself. At the university and college levels, certainly, some planned program of mutually honest and helpful communication and indoctrination could accomplish a great deal."

The speaker declared that "essentially, the management of advertising must concern itself with three main areas of consideration. These are, first the area of consumer consideration; second, the area of competitive consideration; third, the area of top management consideration."

16 Stations To Share Sinclair Gas Campaign

(Continued from Page 1)
daily on WEMP, Milwaukee, will promote sales of the new anti-rust gasoline.

Agency handling the account is Hixson-O'Donnell Advertising, Inc., New York. Introduction and promotion of the new product is under the personal direction of Sheldon Clark, executive veepee of the Sinclair Oil Corp., who headquarters in Chicago. Campaign will be expanded later to other cities.

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

★ AGENCY NEWSCAST ★

BERNARD R. JENNINGS, for three years a leading member of McCann-Erickson's staff at Buenos Aires, Argentina, yesterday assumed the management of that company's Havana, Cuba, office, with Bruce Swigert as assistant manager. Before the war, Jennings was for five years with Batten, Barton, Durstine and Osborn's New York office and, during the war, he saw 3½ years' service with the Navy. James R. Fox, Havana manager since June, 1946, and, prior to that, manager of McCann's office in San Juan, Puerto Rico, since its establishment in 1942, will return to New York about April 1st to re-enter the domestic field.

PITTSBURGH ADVERTISING CLUB has applied for A.F.A. membership and has been approved by the Federation's Board of Directors at its meeting in New York, March 15. The Pittsburgh membership brings to 90 the number of senior clubs affiliated with the Federation. The president of the new A.F.A. member is Norman L. Klages of the Reliance Life Insurance Company. The secretary, J. A. Cullison, advertising manager of the National Fireproofing Corp.

PIERCE SCHOOL OF RADIO & TELEVISION (William Warren Agency) has just contracted for all the spot adjacencies to the New York Giants pre-season games over WMCA.

JOHN READ BURR has joined Federal Advertising Agency, Inc., as account executive, handling grocery products. He was formerly with McCann-Erickson, Inc. in a similar capacity.

CHESEBROUGH MANUFACTURING COMPANY, manufacturing "Vaseline" Brand Products, to Cayton, Inc., for "Vaseline Cream Hair Tonic" television program, "Greatest Fights of the Century," to be telecast over the complete NBC-TV eastern and mid-western networks, featuring such outstanding ring battles as Louis-Schmeling, Louis-Baer, Zale-Cerdan, Zale-Graziano, Louis-Galento, etc.

LETTERS have been sent by the Advertising Federation of America to its member clubs and to 6,500 firms using advertising. The letters, over the signature of A.F.A. Board Chairman George S. McMillan, (vice-president of Bristol-Myers), give the facts about the proposed large postal rate increases now before Congress and pointed out their effect on advertising and business if put into force. The Federation urged that the recipients contact members of the two Congressional Post Office and Civil Service Committees and their own Senators and Representatives and express their views of the size of the increases.

FRANK P. BIBAS has joined McCann-Erickson, Inc. as film director, it has been announced by Lloyd O. Coulter, vice-president in charge of radio and television. Bibas was formerly vice-president in charge of sales of Casanave-Artlee Pictures, Inc. and Sixteen MM Pictures, Inc.

FRED SMITH & CO., INC., announced the opening of offices in the Chanin Building, New York. Smith has been chief consultant to the Book-of-the-Month Club for the past two years, and will continue in this capacity. However, with the establishment of the new offices, he is widening his facilities to include a personalized service for a limited number of clients, with facilities for handling public relations, and the placement of advertising and publicity. Smith has been public relations director of BBD&O, J. Sterling Getchell and Young and Rubicam.

NORTHAM WARREN CORPORATION has released 1949 campaigns for Cutex and Odorono, through Robert Otto and Company, international advertising agency, in New York. Using magazines and newspapers, with radio spots in the key areas, the new campaigns are designed to extensively cover this company's Latin American markets.

Increasing TV Market Forecast By Galvin

(Continued from Page 1)
wrote, adding that "at present an even more optimistic view for 1949 seems justified." According to the firm's statement, Motorola produced over 100,000 TV sets in 1948, with a dollar value of about \$15,000,000.

The company's net sales rose to \$58,080,236 last year, compared with \$46,679,148 in 1947. The 1948 net earnings amounted to \$3,332,739, equal to \$4.17 per share, against \$2,510,410, or \$3.14 per share, in the preceding year.

Investment in plant facilities, the statement said, was increased during the past year by \$525,124. This expenditure was aimed at increasing television production facilities and to enlarge the area of the engineering building. The company, which is anticipating a greatly increased demand for television sets during 1949, is planning to augment its production facilities during this year at an estimated cost of \$500,000.

"Pass The Buck" Pays Off; Title Of New CBS Show

(Continued from Page 1)
Roman Meal Company, Tacoma, Wash. Program will be aired from 7:30 to 8:00 p.m., PST, with Jack Douglas as emcee. Milne-Heffernan, Inc., of Seattle is the agency.

Boin-n-n-ng!

Westinghouse radio stations ring the bell *again*. Four of the high honors just announced in the Eleventh Annual BILLBOARD Promotion Competition go to *Westinghouse* stations. *Two* to 10,000-watt WOWO at Fort Wayne... one to 50,000-watt KDKA at Pittsburgh... and one to 50,000-watt KEX at Portland, Oregon.

These *new* honors, for power-packed promotions, remind advertisers of that extra something which goes with every campaign on a Westinghouse station. For sales-producing programs or spots beamed to rich markets... loyal audiences and that extra promotion punch... call a Westinghouse station or Free & Peters.

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

Selective faces an A

*Top network executives advise that
AM network broadcasting is at or very near
its maximum financial development.*

This statement confirms again the existence of an enormous opportunity for selective radio; for there are hundreds and even thousands of advertisers who, though their distribution and resources will not support network radio, *can* and should use national selective.

But we in national selective face an alternative. Before we can either grasp the opportunity or pass it by, we must understand the full import of the choice to be made.

We must decide whether or not we are going to cling to a restricted concept of our busi-

ness that defines our branch of radio as a minor department of network advertising, a means of patching the holes in network coverage, or at best a medium for the use of regional advertisers. If any big national advertiser does use the medium, this thinking implies that he must either use announcements or regard us as a sort of prep school from which he may eventually graduate to the use of network.

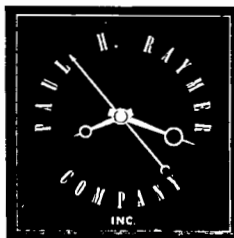
It is a school of thought that is well described by the restrictive and misleading term of spot radio.

Radio Alternative

The *national* concept, accurately described as national selective, expands our business to a major medium in its own right, a medium where transcriptions will permit the use of the finest talent available, a medium where the advertiser can cover all the country without the restrictive factors inherent in network operation, a medium that permits complete selection of markets and stations.

An understanding of this broader view is vital. Representatives and stations alike must grasp it before national selective radio can grow to its full potential.

Let's get away from the pin-point concept. Let's think of this major medium as the hundred million dollar business that it is. Then we have taken the first step toward making it the two hundred million dollar medium which it ought to be.



Paul H. Raymer Company, Inc.

RADIO AND TELEVISION ADVERTISING

*New York • Boston • Detroit
Chicago • Hollywood • San Francisco*

RADIO DAILY

The Mailbag

WOL's Version

"The box captioned 'Detour' on page eight of RADIO DAILY for Monday, March 14th, prompts us to submit the following urgent information in addition to the news released furnished RADIO DAILY March 10th from the WOL press department:

"While our very good friends at WTOP-CBS were recording that telephone conversation with the pawnshop proprietor, WOL-Mutual correspondent Joe McCaffrey was standing alongside the store owner with a WOL tape recorder. He not only got direct what the proprietor told WTOP-CBS on the phone, but also went on to get his own full interview when the phone conversation was over. To go one additional step, it was WOL's engineer Don Herman who answered the phone in the first place!

"Altogether we feel WOL-Mutual's coverage was the most extensive in town: It included recorded and direct interviews with (1) a passenger on the ill-fated train; (2) the train fireman, who had been beamed with the butt end of one bandit's gun; (3) the pawnshop proprietor, and (4 and 5) police officials responsible for the capture of the gunmen."

Cordially yours,
John Bondeson
WOL promotion mgr.
Washington, D. C.

Evolution, Not Revolution For Tele, Says O'Connor

(Continued from Page 1)
for 1948, O'Connor said: "We do not look for revolutionary changes in engineering design such as were experienced in the early days of radio, for television design today is on a much higher plane of technical perfection than was radio of storage battery days."

Magnavox TV receivers, he pointed out, have been designed with a view of accommodating them to "any changes made by the Federal Communications Commission." He indicated also that the company does not anticipate any price reductions on the present line of merchandise.

\$7,043,000 For Quarter
Sales of Magnavox in the last quarter of the fiscal year, ending Feb. 28, were \$7,043,000, bringing the year's total to \$24,408,000. Estimated profits after federal income taxes in the two months of December and January were \$357,000, making a total of \$1,638,000 for the eleven months ended January 31, it was disclosed.

FRANK W. MADDEN

Film Editor

PLaza 7-2667



CHICAGO

By NAT GREEN

THE CBS "Dr. Christian" program, starring Jean Hersholt, will be broadcast from the Grand Ballroom of the Palmer House April 27, over WBBM. This will be the first time in 12 years the program has been on the air that it has been broadcast from a city other than Hollywood or California. It will be a feature of the Better Business Bureau convention.

Myron Barg, son of Erwin Barg, well-known in the music publishing industry, has a disc jockey program on the new FM station, WMOR, which opened March 15.

ABC's "Jack Armstrong" series is offering an 11-day Caribbean cruise as grand prize in a three-week contest.

Advance showing of Paris fashions was seen over WENR-TV and described over WENR in a special broadcast-telecast on March 13, under sponsorship of Morris B. Sachs.

Einhorn's, local furrier, has signed a 52-week contract to carry a 15-minute program, featuring popular music, over WIND at 9:45 p.m., Monday through Friday, and from 11:05 to 11:20 a.m., on Sundays.

John Baker is doing a woman's interest program, "Man About the House," on WLS Saturday mornings.

Greystone Press Corp., publishers of "The Practical Home Handyman," has renewed six quarter-hour spots on WMAQ for the transcribed "Do It Yourself Club" program.

Buys News Participation

Bond Stores, Inc., New York, has assumed sponsorship of the 7:45 a.m. WCBS news program featuring Harry Clark, on Tuesday, Thursday and Saturday, effective immediately, it was announced by Don Miller, WCBS sales manager. Agency is Neff-Rogow Inc., New York.

Joins WGKV Staff

John S. Phillips, general manager of WGKV, Charleston, West Va., announces the appointment of Bud O'Connor to the WGKV announcing staff. Mr. O'Connor's past radio experience includes stations WBLK and WHAR, Clarksburg, West Va.

California Commentary . . . !

● ● ● Networks are getting their annual headaches over whether California will have daylight saving this summer. The job of arranging schedules to conform with eastern broadcasts is a hefty one. . . . Clark Dennis is being set by GAC for a summer theater tour of the Midwest and East after his ABC Reverse Camera show folds for the season. . . .

Hollywood

Jean Hersholt last week celebrated his 36th anniversary of his arrival in Hollywood as an actor and director. . . . KNBH tonight launches a new tele serial, "The Lightning Warrior," starring George Brent, Frankie Darro and Rin Tin Tin, Jr. . . . Pasadena Community Playhouse will present its first video production over KTTV on April 16 with Victor Jory starring in "Macbeth." . . . Bruce Eells is back in town after a six-week tour on behalf of Broadcasters Program Syndicate, consolidating television programming plans in conference with Eastern members of his organization.

● ● ● KMPC's "Bargain Broadcast" added five new sponsors after being on the air only one day. . . . Leet Little, manager of CBS affiliate KTUC, Tuscon, won a new station wagon as a result of his station's winning effort in a promotion campaign among CBS stations on behalf of the "Ford Theater" shift to CBS last Fall. . . . KLAC-TV today starts the "Mickey O'Day" show, starring Ventriloquist Glen Gregory and produced by the Nathanson Agency. . . . Local theaters are wooing radio giveaway shows for stage attractions. . . . Rumors around town are that Eversharp has laid down more than \$50,000 for television story-idea options and has a year to decide on most of them. . . . Harry James and his orchestra leave April 4 for an eight-week tour, opening in Milwaukee. . . .

● ● ● "Double or Nothing" starts tape-recording today. This is the first of the five-day-a-week shows to use the new medium. . . . KFVB's Harry Maizlish is back from a two-week stay in New York. . . . It's a girl for the Marvin Youngs of Ruthrauf & Ryan staff here. . . . A big oil company auditioned a big variety show for a possible TV program on a major network. If deal jells, it will be the most important of its kind to come out of Hollywood. . . . Hopper has a tele deal set. . . . Ralph Edwards taped a couple of "This Is Your Life" shows so he could go to Minneapolis with the "Truth or Consequences" show. . . . "Suspense" now has guest stars set for six weeks in advance. Lineup includes Pat O'Brien, Edward G. Robinson, Clifton Webb, Ronald Colman, Barbara Stanwyck and Mickey Rooney. . . . Cecil Underwood, radio chief of Warwick & Legler, was married Wednesday to Floretta McDonald. . . . Alan Young is taking out U.S. citizenship papers. Young is a Canadian. . . . Work is about to start on ABC's television center here. Its KECA-TV is expected to start operating before summer.

Moving To Hollywood

San Francisco — Elmer Peterson, NBC western network commentator will move his program to Hollywood next month in order to devote more time to television activity in the film city. Peterson's first emanation from Hollywood will be April 13, and that will mark three of his broadcasts being taken over by a new, but as yet undisclosed, sponsor. Peterson has been heard regularly Wednesday, Thursday and Fridays at 5:45 for Planters Peanuts and at the same time Saturdays for the Los Angeles Soap Company. He retains the latter sponsor.

WMOR Staff Named

Chicago — Jules Pewowar, program director of the new FM station WMOR, announces the following appointments to the station's production staff: Paul Damai, formerly with the Hammond (Ind.) Times and Downbeat, music director; Irving Deer, formerly with KTRY, (Bastrop, La., program manager; Stephen B. Wood, free lance writer, continuity editor; Jack Pitman, formerly of WEAW, Evanston, announcer; Marc Angelo, formerly of WLEY, Elmwood Park, Ill., announcer, and Normalee Wood, WILS, Lansing, Mich., record librarian.

Adam J. Young Jr.

22 E. 40th St., New York, N.Y.

**RADIO & TELEVISION
REPRESENTATIVES**

New York • Chicago • Los Angeles • San Francisco

TELEVISION DAILY

Section of RADIO DAILY, Tuesday, March 22, 1949 — TELEVISION DAILY is fully protected by register and copyright

MFRS. SUE ZENITH OVER TELE ADS

TELE TOPICS

NBC's "Television Screen Magazine," usually a melange of odds and ends, was tied together this week through a deal with "Holiday" mag's current issue on N. Y. and, on the whole, was a better show because of it. Like "Holiday," the show was devoted entirely to various aspects of "life in the big city," but unlike the printed mag, the show had neither the time nor facilities to do a thorough job. The program had a feeling of size and mobility through the use of five smoothly-integrated film spots. Four were statements on N. Y. by a dockmaster at Fulton Fish Market; Moss Hart at the Royale Theater; a hansom driver at Central Park and John Reed Kilpatrick at the Garden. The most interesting, visually and aurally, was an interview by Bill Berns with a light bulb changer atop the Budweiser spectacular in Times Square. It was especially good when the camera angle showed the crawling traffic many stories below. All the films, incidentally, were of very high quality. . . . Studio portions were rather static, consisting of talking and singing, neither very interesting. Overall production was good, except for two minor mishaps at the end. Larry Schwab, Jr., directs.

FOR THE PAST MONTH or two, I listened to "Who Said That?" on the radio, and enjoyed it immensely. This Sunday nite I took another crack at the show on tele and wished I hadn't. The program is excellent radio, but on the screen it's mediocre. It should improve, of course, when it goes commercial and the simulcast arrangement is dropped, but some drastic changes will have to be made to make it a visually entertaining show. . . . Michael MacDougall, the authority on cards and other forms of gambling, has been signed by Pioneer Telefilms for a new series titled "Gamblers Don't Gamble." . . . James Ballis, formerly with Hal Roach studios, has joined the editing department at Jerry Fairbanks Productions. . . . The Roller Derby, which caused a minor sensation in New York when it was scanned by CBS last fall, has been signed by ABC for a series of 30 pickups between Mar. 24 and July 2.

THE NEW YORK CENTRAL is making up a special train which it will place at the disposal of Foote, Cone & Belding for a series of film spots. About seven or eight different one-minute films will be shot by Roger Pryor and George Wolf this week for a heavy air sked beginning in New York in a month or so. . . . Robert J. O'Connor, of the WOR news staff, has been named director of sports for WOR-TV, which is slated to go on the air this summer. He'll begin working on a sports lineup for the outlet when he takes over the post Apr. 1.

Stations Go To Public On "Obsolescence"

Two newspaper-owned stations and their parent organizations have taken the furor over possible obsolescence of sets into their own hands and have begun a campaign to keep the public fully informed on the subject.

Last week KSD-TV, St. Louis, carried a special program outlining the development of UHF and offering industry and trade press comment on the situation. On the same day, the Post-Dispatch carried a two-column story on a speech by TBA prexy Jack Poppele in which he said that the present channels "will be with us for years and years and years—possibly forever." Copies of the broadcast script and the newspaper story were printed up in pamphlet form and distributed by the station.

Articles By WBEN-TV

In New York, the Buffalo Evening News, licensee of WBEN-TV, published two articles explaining present channel assignment, the FCC freeze on applications and UHF. Lead sentence of one story read, "Leading manufacturers are engineering their television receivers to give years of satisfactory service," while the other led off: "More television channels ultimately may be added to the radio spectrum, but that will not have any effect upon use of the present frequencies in Buffalo."

CBC Board May Defer Action On TV Station Applications

Montreal—The board of governors of the Canadian Broadcasting Corporation may reconsider TV applications from Montreal and Toronto at its April meeting, but it probably will postpone consideration of applications from other areas, a CBC official said yesterday. The board meets April 7-9 inclusive.

He said that among applications filed for licenses are two from Hamilton, Ont., by The Hamilton Spectator and CHML.

The official said that before the board considered applications from outside Montreal and Toronto it likely would want to give "adequate" advance notice. He recalled that before Montreal and Toronto applications were discussed the board gave notice long in advance

Organizational

Seventeen manufacturers of TV sets and components organized the Television Manufacturers Association at a preliminary meeting yesterday afternoon at the Advertising Club. Michael L. Kaplan, of Sightmaster Corp., was named temporary president. Other temporary appointments included Herbert Mayer, of Empire Coil Co., as secretary-treasurer, and Robert G. Kramer of Remington Radio Corp., as v.-p. None of the major TV producers were represented at the meeting.

Canada Dry Signs For ABC's "Circus"

Canada Dry Ginger Ale, Inc., has signed with ABC for sponsorship of the first half-hour of the web's Sunday afternoon sustainer, "Super Circus," over an eight-station hookup. The 13-week contract was placed through the J. M. Mathes agency of New York.

Program, which originates in Chicago, will be bankrolled by Canada Dry over WJZ-TV, New York; WNAC-TV, Boston; WFIL-TV, Philadelphia; WMAL-TV, Washington; WENR-TV, Chicago; WEWS, Cleveland; WXYZ-TV, Detroit, and WDTV, Pittsburgh.

Sponsorship of the program begins April 3. Show is aired from 5 to 6 p.m., EST.

2 Companies File; Seek \$1,000,000 For 'Damages'

(Continued from Page 1) during the pendency of the present action.

The complaint, in essence, charged that Zenith ads have resulted "in slander" and in loss of customers for both plaintiffs. Empire Coil Co. alleged also that the Zenith advertisements have and will continue to reduce the sale of receivers, "thereby seriously impairing the value" of the Cleveland, O., station (WXEL) now under construction by Empire.

The complaint said specifically that Zenith had, beginning on or about March 6, 1949, "caused to be issued and disseminated, orally and in writing, to the public, throughout the United States and elsewhere, the false and fraudulent, disparaging statements against the plaintiffs' goods, that the Federal Communications Commission was about to change television wave lengths, which change would render all television receivers and component parts thereof obsolete and junk, but that defendants' television receivers and component parts thereof were so constructed as to receive and handle all possible changes and that plaintiffs were concealing all this from their purchasers. . . .

"The purpose and effect of the aforesaid statements both as originally issued and disseminated and as repeated by the defendants, was to cause the public, including particularly customers and potential customers of the plaintiffs, to believe that the television sets and component parts thereof manufactured, sold and distributed by the plaintiffs were about to become obsolete and junk and that to avoid this the public could safely and only should purchase the television sets and component parts manufactured and sold by the defendants and not those of the plaintiffs."

Atwood Joins WBKB

Chicago—Lee Atwood, for the past three years advertising and sales promotion manager for RCA Victor, has joined the sales staff of WBKB. A cavalry troop commander in the Pacific during the war, and early in his career was a radio character actor.

WTVR Power Boost

Richmond—WTVR this week increased its video power to 12,160 watts. Event was marked by a special program which included a brief talk by Wilbur M. Havens, owner and general manager of the station.

EQUIPMENT

Named To Sales Staff

The appointment of two field sales representatives to handle growing television and broadcast sales in the West were announced this week by C. M. Lewis, Broadcast Field Sales Manager of the RCA Engineering Products Department. The men appointed were F. D. Meadows and M. R. Paglee. Mr. Meadows, formerly in Audio Equipment Sales at the Camden home office, will act as field representative for the territory south of Chicago, including St. Louis and Indianapolis, with headquarters in Chicago. Mr. Paglee has been assigned to the Dallas office, with a territory extending to the northeast to include the Tulsa, Memphis, and Jackson, Miss., areas.

AFCS Meeting Planned For Mar. 28-29 In Wash.

(Continued from Page 1)

photographic industries and members of the Armed Forces in attendance, will be held in Washington, D. C., March 28 and 29, it was announced yesterday by Brig. General David Sarnoff, president of the Association. Exhibitions and demonstrations arranged by the United States Navy will feature the 2-day meeting.

Wayne C. Coy, chairman of the Federal Communications Commission, and Capt. A. A. Burke, U. S. Navy, will be the principal speakers at a luncheon on Monday, March 28, at the Shoreham Hotel. Admiral Louis E. Denfield, Chief of Naval Operations, and General Sarnoff will speak at the Association's annual banquet in the evening of March 28.

'Lum And Abner' Join CBS Fold Of Radio-TV Stars

(Continued from Page 1)

p.m., under the sponsorship of General Motors Corporation, Frigidaire division. The CBS agreement with the team will become effective only when the stars' contractual affiliation with General Motors is terminated.

Named V.-P. of WKY

Election of P. A. Sugg to the office of vice-president and director of Radio Station WKY has been announced by E. K. Gaylord, president of the Oklahoma City organization. Sugg came to WKY over three years ago as manager, and will continue in that capacity. Directors of the company elected Sugg vice-president and director at a business meeting March 15.

Stork News

Columbia, S. C.—Mackie Quave, chief announcer at WIS, Columbia, is father of a daughter, Donna Kathleen, born St. Patrick's Day at Columbia Hospital.

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 March 11-17, 1949

TITLE	PUBLISHER
A Bluebird Singing In My Heart.....	Advanced
A Little Bird Told Me.....	Bourne
A Rosewood Spinnet.....	Shapiro-Bernstein
"A"—You're Adorable.....	Laurel
Always True To You In My Fashion.....	T. B. Harms
Brush Those Tears From Your Eyes.....	Leeds
Careless Hands.....	Melrose
Clancy Lowered The Boom.....	Kenmor
Coca Roca.....	United
Cruising Down The River.....	Henry Spitzer
Dreamer With A Penny.....	George Simon
Far Away Places.....	Laurel
Galway Bay.....	Leeds
I Couldn't Stay Away From You.....	Johnstone-Monte
If I Could Be With You.....	Remick
It's A Big Wide Wonderful World.....	Broadcast Music
I've Got My Love To Keep Me Warm.....	Berlin
Johnny Get Your Girl.....	Bourne
Just Reminiscing.....	Encore
Lavender Blue.....	Santly-Joy
Molly O'Reilly.....	Southern
My Dream Is Yours.....	Witmark
Once And For Always.....	Burke & Van Heusen
Powder Your Face With Sunshine.....	Lombardo
Red Roses For A Blue Lady.....	Mills
So In Love.....	T. B. Harms
Someone Like You.....	Harms
Sunflower.....	Famous
While The Angelus Was Ringing.....	Chas. K. Harris
You Was.....	Crystal

Second Group

TITLE	PUBLISHER
Are You Kissing Someone Else.....	Cavalier
As You Desire Me.....	Words & Music
Beyond The Purple Hills.....	Goldmine
Candy Kisses.....	Hill & Range
Down By The Station.....	American Academy
Everywhere You Go.....	Lombardo
Forever and Ever.....	Robbins
Green-Up Time.....	Chappell
I Don't See Me In Your Eyes Anymore.....	Laurel
I Got A Gal In Galveston.....	Republic
I Got Lucky In The Rain.....	Sam Fox
I Love You So Much It Hurts.....	Melody Lane
I Wish Somebody Cared Enough To Cry.....	London
Look Up.....	Patmar
My Darling, My Darling.....	E. H. Morris
Once In Love With Amy.....	E. H. Morris
Tara Talara Tala.....	Oxford
Underneath The Linden Tree.....	La Salle
Why Can't You Behave.....	T. B. Harms
You Say The Nicest Things Baby.....	Sam Fox
You You You Are The One.....	Campbell

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PROMOTION

Transit Radio Growing

Growth of Transit Radio as an advertising medium was demonstrated by the issuance last week of a compilation of 210 sponsors using time during February, according to Frank E. Pellegrin, national sales manager, Chicago. "One of the most encouraging factors to salesmen of the new medium is that many of these sponsors are new to radio," said Pellegrin. "Most of these newcomers are now attracted because of the counted, guaranteed audience delivered by Transit Radio and also by its low cost per thousand impressions. Another significant feature is the number of leading department stores and other large retail firms on this early list, many of them with substantial schedules.

Children's Book

With a promotion campaign geared to ABC's Breakfast Club, Philco Corporation which sponsors the 9:45 to 10 a.m., EST, portion of the program five times weekly, is offering a 20-page coloring book built around the adventures of "Alice In Philcoland," with the entire proceeds going to the March Of Dimes. Philco Corporation and its distributors have absorbed the entire cost of the printing and distributing the books which are offered at 10 cents each by Philco dealers. The book with color cover depicting fairyland characters in humorous situations will continue on sale through April 15, and Philco hopes to sell one million copies through some 25,000 dealers in every state in the nation.

Radio Stations Selected For Award Consideration

Radio stations nominated for the three gold medal awards presented annually by the National Board of Fire Underwriters for outstanding public service in fire prevention were announced yesterday. The stations are:

KONG, Alameda, Cal.; KNBC, San Francisco; KWG, Stockton, Cal.; WBRY, Waterbury, Conn.; WJAX, Jacksonville, Fla.; WTYS, Marianna, Fla.; WQXI, Atlanta, Ga.; KILX, Twin Falls, Idaho; WEOA, Evansville, Ind.; WOWO, Fort Wayne, Ind.; KFH, Wichita, Kans.; WAVE, Louisville, Ky.; WWL, New Orleans, La.; WLAM, Lewiston, Maine; WJEF, Grand Rapids, Mich.; WEBR, Buffalo, N. Y.; WNEV, New York City; WFNC, Fayetteville, N. C.; KDIX, Dickinson, N. D.; WING, Dayton, Ohio; KWON, Bartlesville, Okla.; KOOS, Coos Bay, Ore.; WIP, Philadelphia, Pa.; WISL, Shamokin, Pa.; KELO, Sioux Falls, S. D.; WATO, Oak Ridge, Tenn.; WTAR, Norfolk, Va.; WAUX, Waukesha, Wis.

Plan AFRA Antics

Chicago—The Chicago local of the American Federation of Radio Artists (AFRA) will present its annual Antics on Saturday, June 11, in the Grand Ballroom of the Sherman Hotel, proceeds to be used for the organization's sick and benefit fund. As part of the entertainment select group of Chicago radio actor will present a dramatized satire "TV or Not TV."



RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 46, NO. 57

NEW YORK, WEDNESDAY, MARCH 23, 1949

TEN CENTS

WEB EXPANDS TV FILM DISTRIBUTION

TV-Owners Will Get Full Value—Johnson

Washington Bureau of RADIO DAILY
Washington—Simultaneous ending of the freeze on TV and opening up of the UHF band for commercial exploitation is his objective, Senate Interstate Commerce Committee Chairman Edwin W. Johnson said yesterday. "Eventually, they'll probably have to close the present channels entirely," he added, "but that's so far off we don't have to worry about that now."

Johnson said there is bound to be obsolescence when the UHF is opened up, but that the sooner the
(Continued on Page 6)

Name Brinkley Gen'l Mgr., Of Three N. Y. Stations

Francis H. Brinkley, formerly vice-president and general manager of WILM, Wilmington, Del., has been appointed to the newly created post of managing director of WENE and WENE-FM, Binghamton-Endicott, N. Y.; WDOS and WDOS-FM, Oneonta, N. Y., and WVPO, Stroudsburg, Pa., James H. Ottaway, president of the companies announced yesterday. Stephen W. Ryder continues as manager of WENE and
(Continued on Page 3)

Major Program Shuffle Being Made At WMCA

Ted and Doris Steele will become the new "Mr. and Mrs. Music" team on WMCA, New York, replacing Bea Wain and Andre Baruch, with a two-and-a-half-hour morning show across the board, effective April 18. In another major program change, station is disbanding its 13-piece house band for several small
(Continued on Page 3)

New WISN Slogan

Millwaukee—WISN, Hearst outlet here, has adopted a new slogan, "Lis'n To WISN" which is being used as a recorded station break between all programs. Station breaks, running from 7 to 20 seconds, feature recorded voices of a male quartet or a girl trio. Slogan has been linked in rhythm with income tax. St. Patrick's Day and other themes.

Allen Producer By New Contract

Fred Allen is being given a guaranteed annual wage under his new contract under which NBC has the right to his exclusive radio and television appearances. Another major point of the contract is that Allen, in addition to doing his own show, will now serve NBC as an independent producer. While NBC announced that the comedian has wide latitude in deciding just what he wants to do after the end of this season, it's understood that the web, in return for its guarantee, is putting the pressure on Allen to come back in the fall when it enters the show-down battle with CBS.

Feltis Exits BMB; Baker Takes Over

Hugh Feltis, who originally planned to leave BMB April 15, stepped down from the president's chair yesterday and Dr. Kenneth Baker was designated acting president. Sudden development came during a meeting of the BMB executive committee. It was announced that Feltis
(Continued on Page 3)

Quinones To Speak At NAB Convention

Jose Ramon Quinones, president of WAPA, San Juan, P. R., has accepted an invitation to address the NAB convention during the Tuesday afternoon session, April 12, at
(Continued on Page 2)

Special Religious Program Set On Three Networks

Gregory Peck, Ida Lupino and Robert Montgomery will be starred in a three-network broadcast March 26 titled "One Great Hour" which is being aired in behalf of world relief. Quentin Reynolds is narrator of the program to be heard next Saturday, 10-11 p.m., EST, over ABC, CBS and MBS plus hundreds of independent stations. Broadcast will originate from Hollywood but will switch to Wash-

NBC Shows Its Kinescope Recording Equipment; Announces Coast Production Service

Panel Sessions Set For CCNY Conference

Four morning panel sessions of the annual Radio-Television Business Conference to be conducted by City College of New York March 30 will be led by moderators E. P. H. James, MBS; Murray B. Grabhorn, ABC; Seymour N. Siegel, WNYC; and James Nelson, NBC. The four panels they will moderate are research, sales, programming, and
(Continued on Page 6)

Eight ASCAP Directors Are Elected To Board

Eight of the 24 directors of ASCAP were reelected for a three-year term with the completion of the mail balloting yesterday. The eight are: writers, Fred Ahlert, Paul Cunningham, Oscar Hammer—
(Continued on Page 2)

WCBS Appoints Patt Advertising and SP Mgr.

Robert G. Patt, sales promotion and merchandising manager of WMGM, New York, for 10 years, has been appointed advertising and sales promotion manager for WCBS, it is announced by G. Richard Swift, general manager of the CBS key
(Continued on Page 3)

NBC production of kinescope recording film is greater, on an annual average, than the total production of the major motion picture studios, it was revealed last night by Carleton D. Smith, director of the web's TV operations. Speaking at a press demonstration of new
(Continued on Page 7)

500 MBS Affiliates To Meet In Chicago

The annual MBS meeting of more than 500 station owners and managers will be held at the Stevens Hotel in Chicago on April 10, it was announced yesterday by Earl M. Johnson, MBS v-p in charge of station relations and engineering.

The meeting, which starts at 4 p.m., CST, will center around discussions of daylight-saving time op-
(Continued on Page 2)

Philadelphia Station Covers Court Session

Taking microphones into a Philadelphia court room, WIP covered a Public Utilities Hearing last Friday which dealt with a petition of the Philadelphia Rapid Transit Companies for an emergency fare rise.

Microphones were placed on the
(Continued on Page 2)

Newscaster Honored

Sheldon Peterson, news and special events director at radio station KLZ, Denver, won the 1948 Denver Press club "award of merit" for outstanding radio newscasting. With the award plaque came a \$100 check. Denver press club judges said the award came for Peterson's recording of a murder case hearing and description of a factory fire.

RADIO DAILY



Vol. 46, No. 57 Wed., March 23, 1949 10 Cts.

JOHN W. ALICOATE : : Publisher

FRANK BURKE : : : : Editor

MARVIN KIRSCH : : Business Manager

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WEST COAST OFFICES

At Steen, Manager
6425 Hollywood Blvd., Phone: Gladstone 8436
WASHINGTON BUREAU
Andrew H. Older, 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

(March 22)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
ABC	8 1/8	8	8	1/4
Admiral Corp.	16 3/8	15 5/8	15 5/8	3/4
Am. Tel. & Tel.	146	145 7/8	146	1/8
CBS A	18 1/2	18 1/4	18 1/4	1/8
CBS B	18 1/2	18	18	3/8
Farnsworth T. & R.	1 1/4	1 1/8	1 1/8	1/8
Gen. Electric	37	36 5/8	37	1/4
Philco	31 1/2	30 3/4	31	3/8
RCA Common	12 1/2	11 5/8	11 3/4	1/2
RCA 1st pfd.	72 3/4	72 1/4	72 3/4	1/2
Westinghouse	23 3/4	23 3/8	23 1/2	3/8
Zenith Radio	29 1/4	29 1/8	29 1/4	1/4

OVER THE COUNTER

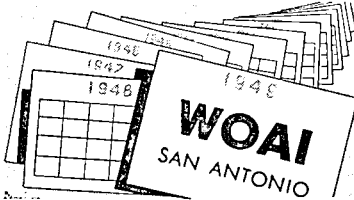
	Bid	Asked
DuMont Lab.	14 1/4	15 1/4
Stromberg-Carlson	13 1/4	14 3/4
U. S. Television	1/2	1
WCAO (Baltimore)	22	25
WJR (Detroit)	6 3/4	7 1/4

Eight ASCAP Directors Are Elected To Board

(Continued from Page 1)

stein, II and A. Wallace Kramer; publishers, Louis Bernstein, Saul H. Bourne, Herman Starr and Gustave Schirmer. Eight directors of the board of 24 members are elected by the membership each year.

INS has served



FOR 9 YEARS

★ COMING AND GOING ★

ALFRED M. TAURONEY, national sales manager of WWNY, Columbia network outlet in Watertown, N. Y., is in New York on business.

KATHRYN COLE, supervisor of the information department at NBC, is in Saratoga Springs, N. Y.

BENEDICT GIMBEL, JR., president of WIP, Philadelphia, will leave April 7 for Chicago to attend the meeting of the Mutual network's board of directors. He'll be back in the Quaker City about a week later.

FRED BATE, night executive officer in New York for NBC, yesterday went out to Mincola, L. I., where he addressed the Kiwanis Club on the subject, "International Relations in Broadcasting."

LES TREMAYNE has returned from Philadelphia with the cast of "Detective Story." He'll be heard in "The Falcon" Sunday over WOR.

ADDISON AMOR, of NBC's Radio Recording division, will leave today for an NAB meeting in Boston.

LOUIS MANDEL, manager and agent for Larry Parks, Betty Garrett and others, is on a business trip to Hollywood.

ARCH ROBB, JIM KOVACK and PAUL HARRISON, all of the NBC production department, leaving for Hot Springs, Va., originating point of the program which the network has planned for the Spring meeting of the Association of National Advertisers. Henry Morgan will be emcee.

GEORGE KLAYER, of CBS Radio Sales, is in Philadelphia on business.

EWING C. KELLY, general manager of KCRA, Sacramento, Cal., is in New York for conferences with NBC executives.

500 MBS Affiliates To Meet In Chicago

(Continued from Page 1)

erations, program operations and network television plans. Participating in the one-day of sessions will be: MBS prexy Edgar Kobak, v-p A. A. Schechter, v-p Ade Hult, v-p E. P. H. James, controller James E. Wallen and MBS station relations execs.

WGN manager Frank P. Schreiber will conduct a television seminar, beginning at 8:15 p.m., CST. Other speakers at the TV session will be: program director Jay Faraghan and engineering director Carl J. Meyers, both of WGN.

The MBS Board of Directors meeting has been scheduled for Chicago on April 8.

10 YEARS AGO TODAY

From the Files of Radio Daily

Canadian Independent stations applied to the Board of Governors of CBC for permission to form a chain of their own. . . . In the process of negotiation are several deals between NBC and major film companies, by terms of which latter are to supply features and shorts for television programs at the World's Fair. . . . WCAU's international station to Europe, W3XAU, will be increased five hours weekly. . . . The United Press added 12 new station subscribers.

I. E. SHOWERMAN, vice-president of NBC in charge of the Chicago office, is spending a few days in Gotham.

WELLS CHURCH, director of news broadcasts for CBS, has returned from St. Petersburg, Fla., where he spent a vacation of two weeks.

W. C. SWARTLEY, station manager of WBZ, Boston, was a visitor Monday at the New York offices of NBC, with which the station is affiliated.

FRED WOOD, general manager of WWBZ, Vineland, N. J., is back from Bermuda, where he spent a short vacation.

FLETCHER WILEY, general manager of the Housewives Protective League on CBS, has left his West Coast offices for three weeks in Chicago and New York.

JACK BANNER and ED GREIF, publicists, are back from Miami and Palm Beach, where they spent 10 days on business.

PETER DONALD has returned from Atlantic City and now is setting the stage for his new American network program, "Talk Your Way Out of It," which will make its debut Mar. 30.

BERT LOWN, vice-president and director of station relations for the Associated Program Service, has returned from a month-long trip to Alabama, Louisiana, Oklahoma and Mexico City.

ANDY RUSSELL tomorrow will arrive by plane from the West Coast.

SHERLING OLIVER, producer of "The Wren's Nest" on ABC-TV, has returned from a vacation in Florida.

FRANKIE LAINE leaves New York via United Airlines today for Salt Lake City.

Quinones Will Speak At Convention Of NAB

(Continued from Page 1)

the Hotel Stevens in Chicago. Senor Quinones, as one of the organizers of the Puerto Rican Broadcasters Association, has been active in the private broadcasters crusade against government entry into commercial radio in Puerto Rico. He recently addressed the Radio Executives Club of New York City and also was a guest of the Export Advertising Club.

Philadelphia Station Covers Court Session

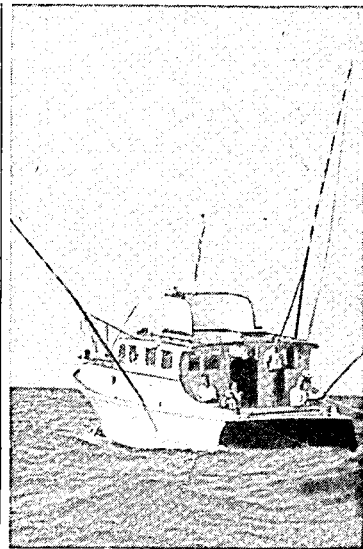
(Continued from Page 1)

judge's bench, before examiner Jay Eisman and the witness box, by Sam Serota, special events director of WIP. A traveling mike was used for comment by Serota in the pickup of background color.

WIP claimed it was the first time a radio station had microphones inside a court room in the city of Philadelphia.

"June Moon" On ABC

"June Moon," the Ring Lardner-George S. Kaufman hit play of 1929, will be produced by Theater Guild on ABC Sunday, March 27, at 9:30 p.m., EST. Principal roles in the play about a young naive Montana song writer who seeks fame along New York's Tin Pan Alley will be handled by June Havoc, Eddie Albert, Kenny Delmar and Sam Levine.



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.



W-I-T-H

Baltimore 3, Maryland

TOM TINSLEY, President
Represented by Headley-Reed

Feltis Exits BMB; Baker Takes Over

(Continued from Page 1)

is leaving immediately to take over as general manager of King, Seattle. It was believed to be more than just a coincidence that the announcement of Feltis's immediate departure came not from BMB but from Frederic R. Gamble's 4-A headquarters. Gamble, president of the 4-A's, is a member of BMB's executive committee. All inquiries made to the BMB office late yesterday were referred to the 4-A's.



BAKER

While Feltis' exit came over three weeks ahead of the original plan, it was considered that he had completed all arrangements for continuation of the Second Study and that following the end of two weeks ago he was pretty much on a stand-by basis.

Baker, who is research director for NAB, came into BMB early in January when John Churchill resigned as director of research.

Csida Joining RCA

Joe Csida, general manager of the New York office of The BMB and its successor, has announced he is joining RCA. He will be in charge of public relations of RCA-Victor. Csida, N. J. Csida and his wife live in the city and are married and have three children. He has been in BMB since 1938.

Sheldon Signed By ABC

Harold Sheldon, general manager of the New York office of the ABC, has signed by ABC. He will be in charge of public relations of ABC. Sheldon, N. J. Sheldon and his wife live in the city and are married and have three children. He has been in ABC since 1938.

Irene Dunne On DuPont Show

Irene Dunne, actress, will appear on the DuPont Show. She will be in charge of public relations of DuPont. Dunne, N. J. Dunne and her husband live in the city and are married and have three children. She has been in DuPont since 1938.

Major Program Shuffle Being Made At WMCA

(Continued from Page 1)

instrumental units, the total number of staff musicians remaining the same. This move is viewed to be in strict accord with the economic streamlining the station has been undergoing in recent weeks.

Ted Steele and his wife Doris will be heard daily from 9:15-11:45 a.m. They take over the 45-minute period now occupied by Duke Ellington. Mrs. Steele, who has been connected with the copy and production departments at various agencies and is producer of her husband's television show, will be used strictly for woman-appeal commercials. Steele also plans to organize a quartet for his show.

Musical conductors hired to provide WMCA with several live music programs throughout the day are Merle Pitt, Rufus Smith, Jerry Shard and Johnny Guarneri. Pitt will lead a quintet, starting April 4, under the banner of "Five Shades of Blue." Unit will fill two quarter-hour strips across the board, probably 1:30 p.m. and 7:45 p.m.

Smith, an arranger-conductor, will form a novelty quartet while a quintet conducted by Shard will round out the new musical setup. Guarneri's quintet is scheduled for a 15-minute strip at 12:30 p.m.

Name Brinkley Gen'l Mgr. Of Three N. Y. Stations

(Continued from Page 1)

WENE-FM, Walton Deming as manager of WDOS and WDOS-FM and Edna Hill of WVPO.

Prior to becoming general manager of WJLM, Brinkley was assistant district manager of the Vick Chemical Company and specialized in radio activities. He joined Vick's in Great Neck, N. C., upon graduation from Duke University and was transferred later to the executive office in New York. In his new post Brinkley will be based at Radio City, N. Y.

Wedding Bells

Married Mrs. J. Raymond of the city, and her husband, J. Raymond, of the city, are the bride and groom in a wedding ceremony. The ceremony was held at the city hall. The bride is the daughter of Mr. and Mrs. J. Raymond of the city. The groom is the son of Mr. and Mrs. J. Raymond of the city. The ceremony was officiated by Rev. J. Raymond of the city. The bride and groom were accompanied by their parents and other relatives. The reception was held at the city hall.

Civic Leader

Mr. J. Raymond, civic leader, has been elected to the city council. He will be in charge of public relations of the city. Raymond, N. J. Raymond and his wife live in the city and are married and have three children. He has been in the city since 1938.

WCBS Appoints Patt Advertising and SP Mgr.

(Continued from Page 1)

station. Patt succeeds Jules Dundes who is switching to KQW, San Francisco.

Patt joined WMGM—at that time WHN—in 1939. Prior to coming to New York he was associated with Campbell-Ewald Co., Detroit. The new WCBS executive was born in Kansas City and is a graduate of the University of Kansas. No announcement has been made as to Patt's replacement at WMGM.

Special Ohio News Prog. Featured By 20 Stations

Twenty stations of the Standard Network in Ohio are participating in the production of a special state news round-up called "Ohio-Go-Round" which is broadcast from Columbus, Monday through Friday, 7:15 to 7:30 p.m. Bob French, veteran Ohio newsman, announces the newscast and it originates with WVKO, Columbus. Plans call for extending the program to other stations in the Ohio area.

Stork News

Ottawa, Ont.—Reginald "Reg" N. H. Beach, publicity director of CKCO, Ottawa, is the father of a boy, Noel Jeffrey Wayne, born March 14 to Mrs. Beach at the Ottawa Civic Hospital.

Three Webs Carrying Religious Program

(Continued from Page 1)

which handled "Great Scenes From Great Plays" for the Episcopal Church over MBS, is the agency producing "One Great Hour." Al Ward is directing the program. Show is written by Robert Sherwood and Erik Barnouw. It will dramatize the life of people in Europe and Asia and will show how the work of America's churches helps to meet their needs.

Mystery Writer Awards To Be Presented Apr. 19

The fourth annual Edgar Allen Poe Awards of the Mystery Writers of America will be presented to six persons who have contributed "most outstandingly" in six different fields of chiller-enjoyment at the organization's dinner, April 19, at the Henry Hudson Hotel.

Four of the 21 nominations for the "Edgars" are in the category of "The Best Radio Mystery Program," i.e.: "Cabin B-13," "Crime Photographer," "Inner Sanctum," and "Mysterious Traveller." The first three are CBS shows while the fourth program is aired by MBS. The regular writer of the winning program and the network will be presented with "Edgars."

Sockets

Electrical sockets, that is! In the 59-county WOWO area, 70 percent of farm homes are electrified... compared with a national average of 46.3 percent. And remember... WOWO's farm homes are way over par in plumbing and telephone installations, too. Your program on WOWO reaches an audience more eager to listen, better able to buy, in city and country alike! To get results in the great Midwest, get on WOWO now! For details, call Paul Mills at WOWO, or Free & Peters.

WOWO

FORT WAYNE
ABC
AFFILIATE

WESTINGHOUSE RADIO STATIONS Inc
NEW YORK • CHICAGO • PHOENIX • WASH. • PITTS. • BOSTON • BALTIMORE
CINCINNATI • CLEVELAND • DETROIT • INDIANAPOLIS • KANSAS CITY
LOUISVILLE • MEMPHIS • MILWAUKEE • MINNEAPOLIS • OMAHA
PORTLAND • RICHMOND • ST. LOUIS • ST. PETERSBURG • TAMPA

KGW-KGW-FM
PORTLAND, OREGON
COMPLETE SCHEDULE
SIMULTANEOUS SERVICE

AGENCIES

JOHNS BLAIR & COMPANY has been engaged as exclusive national representatives for KWFT, Wichita Falls, Texas, and KEPO, El Paso, Texas, it has been made known jointly here by Kenyon Brown, president and general manager of KWFT, and Willard Kline, general manager of KFPO. The appointment is to become effective April 1, 1949. KWFT, the CBS outlet for the Wichita Falls area, operates with 5000 watts full time on 620 kc. KEPO, operating with 5000 watts full time, is an ABC affiliate.

ALFRED V. HANSEN has joined the copy staff of Erwin, Wasey & Co. in Los Angeles. Hansen most recently was copy chief for C. J. LaRoche in California, and prior to that was with J. Walter Thompson, N. W. Ayer and for nine years was with Young & Rubicam, Inc. in their New York office.

THE WALKER COMPANY has taken over the representation of WGEN, Quincy, Ill.

FINAL PLANS were completed this week for the Eastern Conference of Women's Advertising Clubs, to be held in Philadelphia on April 2nd and 3rd, it was announced by Miss Nellie E. Quirk, general chairman of arrangements for the Philadelphia Club of Advertising Women, the 'hostess' Ad-Club. The two-day conference, to be held at the Hotel Warwick, will bring together representatives of more than 20 visiting advertising clubs from the eastern seaboard, who will benefit by a stimulating exchange of experiences and ideas.

Junior Town Meet Debate

Four winners of the nationwide Junior Town Meeting Talent quest held among American high school students will participate in the eighth annual student broadcast of America's Town Meeting on Tuesday, March 29, 8:30 to 9:30 p.m., EST, over the ABC network.

George V. Allen, assistant Secretary of State and former Ambassador to Iran, will also be heard. The students will debate on the subject of "What Does Democracy Really Mean."

1906 *Henri* 1949

Henri
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. . . !

● ● ● In order to have a showcase for new properties they want to try on the air, NBC is opening up the 11:30 to midnight time Mondays through Fridays later in the season. (Looks like a flock of mysteries will be put on in that slot). . . Frank Stanton, CBS prexy, has booked reservations for a European vacation and plans to sail on the 20th of April. Coincidentally enough, the sailing date falls on the same day the CBS board meets in N.Y. . . . WOR has rented TV studios at ABC's 66th Street bldg. . . . Collier's mag readying a special article on what farmers think of TV. . . . Ann Rutherford, a brunette, signed to succeed Penny Singleton in the "Blondie" series. . . . Bev Kelley, the fabulous publicist, wires us from Miami that Burt Lancaster, H'wood's favorite he-man, will return to his first love—the big top—when he opens in an acrobatic act with the Cole Bros. Circus in Louisville, Ky., April 14th for a four-week date. . . . Did that ciggie outfit drop that femme singer on account of listener gripes at some of the commentating? . . . Peter Donald, telling of a crumb comic at LeCaviar, laughed and cracked: "He's tickled silly when his phone wire is tapped. It's the only way he ever gets any listeners!"

★ ★ ★ ★

● ● ● CBS may not know it, but they're making a lot of people (besides NBC) unhappy by their raids on the latter's talent. Ben Gross, dean of radio eds, has been getting a pile of mail from listeners in various parts of the country complaining that they can only get NBC affiliates on their sets and are now missing out on the shows that have switched over to Columbia. C'est la guerre!

★ ★ ★ ★

● ● ● **AROUND TOWN:** Herb Sheldon knows a femme on TV who's got such a terrible map that Rand-McNally have been picketing her. . . . That enterprising duo, Wilbur Stark and Jerry Layton, have done it again. NBC has just signed an option with them for "Sweepstakes," a giveaway series, which may get the coveted Sunday 7 to 8 p.m. slot opposite I. Benny and Amos 'n' Andy. . . . Lou Cowan's "Stop the Music" ann'y party at 21 Club Monday brought out the ABC brass, trade press plus the usual sprinkling of gate crashers. (Party gimmick was a "Stop the Music" contest with prizes including a dust mop, a hunk of lead pipe and an order for a manicure for 2 fingers). . . . Radio-Television's Lamplighters illuminating the midnight hour with a guest appearance tonight at Bradley's Chez Moi. . . . Arthur Godfrey spent five minutes on his ayem show raving about another net's TV show, "American Minstrels," produced by Jack Rubin. . . . Mary Margaret McBride profiled in the April issue of Woman's Home Companion.

★ ★ ★ ★

● ● ● **THE MORNING MAIL:** "Dear Sid," writes Ade Kahn. "Those nice words Hal Davis wrote, which you printed, praising the town's press agents, of which I'm one, were very easy on the orbs. I might add that Mr. Davis is no slouch himself in this hectic field—quite the opposite. In fact, I might sum up that to be a good press agent these days, you have to work like Hal!"

★ ★ ★ ★

● ● ● In the NBC grab-bag of shows available for sponsorship is an audition platter of a bright little comedy series tagged "They Live In Brooklyn," based on Nick Cosantino's well-known B'way play, "Moon Over Mulberry St." Young Robby McCarthy, in the series, is ably portrayed by one of radio's busiest young juveniles, Jack Lloyd. For any other performer, the role would be a straight juve assignment—but for Lloyd it comes under the heading of "character part." Jack, who portrays the "all-American" boy on some of our biggest shows, arrived in this country from his native Holland just a little over 10 years ago with a vocabulary you could put on a three-cent stamp.

BEHIND THE MIKE

WHOM'S 5 kw. Club to sponsor scholarship benefit show at Brooklyn's Academy of Music late next month. Proceeds will be used to provide scholarships for deserving students at Columbia University.

Televsual talents of Doris Storm, who guested on "Meet the Expert" via WNBT the other day, being saluted around Video Row.

Bernice Green, the publicity gal, weds Stanley Steel Co. exec, Bernard Helfand, April 3rd.

Johnny Desmond's Sunday night Mutual ainer for Ronson renewed for another 13 weeks.

Al Schacht completing plans for a new weekly radio sports show to emanate from his E. 52nd St. restaurant in mid-April.

For their initial broadcast April 18th as WMCA's new "Mr. and Mrs. Music" team, Ted Steele and his wife, Doris Brooks, are collecting rare platters of famous husband-and-wife teams of the past. In particular, they're hunting for a duo-recording by Jack Norworth and Nora Bayes. (Why don't they just ask Joe Franklin?)

Loring Smith has been given a permanent role in Grace & Paul Hartman's TV series. He appears as Grace's annoying brother in the weekly scripts.

John Griggs re-elected veepee of the American Rocket Society.

It's a baby girl at the Ed Stokes (He's the WMGM announcer).

Patsy Kelly and Fred Keating still packing them in at Spivy's.

That Kentucky gal, Toney Terry Hatfield, whose easy-goin' style in commenting on the news has been heard Sunday afternoons over WMCA, switched to WINS starting Feb. 21st.

"Career Clinic" Series

Job possibilities in radio and television will be discussed tonight Wednesday, over WNYC at 8:30 p.m. as part of a new weekly "Career Clinic" series. Dr. Robert A. Love, director of the City College School of Business, Evening and Extension Division, serves as moderator.

ADVERTISING — SALES PROMOTION MANAGER

Young, capable, proven background of 12 years, agency, radio and television experience. Lots of samples . . . excellent references. Available immediately. Write

Box No. 222, RADIO DAILY
1501 Broadway N. Y. 18

Convention Advertising *with Impact of Today's News Today*

1,800 copies of *Radio Daily* will be delivered by hand daily to the 27th annual convention of the *National Association of Broadcasters* at the *Stevens Hotel, Chicago, April 6th to 13th*. This means your advertisement will get full display during the convention's coverage as well as the regular circulation of the industry's daily newspaper.

Get Your Convention Message Across day and date with spot news coverage of the Engineering and Management Conferences.

Advertising forms close for all RADIO DAILY convention issues on April 1st

Panel Sessions Set For CCNY Conference

(Continued from Page 1)

publicity and promotion, respectively.

Over-all theme of the one-day conference, to be held at the Hotel Roosevelt, is "Expanded Opportunities in Radio and Television." Morning session opens at 10 a. m. with practical discussions on the future opportunities and problems faced in the four segments of radio and TV being analyzed. The panels will report their findings to the afternoon session which begins at 2:30 p. m.

The complete panels in each category are:

Research: David E. Moser, assistant director, Evening and Extension Division, City College School of Business, chairman; E. P. H. James, vice-president, Mutual Broadcasting System, moderator; Oscar Katz, CBS; Ed Evans, ABC; Kenneth Baker, NAB; Peter Langhoff, Young & Rubicam; and Samuel Northcross, Audience Research Incorporated.

Station Rep Included

Sales: Earl Ryan, Supervisor of Radio and Television Courses, City College School of Business, chairman; M. B. Grabhorn, vice-president, American Broadcasting Company, moderator; Lewis H. Avery, station representative; George Frey, NBC; Ralph Weil, WOV; Eugene S. Thomas, WOIC; and David N. Sutton, CBS.

Programming: Seymour N. Siegel, director of communications, New York City, chairman and moderator; Ted Cott, WNEW; Richard W. Hubbell, Television Consultant; John L. Sinn, Frederick W. Ziv Co.; Leslie T. Harris, Benton & Bowles; Morgan Ryan, ABC; and Tony Kraber, WAED.

Promotion and Publicity: William P. Pettit, director of public information, Evening and Extension Division, City College School of Business, chairman; James Nelson, director of advertising and promotion, NBC, moderator; Miss Wauhila LaHay, N. W. Ayer & Son; Earl E. Ferris; Louis Hausman, CBS; Jo Ranson, WMGM; and Frank Young, WPIX.

New WIL Transmitter

St. Louis — Station WIL commenced regular operation on March 16th with 5,000 watts, fulltime, on 1430 kilocycles. Station's new transmitter site is at North Dupo, Illinois, with studios in the Melbourne Hotel, St. Louis. Transmitter is the latest type Gates 5 K.W. installation, with four Wincharger antenna towers set in a directionalized array over St. Louis.

FOR TOP HOOPER EATING

find man-size portions of delicious food at every meal in HOWIE'S, where the club-luncheons start at 85¢! Man-size drinks, too, in the YUM YUM Cocktail lounge.

HOWIE'S

6th Avenue at 52nd Street

ADVT.

SOUTHWEST SIDELIGHTS

MURRAY COX, WFAA, Dallas, Farm Director will be host to the Southwest Regional Convention of Radio Farm Directors. The Southwest Regional District includes Oklahoma, Texas, Arkansas, Louisiana, Kentucky, Tennessee, Alabama, New Mexico, Mississippi and Colorado.

Frank Harting, former Dallas newspaperman, has been appointed assistant to Myron P. Kirk, executive of the Kudner Agency, producer of television programs.

It was believed that Texas citizens would continue to pay a two per cent state tax on the purchase of new radios. A bill introduced to repeal the tax has been "submerged." Last year radio taxes brought the state treasury in some \$1,364,934.

Application has been submitted by KRGV, Weslaco, to the FCC for an increase in operating power. Request would boost the power from 1,000 to 5,000 watts.

David Russell, associate professor of speech at Southern Methodist University will discuss the new Poetry Book of the Month Club which was recently organized in Dallas when he visits Julie Bennell, "News Concerning Women" commentator over WFAA and WFAA-FM, Dallas. The program is to be heard at a new time starting this week moving from 10:00 a. m. to 1:00 p. m.

Bill Shomette, WOAI, San Antonio Farm and Ranch Director, is attending the convention of the Texas and Southwestern Cattle Raisers' Association in Houston to make tape recordings of interviews to be played on his weekly "The Roving Banker" program heard each Saturday.

Alec Chesser, program director of KITE, San Antonio, has announced that the outlet will present a weekly series of broadcasts in Education by Radio to be aired in cooperation with the San Antonio Junior League. All local schools are equipped with radios and will receive the broadcast. Approval for this has been obtained from the local school board. Airings will be directed at the 4 to 5 age groups. Discussion manuals, maps and guide books will be furnished the teachers by the League.

"Dick West Reports" will observe its first year on the air this Sunday on WFAA and WFAA-FM, Dallas. West is an editorial writer for the Dallas Morning News and discusses news topics of the day and ties them in with letters from readers of the News.

Jack Shoemaker, news analyst heard over KONO, San Antonio, has returned with his nightly commentary following an absence of several months. He will be heard at 7:15 p. m.

The Marshall Webb, Co., San Antonio air conditioning unit sales and service organization, has signed for

a 52-week contract to air the "Cavalcade of Music" each week over KTSA, San Antonio. This makes the eighth program sold by the KTSA sales staff since the first of the year. A total of seven local programs and one national program has been sold and eight local and national spot campaigns are under way on the outlet.

KCFM, Cuero, took to the air recently. Outlet will operate daytime hours with 500 watts on 1600 kilocycles. A. M. Respondek is general manager of the outlet which is the first for the city.

The Home Furniture Co. of Dallas are sponsors of "Music by Martin" each Saturday morning for a half hour over KRLD, Dallas. Transcribed program features Freddie Martin's Band, The Martin Men and Glen Hughes, vocalist.

Charles Balthrope, owner and manager of KITE, San Antonio, has introduced the "KITE Record-a-phone" to local listeners. The device enables the recording of both sides of a telephone conversation. The unit is being used in presenting actual interviews by Glen Krueger, KITE news editor, with local names in the news.

Foes of the Gilmer-Aiken school reorganization plan now before the lawmakers at Austin, have announced that they plan to take to the air on a state-wide network to fight the proposal.

Evelyn Oppenheimer, prominent Dallas book reviewer who appears on local outlets, will be interviewed and discuss her profession with Mrs. Tim Healy over KLIF, Dallas.

Harold Carr, program director for KABC, San Antonio, has resigned his post. No replacement has been named as yet.

A complete coverage of the premiere of "Bad Boy" at the Majestic in Dallas was given over WRR, Dallas. A special stand was erected in front of the theater and stars of the film here for the premiere from Hollywood as well as Interstate Theater officials, Variety Club officers and local dignitaries were interviewed.

"Bright Remarks"

"Radio people are retrenching because of television!"
"Movie moguls see short frankensteins making faces at 'em on television!"

"Television's getting a bigger build-up from fear than from programs!"

Bob Bright

TV-Owners Will Get Full Value—Johnson

(Continued from Page 1)

shift gets under way the lighter will be the effect upon set-owners and TV licensees. When pressure for the channels force the eventual withdrawal of the current TV channels entirely, he added, many sets will be not obsolescent but actually obsolete. This will not happen, he believes, until the owners of these sets have had their money's worth, and more, from them.

The Senator said he has no legislation in mind now on the TV question, and that he thinks the FCC can work out the allocation and licensing problem within the framework of present law.

Multiple-ownership regulations should probably be retained, he said, even when the UHF is opened up, but he believes such matters as whether motion picture companies with records of anti-trust violations should be permitted into TV will become unimportant. "There is bound to be less monopoly if we have more channels," he said.

Johnson would give broadcasters preference over all applicants today, he said, because of their "historical rights."

Owen Promoted At WCAU

Carl Owen, veteran broadcaster and a member of the WCAU staff for the past eight years, has been named assistant commercial manager of the WCAU stations. In disclosing Mr. Owen's appointment as his assistant, Alex Rosenman, WCAU and WCAU-TV commercial manager, revealed that Owen will assist in administrative matters of AM and TV while James F. Coyle, assistant commercial manager since 1943, will concentrate his activities in sales of both media.



NEW

AUDIO-MASTER '49

The MOST COMPLETE HIGH FIDELITY PLAYBACK MACHINE

Plays 78 and 33-1/3 rpm up to 17 1/2"—Only 15 pounds—Sturdy wood case—6 inch speaker—Featherweight pick-up — low-priced at \$57.50
Rugged motor — Wow-free reproduction — No needle AC only noise — 90 day guarantee. AC-DC Model \$77.50 Microgroove, add \$10 All prices F.O.B. factory

The AUDIO-MASTER Co.
425 Fifth Ave. • N.Y.C. 16 • MU. 4-6474

TELEVISION DAILY

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

NBC FILM OUTPUT AT NEW HIGH

TELE TOPICS

FROM LONDON comes word that the BBC is experimenting this week with a camera installation aboard a launch to be used this Saturday to provide start-to-finish of the Oxford-Cambridge boat race. Equipment has been set up on the bank of the river at several points along the route to pick up the signals from the launch and relay them, through special Post Office lines, to Broadcasting House and then to the Alexandra Palace transmitter. To offset the vibration of the boat's engine, a special insulating mounting will be used on the telephoto lens. The problem of a power supply for the camera seems to have been solved by the use of a modified petrol electric generator with a quiet exhaust, so that the announcer will not be drowned out. In addition, seven land-based cameras will be used—at start, finish and other vantage points—thus setting a BBC record for coverage of a single event.

ONE OF THE BEST press releases to cross this desk in a long while comes from WMAR-TV and describes the station's coverage of a ten-man free-for-all wrestling match. Instead of the regular commentary, excerpts from Tennyson's "Idylls of the King" were read and portions of Wagner's "Ride of the Valkyries" provided the musical background. "While the wrestlers flung each other about the ring," the handout reads, "the announcer read lines describing knights going into battle. . . . As the listener heard of Launcelot's gallant deeds, he saw a total of nearly 2,500 pounds of flabby, half-clad human flesh being thrown around the ring with beefy abandon. The final scene of the feature showed the ten behemoths committing various forms of bizarre mayhem on one another while the announcer read, 'And cryings for the light, moans of the dying, and voices of the dead. So all day long the noise of battle rolled.'"

VICTOR RATNER, CBS promotion veepee, really gave his all as producer of the web's film, "Television Today." Appearing in the movie are dancer Letitia Ide, in private life Mrs. Ratner; Stefani Ratner, their 11-year-old daughter, and "Chips," the family dog. Locale of several sequences was the Ratner's Manhattan home. . . . As a result of her appearance on "Hollywood Screen Test" over ABC this week, Jean McBride was signed for Bryan Foy's new Eagle-Lion feature, "Port of New York." She's the third actor to land a screen pact because of the show. . . . Paul Winchell has licensed a manufacturer to make hand puppets of Jerry Mahoney. . . . Henry Morley, of Dynamic Films, has been named co-chairman of the NTFC production committee and will preside over the group during the current illness of chairman Jack Glenn.

Annual Production Of Kinescope Recordings Now Exceeds Output Of Major Movie Studios, Smith Says At Showing Of New Equipment

(Continued from Page 1)

recording equipment at Radio City, Smith said the operation has increased by over 100 per cent since January and saw a comparable 100 per cent boost from November, 1948, to January. The web now syndicates 28 programs a week, with the total often reaching 30 hours.



SMITH

Total output by the major pix producers, Smith said, was 369 features, or 550 hours, during 1948. NBC, he said, is producing almost 700 hours a year. An average of 223 prints a week are shipped by the net to stations throughout the country.

At the demonstration last night, newsmen saw one of the four recording cameras switched on at the beginning of "Texaco Star Theater" at 8 p.m., and when the show went off at 9, they saw the recorded version of the program.

NBC's new equipment, installed at a cost of \$250,000, includes four recording cameras, two of which employ the double system (sound track and picture made separately) only. The other two use either the double or single system (sound and picture recorded on same film.)

N. Ray Kelly, assistant director of the film division, is in charge of the recording operation, assisted by Frank C. Lepore and Victor Borsodi;

technical supervisor is Herbert DeGroot.

Kelly said the web uses two developers for processing, one for the picture, the other for the sound track. Processing time for single system is two to one—a half-hour for each 15 minutes of program time. Time for double system is slightly longer.

According to O. B. Hanson, NBC engineering veepee, only one experimental recording a week was being made a year ago. By the end of 1948, he said, a total of 3,500,000 feet of 16 mm. film was used. This year's total is expected to be four or five times as great, he added.

In addition, the net is now installing a recording studio at its KNBH, Hollywood, with three cameras, all equipped for single or double system. The studio will be ready for operation within a month, it was said. Its first use probably will be a new show starring actress-columnist Hedda Hopper. Program will be the first network program to originate from a city not on the cable.

Radio Reports Adds TV In Detroit, Los Angeles

Radio Reports, Inc., which has been covering TV in New York for some time, has inaugurated video service in its Detroit and Los Angeles offices, it was announced yesterday by Edward F. Loomis, president. Tele coverage will be expanded soon to Washington, Chicago, New England and Philadelphia, he added.

Redmond Named Dir. Of CBS-TV Operations

Richard J. Redmond, for the past 13 months assistant to CBS veepee in charge of tele, J. L. Van Volkenburg, has been named director of TV operations for the web, it was announced yesterday by Van Volkenburg.

Redmond's assignment is a newly created one, aimed at more complete departmental coordination and more efficient overall operation. It does not replace any present operational function.

"In the position," according to Van Volkenburg, "Mr. Redmond will work in conjunction with Messrs. Charles Underhill (programs), David Sutton (sales), and Henry Grossman (technical and building operations) in laying out procedures for and supervising everything except sales, creative programming and technical and building operations."

Redmond was in radio for almost a decade before entering military service in 1942. A native New Yorker and a graduate of Hamilton College, class of '33, he was associated with the sales promotion and research departments of CBS from 1934 through 1938, after which he was with Mutual in promotion, advertising and research until entering service.

Moore Operations Chief For NBC-TV, Chicago

Chicago—Paul J. Moore, an NBC engineering staffer here for almost 20 years, has been named TV operation supervisor for the web's central division, it was announced yesterday by H. C. Lutgens, chief engineer.

Moore replaces Charles L. Townsend, who has been transferred to New York as technical film director for NBC there.

A graduate of the University of Oklahoma, Moore served with the Army Signal Corps during the war and was discharged with the rank of lieutenant colonel.

All-Mirror Set Unveiled

An all-mirror receiver with 15-inch glass tube is now being delivered by Sightmaster Corp., it was announced yesterday by Michael L. Kaplan, president of the firm. Named the "Pandora 15," the set has safety glass mirror for sides and the Sightmirror on the viewing side. Retail price is \$875.

Press-Time Paragraphs

Urge Review Of Fox Trust Record

Washington—The Massachusetts Broadcasting Company told the FCC at the week-end that the issues in the Boston TV hearings should be enlarged to include the anti-trust record of 20th Century-Fox, and urged that the Commission deny the Fox petition of a week earlier for a declaratory judgment on the anti-trust issue. The company is not entitled to the declaratory judgment, said the new petition, because the case does not line up with the limited legal requirements for declaratory judgment. In the event a declaratory ruling is granted, the petition added, Massachusetts Broadcasting wants an extension of time in which to reply.

Bolles Named WKRC-TV Program Chief

Cincinnati—Appointment of Joe Bolles as program director of WKRC-TV, which goes on the air here April 4, was announced yesterday by Hulbert Taft, Jr., managing director. For 15 years a specialist in market development, Bolles has produced industrial films, radio shows and theatrical presentations.

NEW BUSINESS

WMAQ, Chicago: A brisk business week reported by WMAQ includes 170 station breaks and 28 one-minute announcements from eight clients. Sinclair Refining Corp., through the Hixson-O'Donnell agency, contracted for three station breaks weekly for eight weeks starting March 23; Bell & Howell Co., through Henri, Hurst & McDonald, contracted for one station break a week for 26 weeks from March 17; the SOS Co., through McCann-Erickson, Inc., ordered three station breaks per week for 13 weeks effective April 4; Cleveland Cleaner & Paste Co., through Bayless-Kerr Co., two station breaks weekly for four weeks starting March 29; Hudson Motor Car Co., through Brooke, Smith, French & Dorrance, three station breaks and two one-minute announcements to be aired between March 21 and 27; National Red Cherry Institute, through Western Advertising Agency, one-minute announcements to be aired five weekly for four weeks on the "Early Bird" program, starting March 10; Capper Publications, through the Buchen Co., three one-minute announcements per week on the "Early Bird" program for two weeks starting March 16.

WCCO, Minneapolis: The F. W. Fitch Company has purchased "Time Out For Sports," 10:25-10:30 p.m., Sunday, Monday, Wednesday and Friday. Contract is for 26 weeks. Agency for the account is Campbell-Mithun, Chicago. The Our Own Hardware Company bought a quarter-hour 8:45-9:00 a.m., Monday through Friday. Program is called "Our Own Bob," and features Bob De Haven, emcee, Sally Foster and Hal Garvin, vocalists. Contract is for 13 weeks period, ending June 10, 1949. Agency: Campbell-Mithun, Inc.

Indiana Association Reelects All Officers

Indianapolis—Present officers and members of the board of directors of the Association of Indiana Broadcasters were re-elected at a recent meeting of the association held at the Columbia Club.

Serving again for the 1949-50 term will be Bruce McDonnell, president; Robert C. Duffield, vice-president; E. G. Osborne, 2nd vice-president, and Daniel C. Park, secretary.

Re-elected to the board were Warren G. Davis, W. Fernall Rippeoe, Richard M. Fairbanks, George J. Higgins, Harry M. Bitner, John C. Jeffrey and G. E. Albright.

Stork News

Ken Tredwell, assistant program director for WBT, Charlotte, N. C., and his wife are parents of a son born March 20. Baby, the second son for the Tredwells, is named Steven.

COAST-TO-COAST

Gould Covers Marine Maneuvers
Jacksonville, N. C.—Lester L. Gould, owner of WJNC, recently returned from the Caribbean where he covered Second Marine Division maneuvers at Vieques for the Tobacco Network. Several wire-recorded broadcasts were made and presented over WJNC and the network. Broadcasts were entitled, "The Marines Brief," and "Then and Now."

WFTW Signs AFRA Contract
Fort Wayne, Ind.—WFTW has signed a contract with the local of AFRA for one year, calling for basic wage increases of \$2 to \$5 per week and expansion of fee schedules for special services and better working conditions. Executive Secretary of the local, Tim O'Sullivan, said negotiations were continuing with WOWO for a contract.

WTIC Fashion Gallery
Hartford, Conn.—WTIC has a pictorial Fashion Gallery in its studios designed by Jean Colbert, the station's director of women's activities, to supplement the style news on her "Radio Bazaar" program. One entire studio corridor is lined with pictures of latest fashions in every category of milady's interest. The gallery will be open to the public for a few weeks and a constantly changing display is planned.

KSFO Adds To Sales Staff
San Francisco, Calif.—An announcement has been made to the effect that Harold Gaisford, formerly associated with KLX, Oakland, has joined the sales staff of KSFO.

KECA Special Kid Show
Hollywood, Calif.—A special show for youngsters on KECA was held recently in which approximately thirty members of Cub Scout Pack No. 27, from Van Nuys guested and participated in a quiz session and songfest. Ralph Langley of KECA acted as emcee and with Dick Mulcahy as writer-producer the special show was a real party for the kids—complete with prizes, candy and peanuts.

WILM Tribute To DuPont
Wilmington, Del.—WILM recently presented a program dedicated to the late Alfred I. DuPont, in whose name the DuPont awards were made over ABC. The special point was that Mr. DuPont was a resident of Wilmington and WILM thought it fitting to pay tribute to the man whose name bears the award. Script was penned by William P. Frank and produced by Frank Gallagher, both of WILM staff.

Creighton Acct. Exec. At KIOA
Des Moines, Ia.—An announcement has been made of the appointment of Bill Creighton as account executive for KIOA. He was formerly sports director and account executive with KCBC.

Mohawk Tribal Chief On WSB
Atlanta, Ga.—Carleton Morrison recently interviewed Chief Fir Tree, official chief of the Mohawk Indian tribe, on a newscast program via WSB. The chief, who is on a tour of nation's schools, described the feeling between his tribe and the U. S. government as "satisfied" and reported that his people were living happily on their reservation. He also stated that there are now only 11,000 Mohawk tribe members alive.

KDKA "Sweet" Talk
Pittsburgh, Pa.—Homer Martz, agricultural director at KDKA is currently covering the annual Maple Sugar Festival and will take part in the final program March 25th at which time the "Maple Queen" will be crowned. Martz will record interviews with producers, visitors and farmers for use on his daily KDKA Farm Hour program.

King Shops For Prince
Cincinnati, Ohio—Prince Akinson Onikoyi of Lagos, Nigeria, 17-year-old African Prince, wrote to Nelson King, emcee of the four-hour program of folk music "Jamboree" heard on WCKY, requesting King to send him American T-shirts and an American wallet. In return he offered to send African products to King.

PROMOTION

Singing Commercial
A new Sanitone singing commercial has been prepared by Emery Industries, Sanitone dry cleaning division, Cincinnati, and has been made available to Sanitone's approximately 700 licensees for use on local radio stations. Described as a "radio jingle which will take its place as a sales producer among the top singing commercials of all time," the discs feature Marilyn Palmer, radio soloist. Frank Ferguson is the announcer, and Al Diem, well known pianist, arranger and conductor, is arranger and conductor for the spots.

Public Service Series
"This Is Your Public Servant," a new series of public service programs dealing with the duties and responsibilities of public officials in and around the city of Chicago, has been inaugurated on WJJD, Chicago.

The program will begin with a series of interviews with local aldermen and the first guest will be Alderman Roy Olin of Chicago's Eighth Ward. The responsibilities of the aldermanic offices, problems peculiar to the individual wards and the operations of the City Council will be described by narrator Marty Hogan and the various Aldermen to be interviewed.

...don't forget - Thursday, March 24th

RADIO EXECUTIVES CLUB LUNCHEON

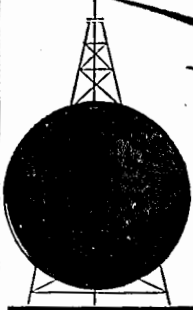
honoring

DREW PEARSON

Hotel Roosevelt

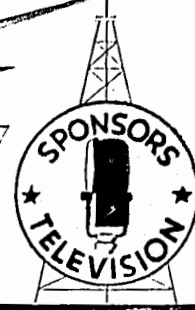
Hendrik Hudson Room

12.30 p. m.



RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 46, NO. 58

NEW YORK, THURSDAY, MARCH 24, 1949

TEN CENTS

COY SPIKES TV OBSOLESCENCE CLAIMS

TV Will Participate In Nat. Radio Week

Preliminary plans for the observance of National Radio Week during the week of October 30 to November 5 were formulated at a meeting held at NAB headquarters in Washington on Tuesday. The meeting brought together committeemen representing NAB, RMA and the U. S. Junior Chamber of Commerce.

William McGill of the Westinghouse stations, Philadelphia, who successfully staged the public relations campaign on the "Voice of" (Continued on Page 3)

AT&T Explains Refusal To Handle FMA Show

Washington Bureau of RADIO DAILY
Washington — AT&T has denied any violation of the Communications Act or the anti-trust laws in refusing to make arrangements for networking of a special FM program during the FM convention in Chicago last December. Such violations had been charged by FMA in a letter to the FCC February 11. Filing of a clarification is now being considered by the company, it told the (Continued on Page 2)

Oboler-Ziv Film Deal Reported Cancelled

Arch Oboler has agreed to buy back from Frederick W. Ziv Co., his African expedition films and transcriptions under what is described as a "friendly and satisfactory" cancellation of the original release and distribution deal. Ziv reportedly felt that it was not in a position at this time to handle the radio-TV releases for Oboler.

About Code

Justin Miller, president of NAB, is the author of a new booklet entitled, "What About NAB's Standards of Practice?" The booklet is designed to answer questions raised on the Code and its enforcement and will be given wide distribution at the NAB convention in Chicago. Dr. Ruth Inglis is credited with aiding Miller in preparing the booklet.

Giveaway Angle

The Kaiser-Frazer Sales Corp., sponsors of ABC's Walter Winchell, will open on March 27 a \$145,000 two-week contest offering listeners an opportunity to win \$1,000 toward the purchase of either one of the two cars. Contestants must visit dealers to receive a "fact sheet" on the two cars and must then write a 25-word statement about the Kaiser automobile.

FCC Would License Virgin Islands Station

Washington Bureau of RADIO DAILY
Washington — Preparing to open up new territory, the FCC yesterday proposed a change in its rules to permit licensing of the first commercial broadcast station for the Virgin Islands. It had hitherto been felt that there was insufficient commercial support for such a station, but William Greer has applied for permission to construct a 50-watt station in Charlotte, on the island of St. Thomas, broadcasting on the 1340 band.

New AFM Policy Seen In MBS Paris Program

Mutual's importation of the Maurice Chevalier show, "This Is Paris," produced and transcribed in the French capital, indicates there may have been a change in the former policy of American Federation of Musicians. Previously, AFM has staunchly refused to allow any (Continued on Page 3)

State Dept. Denies TV Pickup Of UNESCO Session April 1

Cleveland—The State Department yesterday denied WEWS the right to televise the April 1st evening meeting of the U. S. Commission for UNESCO in Cleveland's Public Hall.

No reasons were advanced for this refusal. James C. Hanrahan, WEWS general manager and Scripps-Howard Radio vice-president, said the State Department refusal was relayed to him through Miss Helen

FCC Chairman Tells Baltimore Admen Move To UHF Would Not Supplant Present Television Reception

Webs Making Plans For DST Operation

All four major networks are making arrangements, through transcribed delayed broadcasts, to keep their programs on the same local time schedules as they are heard now when the Daylight Saving Time period begins April 24.

Last summer, CBS and NBC adopted for the first time the playing back of programs in those areas which remain on Standard Time, (Continued on Page 3)

Jersey Broadcasters Plan Meeting In Atlantic City

Atlantic City, N. J.—Representatives from 18 stations are expected to attend the spring meeting of the New Jersey Broadcasters' Assn., at the Marlboro-Blenheim Hotel in this city, March 26.

Plan will be made for the coming (Continued on Page 2)

Commission Gets Petition Re: WPTR-WQXR Conflict

Washington Bureau of RADIO DAILY
Washington—WPTR, Albany station permitted to an affiliate of the Schine theater chain, has contracted to spend \$112,500 as a result of the (Continued on Page 3)

Baltimore—Promising that the present TV channels will not be deleted, FCC Chairman Wayne Coy told the Baltimore Advertising Club yesterday that if present standards are adopted for UHF, "the problem of obsolescence will be a relatively minor one and, in my opinion, a small price to (Continued on Page 7)

RMA Chicago Agenda Set; Capehart Speaker

Washington Bureau of RADIO DAILY
Washington — Sen. Homer W. Capehart, Indiana Republican, will be the featured speaker at the May 19 membership luncheon of RMA during its silver anniversary convention at the Stevens Hotel, Chicago, it was announced yesterday. Capehart is a pioneer in the radio industry and a member of the Senate Interstate and Foreign Com- (Continued on Page 3)

Nine CBS Packages Readied For Summer

Nine package shows for airing in the late spring or early summer are being developed by the program department of CBS, it was announced yesterday. Hoagy Carmichael in the role of a piano playing sleuth is being de- (Continued on Page 2)

Satirical

Alec Templeton has recorded a 25-minute satire of WQXR and its "long-hair" music for a special April Fool's Day broadcast by the station at 8:30 p.m. The program will include several imitations of singing stars, a musical analysis of a typical WQXR "day," complete with commercials, and a satire on the modern German "lieder."

Semmerling, who is in Cleveland as a liaison agent between the Department and the conference.

W. Russell Burwell, who heads a Cleveland committee of 100 citizens for conference arrangements, last night said "I did not know this had happened. I hope it will not be true."

Shepherd L. Whitman, Cleveland World Affairs Council Director, said (Continued on Page 7)



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JOHN W. ALICOATE : : : Publisher

FRANK BURKE : : : : Editor

MARVIN KIRSCH : Business Manager

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WEST COAST OFFICES

Al Steen, Manager
6425 Hollywood Blvd. Phone: Gladstone 8438

WASHINGTON BUREAU

Older, Chief 647 Dahlonaga 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

(March 23)

NEW YORK STOCK EXCHANGE

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

NEW YORK CURB EXCHANGE

Table with columns: Hazeline Corp., Nat. Union Radio. Rows include Hazeline Corp., Nat. Union Radio.

OVER THE COUNTER

Table with columns: DuMont Lab., Stromberg-Carlson. Rows include DuMont Lab., Stromberg-Carlson.

Harry Wismer Stricken

Detroit—Harry Wismer, assistant to President Frank Mullen of the Good Will stations and general manager of WJR, was taken to the Ford Hospital here Tuesday suffering from a virus attack. Wismer's ABC sportscast scheduled for Friday night may be cancelled because of his illness.

INS has served



FOR 9 YEARS

★ COMING AND GOING ★

STEPHEN LAIRD, London correspondent for CBS, arrived in New York yesterday aboard the S. S. Queen Mary.

CHARLES E. DENNY, general manager of WERC, Erie, Pa., an NBC outlet, is in Gotham on station and network business.

FRED W. MILLER, president of the Miller Brewing Co. and former gridiron star at Notre Dame, leaving Milwaukee in his own plane for New York, where he'll attend the opening of Lawrence Welk's orchestral engagement at the Hotel Roosevelt. Miller sponsors Welk on ABC and "Tomorrow's Champions" on WJZ-TV.

CHARLES F. DILCHER, Chicago account executive for John Blair & Co., national station reps, and WELLS H. BARNETT, JR., Blair sales development manager, visiting this week at KWFT, Wichita Falls, Tex., and KEPO, El Paso.

JAMES MELTON, tenor, last night was in Oklahoma City, from which point his CBS "Harvest of Stars" program was broadcast from the Municipal Auditorium.

CLAIR R. McCULLOUGH, president of WGAL, Lancaster, Pa., is in town for conferences at NBC, with which the station is affiliated.

BARBARA KEATING, script writer on the WCBS "Margaret Arlen" program, will leave tomorrow for a vacation of two weeks in Guatemala.

JOSEPH MOSS, president of Moss Associates, advertising agency, is spending four days in Chicago. He is accompanied by SAM KAUFMAN, vice-president of Samca Watch and Clock Co., a client who is sponsoring a booth at the Premium Show, which both will attend.

DENNIS JAMES on Saturday will go down to Philadelphia to attend a testimonial banquet for Walter Annenberg, owner of WFIL. Affair will be sponsored by the Philadelphia Club of Printing House Craftsmen and will be held in the main ballroom of the Bellevue-Stratford.

ROCCO TITO, director of "Sing It Again" on CBS, will leave tomorrow for a short rest in Bradford, Pa., his home town. He'll be back next Wednesday.

Nine CBS Package Shows Readied For Summer

(Continued from Page 1)
veloped by the coast office under the title of "Melody Morgan." Another program will feature Rudy Vallee in the part of a professor of anthropology in a small college. This program is titled, "Dear Doctor."

Joan Davis is slated to be presented in a new comedy series titled, "Leave It To Joan" and Janet Waldo and Jimmy Lydon have been cast for a comedy series called, "Young Love." Cy Howard is reported working on a new series, "Eddie and Anne" while another dramatic series titled "Make Believe Town" will feature Erskine Johnson as narrator.

Stork News

Sandy Becker, who has the title role in "Young Dr. Malone" over CBS, is the father of a nine-pound, 10-ounce boy born Tuesday to Mrs. Becker at the Gotham Hospital. Newcomer will be named Curtis George.

10 YEARS AGO TODAY

From the Files of Radio Daily
The Women's National Radio Committee will make the annual awards on April 19th followed by announcement of the awards with a round table discussion over CBS. . . . Arrangements have been completed for 90 stations of the NBC Red and Blue networks to carry a half-hour broadcast on April 1 from the "Round-Up" celebration at Dodge City, Kansas, being held for the world premiere of Warner Bros. technicolor film "Dodge City." . . . RCA-Victor at a special meeting for city commissioners in the Sanitation Building, demonstrated possibilities for the use of facsimile within N.Y.C. various municipal departments.

AT&T Explains Refusal To Handle FMA Show

(Continued from Page 1)
FCC, to permit rebroadcast of programs beyond telephone company facilities which have been carried via telephone company lines to their terminal.

The Northwestern Company, regional AT&T affiliate, refused to furnish the requested facilities, it said, "since the inter-exchange channels of the Northwestern Company were to be connected with the inter-change channel facilities provided by others for the purpose of piecing out a channel for through transmission from the point of origin of the program. . . ."

"Connections of this type are subject to all of the objections which are inherent in unrestricted inter-connection of common carrier channels with private facilities of others."

Jersey Broadcasters Plan Meeting In Atlantic City

(Continued from Page 1)
year's program of the association, it was announced by president James L. Howe, who is also general manager of WCTC, New Brunswick. BBD&O vice-president in charge of radio, Arthur Pryor, will address the meeting on the future of small stations.

James Roosevelt Heard On New Radio Program

West Coast Bureau, RADIO DAILY
Hollywood—James Roosevelt, son of the late President, has inaugurated a news analysis series on KECA, local outlet of the ABC web. Program is heard Sundays at 4:45 p.m., PST, and will be extended to other ABC outlets in the areas of the west coast.

Booked for an initial 13 weeks, the Roosevelt broadcasts are sponsored by the Budget Finance Plan, through the Irwin-McHugh agency of Hollywood.



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. 5th 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

TV Will Participate In Nat. Radio Week

(Continued from Page 1)

Democracy" contest last year and handled other aspects of the week's promotion, was again chosen to be chairman of the National Radio Week advertising committee of RMA. Robert Richards, public relations director of NAB, who also had an important role in the campaign of the last fall, will also be one of the key figures in the 1949 promotion.

The success of the "Voice of Democracy" contest among high school pupils throughout the country was emphasized at Tuesday's meeting and it was decided to feature the contest again this year. Instead of bringing regional winners to Washington for awards, committee expects to select one winner from each of the 48 states to make the Washington trip. Last year 200,000 high school pupils participated in auditions of "Voice of Democracy." It was pointed out at the meeting that the support of Attorney General Tom Clark, the U. S. Department of Education and Junior Chambers of Commerce throughout the country were important factors in the success of last year's contest. Their support is assured for the new campaign.

The question of whether National Radio Week should include television was discussed at the meeting. It was the consensus of opinion that in cities where TV stations exist that the title of the week's observance should be "National Radio and Television Week and in other areas where TV is not established the week should remain National Radio Week."

Support of the Television Broadcasters Association has been assured in cities where TV stations are in operation.

"Mystery Eyes" Title Of New KTTV Program

Los Angeles—After a week's trial period, KTTV has signed "Mystery Eyes," a Jack Wheeler-Jack Rourke package, to a three-year contract. Program, which asks viewers to identify the eyes of a famous person, features Wheeler and Rourke giving zany clues and making phone calls to the home audience for a healthy jack-pot of prizes.

Stork News

Los Angeles—Bill Stulla, emcee of KFI's and KFI-TV's "Ladies Day," is the father of a baby girl, Kathryn Louise Stulla, born March 11.

IMAGINATIVE TOP NOTCHER

Experienced staff writer wanted for leading radio crime show. Capable providing original plot outlines and scripts. Flexible enough to write scripts from others' outlines. Unlimited opportunity. Give full background first letter. Box 224, RADIO DAILY, 1501 Broadway, New York 18, N. Y.

RMA 'Silver Meet' Agenda All Set; Capehart To Speak

(Continued from Page 1)

merce Committee. He first joined RMA in 1929 when he was associated with the Capehart Automatic Phonograph Corp., predecessor of the Farnsworth Television & Radio Corp. He later became associated with the Packard Manufacturing Corp. of Indianapolis.

The all-industry banquet on the evening of May 19 will climax the convention.

Five industry groups will join RMA in this 25th anniversary dinner which is expected to draw 2,000 or more radio manufacturers, jobbers, and guests.

A nationally-known speaker and an elaborate entertainment program, with probably radio and television broadcasting pickups, are being arranged by an RMA convention committee headed by Leslie F. Muter of Chicago.

Co-operating in the banquet celebration are the following associations: Radio Parts and Electronic Equipment Shows, Inc.; Association of Electronic Parts and Equipment Manufacturers; Sales Managers Club, eastern group; National Electronic Distributors Association, and the West Coast Electronic Manufacturers Association.

Another feature of the week's celebration will be a dinner for all past and present RMA directors on Wednesday, May 18, at which slide films will be used to review the industry's early years.

New AFM Policy Seen In MBS Paris Show

(Continued from Page 1)

scribed musical show from abroad to go on a network as a commercial series, although it has given a clearance to individual stations in special cases where no sponsors are involved.

Efforts to find out specifically what deal has been made to satisfy AFM in the Mutual case have led to discovery that authoritative sources are reluctant to talk. It was learned on good authority that the show has been cleared with AFM which agreed to its airings if MBS would use an American orchestra at the beginning and the end of the program. When asked for comment on this statement, Bert Hauser, MBS director of co-op programs, said the matter was being handled by Ray Morgan, owner of the show, who is in Paris.

Easement Believed Unlikely

If AFM allowed the foreign show to come in without special compensation it would be in direct contrast with all past union policies. It is not likely that AFM has let down the bars to this extent.

"This Is Paris" premieres March 31 at 10 p.m., EST. A co-op, it was close to signing by a French performer late yesterday over WOR, New York.

Below is a preliminary program for the "silver anniversary" convention:

Monday, May 16: Parts division sections, transmitter division sections, engineering department committees, traffic committee.

Tuesday, May 17: Advertising committee, excise tax committee, industry statistics committee, school equipment committee, service committee, parts division sections, engineering department committees, finance committee, transmitter division sections.

Wednesday, May 18: Set division executive committee, tube division executive committee, transmitter division executive committee & section chairman, parts division executive committee and section, amplifier and sound, equipment division executive committee, export committee, credit committee, industrial relations committee, engineering department receiver section, RMA board of directors, dinner to former RMA directors.

Thursday, May 19: Set division membership meeting, tube division membership meeting, transmitter division membership meeting, parts division membership meeting, amplifier & sound equipment division membership meeting, engineering department committee, RMA membership annual luncheon meeting, RMA board of directors, RMA "silver anniversary" banquet.

Commission Gets Petition Re: WPTR-WQXR Conflict

(Continued from Page 1)

conditional grant by the FCC last month of its application to up its power from ten to 50 kilowatts, it told the FCC this week. It filed a petition opposing the request of WQXR, New York Times station, for reconsideration of the power boost.

Of particular interest is the revelation that WPTR has spent \$17,500 for new construction and has contracted with GE to buy a new transmitter at \$95,000 even though the grant of the power boost was made conditional upon eventual licensing of the station.

WQXR has applied for a power boost from ten to 50 kilowatts on the 1560 band, and fears interference from WPTR, which is on the 1540 band. WPTR scoffed at the interference claim, and argued the importance of increased coverage in the Albany-mid-state area.

New ABC Series

Guitar-player and singer Tom Glazer will debut his own series, "Tom Glazer's Ballad Box," on ABC, March 26, 4:30-4:45 p.m., EST. After its initial program, the Saturday American ballad stanza will be aired 4-4:15 p.m., EST

Webs Making Plans For DST Operation

(Continued from Page 1)

thus removing the problems of stations which would have to juggle their local schedules and commercial accounts. The two webs are expected to continue the plans they used last summer.

ABC, which initiated recorded play-backs in 1946 for the 22 weeks of Daylight Saving Time, will again use the Ampex Electric Corporation's tape recording machines for the operation. All programs normally heard live will continue on the same basis in Daylight Saving Time cities, but for areas on Standard Time they will be recorded in Chicago and Hollywood for rebroadcast one hour later. Ernest Lee Jahneke, ABC veepee in charge of station relations, said this involves the acquisition of special broadcast lines.

Mutual Getting Special Lines

Mutual, according to Earl M. Johnson, veepee in charge of station relations and engineering, is acquiring more than a thousand miles of special lines for the DST period. During the spring and summer, MBS will be operated as "four networks" in order not to effect any change in the local schedule of affiliates.

In effect, CBS will operate as two networks starting Sunday, April 24. One half of the web will be programmed on DST and the other half on Standard Time.

One important factor of the DST operation for all networks is still to be determined. California is undecided as to whether it will shift to DST or remain on Standard Time. Last year it jumped the gun on the rest of the nation and remained on until the end of the year.

Joins WSFA Sports Staff

Montgomery, Ala. — Allyn McKeen, former head football coach of Mississippi State University, and recently signed as assistant general manager of the Blue and Gray game held in Montgomery, has now become a WSFA sports commentator.

Bright Remarks!

Behold the miracle of progress! The sad-faced Organ-Grinder and his cute-faced monkey will be more in demand than ever—TELEVISION!

Bob Bright.



To make television sta

Television time buyers know well that station selection becomes more difficult as the number of stations increases. To ease the task of station selection, NBC Spot Sales offers all of the information listed on the right for nine major television stations. It's all yours for a phone call.

IF YOU are looking for the complete story of the major television stations in the nation's major

markets, call your nearest NBC Spot salesman. You'll find that he represents *nine* outstanding television stations, all of them in operation *today*. You'll find that seven of these stations are located in the ten largest U. S. markets. You'll find that many of these stations in such television centers as New York, Philadelphia and Washington are viewed by more people *more often* than any other stations in their market.

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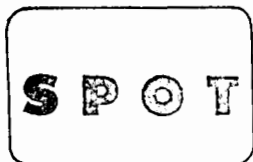
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S A L E S

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Television Station Check List

COMPETITIVE POSITION

- popularity of programs
- size of audience
- extent of coverage
- quality of reception
- loyalty of audience ("most listening")
- network affiliation
- programs available
- rates
- promotion services

PERFORMANCE

- sales successes
- audience response
- advertisers using station
- advertiser testimonials
- commendations and awards

STATION FACILITIES

- size of studios
- number and type of cameras
- film studio facilities (35 mm and 16 mm)
- slide projectors and halopticon
- live and film studio crew
- mobile units
- art, scenery, set construction
- audio facilities

GENERAL INFORMATION

- channel
- effective radiated power
- transmitter height
- transmitter location
- management and ownership

LOS ANGELES

By AL STEEN

JIMMIE SAVO has been signed by Larry Finley for a series of 13 comedy featurettes to be filmed on 16mm for television.

Alfred Hansen has joined the copy staff of Erwin, Wasey & Co. He formerly was copy chief for C. J. LaRoche.

CBS has bought the "Merry-Go-Round," audience show starring Vera Vague from Jack Creamer and Lee Strahorn. It will be an evening half-hour show next summer. Strahorn will produce.

A course in television at UCLA will be conducted next Fall by Richard Goggin, ABC-TV's western division program director.

Hollywood Athletic Club is donating office space to Academy of Television Arts and Sciences.

Pat Brady, formerly of Sons of the Pioneers, has been signed by Republic Pictures to play the comedy pal of Roy Rogers in future pictures of the cowboy star.

Jack Benny will emcee the Newspaper Guild Frolic in San Francisco Saturday night.

Ed Gardner has completed arrangements with the Joinville studio in Paris for space to house his forthcoming independent production, "Pigsfeet in Paris," which rolls July 1.

Golden Bear Productions has obtained the services of Irving Lerner, former OWI motion picture production chief, to direct its new tele film series, "Children of the West."

"What Difference Does It Make" will be the first of a new series of transcribed programs being added to the shows distributed by Broadcasters' Guild.

Frank DeVol is huddling with Merle Jacobs, of the Cleveland MCA office, on his "Music from Hollywood" plan to lease DeVol-styled arrangements to hotels and cafes throughout the country.

Carolina Cotton, the "Yodeling Gal From Arkansas," has been given a leave of absence from KMPC to join the Sons of the Pioneers on their barnstorming concert tour.

FRANK W. MADDEN

Film Editor

PLaza 7-2667



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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.

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Windy City Wordage . . . !

• • • Speaking of the rough landing encountered at London, England, last week on the start of her flight to Chicago, Rita Lynch, the Irish radio thrush, said: "Just think! I almost shed my blood in England. Wouldn't that have been terrible for an Irish lass!" . . . Allen Prescott, Gotham emcee, started his sub job on "Breakfast Club" this week

and will continue as toastmaster until Don McNeill returns from his Florida Everglades vacation on April 4. . . John Whalley, NBC central division business manager, left this week for a vacation in Jamaica; and Frances Clark, press staff photo editor, is soaking up California sunshine. . . Kenneth W. Sickinger has been elected vice-president and account executive of Henri, Hurst & McDonald, ad agency. . . The J. Walter Thompson Co. has announced WMAQ as second-place winner in a promotional contest conducted by Elgin National Watch Co. for all NBC stations.

★ ★ ★ ★

• • • Television station WNBQ began seven days a week operation on March 19. Since it began regular operations early in January it has been operating only on Sundays through Fridays. The expanded schedule increases the programming to approximately 35 hours a week. Jules Herbuveaux, television manager, says additional video features will be added to the Saturday evening schedule shortly, and that several of them will be NBC Chicago produced programs.

★ ★ ★ ★

• • • Patrick O'Riley and singer Jeanne MacKenna are building up an enthusiastic audience for their new daily series, "Pick-Up Time," on WBBM, with their quarter-hour of tunes and topics. . . Thousands of Boy Scouts did a large-scale good turn for WMAQ last week-end by taking part in a house-to-house canvass to distribute a million cards promoting "It's Your Life," award-winning public health program. . . Jean Hersholt, who plays the title role in CBS' "Dr. Christian," has signed a contract with the London Daily News for syndication of several Hans Christian Andersen fairy tales, hitherto unpublished, which Hersholt discovered on his trip to Europe last summer and translated into English. . . Chesterfield cigarettes will be ballyhooed on WIND by Eddie Hubbard for another year. . . John Fitzpatrick has been made production manager's assistant, and Tony Rizzo a director at WENR-TV.

★ ★ ★ ★

• • • When Dave Edelson, popularly known as Dynamo Dave, made the opening announcement on WMOR, new FM station, last week, it marked the fifth Chicago station the radio vet had opened since 1923. Edelson started as announcer on KYW. In 1923 he opened the short-lived WTL; two years later made the opening announcement on WGES, and in a few months switched to WSBC as station manager and opened the station. In 1926 he gave the initial send-off to WEDC, the Denmark station. His connection with WMOR is his first FM venture.

★ ★ ★ ★

• • • Kay Holmgren has replaced Ruth Kewder as ABC's transcription supervisor for the Chicago offices, and Jane Nilles takes over as her assistant. . . Paul J. Moore has been named television operations supervisor for the NBC central division, replacing Charles L. Townsend, who has been named television technical film director for NBC in New York. . . Grant Turner has joined "Grand Ole Opry" as announcer. . . Gwen Griffin, of Mutual sales service, and Jean Lewis, of publicity, are to have parts in the presentation of "Stage Door" by the Northwestern University downtown campus drama group.

NEW BUSINESS

KOA, Denver: Marcus Motors, Inc. of Denver, Studebaker dealers and distributors, have signed a 26-week contract to sponsor "Who's in Denver?" on KOA and KOA-FM, Wednesdays, 6:45-7:00 p.m., which started March 16. Program is broadcast direct from the lobby of the world-famous Brown Palace Hotel in downtown Denver. Kohler-McLister Paint Co. of Denver have renewed their two 5-minute newscasts per week (Tuesdays and Thursdays, 10:30 p.m.) and added a third newscast on Mondays at 10:30 p.m. Agency is Arthur G. Rippey & Co., of Denver.

WVBZ, Vineland, N. J.: G. W. Cake & Co., beverage distributors of Bridgeton, N. J., bought 12 time signals per day for 26 weeks. Caterina Hardware Co., of Vineland, took six newscasts per week through G.E. Supply of Philadelphia. Vineland National Bank signed for 26 weeks of newscasts. Continental Insurance Co. placed participating spots through Feigenbaum Agency of Philadelphia. Richman Ice Cream Co. purchased participating spots on "Woodchopper's Ball" program thru Cowan Advertising Agency of Bridgeton, N. J. Gerba Shoe Store chain of Vineland and Hammonton, N. J., using participating spots for 26 weeks.

KROW, Oakland, Cal.: Vaughn's, men's clothiers, purchased an announcement schedule thru Brooke, Small & Gautreaux Agency of Oakland. California Cotton Mills, to publicize Flaxtex, a new type rug, have bought announcements. The participations are scheduled in "Melodies for Milady" and "Nick's Notion Counter," programs designed specifically to reach a woman's audience. Agency for the California Cotton Mills is Brisacher, Van Norden & Staff of San Francisco.

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
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117-119 W. 46th St.
HENRY GREENFIELD, Mgr. Director N. Y. 19

TELEVISION DAILY

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NO OBSOLESCENCE IN VIEW—COY

TELE TOPICS

FOR NEARLY three-quarters of an hour Tuesday nite, the "Texaco Star Theater" was top notch entertainment, paced throughout, of course, by Milton Berle at his best. His entrance, in Roman costume, aboard a horse-drawn chariot was hilarious as was his opening monologue. The acts, by and large, also were outstanding. The routine of Los Gatos, an acrobatic trio, was astounding. Actor Keye Luke handled himself well in a skit with Berle that was rather weak in material, but the duo brought it off neatly. Making her first appearance before the ikes, Ethel Merman showed why she is tops in musical comedy, even though a bad lighting job made her look pretty awful in several shots. Her "Friendship" duet with Berle was great showmanship and darn near stopped the show. Tap dancer Teddy Hale is by far the best I've seen on the air to date. His footwork produced a marvelous rhythm which he carried throughout his routine, and there was plenty of flashy acrobatic stuff also.

THE CLOSING 15 or 20 minutes of the show, however, was terrible. Apparently because of the \$3,000 fee reportedly paid Miss Merman, this time was devoted to "Songwriters On Parade" in which a number of tunesmiths sang their most popular numbers. Songwriters are not necessarily professional entertainers—a fact that was all too apparent Tuesday nite. What was seen therefore was merely a succession of mediocre singers singing mediocre songs, and the spectacle of the aged woman who wrote "Sweet Rosie O'Grady" singing and dancing was downright embarrassing. Only at the very end was there any relief. This occurred when Miss Merman appeared in flapper costume to sing "Varsity Drag" and was joined by Berle in blazer and bell-bottom trousers. If the entire bit had been on this level they would have had something.

ABC will do a special pickup from the Navy Special Devices Center at Sands Point, L. I., on Mar. 29, demonstrating the use at the center of TV for instruction of cadets. Program will be seen by a meeting of the Armed Forces Communications Association on sets installed at various Navy offices in and around Washington. Gordon Fraser will be behind the mike and Robert Doyle will direct. . . . Boris Karloff and Josephine Hull will do their original roles in "Arsenic and Old Lace" on Ford Theater April 11, when the show switches to Mondays at 9 p.m. . . . Frank Maxwell, production exec. at WPXI, is doubling in legit playing the lead in "At War With the Army." . . . Dr. Allen B. DuMont will speak at a luncheon of the radio-tele group of American Marketing Association at the Hotel Sheraton next Wednesday.

Use Of ASCAP Music Extended Again

The ASCAP board of directors voted yesterday to extend rights to TV use of its members' music through April 30, pending continued negotiations between the society and the industry on performing rights contracts. Until the end of 1948, TV had use of ASCAP music gratis, but these pacts were cancelled by the society on Jan. 1 with a 60-day grace period for negotiation. This later was extended to Mar. 30. Agreement is expected before the new extension expires. Pacts will be retroactive to Jan. 1.

FCC Urges Denial Of KFAB Appeal

Washington Bureau of RADIO DAILY
Washington — The FCC has told the U. S. Court of Appeals that KFAB, Lincoln, has no ground for its appeal against the FCC's grant of a TV channel in Omaha, to KMA, Shenandoah, Iowa. The KMA grant for channel 3 was made May 13 of last year, while KFAB's application for channel 7 in Omaha, filed several weeks after the KMA application was filed, was pending. On May 13 channel 7 was still available in Omaha, with no other applicant, but five days later the Central States Broadcasting Company, in Omaha, filed a competitive application which was designated for hearing along with the KFAB application. KFAB, however, has charged that the KMA application should have been set for hearing in competition with KFAB and Central States. The Commission argues that the Ashbacker principle invoked by KFAB does not apply here, however, because on May 13, when the KMA grant was made, KFAB was

'48 Best Year Ever For DuMont Sales

Passaic, N. J.—Net income, after provision for federal income taxes, of Allen B. DuMont Laboratories, Inc., amounted to \$2,701,767 for the fiscal year ending Jan. 2, 1949, compared to \$563,677 for the year ending Jan. 31, 1947, it is announced in the company's annual report. In announcing the company's "first record to date both in volume of sales and earnings," president Allen B. DuMont disclosed that sales for the first ten weeks of 1949 were \$9,023,000 compared with sales of \$3,595,000 for the same period of 1948. Profits during 1949 were spread among all DuMont divisions with the exception of the TV network, which continued to operate at a loss. The cost of sales, cost of broadcasting operations and research expenses for 1948 totalled \$20,198,710, an increase of \$11,241,221 over the preceding year. "not aggrieved or adversely affected," and that therefore KFAB had no rights in the KMA situation.

State Dept. Denies TV Pickup Of UNESCO Session April 1

(Continued from Page 1)

he and Miss Semmerling would attempt to have the decision reversed. Whitman had expressed hope the projected telecast would not cut down attendance at public hall. Arrangements Were Completed Hanrahan completed local arrangements for the video coverage last Friday. These arrangements included negotiations with Lee Rept, Musicians' Union head. Rept agreed to the televising of the Cleveland Orchestra which is to present the "Freedom Symphony" with the Cleveland Orpheus Choir. WEWS, at a financial sacrifice, had managed to cancel all local and network commercials for the evening of April 1st. It planned to op-

erate its cameras when the session opened at 8 and to continue coverage until adjournment. The UNESCO meeting, global in scope, will draw more than 3,000 delegates. They will deliberate on matters through which the people of the world may gain a common understanding in educational, scientific and cultural achievements. Mrs. Roosevelt Scheduled The April 1st session, besides the Cleveland Orchestra and the Cleveland Orpheus Choir, will have Eleanor Roosevelt; Mexico's Jaime Torres, UNESCO director general, and Milton S. Eisenhower, UNESCO Chairman for the United States Commission.

FCC's Head Sees Receivers Good For "Years"

(Continued from Page 1)

pay for the development of a nationwide competitive system of television." He termed the whole question of obsolescence "something of a teapot."

Coy said he thought the revised allocation plan which will come forth with the lifting of the freeze on TV should be completed in May or June, and he waxed enthusiastic over TV as an advertising medium which, on the basis of sales, "can bring results that will justify larger expenditures than other mediums."

Nobody buying a TV set today "has had a fraud perpetrated upon them," Coy said. "I can assure them that wherever a television signal is available from a VHF transmitter, their set will render them fine service for many years and can be converted to render fine service for them if ultra-high frequencies are utilized for the present system."

At the same time, Coy said that the FCC "would not be taking the time to revise the standards for the presently available service if it had in mind eliminating, in the near future, the use of these channels for television service."

Cites Room For Expansion

Coy said less than seven per cent of the million TV sets now owned by the public are in cities with fewer than four TV stations authorized today. Almost half that seven per cent are in Baltimore, he added, where "three VHF television stations have been assigned to this city and construction permits have been issued. If the ultra-high frequencies are authorized by the Commission, there is no doubt in my mind but that some of those frequencies will be utilized for television in this city."

"When such UHF stations are authorized, there will be a degree of obsolescence in Baltimore for all of those receivers not equipped to receive television from the ultra-high frequencies. The degree of obsolescence will be determined by each individual owner by his desire to get television service from such UHF station or stations as may be established here. If he wants service from the new stations badly enough, he can make his present receiver render him service by the addition of a piece of equipment known as a converter, or he can buy a set that has been engineered to receive a television signal from either the VHF or the UHF frequencies."

"If I lived in Baltimore I would have no hesitancy today in buying a television receiver."

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.

From the Farrell-Lambert Smash Musical
"All For Love"

"Why Can't It Happen Again?"
 by Sammy Gallup and Michel Emer
CECILLE MUSIC CO., Inc.
 580 Fifth Avenue, New York City

On Records and Transcriptions
"HEY! MAMA"
 (He's Tryin' To Kiss Me)

ROYAL MUSIC CORP.
 1587 Broadway New York, N. Y.

ART MOONEY'S New Smash!

BEAUTIFUL EYES

DUCHESS MUSIC CORP.

AGAIN

Here it is—another "LAURA"

New Releases by

VIC DAMONE.....Mercury
 GORDON JENKINS.....Decca
 VERA LYNN.....London
 MEL TORME.....Capitol

AGAIN

ROBBINS MUSIC CORPORATION

WORDS AND MUSIC

By PINKY HERMAN

● ● ● **TIN PAN ALLEY OOPS:**—Vaudeville Greats of yesteryear must have thrilled Tuesday nite when, from their special box seats up in Valhalla, they viewed the vaudeville show staged at the Palace Theater by the newly formed New York Tent of the Variety Club . . . for four hours executives of the motion picture, radio and television fields pounded their palms in enthusiastic acclaim for the great show put on by headliners of the past and present and emceed by Harvey Stone, Jack Carter and Myron Cohen . . . the program launched the new flicker, "Bad Boy," which symbolizes the wonderful, humane and unselfish efforts of the Variety Clubs of America to help unfortunates. . . . When Irving Berlin wrote "There's No People Like Show People" he could easily have had in mind members of Variety Clubs. . . . ● Sunset Music publishing "I Kissed A Girl and Made Her Cry," written by Joe Schuster and Eddie Michalove . . . song is a hit in England. . . . ● Sterling Sherwin and H. K. McClintock won the first round in their million dollar alleged plagiarism suit against the publishers of "Manana" when Judge Weinberger ruled in the Federal District Court of L.A. that the plaintiffs had ground for action in claiming infringement on their song, "Midnight On The Ocean," published by Southern. . . . ● Jefferson Music has a hit in "No Moon At All," penned by Redd Evans and Dave Mann. . . .

★ ★ ★ ★

● ● ● Leeds Music has acquired the American rights to another British click, "I Get Up Every Morning" (What Do I Do, What Do I Do, What Do I Do) penned by Joe Lubin and Eddie Lisbona. . . . ● Former fisticuffer Lorenzo Pack, now writing songs, has a fine novelty, "Peek-A-Boo" (I see you) with Sammy Kaye's World Music . . . Johnny Moore and the Three Blazes' Exclusive Recording will help a lot. . . . ● Winnie Garrett knows a guy who's so dumb he thinks a spinster is a female disk jockey. . . . ● Because of his radio background and co-scripting of shows like "Sons Of Fun" and "Follow the Girls," Hal Block is being paged by two major agencies to head their television divisions. . . . ● Abe Olman played us a Gordon McRae platter of "The Right Girl For Me," written by Betty Comden, Adolph Green and Roger Edens for the MGM Musical, "Take Me Out To The Ball Game." . . . So-o-oh, chalk up another hit for Robbins Music. . . . ● Last week, while guesting on Fred Waring's NBC show, contactman Solly Cohn, not only did a fine job in introducing James Music's newest ditty, "My Heart Goes With You," but his impromptu clowning proved the high spot of the program. . . . ● Despite the fact that too many commercials are worked into the questions asked of contestants, Red Benson's flip quips and glib ad-libs make the MBSaturday niter at 8:30 series, "Take A Number," one of the drollest half hours on the nets. . . . ● Herb Sheldon says the average praise agent is a laudmouth character. . . . ● Sam Fox has just published what we consider to be one of the finest compositions ever written about Mother . . . "Remember Mother's Day," by Benny Ryan, Harry Akst and Solly Violinsky. . . .

★ ★ ★ ★

● ● ● **ON AND OFF THE RECORD:**—Margaret Whiting CAPITOL-izes on two fine renditions of "Comme Ci Comme Ca" a slow-paced ballad, flipped with the brighter "Great Guns" . . . assisted by the Crew Chiefs and Frank DeVol's ork, this pancake will be a cinch for plenty of deejay attention. . . . ● Arc Records new album "Jimmy Daniels' Little Casino," catches the atmospheric flavor of that Greenwich Village troupe of Septian artists . . . item includes blues, be-bop and calypso themes and deejays will find it handy and useful. . . . ● Deejay Tedd Lawrence starts a platter chatter series over WLIB April 2. . . . ● New recording firm, Gold Medal Records, tees off with a commercial item in composer-songster Jack Gold's waxing of two originals, "Any Time At All" and "I'm In Love With A Character," supported by Preston Sandiford's ork . . . juke box ops should find 'thar's Gold in them thar trills.

PLUG TUNES

Climbing Fast!
I DON'T SEE ME IN YOUR EYES ANYMORE

Laurel Music Co.
 1619 Broadway New York City

Bigger Than "Now Is the Hour"!

GALWAY BAY

LEEDS MUSIC CORPORATION

To You, You and You!
"MY BEST TO YOU"

FORSTER MUSIC PUB., Inc.
 1619 Broadway, New York 19, N. Y.
 216 S. Wabash Avenue, Chicago 4, Ill.

A Great Ballad!
THEN I TURNED AND WALKED SLOWLY AWAY

ADAMS, VEE & ABBOTT, Inc.
 216 S. Wabash Avenue, Chicago 4, Ill.

Climbing Fast!
"JANIE and ME"

by Thomas G. Meehan
JAMES MUSIC, Inc.
 1650 Broadway Room 709 N. Y. C.
 Solly Cohn, Mgr.

A Great New Song
REMEMBER MOTHER'S DAY
 (Sunday — May 8th)
SAM FOX PUBLISHING CO.

It's TIME For
"GOT NO TIME"

by
 Jack Reynolds & Larry McMahon

CECILLE MUSIC CO., Inc.
 580 Fifth Ave. N. Y. C.



FM NOW IN RANGE OF 100 MILLION--FMA

NAB Ignores 45 r.p.m. In ET-Standards Text

Washington Bureau of RADIO DAILY
 Washington—With the 45 r.p.m. speed still ignored, NAB today will mail its members the text of the proposed new recording and reproducing standards to be passed upon at the convention in Chicago next month. The proposed standards have been adopted by the NAB engineering committee and the executive committee of the NAB recording and reproducing standards committee from recommendations of the latter group. Included are standards

(Continued on Page 6)

Dulles To Be Speaker At Brand Names Luncheon

John Foster Dulles, member of the U. S. delegation to the general assembly of United Nations, will be the principal speaker at the Brand Names Day luncheon in the grand ballroom of the Waldorf Astoria, April 12, Ivor Kenway, vice-president of ABC and chairman of the Brand Names Day committee announced. An attendance of 1,000 civic and business leaders is expected at the luncheon.

Korean Broadcasters To Study At Columbia

Four Korean broadcasters, including two top officials of the Korean Broadcasting System, arrived in New York on Wednesday to begin studies of radio in democratic countries at Columbia University's Bureau of Applied Social Research under a grant of the Rockefeller Foundation. They will be joined at the end of

(Continued on Page 2)

Unprogrammed
 Larry Brown, disc jockey at WVNJ, Newark, N. J., ordered the Newark fire chief from his studio while he was airing a noon-day recording program yesterday. The chief obeyed and Brown finished his broadcast. Later Brown learned the chief was there on official business. A short circuit had caused a fire in an adjoining studio.

Trammell Letter Answers CBS Claims

Niles Trammell, NBC president, has fired back with a five-page promotional letter to advertisers and agencies as a result of one circulated early this month by Frank Stanton, president of CBS. Stanton's letter, with some extensive help from the promotion and research department, attempted to place CBS uppermost in the minds of advertisers and time buyers. In the NBC letter, Trammell quoted 19 different claims by CBS and added his own comments. His individual replies to CBS statements ranged variously from counter-claims to the "yes but" retort and sometimes complete disagreement.

Pearson Honored By REC Membership

Drew Pearson was honored in absentia yesterday by the Radio Executives Club of New York for his work in promoting the Friendship Train which carried American gifts to France. The commentator was sick abed in his Georgetown, Md.,

(Continued on Page 6)

CBS '48 Report Includes Costs Of Talent, Rights

Annual report for 1948 just issued by CBS contains several items of particular interest to the trade, one of which is a listing of \$3,233,655 for "talent contracts, program rights, scripts, etc., less amortiza-

(Continued on Page 3)

ANA Executives Support Continuation Of BMB Study

Hot Springs, Va.—Poll of advertising executives attending the meeting of the Association of National Advertisers here indicates that the admen favor the continuance of Broadcast Measurement Bureau as an audience research organization in one form or another. The agency men as well as some of the important advertisers believe that the First Study of BMB was helpful and that the Second Study

Estimate Of Listeners To 720 Stations Will Be Presented At Friday Meet; Eastern Half Of U.S. Blanketed

Peabody Awards Set For REC Luncheon

The George Foster Peabody radio awards recognizing outstanding achievements in broadcasting during 1948 will be presented at a meeting of the Radio Executives Club in New York City April 21, Dean John E. Drewry, Henry W. Grady School of Journalism, University of Georgia, has announced. The 327 entries submitted in competition for the eight awards have

(Continued on Page 2)

Texas Radio Survey Completed By University

Houston, Texas—A survey on radio listening habits here has been completed by the University of Texas Bureau of Research in Education by Radio. Dr. A. L. Chapman, Director of the Bureau and Profes-

(Continued on Page 6)

FCC Approves Transfer Of WINX-FM To WTOP

Washington—The FCC yesterday announced its formal approval for the transfer of WINX-FM, to WTOP, Inc., for \$160,000, with the assignment conditioned upon surrender by WTOP of its conditional FM

(Continued on Page 3)

Washington Bureau of RADIO DAILY
 Washington — More than 100 million persons are now within the listening range of the nation's 720 FM stations, the Frequency Modulation Association reported yesterday on the basis of a new coverage map prepared for the organization by Everett Dillard, former FMA head

(Continued on Page 3)

TV Pickup Of UNESCO Gets State Dept. Okay

State Department officials yesterday took steps to rescind the action denying WEWS, Scripps-Howard TV station in Cleveland, the privilege of televising the opening session of the U. S. Commission for UNESCO which will be held in Cleveland on April 1.

The action followed the obtaining of clearances from speakers, musi-

(Continued on Page 6)

Membership Drive Planned By NARND Group

The membership committee of the National Association of Radio News Directors has completed plans for a nationwide campaign designed to triple the organization's membership within the next six months. This was announced jointly by com-

(Continued on Page 3)

Public Service
 Working on the theory that people will pay attention to accident victims, WOR is recording interviews in hospitals with persons recovering from accident injuries. The transcribed interviews will be presented during Greater New York Safety Week, which starts Monday, March 27. John Wingate, WOR reporter, is recording bedside interviews.

RADIO DAILY



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JOHN W. ALICOATE : : Publisher

FRANK BURKE : : : : Editor

MARVIN KIRSCH : : Business Manager

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WEST COAST OFFICES

Al Steen, Manager
6425 Hollywood Blvd. Phone: Gladstone 8436

WASHINGTON BUREAU
Andrew H. Older, Chief 6417 Dahlonega Rd.
Phone: WI 5-con 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

(March 24)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
ABC	8	7 7/8	7 7/8	- 1/8
Admiral Corp.	17 3/4	16 3/4	17 1/8	+ 5/8
Am. Tel. & Tel.	146	145 3/4	145 7/8	+ 1/8
CBS A	18 1/2	18	18	- 1/4
CBS B	18 1/4	17 7/8	17 7/8	- 3/8
Farnsworth T. & R.	1 1/4	1	1 1/4	+ 1/8
Gen. Electric	38 3/8	38	38	- 1/8
Philco	32	31 1/2	31 1/4	- 1/4
Philco pfd.	87	87	87	0
RCA Common	12 3/8	12 1/4	12 3/8	+ 3/8
RCA 1st pfd.	72 1/4	72	72	- 1/4
Stewart-Warner	12 1/2	12 1/4	12 1/4	- 1/4
Westinghouse	24 1/4	23 3/8	23 3/8	- 5/8
Westinghouse pfd.	95 1/2	95 1/2	95 1/2	0
Zenith Radio	30 3/8	30 1/4	30 1/8	+ 3/8

OVER THE COUNTER

	Bid	Asked
DuMont Lab.	14 1/2	15 1/2
Stromberg-Carlson	12 1/4	13 3/4
U. S. Television	5/8	7/8
WCAO (Baltimore)	22	27
WJR (Detroit)	7	7 1/2

Stork News

Mr. and Mrs. John Crosby are the parents of a daughter born yesterday at Doctor's Hospital in New York City. Father is radio columnist on the New York Herald-Tribune.

10 YEARS AGO TODAY

From the Files of Radio Daily
Major E. N. Armstrong's frequency modulation was demonstrated at the Pupin Physics Building, Columbia University before members of the Radio Club of America. . . Following a meeting of the Board of Governor of CBS, brewery programs will remain on the air temporarily after April 1st under new restrictions.

★ **COMING AND GOING** ★

HELEN HAYES off to Nassau in the Bahamas. Her "Electric Theater" broadcast on CBS this Sunday will be wire-recorded.

FRANK PAPP, producer at NBC, next Wednesday will be in Boston to cover the programming of Winston Churchill's address at M.I.T.

NORMAN KNIGHT, Eastern manager of station relations for the Mutual network, has returned from a business trip to Delaware and Pennsylvania, during which he conferred with web affiliates.

G. RICHARD SWIFT, manager of WCB, and DON MILLER, sales manager of the station, have returned from Chicago, where they spent a week on business.

LEWIS LANE, music research consultant at NBC, next Monday will go down to Washington to address the members of the Music Teachers Association.

LESTER GOTTLIEB, producer of "Sing It Again" on CBS, will leave today for a weekend in Atlantic City.

EDYTHE J. MESERAND, assistant director of news and special features at WOR, is leaving today for a one-week vacation in Williamsburg, Va.

CHUCK ACREE and the members of his CBS "Hint Hunt" program, will broadcast for two weeks from Jacksonville, Fla., starting next Monday.

Korean Broadcasters To Study At Columbia

(Continued from Page 1)

the month by six Japanese broadcasters in the 20-week training program which begins Monday. The purpose of the training course, similar to the project of last year when six Germans were brought to this country, it to equip the broadcasters to perform their work more effectively in their countries.

The ten radio officials will spend the first five weeks in New York for an intensive study of American radio. They will tour stations throughout the country and will also study radio operations in Canada.

The two top Korean Broadcasting System officials now in New York are: Song Young Ho, continuity chief, producer-director and program director, and Park Kyung Ho, described as one of the top writers of Korea. Mr. Park is also a member of the Korea government's (South Korean) Broadcast Planning Committee.

Peabody Awards Set For Luncheon Of REC

(Continued from Page 1)

been screened by a committee of faculty members appointed by President Jonathan C. Rogers. The recommendations of the screening committee, nominating four programs or stations in each award category, have been submitted through the University's Board of Regents to the Peabody Board in New York, which will make the final selections.

AVC Party

Betty Jane Watson, Gerald Watson and "The 3 Flames" will be among the entertainers at the annual cocktail party being staged Sunday evening, March 27, at the Essex House by the Press, Advertising and Radio Chapter of the American Veterans Committee. Jack Lacy of WINS will emcee the show with music for dancing provided by Eddie Davis and his orchestra. Party starts at 6:30 p.m.

THE LONG ISLAND STORY Listening Audience

WHLI	24.4
Network Station A	26.0
Network Station B	18.4
Network Station C	10.7
Network Station D	9.8
All others combined	10.7

Source: Conlan. January 1949. Daytime. Hempstead, L. I.

WHLI

1100 on the dial

Hempstead, L. I., N. Y.

Elias I. Godofsky, President

"THE VOICE OF LONG ISLAND"



Monkey Shines

A Romanian society lady living in Paris dresses up her pet monkey in gowns from high fashion stores and jewelry from the swanky shops. No monkey-shines about it, this monkey really shines!

There's a radio station in Baltimore that really shines, too. Its specialty is producing low-cost sales for radio advertisers. It's W-I-T-H, the BIG independent with the BIG audience.

Radio station W-I-T-H regularly delivers more listeners-per-dollar than any other station in Baltimore, the nation's sixth largest market. It covers 92.3% of all the radio homes in the Baltimore trading area.

If you'd like to have your sales message shine out in this rich market, call in your Headley-Reed man and get the full W-I-T-H story today.

AM  FM

W-I-T-H

Baltimore 3, Maryland

TOM TINSLEY, President
Represented by Headley-Reed

Membership Drive By NARND Group

(Continued from Page 1)

mittee chairman Orrin Melton of KSOO, Sioux Falls, South Dakota, and Ben Chatfield, of WMAZ, Macon, Georgia, NARND vice-president in charge of membership. Some 150 radio newsmen now belong to the association.

Chatfield says that twelve area leaders have been appointed to conduct the drive on a state and regional level. The leaders and the areas they represent are Ron Cochran, WCOP, Boston—Region 1—the New England states; Bill Tompkins, WROW, Albany, N. Y.—Region 2—New York, Pennsylvania and New Jersey; F. O. Carver, WSJS, Winston-Salem, N. C.—Region 3—Maryland, Virginia, North and South Carolina, Delaware and the District of Columbia; Dale Clark, WAGA, Atlanta—Region 4—Georgia, Alabama, Florida and Tennessee; Tim O'Sullivan, WGL, Fort Wayne—Region 5—Indiana, Kentucky, West Oklahoma; Bob Lyle, WLS, Chicago—Region 7—Illinois, Michigan, Missouri and Wisconsin; Russ Van Dyke, KRNT, Des Moines—Region 8—Iowa, Minnesota, North and South Dakota; Bud Neble, KFAB, Omaha—Region 9—Nebraska, Kansas, Montana, Wyoming and Colorado; Wayne Kearn, KSL, Salt Lake City—Region 10—Utah, Washington, Oregon, Idaho and New Mexico; Pat Flaherty, KPRC, Houston—Region 11—Texas, and John Beck, KNX, Los Angeles—Region 12—Virginia and Ohio; Lee Coney, WLCS, Baton Rouge—Region 6—Louisiana, Arkansas, Mississippi and California, Nevada and Arizona.

Cuts Audition Disc

Torchlight Productions, package house, cuts audition disc this week for its initial dramatic radio series, "Conflict." Script by Sigmund Miller; Mitchell Grayson director; and Morris Mamorsky composer and conductor.

RECORDING EQUIPMENT FOR SALE— BIG SACRIFICE

Two Presto 6N recorders, in cases. 87 B amplifier, speaker, two Western Electric 622 A microphones. All practically new.

If interested, please write and we will arrange for you or a representative to inspect the equipment. Write Box No. 223, RADIO DAILY 1501 Broadway New York 18, N. Y.

FCC Approves Transfer Of WINX-FM To WTOP

(Continued from Page 1)

grant—a technical matter only. This completes a major part of the complicated transaction by which the Washington Post takes over majority control of WTOP from CBS.

WTOP has been without an FM affiliate, but will now duplicate its programming over the new facilities it has bought from WINX, which is still owned by the Post. The Post must be rid of WINX by August, and approval has already been asked for the FCC for the sale of WINX for \$130,000 to William H. Banks of Philadelphia.

Mrs. Lee Promoted

WTOP Manager John Hayes yesterday announced the appointment of Mrs. Elinor Lee as the station's director of community service.

Mrs. Lee has been director of women's activities at the CBS affiliate since 1938. She will continue her "Home Service Daily" women's service program each week-day at 9:30 a.m. In addition, Mrs. Lee will supervise all broadcasts which deal with community projects, such as those featuring religious activities, Red Cross, Boy Scouts, and other community organizations.

The station is also adding half an hour to its Sunday broadcast schedule, shifting the times of eight, and adding six programs, beginning this Sunday. Programs added include "Top Pop Concert," based on popular "Boston Pops" type of music, and a "Top Serenade" of Guy Lombardo's music.

Three More Stations Okayed

The Commission also okayed three new one-kilowatt stations in South Carolina, that of the Union-Carolina Broadcasting Company, for Union, to be on unlimited time on the 1460 band, at an estimated construction cost of \$38,178. The Aiken-Augusta Broadcasting Company's grant, for Aiken, is daytime only on the 1300 band, with the cost estimated at \$13,575, while cost for the Bob Jones University, Inc., station, Greenville, is estimated at \$21,500. This station, also on the air daytime only, will be on the 1260 band.

ANA Officials Support Continuation Of BMB

(Continued from Page 1)

stress the importance of maintaining strong advertising budgets to hold the line in a highly competitive business situation.

Wesley I. Nunn, director of advertising for the Standard Oil Company of Indiana, discussing "Let's Cut the Advertising" exhibited trade marks of once successful products now in the "commercial graveyard." "Their sponsors thought they had created so much public acceptance and demand that they didn't need to advertise."

Discussing the use of commercial radio time, Robert O. Brown, vice-president of Bristol-Myers, said that network time and talent increases on their products were placed at 55 per cent, against a 30 per cent rise in radio homes.

CBS '48 Report Includes Costs Of Talent, Rights

(Continued from Page 1)

tion." While the report made no mention of the talent it lured away from NBC, Amos 'n' Andy and Jack Benny were bought up by Columbia during 1948. The Bing Crosby deal would not be reflected in 1948 figures.

At the end of 1948, Columbia's "cash in banks and on hand" had dropped more than a million from the previous year and "total current liabilities" were up nearly \$2,000,000. Cash on hand at the end of last year was \$5,946,928 compared with \$7,077,009 at the end of 1947. Current liabilities during the same period increased from \$9,570,508 to \$11,527,601.

The report to stockholders by S. R. Dean, CBS treasurer also stated: "Holdings of United States government securities carried at cost and accrued interest were \$5,303,371 on Jan. 1, 1949 as compared with \$7,647,151 on Jan. 3, 1948."

Certain restrictions have been placed on CBS in paying cash dividends after the end of this year. The report states: "A loan agreement entered into in 1949 provides in part that the company shall not pay cash dividends at any time after Dec. 31, 1949 in an amount in excess of the amount which, when added to other cash dividends paid after Jan. 1, 1949, will exceed 70 per cent of con-

FM Now Being Heard By 100 Million—FMA

(Continued from Page 1)

and presently head of the Continental Network and manager of WASH, Washington, and KOZY, Kansas City. This map will be presented at the FMA sales clinic in New York next Friday.

The area east of the Mississippi River is virtually blanketed with FM signals, the map indicates, with all major population concentrations covered.


Engineers To Be Named

Eighteen engineers will be given their permanent appointments this morning at WNYC following the publication by the Municipal Civil Service Commission of examinations taken nine months ago. Five engineers at WNYE, the Board of Education station, and four at WNYF of the Fire Department will also be given permanent appointments.

solidated net earnings after Jan. 1, 1949." This is in reference to the \$5,000,000 loan from Prudential.

CBS consolidated net income for 1948 (previously reported) was \$5,041,682, equal to \$2.94 a share, compared with \$5,920,104, or \$3.45 a share in 1947.

• faces • facts • figures • wins •



COST


\$1.58

FACE: DON GODDARD

FACTS: For 12 years, newspaper feature writer, staff editor and reporter. Now in his 13th year of broadcasting news to the New York audience.

Goddard's terse reports are heard on WINS twice daily. His evening newscast at 6:30 is currently available.

FIGURES: This Goddard newscast is being offered to advertisers at the low cost of \$1.58 per thousand radio homes.



CROSBY BROADCASTING CORPORATION

LOS ANGELES

By AL STEEN

NATIONAL Cancer Society will stage hour-long television show over KNBH next Wednesday, with top Hollywood talent and the cream of the NBC roster. It will be produced by Bob Hope's Al Capstaff and kinescoped for the NBC network.

Del Sharbutt is writing a musical comedy around a song he wrote several years ago, titled "A Romantic Guy I." The Century Theater Group will premiere the Sharbutt opus here next summer.

The Jack Carson show originates again from Hollywood on April 8 after a three-month road trip.

Danny O'Neil, former Eddie Cantor singing star, now has his own disc jockey show over KLAS in Las Vegas.

Irene Dunne goes to Buffalo April 4 to appear on a special broadcast celebrating the 25th anniversary of Cellophane on "Cavalcade of America."

Penny Singleton will be waxing an audition for a new series package of her own within a double fortnight.

Jack Gregson's new sponsor for "Your Stand-In" over CBS in the Western states will be Halo Shampoo, Monday through Friday at 4:15.

Sherman Rose will get his new tele-production company under way at the California Studios with a short subject based on the story of glass, titled "Bright World."

Jack Webb, star of ABC's "Pat Novak For Hire," is set for two pictures, Universal - International's "Sword in the Desert" and Paramount's "Sunset Boulevard."

Athletic Assoc. Elects

Albert Walker, executive assistant, has been elected president of the NBC Athletic Association, New York. Other officers for the coming year include Jo Dine, director of the press department, first v-p; Joan DeMott, controllers department, second v-p; Cal Wheeler, controllers department, treasurer; Kay Henderson, continuity acceptance department, secretary.

"Bright Remarks"

"I think people tell little white lies about how much they use their television sets—they've paid so much for 'em they just want to appear to be getting their money's worth out of 'em."

Bob Bright



Mainly About Manhattan. . . . !

● ● ● NBC's secret weapon for the Horace Heidt replacement is a giveaway gimmick which would tie in programs every night of the week. If the plan can be cleared, clues in the contest will be spotted throughout other shows. . . . Canada is not averse to U.S. tourist dollars, so American stations will get a series of free transcribed half-hour musical programs with H'wood guest stars and leading Canadian talent to boost good neighbor travel this summer. . . . Barbara Jo Allen, known more familiarly as Vera Vague, is star of "Merry-Go-Round," an audience participation show which CBS will put on for summer duty. . . . Jimmy Durante and Bing Crosby will team their talents for a half-hour NBC stanza on behalf of N.Y. Catholic Charities. . . . Paul Winchell leaves the Jane Pickens show on NBC this week after 14 weeks (he was originally signed for only 4 weeks) to ready his own series on that web. . . . Local manufacturer set to launch a 12-inch tube table model for under \$300, plus unconditional 15-month guarantee. . . . CBS' full-hour show-business clinic starring Clifton Fadiman and directed by Irving Mansfield set for 9:30-10:30 p.m. slot starting April 13th. . . . Radio sponsors are preparing to resume the "mail in the top of the package and steen cents" routine in a big way. . . . Popsicle picking up the tab on CBS' "Lucky Pup." . . . Herbert Hoover is urging that members of the FCC get pay hikes. . . . Ben Grauer on his way to Guatemala, Panama and Mexico to make a news background survey, returning April 1st. . . . Henny Youngman sez he doesn't mind having his phone tapped, but he really got sore when the tapper started topping his gags. . . . The name of Sid Weiss appeared in the list of sponsors for the Cultural and Scientific Conference for World Peace. Whatever Sid Weiss they refer to, we'd like the world to know it isn't this reporter.



● ● ● Bea Wain and Andre Baruch haven't accepted as yet any of the dozens of offers that have been coming their way since they decided to quit their "Mr. and Mrs. Music" chores on WMCA. The talented team is giving their next move plenty of thought. Currently they're being sought for both radio and TV and there's even a possibility that they will continue their disc jockey show on another outlet.



● ● ● AROUND TOWN: Ethel Thorsen readying a terrific TV daylimer tagged "Window Shopping." . . . Burgess Meredith doing TV spots with Marva Baxter, new 20th Century-Fox find. . . . Billy Selwyn, Sam Goldwyn's talent director, in town for 4 weeks looking over the local talent. . . . Earl Wilson reports that Mary Margaret McBride asked Henry Morgan about his weight and he said: "It varies. Sometimes I gain or lose 3 lbs. a day." "So do I," sighed Mary Margaret, "only I don't lose." . . . CBS' "Family Hour of Stars" originates from N.Y. for its April 10th airing, with Bette Davis starred in Arch Oboler's "The Word." . . . Mel Strauss back with Selznick handling radio. . . . Melvyn Douglas to be interviewed tomorrow night by Bob Bright on WJZ. . . . Bob Crosby and the Club 15 crew planning a cross-country tour.



● ● ● MAIN STREET TREATS: Monica Lewis and Frank Farrell's new half-hour series on WOR Saturday noontime. . . . Leo De Lyon's clowning at the Strand. . . . Mutual's Twin Views of the News with Danton Walker and Hy Gardner. . . . Vic Damone's Mercury waxing of "Again." . . . Guy Lebow's handling of the Ridgewood Grove grunts and groans. . . . Tommy Lyman's torch sessions at Leslie House—perfect for swellelevision. . . . Sammy Spear's ork on TV's "Front Row Center."



CHICAGO

By NAT GREEN

HAL TATE RADIO PRODUCTIONS announces that six more stations have purchased its syndicated transcribed mystery-voice show "Who's Talking?" each for 13 weeks. Stations are KSET, El Paso, Texas; WWCO, Waterbury, Conn.; WAUX, Waukesha, Wis.; WLCS, Baton Rouge, La.; WGIV, Charlotte, N. C., and WHBQ, Memphis.

Hal Totten, WGN farm director, last week returned to his alma mater, Senn High School, and addressed the junior class. During his high school days, Totten was editor of the "Senn News."

"Attorney at Law," a new studio dramatic presentation, will make its bow on WGN-TV on Monday, March 28. Designed as an informative public service as well as entertainment, the show will be written by William Wines, Chicago attorney, and directed by Bruno Vesota.

On March 28 the city zoning board of appeals will consider granting a permit for the proposed erection of an FM and television antenna for WGNB and WGN-TV on top of the Tribune tower. The antenna would rise 624 feet above street level.

Send Birthday Greetings To—

March 25

Raymond Gram Swing
Jean Rogers Arturo Toscanini
Jerry Sears Frankie Carle
Ed Begley Robert C. Schewing

March 26

George Carhart Phillip Ropp
Howard L. Schreiber
Val Clare Fulton Dent
Frank Merrifield Harry G. Bright

March 27

George Fields Ferde Grofe
John H. Henninger Fred Keating
Gregory Davis

March 28

Robert Allen Joel Hevesi
Bertram Lebar, Jr.
Ray Miller Frank Lovejoy
E. C. Stodol Frank Parker
West W. Willcox Paul Whiteman
Mary Lou Forster Al Stevens

March 29

William H. Ensign
Nancy Douglas Harvey Goldin
Janice Dunn Lewis King
Leon Levine Bill Berns

March 30

Preston H. Pumphrey
Mark Haas Bill Edwards
William H. Brown

March 31

Lester Damon Dwight E. Rorer
Bob Reynolds Bob Cee
William Carley Henry Morgan
James I. Saphier

You Might Hire Twenty-five Bellhops
To Page You on the Hour—Every Hour
At the NAB Convention in Chicago!

But

Why Bother With Such Uncertain Circulation
When the Impact of Your Name and Message in
the Convention Issues of RADIO DAILY Will Do A
100% Job For You?

Remember

RADIO DAILY'S convention issues will present
today's news Today—1,800 copies delivered by Hand
at the Convention Sessions Guarantees that your
message will get complete Convention readership—

MAKE YOUR SPACE RESERVATION TODAY

Forms Close on April 1

NATIONAL ASSOCIATION OF BROADCASTERS

26th Annual Convention — Hotel Stevens

Chicago, April 6th to 13th, Incl.

AGENCIES

McCANN-ERICKSON Rio office announces its appointment by Warner International to handle the Brazil advertising of "Linimento de Sloan" and "Peitoral de Cereja do Dr. Ayer." Magazines, newspapers and radio will be used.

AUDIO & VIDEO PRODUCTS CORP., New York, world-wide distributors of Ampex Magnetic Tape Recorders has appointed Van Dine Agency, it has been announced by Charles E. Rynd, president of Audio & Video. Arthur B. Swartz is account executive. The first stages, for immediate release, of a campaign promoting a new Ampex Magnetic Tape Recorder designed for radio stations and recording studios will include trade publications and direct mail.

ALDOMARI ADVERTISING AGENCY, INC., New York City, has been appointed by Dunn's Restaurant, New York City, to handle their weekly radio show, "Dinner at Dunn's." The program will be heard between 7:30-8:00 p.m., Wednesday evenings over WMCA. Leonard S. Morvay, Jr., is the account executive.

NAB Ignores 45 r.p.m. In ET-Standards Text

(Continued from Page 1)
for 78 and 33 1/3 r.p.m. turntable speeds.

NAB members also have been sent a booklet containing answers by President Justin Miller to 18 questions about the NAB standards of practice, compiled on the basis of questions and answers following Miller's appearance in January at the Chicago-Radio Management Club.

Takes WMAW Sales Post

James H. McKnight, formerly manager of WKOB, North Adams, Mass., has been named commercial manager of WMAW, Milwaukee, Jack Bundy, manager of the Milwaukee station, announced yesterday. McKnight's previous associations included WPOR, Portland, Me.; WWOK, Flint, Mich., and WGOV, Valdosta, Ga.

ARTHUR EDDY

Public Relations — Publicity

812 Taft Building

Hollywood

Gladstone 5305 — Gladstone 9082

REC Honors Drew Pearson, Emphasizing Freedom Train

(Continued from Page 1)

home but followed the proceedings and came on with his own commentary via a two-way line provided by ABC.

In telling the story of the Friendship Train's journey across the nation last year, Pearson paid tribute to the support it got not only from ABC but from CBS, NBC and MBS plus stations in every city along the way. The commentator said he had trouble arousing the interest of AP and UP but that all broadcasters were eager to cooperate.

On behalf of Pearson, Mark Woods, ABC president, accepted a replica of one of the box cars in the Mercu Train which the French people sent back to the U. S. Replica was made by the Lionel Corp.

Have In Makes Presentation
Carl Haverlin, REC president, who can always find a treasure in his historical collection to fit the theme of any REC luncheon, upheld his batting average yesterday with one of the few letters written in English by Lafayette, the French statesman. This letter, handsomely bound with gold lettering, was presented to Pearson as a gift from the REC. It was accepted by Harry Trenner, veepee in charge of radio for the William H. Weintraub agency. Trenner commented he would try to determine how to get 15 per

cent of the gift before sending it to Pearson.

Other special guests at the luncheon who made short talks were actor Edward Arnold and Ludovic Chancel, French Consul General.

Burkland Declines Office
William Hedges, chairman of REC's nominating committee, announced that Carl J. Burkland of CBS had notified the club that he is unable to accept the nomination of president for the coming year. The committee expects to come up with another name within the next two weeks.

Other executives seated at the head table included John B. Beltaire, veepee, Frank H. Lee Co.; William H. Weintraub, president, Weintraub agency; Dr. Everett R. Clinchy, president, National Conference of Christians and Jews; Edward Gruskin, program director, French Broadcasting System; Gordon H. Mills, Kudner Agency; B. S. Voorhees, v-p, N. Y. Central System; Eugene Du Bois, publicity representative, Pennsylvania Railroad; Michel Dumont, press and information attache, French Embassy; E. J. Dean, asst. v-p, Erie Railroad; S. A. Boyer, asst. v-p, New Haven Railroad; David Karr, v-p in charge of public relations, Weintraub agency.

TV Pickup Of UNESCO Gets State Dept. Okay

(Continued from Page 1)

cians and others for the televising of the program. WEWS had already received authorization to televise the Cleveland Symphony Orchestra's numbers and offered further co-operation in obtaining all clearances.

Helen Semmerling, in Cleveland as liaison representative for the State Department and UNESCO, had previously told James C. Hanrahan, general manager of WEWS, that the station's application to televise the event had been denied. Following this report, Hanrahan took the issue to the State Department, UNESCO and the headquarters of the United Nations.

Statement By Hanrahan

Hanrahan said last night that approval for the pickup was obtained from the musicians union a week ago and the only thing now holding up definite scheduling of the program is clearance from Mrs. Eleanor Roosevelt. All the other participants have consented to the program, he said. Mrs. Roosevelt's secretary told Hanrahan that she thought the former First Lady would give her consent.

Hanrahan said also that when final approval is received he would ask for written permission to do the show from a responsible State Department officer to avoid possible repetition of the hassel that re-

Texas Radio Survey Completed By University

(Continued from Page 1)

sor of Educational Administration, made the survey and report.

A grant of \$2,242.50 was made to the university for the research to study ways in which the eight local outlets could better serve the needs of the community. All eight, KATL, KOCH, KLEE, KNUZ, KPRC, KTHT, KTRH and KXYZ contributed to the fund.

The report includes 1,320 interviews and a series of tabulated results and is titled "The Listeners Speak In The Bright Spot of America."

General results of the survey include such facts as most Houston residents have radios; they listen a great deal to their radios; all are generally satisfied with the local programs offered; nearly half of the local homes are multiple radio homes; about one-third of those persons interviewed have car radios; about seven out of 10 adults listen to the radio every day; about two-fifths of the adults in Houston try to find out something of new programs to be heard over the local outlets and about one-fourth of the people read the radio logs which are carried in the local newspapers.

sulted from the original turndown. He added that WEWS plans an all-out promotion campaign to plug the three-hour program.

NEW BUSINESS

WGN, Chicago: Hilton Hotels Corp., through Needham & Grohmann, Inc., will sponsor participating announcements in the following programs for 13 weeks from March 28: "Art Baker's Notebook" and "Baker's Spotlight," for the Stevens Hotel and the Palmer House, Chicago. Other business reported by WGN includes: Sweets Company of America, Inc., through Moselle & Eisen, four weekly station break announcements for 13 weeks from April 4; Rit Products Co., through Earle Ludgin & Co., four weekly station break announcements for eight weeks from March 28; Health-Mor (vacuum cleaners), through Gruttenden & Eger, a daily participating announcement in "Art Baker's Notebook" for 13 weeks from April 4; General Foods Corp., through Benton & Bowles, Inc., renewal of three participating announcements in the "Virginia Gale" program for 13 weeks from April 4; Canadian Ace Brewing Co., through Weitzman Adv. Agency, three station break announcements weekly for 52 weeks from March 21; Wm. Wise & Co., through Thwing & Altman, renewal of "Handyman's Guide" for 13 weeks from April 10.

WINS, New York: Canada Dry purchased 15-minute baseball warm-up preceding New York Yankee games, starting April 19. Thom McAn Shoes bought 15-minute resume following each game. New spot announcement biz includes Tamarack Lodge, Bromo-Seltzer, Jello Rice Pudding, Spring Hills Nursery and Duff's Mix. Pepsi-Cola and Nedick's have increased schedules. Michigan Bulb Co. and Doubleday Co. bought 15-minute segments.

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TELEVISION DAILY

Section of RADIO DAILY, Friday, March 25, 1949 — TELEVISION DAILY is fully protected by register and copyright

PARA. 'TRUST' VIOLATOR, SAYS FCC

TELE TOPICS

NBC'S ANSWER to Ed Sullivan was unveiled Wednesday night on a new-type variety-type program titled "Show Business, Inc." As an emcee, Danton Walker is another prime reason why such chores should be turned back to the professionals. He projected nothing even remotely resembling personality. Had he been an unknown applying for the job he would have been told to forget about a career in show business and advised to tackle something that does not require much talent, say, writing a column. . . . As for the rest of the show, it was merely another succession of acts, neither better nor worse than any other, except that it was bogged down with too much talk. High spot was the singing of Martha Wright, a beautiful and charming girl with a voice to match. The biggest letdown, I'm sorry to say, was Bert Wheeler's "Little Mousey" story. The routine was billed as a smash hit of 1924, but it lays an egg in 1949. Somewhere in between were Phil Regan, who has sounded better than he did Wednesday nite; Peggy Wood's reminiscing, and Florence Reed's sleep-walking scene from "Macbeth," which was sadly out of place. . . . Program is produced by Martin Jones and directed by Ralph Nelson.

A RATHER STARTLING challenge was made yesterday by Les Hafner, vice-president in charge of production of Sound Stages, Inc. His firm, he said, can produce on film any 30-minute or hour dramatic or variety show for the same price, or less, than the cost of live production. Quality, he said, would be comparable to or better than a live show. Firm uses 16 mm. exclusively and shoots in its own studio, 1750 square feet, on West 89th St. and on location. It's Hafner's contention that current TV costs, both live and film, are too high for all but the biggest advertisers and he's trying to bring them down. Sound Stages has been concentrating on spot commercials, but filming of 13 half-hour dramas for a Hollywood producer begins next week. Besides operating the studio with his partner, C. F. Vetter, Jr., Hafner has set up a package outfit with plans for two dramatic shows and a variety stanza.

IRA SIMMONS, general manager of A.B.T. Productions, reports that his firm will enter the live production field shortly. A deal for sponsorship of his "Album of Songs" film series will be closed within a week. . . . Popsicle probably will pick up the tab for "Lucky Pup" on Monday nites. . . . Philco Playhouse goes off for the summer after the April 10 show. . . . Colgate-Palmolive-Peet buying the second half of "Howdy Doody" on Tuesdays and Thursdays beginning April 5.

Three Crosley Outlets New Appointments To Be Linked Apr. 3 CBS Staff Announced

Cincinnati—When commercial operation of the Crosley television station, WLW-C, new Columbus television station of the Crosley Broadcasting Corporation, begins on Sunday, April 3, the third link in a video network will be completed. The television network includes WLW-T in Cincinnati, WLW-D in Dayton, and WLW-C in Columbus. All are linked by a microwave relay setup which permits interchange of programs among stations.

Transmission Began Mar. 21

WLW-C began transmission of its test pattern on Monday, March 21. Regular telecasts from the station were delayed until completion of relay towers at Mechanicsburg, Ohio, where the video programs of WLW-T in Cincinnati will be boosted into the Ohio capital for WLW-C telecast. WLW-C will carry between twenty-five and thirty hours of weekly programming, the greater part of which will consist of originations from WLW-T. Operating on channel 3, WLW-C will bring television programs for the first time to 1,030,000 people living within a 45 mile radius of Columbus.

Dayton—WLW-D, new Crosley station here, has instituted a 30-hour week after making its debut, according to general manager John T. Murphy. Station eased into operation on an experimental basis about a week ago. Three days later a full day's schedule was aired and this week full time operation got under way.

Programming consists mainly of originations from sister station WLW-T, Cincinnati, and NBC kinescope recordings.

Arthur I. Rothafel, son of impresario Samuel L. "Roxy" Rothafel, will join CBS April 11 as assistant to the director of programs, it was announced yesterday by Charles Underhill, program director of the network. Rothafel is currently general manager of WFEA, CBS affiliate in Manchester, N. H.

Rothafel has had a varied background of agency and radio experience, motion picture writing and editing, and theater operation, the latter in association with his late father.

Stumer Promoted

Louis Stumer, with DuMont for the past year and former president of Television-Radio Enterprises, Inc., has been appointed CBS-TV program sales coordinator, effective immediately, David Sutton, sales manager, announced yesterday.

As liaison between the net sales and program departments, Stumer will keep the sales staff abreast of all program planning and development. He also will assist salesmen in making program presentations.

NBC Skeds Race Pickups From Three N. Y. Tracks

NBC-TV has scheduled regular twice-weekly coverage of racing at Jamaica, Belmont Park and Aqueduct, beginning April 1, 3-4 p.m., EST.

The net has scheduled pickups from the tracks on Saturdays, with the exception of June 11 and July 16, from 3:30 to 4:30 p.m., EST, and on Wednesdays, with the exception of the weeks of May 30 and July 4, from 3 to 4 p.m., EST.

Decline In Sports Ratings Noted In Three-City Survey

Virtual disappearance of sports pickups from the ranks of top-rated offerings was emphasized yesterday when The Pulse released its top ten figures for New York, Philadelphia and Chicago for March. Also among the missing on the lists are local studio shows.

Only in Chicago, a comparatively new network city, are sports in the top ten. Three are listed: Golden Gloves over WGN-TV, in third place with 45.0; wrestling, over the same station, in sixth, with 40.0 and

indoor polo over WENR-TV, in the tenth spot with a rating of 35.0.

In New York and Philadelphia, "Texaco Star Theater" is top show with 75.3 and 71.0 respectively. Top Windy City program is Arthur Godfrey and his Friends with 65.0. Program is in second place in New York, 56.0, and Philadelphia, 61.0.

Average quarter hour sets-in-use figures follow: New York-TV, 26.1, combined radio-TV, 34.9; Philadelphia-TV, 28.1, combined, 38.6; Chicago-TV, 29.6, combined, 40.4.

Commission Holds Consent Decrees Don't "Purge"

Washington Bureau of RADIO DAILY

Washington—It was not certain here whether the FCC meant to notify Paramount Pictures and other film companies seeking TV licenses that it is not bending to pressure resulting from new consent decrees, but the Commission yesterday reaffirmed its position that Paramount is guilty of anti-trust law violations as outlined by the Supreme Court last May. Paramount last week filed a petition declaring that it was purged of its anti-trust sins by the consent decree it signed with the Department of Justice a month ago.

Informed By Letter

The Commission informed the company by letter that its action granting several routine extensions for Paramount video operations in New York and Los Angeles in no way prejudiced its right to later action to block the company from TV on the basis of the Supreme Court action.

'Tomorrow's Champions' Bought As ABC Co-Op

Amateur boxing matches seen over ABC Tuesday nights from 10 to approximately 11:45 p.m., EST, titled Tomorrow's Champions, now is a cooperatively sponsored feature on five ABC-TV stations, including two of the network's owned and operated outlets, WJZ-TV, New York and WENR-TV in Chicago.

The sale yesterday of the program over WJZ-TV to Miller Brewing Company points up the rapid sponsor acceptance of Tomorrow's Champions which features eight bouts each of scheduled three-round duration.

WSB-TV Acquires Rights To Atlanta Baseball Sked

Atlanta—Rights for the entire home schedule of the Atlanta Crackers, Southern Association, have been purchased by WSB-TV, J. Leonard Reinsch, managing director of the Cox radio and tele enterprises announced yesterday.

At the signing of the contract, Earl Mann, president of the team said, "We believe television will do for us what radio did—create more fans."

Thad Horton, WSB-TV sports director, will handle the play-by-play.



**Help them
to help
themselves**



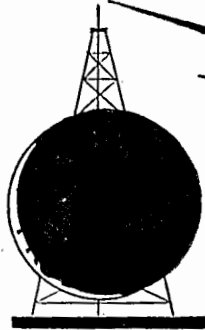
**Every Easter Seal You Buy
Helps a Crippled Child**

Buy Easter Seals

When you buy Easter Seals you give crippled children a chance to overcome their handicaps. A chance for proper medical care, healthful recreation and special vocational training. When you buy Easter Seals you give these children an opportunity to help *themselves* to lead useful, happy lives. This year, why not buy *more* Easter Seals.

THE NATIONAL SOCIETY FOR CRIPPLED CHILDREN AND ADULTS, INC.

11 South La Salle Street, Chicago 3, Illinois



RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 46, NO. 60

NEW YORK, MONDAY, MARCH 28, 1949

TEN CENTS

EXPECT 1,800 AT CONVENTION OF NAB

WNYC's Nite-Time Gets 6-Mo. Extension

Washington Bureau of RADIO DAILY
Washington—New York City's representative on the FCC, Miss Frieda Henneck, came through in fine style for the city's municipally-owned station, WNYC, as another six-month extension of the outlet's special service authorization for early morning and evening operation. WNYC has had such authority for six years on the strength of six-month extensions, but last month the extension was for only 30 days and it was feared that the station be bumped off the air in these hours,

(Continued on Page 3)

NBC Affiliates Group Meet With Web Execs.

Plans for an extensive Fall advertising, promotion, exploitation and publicity campaign by NBC and its affiliates were discussed at a meeting held Thursday at the network's headquarters in New York. Participating in the conference were members of the Station's Advertising and Promotion committee and officials of the web.

The network officials and affiliates laid the groundwork for an advertising and publicity campaign which

(Continued on Page 4)

Real Estate Firm Buys Series On N. Y. Indie

Mastic Acres, the Long Island realty development, is making its first use of foreign language radio with four 15-minute segments a week on WHOM, New York. In previous years the realty firm has conducted campaigns on metropoli-

(Continued on Page 4)

Maybe This Week
Washington—The FCC last week tangled with, but failed to dispose of, the complicated question of what to do about giveaway shows. With pressure from the law department for adoption of the proposed rules knocking these programs from the air, the Commission deferred action in the face of several legal points raised by members of the Commission itself. The problem may be brought up again this week.

Tait Named President Of Stromberg-Carlson

Rochester, N. Y.—Robert C. Tait, v-p of the Mellon National Bank & Trust Co. of Pittsburgh, was named president of the Stromberg-Carlson Co. to succeed Dr. Ray H. Manson, effective April 4.

Dr. Manson retired to become chairman of the board, replacing Wesley M. Angle. The annual stockholders' meeting last week elected Angle honorary chairman of the board.

Other directors re-elected were:

(Continued on Page 2)

Jack Kapp Dies Suddenly Founder Of Decca Was 47

Jack Kapp, president of Decca Records, died suddenly late Friday of a cerebral hemorrhage shortly after having been taken ill in a taxi outside his New York home. Kapp, who founded Decca in 1932, has been a leader in the recording field for two decades. He is survived by his wife and two children.

Advance Registration Close To 1,000; Wayne Coy, Tom Clark Speakers; Resolutions Committee Named

NBC Washington Staff Changes Announced

William R. McAndrews has been named general manager of NBC's three Washington stations, WRC, WRC-FM and WNBW television, Frank M. Russell, vice-president in charge of the Washington offices of NBC, announced Friday, in a realignment of the executive staff.

George Y. Wheeler, NBC's Washington director of programs, was

(Continued on Page 3)

Call Letters Of KQW Will Change To KCBS

San Francisco—Now that KQW is under the complete ownership of CBS the station will change its call letters to KCBS on April 3. Station is arranging for a special dedication show to be broadcast on this date.

Event will mark the second time

(Continued on Page 2)

BBC Renews Its Offer For Phila. Orchestra

The British Broadcasting Corp. has renewed its offer to impresario Harold Fielding of \$1,200 per broadcast of the Philadelphia Orchestra's

(Continued on Page 4)

Chicago—With advance registration for the Management and Engineering Conference of NAB nearing the 1,000 mark, C. E. Arney, secretary of NAB, predicted Friday that the total reservations would reach around 1,800 when the 27th annual convention gets under way at the Stevens Hotel, April 6-13.

Interest in the convention this year centers in ways and means of stimulating commercial radio sales in a growing competitive media

(Continued on Page 3)

Record Crowd Attend Boston NAB Meeting

Boston—Two hundred broadcasters and advertising men attended the luncheon at the Somerset Hotel in Boston Wednesday as the highlight of the one-day session of the 1st District of NAB. The luncheon heard Maurice Mitchell, director of broadcast advertising for NAB, admonish the broadcasters that the time has come for intensive selling

(Continued on Page 3)

Zenith Assures Dealers Of Fixed Set Prices

Chicago—Zenith Radio Corp. has notified distributors that it guarantees its factory list prices on its radio and television sets to protect dealers against heavy losses resulting from factory over-production, it was announced Friday by Com-

(Continued on Page 2)

TV Gains; Radio Gains More, Says Craig, At ANA Meeting

Hot Springs, Va.—Executives attending the annual spring meeting of the Association of National Advertisers were told by Walter Craig, radio and television veepee for Benton & Bowles, that while video has been taking 1,000,000 homes away from radio the latter medium at the same time has added 3,000,000 homes.

Television may be the potential mass medium, Craig said, but at this

time the masses are listening to radio. The official, reiterating the complaints heard from those in his field during the last year, pointed out the lack of market information available for television sponsors, specifically details on audience sizes. Craig did not play down, however, the future advertiser benefits in television and went so far as to predict that if TV turns out to have

(Continued on Page 3)

Record Intact

Detroit—Keeping intact his 15-year record of never missing a broadcast, ABC sportscaster Harry Wismer did his network program, Champion Roll Call, Friday night from his sick bed in the Henry Ford Hospital, here, where he is ill with virus pneumonia. Champion Spark Plug Company sponsors Wismer's Friday night ABC broadcast series.

Anniversary

Sen. Edwin C. Johnson (Dem., Colo.), the first Washington official to be interviewed on CBS' "Capitol Clock Room," will be buttonholed again and asked his opinions on current national problems, as the program celebrates its first anniversary Wednesday, 10:00-11:00 p.m., EST. Sen. Johnson is chairman of the Senate I. C. C.



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FRANK BURKE : : : : Editor
MARVIN KIRSCH : Business Manager

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WEST COAST OFFICES

Al Steen, Manager
6425 Hollywood Blvd. Phone: Gladstone 8436
WASHINGTON BUREAU
Andrew H. Older, Chief 6417 Dahlonega Rd.
Phone: Wisconsin 3271
CHICAGO BUREAU
Net 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

(March 25)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
ABC	7 7/8	7 3/4	7 3/4	- 1/8
Admiral Corp.	17	16 3/4	16 3/4	- 1/8
Am. Tel. & Tel.	146	145 1/2	145 3/4	- 1/8
CBS B	18	18	18	+ 7/8
Farnsworth T. & R.	1 1/4	1 1/8	1 1/4	- 1/8
Gen. Electric	37 3/4	37 1/4	37 1/4	- 3/4
Philco	31 1/2	31 1/4	31 1/2	+ 1/4
RCA Common	12 3/8	12 1/4	12 1/4	- 1/8
RCA 1st pfd.	7 1/2	7 0 3/8	7 0 3/8	- 1 5/8
Westinghouse	23 5/8	23 3/8	23 1/2	- 1/8
Westinghouse pfd.	96	95	95 1/4	- 1/4
Zenith Radio	30	30	30	- 1/8

NEW YORK CURB EXCHANGE

	Bid	Asked
Nat. Union Radio	3 1/2	3 3/8

OVER THE COUNTER

	Bid	Asked
DuMont Lab.	14 3/4	15 3/4
Stromberg-Carlson	13	14 1/2
U. S. Television	5/8	7/8
WCAO (Baltimore)	27	27
WJR (Detroit)	7	7 1/2

10 YEARS AGO TODAY

From the Files of Radio Daily

At a regular board meeting of NBC, Niles Trammell executive vice-president, was elected to the board of directors of that network. . . "Fortune" magazine has concluded a survey to determine the advisability of running radio columns in newspapers and as a result it has been revealed that 31.7 per cent of the total population read the columns regularly, 33.5 per cent occasionally and 34.8 per cent do not read the columns at all. . . Two new CBC 50,000-watt stations owned by CBC scheduled for operation approximately April 8 and June 1, respectively, will be available to U.S. clients using supplementary networks in Canada.

★ COMING AND GOING ★

JOHN J. GILLIN, president and general manager of WOW, Omaha affiliate of NBC, arrived in New York last Thursday on business. He plans to remain here until the end of the week.

E. P. H. JAMES, vice-president of the Mutual network in charge of sales promotion, advertising and research, is in Chicago to deliver an address to the members of the American Marketing Assn. His subject, "Television's Immediate Future."

MURRAY ARNOLD, program director of WIP, Philadelphia, a visitor in New York for conferences with his national representatives.

ETHEL SMITH, organist, will sail April 2 aboard the "Queen Mary" for London. She's scheduled for the Palladium.

WALLACE H. LANCTON, television director for Jackson & Co., is in Detroit for huddles with clients, and to plan the filming of a series of TV spots at the Jam Handy Organization.

CARL J. BURKLAND, general sales manager of CBS Radio Sales, and H. A. CARLBORG, Eastern sales manager of the division, are in Charlotte, N. C., for conferences with officials of WBT.

SHEELAGH O'MALLEY, partner in the video package firm of Ehrlich-O'Malley, will return tonight from two weeks of business and pleasure in Haiti.

ADE HULT, vice-president of MBS in charge of midwest operations, is back-and-tanned from a Florida vacation.

MANIE SACKS, vice-president of Columbia Records, Inc., in charge of popular artists and repertoire, left yesterday for Hollywood. He'll spend two weeks conferring with Ben Selvin, Coast director of artists and repertoire.

TODD RUSSELL, emcee, and WALTER FRAMER, producer, of "Strike It Rich" on CBS, left over the week-end for a 10-day vacation in Miami. In his absence his show will be aired via tape recordings.

Tait Named President Of Stromberg Carlson

(Continued from Page 1)

Frank E. Devans, William Fay, Bernard E. Finucane, Lee McCane, Frank W. Moffett, Lloyd L. Spencer, George L. Todd and Frederic C. Young.

Officers re-elected were: McCane as v-p and general manager, Spencer as v-p and general sales manager; Young as v-p in charge of engineering and research, Fay as v-p in charge of broadcasting, Sidney R. Curtis as v-p in charge of manufacturing, Gordon G. Hoyt as v-p in charge of finance, Edwin C. Roworth as secretary and Wilbur W. Hetzel as treasurer.

Call Letters Of KQW Will Change To KCBS

(Continued from Page 1)

that CBS exec Arthur Hull Hayes has managed a key network station at the time it shifted call letters. Hayes headed up WABC in New York back in 1946 when it changed to WCBS. He recently moved to San Francisco as veepee in charge of the web's operations in the Bay City.

Frank Stanton, president of CBS, will fly to San Francisco for a special luncheon to be held Monday, April 4. Guest list will include representatives of sponsors and agencies on the West Coast. D. W. Thornburgh, CBS veepee in charge of the western division, also will be in attendance.

Altec Mike In Debut

Hollywood—The Academy Awards presentations Thursday night marked world premiere of Altec's new miniature microphone. The mike is size of a dime. It was used for first time by ABC in announcing the winners. Instead of normal mike, which is size of an open hand, the Altec condenser is so small it could not be seen on the stage. Two were suspended from cords dropped from the ceiling and two on gold stems on each side of podium.

Zenith Assures Dealers Of Fixed Set Prices

(Continued from Page 1)

mander E. F. McDonald, Jr., president.

The distributors were told that Zenith "has no inventory of old models on hand" and that the company will continue its "post-war policy of introducing new models throughout the year as they come from the laboratory, rather than obsoleting a dealer's inventory by coming out with a complete new line of radio sets once a year."

McDonald advised the dealers to insist on similar price guarantees from all manufacturers whose products they handle.

CBS Sales Representatives Meeting With Affiliates

Personnel of CBS Radio Sales offices in New York and Chicago left Friday for station conferences with officials of WRVA, Richmond, Va.; WBT, Charlotte, N. C.; and WAPI, Birmingham, Ala., affiliated stations.

Attending the WRVA sessions from the New York office will be James Burke, program service manager; T. B. Ellsworth, sales promotion manager; Alice Santti, head of program availabilities; and account executives Roy Hall, George Klayer and Fletcher Turner. Representing the Chicago office will be Charles Compton, Alan Axtell, John Nilson and Marie Plonin.

The group were joined on Sunday by Carl J. Burkland, general sales manager, Radio Sales; H. A. Carlborg, eastern sales manager; and Fred Mahlstedt, research manager, for the sessions with WBT officials to be held today. They will move on to Birmingham for conferences with WAPI executives.

Boscow Joins Magnavox

Roy Boscow has been named general sales manager of the Magnavox Company, Fort Wayne, Ind., Richard A. O'Connor, president, announced Friday. Boscow was formerly a sales executive with the Ford Motor Company and Nash Motors.



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

1,800 Expected At Broadcaster Meet

(Continued from Page 1)

market. Other subjects on the Management Conference agenda which promise to bring spirited discussion are the future of BMB, enforcement of Standards of Practice, and plans for reorganization of NAB.

The announcement that Attorney General Tom Clark has accepted an invitation to address the convention of April 12 and that Wayne Coy, chairman of the FCC, will speak at

For Resolutions

Makeup of the resolutions committee for next month's NAB convention was announced Friday by President Justin Miller, with the committee's meeting set for Monday morning, April 11.

The committee chairman is Wiley P. Harris of WJDX, Jackson, Miss., to whom copies of resolutions members desire to have presented the convention should be sent in advance of the April 11 meeting.

Other members include Clyde Coombs, KARM, Fresno, Cal; Richard Borel, WBNS, Columbus, Ohio; Robert D. Swezey, WDSU, New Orleans; William McGrath, WHDH, Boston; Ed Wheeler, WEAW, Evanston, Ill. and Phil Hoffman, WOL, Washington.

the luncheon session of April 11 has stimulated registrations. Another important speaker who will be heard at the Tuesday afternoon session, April 12, will be Jose Ramon Quinones, president of WAPA, San Juan, Puerto Rico. Quinones will address the convention on "The Threat of Government Radio Competition in Puerto Rico."

Advance reservations for the three-day Engineering Conference which opens on Wednesday April 6, have already passed the 200 mark and it is estimated that around 400 radio and TV engineers will register for the conference.

Another convention session which promises to bring a good turnout of independent broadcasters will be special Indie Day conference planned for Sunday, April 10.

Craig Supports Radio At ANA Convention

(Continued from Page 1)

an impact four times greater than radio then sponsors will appropriate four times as much money for their budgets.

According to a special report issued by ANA, half of the consumer goods and industrial firms expect ad coin to be larger in 1949 than it was last year. Among the larger companies—those with an annual volume upwards of \$50,000,000—32 said their advertising expenditures would be up 50 per cent. Some 22 smaller companies said they expected ad budgets to go up 46 per cent.

NAB's Regional In Boston Draws Record Attendance

(Continued from Page 1)

and promotion of radio in competition with other media.

Harold E. Fellows, general manager of WEEI, and 1st District Director for NAB, presided at the business session held in the morning and during the afternoon conference.

Dr. Kenneth D. Baker—characterized as "the lend lease life saver of BMB"—was among those on the dais at the luncheon. Others included William McGrath, manager of WHDH, and president of the Radio Executives Club of Boston; Nona Kirby, regional sales manager of the Radio Executives Club of Boston. Harold Dorschug—chief engineer of WEEI-AM and FM and Chairman of the Engineering Clinic held Wednesday afternoon; Herbert Kreuger, commercial manager of WTAG-AM and FM—1st District Chairman of the NAB Sales Managers Committee and Treasurer of the All-Radio Presentation Committee; Jan Gilbert, radio and television director of the Harold Cabot Company and secretary of the Radio Executives Club of Boston; Craig Lawrence, executive vice-president and general manager of WCOP-AM and FM in Boston—1st District Chairman of the NAB Employee-Employer Relations Committee and 1st vice-president of the Radio Executives Club of Boston; Richard Doherty, director of Employee-Employer Relations for the NAB; Ed Shea, director of radio of the James Thomas Chirurg Company and treasurer of the Radio Executives Club of Boston; Carl Haverlin, president of BMI; and Bill Rines, managing director of the Maine Broadcasting System (WCSH in Portland, WRDO in Augusta, and WLBZ in Bangor) 1st District Chairman of the NAB Public Relations Committee.

Broadcasters attending the 1st District meeting included:

Addison Amor, National Broadcasting Co.; Larry Anderson, WTAO—Cambridge; James D. Asher, WJDA—Quincy; Angus Bailey, WSAR—Fall River; Dana F. Baird, Weed & Co.; Albert S. Baker, WKXL—Concord, N. H.; Dr. Kenneth Baker, NAB; Ernest Batchelder, WKNE—Keene, N. H.; Harold Bates, WJOY—Burlington, Vt.; Paul Belaire, WBKA—Brookton, Mass.; Ford Billings, WEIM—Fitchburg, Mass.; A. J. Brissette, WTAG—Worcester, Mass.; John J. Boyle, WJAR—Providence, R. I.; C. D. Brown, WTVL—Waterville, Me.; E. A. Browning, WTAG—Worcester, Mass.; Arthur T. Brush, WHDH—Boston; Hervey Carter, WMUR—Manchester, N. H.; Gerald Harrison, WMAS—Springfield, Mass.; James Higgins, WHDH—Boston; George W. Hincley, WLAW—Lawrence; George Honeyers, WWCO—Waterbury, Conn.; Paul Hurd, WHAV—Haverhill, Mass.; George H. Jaspers, WCCM—Lawrence, Mass.; William Korwin, WHDH—Boston; David M. Kimel, WLAW—Lawrence, Mass.; Charles Kuhner, WNMB—North Adams, Mass.; Joseph Lopez, WEAN—Providence, R. I.; Paul C. Lytle, WNEB—Worcester, Mass.; William B. McGrath, WHDH—Boston; C. H. Masse, WBZ—Boston; Henry G. Molina, Jr., WEIM—Fitchburg, Mass.; Harold B. Morrill, WLAW—Lawrence, Mass.; R. E. Nelson, Machlett Laboratories, Inc.; Richard J. O'Brien, WMNB—North Adams, Mass.; James M. Patt, WNBH—New Bedford; Robert M. Peabees, WKNE—Keene, N. H.; Lawrence A. Reilly, WTXL—West

Springfield; Ralph J. Robinson, WACE—Chicopee, Mass.; J. Maxim Ryder, WBRY—Waterbury, Conn.; Arnold P. Schoen, Jr., WPRO—Providence; Alex Sherwood, Standard Radio; George L. Sisson, WJOY—Fall River, Mass.; A. E. Spokes, WJBY—Burlington, Vt.; W. C. Swartley, WBZ—Boston; Charles B. H. Vahl, WEEI—Boston; Wallace A. Walker, WPCJ—Lawrence, Mass.; Pierre Wells, Lang-Worth Features Dept., Charles W. Woodward, Jr., WPHI—Providence, R. I.; Vincent Chandler, WMUR—Manchester, N. H.; Earle G. Clement, WBET—Brookton, Mass.; Tom Colton, WARE—Ware, Mass.; J. Fred Curran, WBKA—Brookton, Mass.; Kenneth M. Curto, WPRO—Providence, R. I.; Charles N. DeRose, WIYN; Walter Dickson, WABI—Bangor; Robert Donahue, WMAS—Springfield, Mass.; Harold Dorschug, WEEI—Boston; Harold E. Fellows, WEEI—Boston; W. C. Franklin, WMMW—Meriden, Conn.; Creighton E. Gatehall, WGAN—Portland; Ansel E. Gridley, WARE—Ware, Mass.; Ralph Gottlieb, WKBR—Manchester, N. H.; John Guider, WMOU—Berlin, N. H.; Kolin Hazer, SESAC—N. Y.; Roy Harlow, BMI—New York; Carl Haverlin, BMI—New York; E. E. Hill, WTAG—Worcester; Jim Hennessey, WMOU—Berlin, N. H.; Frank S. Hoey, WLAM—Lewiston, Me.; John J. Hurley, WNEB—Worcester, Mass.; Fred Joslin, WARE, Ware, Mass.; J. Gordon Keyworth, WNMB—North Adams, Mass.; H. William Koster, WFJD—Providence; Melvin Lahr, WSAR—Fall River; Bert Lown, Assoc. Press Service; Nellie P. McCain, WALE—Fall River, Mass.; William Male, WDRG—Hartford, Conn.; Elliott P. Miller, WKNB & WFHA—New Britain, Conn.; Richard Monahan, WEIM—Fitchburg, Mass.; Jack Murray, WEIR—Boston; Hal Newell, WBKA—Brookton; John T. Parsons, WBKR—Pittsfield, Mass.; Lin Pattee, Broadcast Music, Inc.; Paul Perreault, WTAO—Concord, N. H.; David M. Richman, WHOB—Gardner, Mass.; Arthur I. Rothafel, WFEA—Manchester, N. H.; Dr. Ben Sachner, WBIS—Bristol, Conn.; C. A. Schultz, WMMW—Meriden, Conn.; Elden H. Shute, Jr., WLAM—Lewiston, Maine; J. Roger Sisson, WALE—Fall River, Mass.; Mildred Stanton, WORC—Worcester, Mass.; Al Tanger, WHDH—Boston; Harold Vigue, WTVL—Waterville, Me.; William W. Warner, WHDH—Boston; Carl S. Wheeler, WMAS—Springfield, Mass.; Joseph Weed, Weed & Company, N. Y.; Joseph K. Close, WKNE—Keene, N. H.; Robert Collins, WMUR—Manchester, N. H.; Irwin C. Cowper, WTIC—Hartford, Conn.; Charles F. Curran, WBKA—Brookton, Mass.; Richard W. Davis, WELY—New Haven, Conn. (See Frank & Schweitzer); Arthur A. Deters, WIDE—Biddford, Me.; Richard Doherty, NAB; W. Ward Dorrell, C. E. Hooper, Inc.; Wilbur Edwards, WEEI—Boston; Rudy Frank, WELI—New Haven, Conn.; Charles A. Fuller, WBET—Brookton, Mass.; Ray Girardin, WEET—Boston; Warren Greenwood, WHAV—Haverhill, Mass.; Saul Gross, WFEA—Manchester, N. H.; Walter Haase, WDRG—Hartford, Conn.; John W. Haigis, Jr., WHAI—Greenfield, Mass.; John Harrington, WSAR—Fall River; W. H. Hauser, WBZ—Boston; J. Edgar Hill, RCA-Victor; Charles Hobbrook, WMOU—Berlin, N. H.; Paul Huber, WTVL—Waterville, Me.; Bernard Jacobsen, WSKI—Barre, Vt.; Peter B. Kenney, WKNB—New Britain, Conn.; H. Scott Killgore, Collins Radio Co.; Herbert L. Krueger, WTAG—Worcester, Mass.; Gordon J. Lewis, WIDE—Biddford, Me.; Frank Lyman, WTAG—Cambridge, Mass.; Mark MacAdam, WBKA—Brookton, Mass.; Paul H. Martin, WSKI—Barre, Vt.; Maurice Mitchell, NAB; Gordon Moore, WMUR—Manchester, N. H.; Kenneth B. Murray, WNEB—Worcester, Mass.; H. W. Nichols, WHAI—Greenfield, Mass.; Gus R. Farnet, WALE—Fall River, Mass.; O. Otis Rawalt, Sta. Rep. with Parsons; William H. Rines, WCSH—Portland, Maine; W. F. Rust, Jr., WKBR—Manchester, N. Y.; Lew Sargent, WHAV—Haverhill, Mass.; Ed Schweitzer, WELI—New Haven, Conn.; Francis Simpson, WABI—Bangor; Charles E. Snow, Western Electric Co.; Gerald Staten, WNBH—New Bedford; Joseph H. Tobin, WJDA—Quincy; Parker Vincent, WHOB—Gardner, Mass.; J. Buz Way, WALE—Fall River, Mass.; Paul Wickham, WEIM—Fitchburg, Mass.

NBC Washington Staff Changes Announced

(Continued from Page 1)

appointed assistant general manager of the three stations and Eugene Juster, former program manager of WRC, was appointed to take over Wheeler's programming post. Kenneth French, former WRC production supervisor, has been named program manager of the station. Charles Kelley continues as program manager of WNBW.

George Sandefer, business manager of WNBW television, has been appointed business manager for all three stations. Sandefer also assumes responsibility for NBC Washington personnel matters, relieving James Seiler who will now devote full attention to expand duties as research director. Business manager Sandefer will be responsible to the general manager for the fiscal policy and development of the stations.

Charles de Lozier, formerly WNBW sales representative, has been appointed assistant sales director for the stations, and Stanley Bell of the sales staff has been assigned to sales administration duties, reporting to Washington director of sales, Mahlon Glascock.

Russell also announced the appointment of Charles H. Colledge, former WNBW television field supervisor, as WNBW operations supervisor. Colledge succeeds Howard Gronberg who has been promoted to the position of administrative assistant to F. A. Wankel, NBC network operations supervisor in New York.

The announced NBC Washington staff assignments are in line with vice-president Russell's previously announced policy of joint integrated development of NBC radio and television broadcast service in Washington.

WNYC Nite-Time Period Gets 6-Month Extension

(Continued from Page 1)

with only another 30-day extension to give it time to make the necessary adjustment.

Miss Hennock has been especially active for the station ever since she came to the FCC, championing it for its public service record, and her victory during the Commission's Thursday afternoon session was without dissent. Only Commissioner George Sterling, who was not present, failed to vote for the extension.

The special authorization permits WNYC to be on the air from 6 a.m. EST and New York sunrise and between Minneapolis sunset and 10 p.m., EST, on the 830 band.

The Commission also voted an extension to June 1 of the special service authorization for KOB, Albuquerque, N. M., to stay on the 770 band with 50 kw. day and 25 kw. night. It indicated it hopes to be able to clear up the complicated KOB problem within that time.

BEHIND THE MIKE

CATHERINE MASTINCE, the tellegenic singer and recording artist, being set for a series of concerts. Mr. Winx, apartment-dwelling 14-month-old St. Bernard belonging to Jerry Strong, WINX disc jock, copped the blue ribbon at the National Capital Kennel Club's show last week.

Page Morton opening at the Tic-Toc in Montreal.

Commentator Toney Terry Hatfield's Monday night stanza on WINS very easy on the ears.

Herb Evers and Beverly Linet, H'wood mag writer, working on a new series featuring B'way and H'wood gossip.

Shorehaven Beach Club, three million dollar, 30-acre summer project located in the Bronx, will have its official opening May 30th featuring an amphitheater with a covered stage for broadcasting and televising special programs.

Carl Brisson a sock hit in his tele-debut via the Waldorf-Astoria the other night.

Ralph Edwards weighing offers to emcee a B'way musical variety show during the summer.

BBC Renews Its Offer For Phila. Orchestra

(Continued from Page 1)
tour of England, beginning the end of May.

In reply to questions submitted last week by RADIO DAILY, BBC cabled that it "has considered most carefully the price Harold Fielding requested regarding the Philadelphia Orchestra. BBC is unable to meet this request and has renewed its original offer to Harold Fielding. BBC is now awaiting his reply."

Fielding had proposed six two-hour broadcasts out of the 28 British concerts planned by the orchestra at \$4,000 each airing. He told reporters at that time that he expects to lose about \$100,000 on the engagement. He said that he did not see why he should go to the expense of bringing the orchestra to England and then make "a present of it to the BBC."

Real Estate Firm Buys Series On N. Y. Indie

(Continued from Page 1)
tan stations but never by foreign language broadcasts.

Campaign on WHOM calls for 15-minute periods in Italian on Monday, Wednesday and Friday, 9:45 p.m. The 13-week contract was placed through Jasper, Lynch & Field. Title of the series is "A Boy and A Girl."

Stork News

A seven pound baby girl, their first child, was born to the Neal Hathaways at Presbyterian Hospital, last Friday. Hathaway is manager CBS program promotion division.



California Commentary . . . !

● ● ● Grant-Realm resumed production of the American Tobacco Co. "Your Show Time" on Wednesday after a three-week hiatus, rolling a television film version of Charles Dickens' "The Cricket on the Hearth."

It's the 23rd Lucky Strike subject. . . . When the "Adventures of Ozzie and Harriet" switches from NBC to CBS on April 3, the show will air via tape from 3:30 to 4 p.m., with no Coast repeat. . . . William Calhoun, Young & Rubicam's New York contact on the General Electric account, arrives late this week for a three-day stay. . . . For the third consecutive year, Marsha Walton and Joe Yocam broadcast the "color story" over KFVB of the Academy Awards Thursday night, although ABC broadcast the presentations. . . . Max Alexander Productions will make a series of 15 television films based on "Keeping Up With the Joneses" cartoon strip by Pop Momand. Alexander acquired the television rights to the property several months ago. . . . Production on the "Myrt and Marge" video film, scheduled to start Tuesday, was set back 10 days because of technical problems. Roach & Beaudette Enterprises is producing. . . . Charles L. Hutchings has been added to Erwin. Wasey's copy staff.

★ ★ ★ ★

● ● ● The Wizard of Oz stories are in line for airing. Anne Whitfield as "Dorothy" and songstress Betty Thodes taped auditions under the direction of Jaime del Valle, from a script by William Gordon. . . . Joan Leslie has been signed to play the title role in Eddie Chevie's new comedy situation show, "Poor Miriam," scheduled as a summer replacement for a network program by the Jack Kurtze agency. The agency has nine writers selected from the various Los Angeles college campuses. . . . Reports around town are that radio budgets will be further trimmed next Fall—because of television. . . . ABC's new layout at the old Vitagraph studio will be about the most elaborate in town. The No. 2 stage will seat an audience of 800 for the KECA-TV shows. Opening is set for June with Dick Goggin in charge. . . . Meredith Willson sold three songs last week. His "Gone to Chicago" and "Every Day" went to Robbins-Feist-Miller and his "Indian Song" to Leeds.

★ ★ ★ ★

● ● ● Homer Griffith, who recently disposed of his interests in Homer Griffith Co., national station representatives in Hollywood, has joined the sales executive staff of KDYL in Salt Lake City. . . . KNBH's kinescope recording studio will be ready for operation within a few weeks. At the present time, seven and a quarter hours of the 19 hours of the NBC video air time here are telecast via kinescope recorded films made in New York. With the advent of kinescope recording at KNBH, many of the station's telecasts will be made available to the 33 other NBC affiliated stations throughout the country. . . . The use of professional talent and the big jackpot are being eliminated from the "Punch With Buddy Rogers" TV show on KLAC. Instead, Rogers will assume a Major Bowles role and discover new talent. The show, produced by May Boyd, moves into its sixth week today. . . . The Kay Starr sustainer on ABC winds up tonight. The show may be revived at a later date. . . . W. B. Matthaei, president, and William Beggs, sales manager, of Roman Meal Co., Seattle, are in town for conferences in connection with their "Pass the Buck" series which makes its debut over the CBS Pacific Network tomorrow.

AGENCIES

RADIO department at Kenyon & Eckhardt is undergoing rapid expansion. John Bates, formerly radio director at J. M. Mathes, Inc., has been named supervisor of radio production. C. G. Alexander, previously business manager in NBC's television department, takes over today as business manager of K&E's radio and television department. Gordon A. Hellman will join the radio department on April 4.

CHARLES L. HUTCHINGS has been added to Erwin, Wasey's copy department in their Los Angeles offices. Hutchings formerly was with Brisacher, Wheeler & Staff in Los Angeles and Cockfield-Brown in Toronto.

NBC Affiliates Group Meet With Web Execs.

(Continued from Page 1)

will be designed to offset the CBS exploitation of names procured from NBC through contractual deals the past summer. The campaign will also serve as a build-up for new personalities who will figure in both radio and TV network programming on NBC this fall.

Members of the affiliates committee who attended the two-day session were: John J. Gillin, Jr., WOW, Omaha; Harry Bannister, WWJ, Detroit; P. A. Sugg, WKY, Oklahoma City; Ewing Kelly, KCRA, Sacramento; Geo. H. Thomas, KJOL, Lafayette, La.; J. B. Conley, Westinghouse Stations, Philadelphia.

Meeting with them were Charles P. Hammond, vice-president-assistant to president; James Nelson, director, advertising and promotion department; Syd Eiges, vice-president in charge of press; Arthur Farrow, J. Walter (Thompson Co., William Webb, audience promotion manager, advertising and promotion department. Charles R. Denny, executive vice-president, opened the meeting.

Waldorf "Peace" Confab Ignored By Webs And TV

Radio and TV networks cold-shouldered, as far as pickups were concerned, the opening sessions of the Cultural and Scientific Conference for World Peace at the Waldorf-Astoria Hotel on Friday night while Soviet composer Shostakovich and others attending showed complete indifference to the lack of coverage.

A check of the networks indicated that the representatives of the conference had not sought to air their proceedings. The nets, in turn, did not consider the affair worthy of remotes for either AM or TV. All stations, however, covered the conference as routine news stories.

Goose? or Nest?

WHICH WILL YOU HAVE ?

For some reason, the goose egg stands for zero . . . exactly nothing.

The nest egg, however, stands for a tidy sum of money, set aside for your own or your children's future. It's unnecessary to ask you which you prefer.

But it *is* necessary to ask *yourself* what you are doing to make sure you *don't* end up with a 'goose egg instead of a nest egg ten years from now.

The simple, easy, and obvious thing to do is to buy U. S. Savings Bonds. Buy them regularly, automatically, on a plan that pays for them out

of the month-to-month income you make today.

Millions of Americans have adopted this practically painless way to save up a nice nest egg for the needs and wants of the future.

In 10 years they get back \$40 for every \$30 invested in U. S. Savings Bonds—bonds as safe and solid as the Statue of Liberty.

There's a special Savings Bond Plan for *you*. Ask your employer or banker about it today . . . *and get started now*.

You'll soon realize it's one of the most important and comforting things you ever did!

Automatic saving is sure saving—U.S. Savings Bonds



THIS SPACE CONTRIBUTED BY RADIO DAILY



"Madame X" was the code name, during research and development, for an entirely new system of recorded music . . . perfected by RCA.

The remarkable background of "Madame X"

Now the identity of "Madame X," the *unknown* in a long search for tone perfection, has been revealed. From this quest emerges a completely integrated record-playing system—records and automatic player—the first to be entirely free of distortion to the trained musical ear . . .

The research began 11 years ago at RCA Laboratories. First, basic factors were determined—minimum diameters, at different speeds, of the groove spiral in the record—beyond which distortion would occur; size of stylus to be used;

desired length of playing time. From these came the mathematical answer to the record's *speed*—45 turns a minute—and to the record's size, only 6 $\frac{3}{8}$ inches in diameter.

With this speed and size, engineers could guarantee 5 $\frac{1}{4}$ minutes of distortion-free performance, and the finest quality record in RCA Victor history!

The record itself is non-breakable vinyl plastic, wafer-thin. *Yet it plays as long as a conventional 12-inch record.* The new RCA Victor automatic record changer accommodates up to 10 of the new records—1 hour and 40 minutes of

playing time—and can be attached to almost any radio, phonograph, or television combination.

Not only records are free of surface noise and distortion—the record player eliminates faulty operation, noise, and cumbersome size. Records are changed quickly, quietly . . . RCA Victor will continue to supply 78 rpm instruments and records.

This far-reaching advance is one of hundreds which have grown from RCA research. Such leadership adds *value beyond price* to any product or service of RCA and RCA Victor.



RADIO CORPORATION of AMERICA

World Leader in Radio—First in Television

TELEVISION DAILY

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

WOR-TV LEASES SPACE FROM ABC

TELE TOPICS

BEN HECHT'S FARCE, "Concerning A Woman of Sin," was played to the hilt by an excellent cast on ABC's "Actor's Studio" last week with hilarious results. The story was an excellent choice for TV treatment, and David Shaw's adaptation and Alex Segal's direction made it a fast moving half-hour with plenty of laughs. Told via one long flashback, story opened in a sanitarium where Hollywood agent Orlando Higgins, played beautifully by Tom Ewell, was in the throes of a nervous breakdown. A neat cut to Higgins' office followed where the plot unfolded about the sale and production of an epic movie story written by a nine-year-old girl. It may not sound like much here, but on the air it was a charming, and very funny, production. . . . Besides Ewell, the cast included Iris Mann, as the nine-year-old author; Jo Van Fleet, as Higgins' secretary; Lucille Patton, in a wonderfully zany role as the girl's mother; Judson Laire, as a movie magnate; and Clifford Sales and Martin Balsam. Marc Connelly's dry humor in the intro and closing was perfect. Program is a World Video package.

THE RORABAUGH REPORT has come up with some interesting figures on network time sales for February: NBC, \$370,328; CBS, \$91,155; DuMont, \$83,104; ABC, \$19,950. . . . Two acts that gained most of their popularity via appearances before the ikes bow into the Blue Angel tomorrow night. The Three Flames, sensational trio starring on two WNBT shows, will be receiving three times the dough they got when they played the club two years ago. The second act is Owen & Murray, signed by Herbert Jacoby after he saw them win on Godfrey's "Talent Scouts."

WEEKLY NEWSPAPERS in TV areas are rapidly jumping aboard the TV bandwagon by printing weekly program logs. Publishers say the page is in use all week and keeps the paper in the household during that time. . . . Dorothy Doan's "Vanity Fair" and the Warren Hull show will be moved back one hour on CBS next month when baseball coverage gets under way. . . . RCA Victor has begun shipments on its first video sets to contain FM. . . . A new use for a TV news-reel came to light Friday when it was revealed that the WPIK reel helped the transit situation in Bombay. When the Third Avenue line discontinued streetcars, the rolling stock was sold for use in Bombay and the loading of the cars aboard a freighter was covered by the station. In India, however, no one could figure out how to reverse the intricate stowage job. A hurry call to N. Y. resulted in a print being flown to Bombay and now the streetcars are running there.

MGM Says No TV Films Planned At Present

Metro-Goldwyn-Mayer has no intention of making films for tele "at this time," J. Robert Rubin, vice-president, told stockholders at the company's annual meeting Friday. Answering a query on the subject, Rubin said, "We make our living in presenting pictures in theaters. We own 131 houses and cater to about 15,000 others. If we encourage people to stay home, we won't have them in the theaters." Rubin said, however, that the firm was keeping a constant watch on TV developments and "will be equipped to enter the field when it seems advisable." He pointed out that the only profits being made in video are in the manufacturing end. "We are waiting until there is a reasonable likelihood of profit," he added.

'Western' On WMAL-TV

Washington—WMAL-TV will go on the air 45 minutes earlier today, with a full-hour western series—"Frontier Theater," it has been announced. This program is now seen twice weekly, but will be on six nights now, followed by quarter-hour adventure serials and the Jim Gibbons' sports reel.

Kleenex Buys ABC Time

Chicago—International Cellucotton Products Co., for Kleenex, has signed with ABC for sponsorship of a weekly half-hour show over the full net. Originating in Chicago, program will begin sometime in June thru Foote, Cone & Belding.

TV Box Score

On the air.....	59
CP's	62
Applications	319

High Program Quality For TV Seen By Barry

Commercial television programming is presenting and will continue to present a high level of entertainment and education, Charles C. Barry, ABC veepee in charge of tele, said Friday in an article published in the April issue of "Atlantic."

Writing in answer to a piece by Gilbert Seldes expressing "his fears that broadcasters will yield to commercial pressures, real or fancied; that they will succumb to expediency, content with 'proved' techniques and tested formulas; timidly avoiding the untried and the new," Barry wrote:

"I think those apprehensions are premature. If some soap king lurks behind the door with a club in his hand, he has not made his influence felt yet. Both the advertiser and the broadcaster are too busily—and sleeplessly—engaged in a joint effort to solve the mysteries of a new medium. On the record to date, I think there is ample proof that the advertiser does not intend to under-rate American taste—that in exchange for the remarkable privilege of showing his wares in America's living room, he intends to keep America informed, entertained and endlessly beguiled."

10,000 Square Feet For Two Studios Are Included

WOR-TV, scheduled to go on the air this summer, has leased 10,000 square feet in ABC's Television Center at 7 West 66th Street for its new studios, it was announced jointly on Friday by Robert E. Kintner, ABC executive veepee, and Theodore C. Streibert, president of WOR.

Property runs through the block between 66th and 67th Streets and it is in the north end of the structure that WOR will construct its studios.

Certain facilities of the building will be shared by the two companies including ABC's audition and rehearsal studios, dressing rooms, locker rooms, storage, scenic and property areas.

WOR-TV will build two large studios plus film and additional rehearsal studios. Studios will be 5,000 square feet each, with ceilings 45 feet high, video and audio control rooms, viewing rooms, client booths and a film projection and control room. An innovation will be a special master camera control center which will eliminate duplication of effort in each studio and rehearsal room.

"Through the use of one central control room, camera consoles and other equipment can be permanently installed in one place," J. R. Poppele, engineering veepee of WOR said. "This will make it easy to switch cameras from studio to studio quickly and eliminate cumbersome apparatus from busy studios and control rooms."

Address of WOR-TV, following construction, will be 18 West 67th Street.

The Week In Television

Coy Spikes Set Obsolescence Claims

Promising that present channels will not be deleted, FCC Chairman Wayne Coy said that if present standards are adopted for UHF "the problem of obsolescence will be a relatively minor one and a small price to pay for the development of a nationwide competitive system of television." . . . Meanwhile, Zenith, whose ads stirred up all the controversy about obsolescence, was sued by Sighmaster Corp. and Empire Coil who charged that the Zenith ads resulted "in slander" and loss of customers for both complainants. . . . NBC kinescope recording film output reached a new high greater on an annual basis than the combined production of the major movie studios. . . . RMA decided to begin a public relations campaign to put out "complete and accurate information" on receivers and their future usefulness. . . . FCC reaffirmed its position that Paramount's anti-trust record will be considered in deciding the firm's fitness for tele. . . . CBC board of governors may defer action on station applications from areas other than Montreal and Toronto at its April meeting. . . . DuMont's annual report showed '48 to be the organization's best year ever with net income amounting to \$2,701,767, compared to \$563,677 for 1947.

FM-TV Interference Eliminated In Jersey

CBS engineers Friday reported that the difficulty in the Paterson, N. J. area, which arose a month ago when hundreds of set owners complained that WCBS-TV was being interfered with by WNNJ-FM, Passaic, had been practically eliminated.

Investigation showed that the basic fault lay in the design and installation of receivers, most of which were not designed for operating near an FM station. When this fact was brought to the attention of set manufacturers and servicemen, they set to work installing wave traps or stubbing filters.

WNNJ-FM co-operated by several times shutting off its power to enable field tests to be made.

COAST-TO-COAST

School's Out At WXYZ

Detroit, Mich.—The three-quarter hour musical amateur program "Radio Schoolhouse" heard on WXYZ for the past 15 years has announced its final broadcast. The program was one of the oldest heard in the area and many of its former participants are in today's spotlight. Among them are Joan Leslie, Johnny Desmond and Linda Ware, who were first "discovered" on the program.

WRNY And FM Sign Baseball

Rochester, N. Y.—A three-year contract has been signed by the Rochester baseball club and the Monroe Broadcasting Company operating WRNY and FM, which calls for expanded radio coverage of the Rochester Red Wings International League baseball games. Add Penfield, station's program and sports director, will handle play-by-play chores.

"Outdoors" Photo Contest

Lawrence, Mass.—Newspaper columnist William H. Ridings, also known as "Trapper Bill" on WLAW program "Rod and Gun Club," will inaugurate a photography contest on his April 15th program and will award prizes for the best pictures of outdoor life. Competition will be open to everyone, regardless of age, and will continue through May 30.

WJJD New Public Service Series

Chicago, Ill.—A new series of public service programs began over WJJD on March 27th entitled "This Is Your Public Servant" and deals with the responsibilities of public officials in and around Chicago. The series started with local aldermen as guests of Marty Hogan who discussed problems particular to their own wards and operations of the Chicago City Council.

Griffith On KDYL Sales Staff

Salt Lake City, Utah—Homer Griffith who recently disposed of his interests in the Homer Griffith Co., national station reps in Hollywood, has joined the sales executive force of KDYL. Griffith was first identified in radio as the originator of the program, "The Friendly Philosopher."

WNAR News Service

Norristown, Pa.—Today begins a series of daily programs from WNAR's newly established remote studio in Pottstown. This show, which is part of the station's development program, will be known as "Voice of Montgomery County" and is the latest addition to WNAR's present news coverage.

Crane Program Head At WWSW

Pittsburgh, Pa.—B. Kendall Crane has been appointed program director of WWSW and moves to the new post from WDG, Minneapolis, where he was supervisor of station operations. He will now fill the position which was vacated by W. Fred Joyner, who resigned to enter the field of television. Crane has also been associated with WIBW, KOWH, KOIL, KFOR and WDG.

* THE WEEK IN RADIO *

NABers Vote On Board's Code Power

By VAL ADAMS

NAB members voting by mail referendum on whether board of directors has power to enact and promulgate Standards of Practice. Referendum is sequel to petition circulated last year by Ed Breen, KVFD, Fort Dodge, Iowa, who got 295 signatures. Payoff on the year-long conference is that Breen, who crusaded his cause as a member of the NAB board, just lost out in the last election to Merrill Lindsay of WSOY, Decatur, Ill.

Radio and television set dealers have opposing viewpoints on the call for further paring of installment buying restrictions. Some favor it, some oppose and others are indifferent. . . . Wayne Coy termed TV obsolescence talk "something of a tempest in a teapot." He said VHF will be retained if and when FCC opens up UHF. . . . All four major networks to schedule transcribed delayed broadcasts for areas which do not shift to Daylight Saving Time April 24.

Hugh Feltis checked out of BMB three weeks ahead of schedule. Kenneth Baker now acting president by authorization of BMB executive committee. . . . Fred Allen signed contract with NBC for his exclusive radio and television appearances. He also becomes an independent producer for the network.

Zenith slapped with two \$500,000 damage suits for its obsolescence ads by Sighthmaster Corp. and Empire Coil Co. . . . Sen. Ed Johnson, chairman of Interstate Commerce Committee, said eventually VHF video channels probably will have to be closed "but that's so far off we don't have to worry about that now."

NAB ignoring the 45 r.p.m. record in its proposed new recording and reproducing standards to be passed upon at Chicago convention. . . . More than 100-million persons within listening range of nation's 720 FM stations, according to FMA. . . . Drew Pearson honored by Radio Executives Club of New York for his work in promoting Friendship Train.

Sinclair Refining Co. using 16 stations in five cities to launch its new anti-rust gasoline. Radio getting about one-third of \$250,000 campaign. Agency is Hixson-O'Donnell, New York. . . . "Lum 'n' Abner" signed long term radio and television contract with CBS. It takes effect when their present contract with General Motors terminates.

Georgia passed bill giving radio newsmen immunity in relation to their news sources. Similar bills adopted in Arkansas, Kentucky and Louisiana. . . . Robert G. Patt, with WMGM, New York, for 10 years, appointed advertising and sales promotion manager of WCBS. He succeeds Jules Dundas.

Eight of ASCAP's 24 directors re-elected for three-year term. . . . WMCA, New York, undergoing ma-

ior program shuffle. Thirteen-piece house band replaced by small instrumental units to fill strips across the board. . . . City College of New York holding annual radio and television business conference March 30.

One-half or more of Motorola's volume in '49 will come from sale of television receivers, according to prediction by Paul W. Galvin, president. . . . FCC formal approval for transfer of WINX-FM to WTOP, Washington, for \$160,000. . . . Poll of execs at ANA convention show they favor continuation of BMB in one form or another.

FCC proposed change in rules to permit licensing of commercial station in Virgin Islands. Application filed for 50 watt on island of St. Thomas. . . . National Radio Week will add the word "Television" this year in those areas where TV is in operation. . . . CBS readying nine new package programs for airing this summer. Talent includes Rudy Vallee, Hoagy Carmichael, Joan Davis and Erskine Johnson.

Frederic W. Ziv Co. dropped plans to use Arch Oboler's film and transcription recordings of African expedition. Ziv had put \$100,000 in backing Oboler's trip. . . . Sen. Homer Capehart to be featured speaker at RMA convention in Chicago May 19. . . . University of Texas research bureau completed survey on listening habits in Houston.

Four Korean broadcasters studying radio in democratic countries at Columbia University. . . . Peabody awards to be presented April 21 at Radio Execs Club luncheon in New York. There were 327 entries for the eight awards. . . . G. A. Richards relinquishing voting control of his stations. FCC announced indefinite postponement of Richards hearings. . . .

International Broadcasting Division of State Dept. hiring private agencies to produce transcribed shows to be used mainly by U. S. missions overseas. State Dept. furnishes the scripts. . . . Don Ball named program director of WCBS, New York.

New Giveaway Program

Chicago—A new half-hour weekly program written and narrated by Nikki Kaye made its debut Sunday on WCFL under sponsorship of the Newark Co., clothing chain. Titled "I Remember You," each program will concentrate on a specific bygone year featuring the year's top songs, interspersed with comments on both national and local headline events, and contrasting hair and clothing styles of the year with current styles. As a merchandising plan in connection with the show, listeners are asked to select three of the six songs played which were the top tunes of the year, and winners receive merchandise prizes. William Futterman, advertising agency, handles the account.

SOUTHWEST

LARRY RASCO recently joined the announcing staff of KYFM, San Antonio, replacing Edward Hyman. Rasco comes here from KEYS, Corpus Christi, where he was program director and chief announcer.

A psychological audience participation program will make its debut over WOAI, San Antonio, and will be heard daily Monday through Friday for a quarter hour. Airing is titled "What Makes You Tick" and will be presented under the sponsorship of Procter & Gamble for Ivory Flakes. Program features John K. M. McCaffery leading a forum composed of Dr. Leon Arons and Dr. Sidney Roslow. Addison Smith is producer-director-writer of the series which was placed on WOAI through the Compton Agency.

Orville L. Jenkins has applied to the FCC for license to operate a new standard broadcast station at Quanah, to operate on 250 watts power daytime on 1150 kilocycles. Station would be built at a cost of \$11,525. Jenkins heads the Jenkins Radio & Appliance Co., at Chickasha, Okla.

Sgt. Jerome M. Haynes, announcer for WLAD, voice of Lackland Air Force Base, in San Antonio, has been selected to play the role of Cadet Brown in the forthcoming film "New Wings for Peace" which is being shot at Randolph AFB here.

The FCC has approved a new Class B FM outlet for KWHQ, Brownwood, which will operate on channel 290 or 105.9 megacycles.

The new transcribed Guy Lombardo Show will be broadcast over KTSA, San Antonio, each Sunday afternoon for a half hour under the sponsorship of Hertzberg, local jewelry store. Program has been signed for 52 weeks and was placed through the Aniol Agency.

The Comal Broadcasting Co. at New Braunfels has been granted a license by the FCC for a new standard broadcast outlet to be built at a cost of \$28,873 and operate daytime with 1,000 watts on 1420 kilocycles. The group is a partnership composed of Charles W. Scruggs, with 40 per cent interest, he is editor and publisher of the New Braunfels Herald; Claude W. Scruggs, with 20 per cent, he is advertising manager of the newspaper; Franklin T. Wilson, 20 per cent, he is commercial manager of KBWD, Brownwood, and A. W. Stewart, 20 per cent, he is chief engineer of KBWD.

Dropping FM?

WMCA, New York, last week was reported ready to drop FM broadcasting and said to be offering its FM transmitter for sale. Station recently retained Ralph Atlas of Chicago as operational counsel and Norman Boggs was named manager.



RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 46, NO. 61

NEW YORK, TUESDAY, MARCH 29, 1949

TEN CENTS

COY WARNS OF SPIES AND SABOTEURS

Special NAB Exhibits Set For Convention

Chicago—Delegates to the NAB convention at the Stevens Hotel here April 6-13 will find special interest in the many exhibits which will be shown in the exposition hall at the Stevens.

WBKIB's new Multiscope, which has aroused much interest in the industry, will be displayed publicly for the first time at the convention. A complete demonstration of the machine will be staged by the United Press, leasing agents of the Multiscope for Sterling Television, Inc.

Stewart-Warner Electric, in cooperation (Continued on Page 2)

Chesterfield Considers "Sing It Again" On CBS

Several sponsors have suddenly shown considerable interest in Columbia's "Sing It Again" and for the first time the show is close to a sale. The sponsor nearest a decision to buy is said to be Chesterfield, although it is not known just what portion of the hour-long program the cigarette company is considering.

One reason for heightened interest (Continued on Page 2)

Introduce Converter For 33 1/3 RPM Discs

A speed-reducing turntable, with one "featherweight" pickup arm for playing 33 1/3 r.p.m. microgroove records, 12", 10" and 7", which can be placed upon turntables of standard phonographs without interfering with the operation of the 78 (Continued on Page 6)

Protest

Washington—New tariffs for Western Union baseball reportage to be carried on more than one station have been protested to the FCC by WIND, Chicago, on behalf of the Midwest Baseball Network. The group includes some 30 stations in Illinois, Iowa, Nebraska, Michigan, Indiana, Minnesota and Wisconsin, which carry games originating with WIND.

Spin And Win?

San Antonio, Tex.—Bud Whaley, chief announcer and disc jockey on KMPC has announced that he'll be "a disc jockey running on his record" for the position of mayor of the city in the forthcoming elections. According to local political experts Whaley stands a good chance in the election. Whaley gave his reason for entering the race as based upon hundreds of requests from his listeners to do so. He wants to clean up the poor political picture here for the past several administrations.

KMPC & L. A. Mirror Enter Co-op. Tie-Up

West Coast Bureau, RADIO DAILY Hollywood—Co-operative tie-up between Los Angeles Mirror and KMPC was announced yesterday in a joint statement by KMPC President Frank E. Mullen and Mirror editor and publisher Virgil Pinkley. "Our co-operative arrangement will pool facilities of station and newspaper for increased benefit to (Continued on Page 5)

Agency Exec. Testing Electrical Programeter

A completely electrical programeter designed to give an instantaneous, second-by-second, audience reaction through the use of two buttons at the finger tips of 25 studio spectators has been developed experimentally by Charles Hull Wolfe, (Continued on Page 5)

Kobak Expected To Resign At Mutual Board Meeting

Edgar Kobak, president of Mutual Broadcasting System, is expected to bow out of the Mutual operation when the board of directors meets in Chicago next week and he will probably assist in naming his successor.

Kobak's decision to resign the MBS post is believed to be motivated in the interest of board harmony. It is said that he proposed to

FCC Head Tells Armed Forces Group That A Profusion Of Transmitters Could Be Dangerous In War

P & G Discontinuing "Life Of Riley" Show

Procter & Gamble will drop sponsorship of "Life of Riley" on NBC at the end of this season, it was officially announced yesterday through the advertiser's agency, Benton & Bowles. Gail Smith, director of night radio for Procter & Gamble Productions, said, "This decision is a result of a change in advertising strategy for Prell, the product sponsoring the show." Decision to discontinue the pro- (Continued on Page 8)

Racing Sheet Sponsors WMGM Turf Series

Daily Racing Form will sponsor a delayed description of all horse races this season at metropolitan New York tracks over WMGM starting Friday, April 1, with the opening of Jamaica. Series will be (Continued on Page 5)

Wheaties Welcomes BB Season With Net Show

Winding up for a rather unique pitch, General Mills will sponsor a special one-hour broadcast titled "Welcome Back, Baseball" over CBS Sunday, April 17, from 10-11 (Continued on Page 5)

Washington Bureau of RADIO DAILY Washington—FCC Chairman Wayne Coy warned the Armed Forces Communications Association yesterday in its annual luncheon session here that "our very profusion of radio transmitters can become a source of danger in wartime." On the other hand he was enthusiastic over the value of our communications network as a factor in our national defense.

The FCC Chairman talked of the importance of point-to-point and (Continued on Page 6)

Radio-TV Conference Skedded Tomorrow

Actor Edward Arnold has been added to the agenda of featured speakers at the annual Radio-Television and Business Conference Awards luncheon being held tomorrow, Wednesday, at the Hotel Roosevelt. Arnold will present "The Talent's Viewpoint" while Ben Duffy, president of BBD&O, will discuss how "The Advertising Agency Weighs Radio and Television."

The one-day conference, sponsored (Continued on Page 5)

OK Frequency Shifts; Other FCC Activities

Washington Bureau of RADIO DAILY Washington—The FCC on Monday announced proposals to permit two frequency shifts and power boosts in central and northern Pennsylvania. (Continued on Page 8)

Double Order

Gordon M. Day, jingle producer, recently commissioned to create a spot for Marlin Blades, submitted two different types of singing commercials to Craven & Hedrick, Inc., the Marlin agency, for their choice. Sponsor and client could not decide which jingle they preferred. Result, they increased the campaign to buy and broadcast both spots!



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JOHN W. ALICOATE : : : : Publisher

FRANK BURKE : : : : Editor
MARVIN KIRSCH : Business Manager

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WEST COAST OFFICES

At Stearns, Manager
6425 Hollywood Blvd., Phone: Gladstone 8436
WASHINGTON BUREAU
Andrew H. Older, Chief 6417 Dahlgren St.
Phone: Wisconsin 3271
CHICAGO BUREAU
Nat Green
1417 Ashland Bldg., 155 No. Clark St.
Phone: State 2332

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FINANCIAL

(March 28)

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, RCA Common, RCA 1st pfd., Stewart-Warner, Westinghouse, Westinghouse pfd., Zenith Radio.

NEW YORK CURB EXCHANGE

Table with columns: Bid, Asked. Rows include Nat. Union Radio, DuMont Lab., Stromberg-Carlson.

Co-op Sponsors

French National Tourist Office and the French Line will sponsor "This Is Paris" over WOR, New York, on Thursdays, 10-10:30 p.m., starting March 31. Agency is L. H. Hartman Co. Program, a Mutual co-op, stars Maurice Chevalier.



For SALES MAGIC in the "MAGIC CIRCLE" Hire WIBW

The Voice of Kansas TOPEKA BEN LUDY, General Manager

COMING AND GOING

ROY BATTERSBY, member of the press department at NBC, is back from Hollywood, where he spent two weeks on business.

LEE OTIS, news editor at CBS, is back on the job following a two-week holiday in Tampa, Fla.

ALLEN CAMPBELL, of Trendle-Campbell, Detroit, is expected to arrive in town today on business.

CHARLES COMPTON, ALAN AXTELL, JOHN NILSON and MARIE PLONIN, of CBS Radio Sales in Chicago, are conferring with executives of WRVA, network affiliate in Richmond, Va.

ROBERT H. HINCKLEY, vice-president of the American network, is spending this week in Detroit observing operations at WXYZ-TV.

ROBERT SAUDEK, vice-president of ABC in charge of public affairs, is in Pittsburgh on network business. He'll be back in New York tomorrow.

BILL TODMAN, Columbia network's co-producer of "Winner Take All," "Hit the Jackpot" and "Beat the Clock," left yesterday for a vacation in Miami.

PAUL WINCHELL, radio and television ventriloquist on NBC, and his alter ego, JERRY MAHONEY, are on vacation, during which they'll tour the southern states.

SPIKE JONES and the members of his CBS program company are appearing this week at the Copley Theater in Boston.

EUGENE S. THOMAS, general manager of WOIC, Washington television station, today will arrive in Gotham to confer with video officials of Mutual and CBS. Tomorrow he'll participate in the sales panel of the Radio-Television Conference at City College.

WARD ADAMS, JR., producer of religious transcribed shows at WCON, Atlanta, Ga., is visiting New York this week for a look-see at video operations.

Special NAB Exhibits Set For Convention

(Continued from Page 1)

eration with Radio Inventions, Inc., will demonstrate their new display-type facsimile receiver. The demonstration will consist of a regular facsimile program originating in the exposition hall, carried by telephone lines to WMAQ-FM, broadcast by multiplexing and simultaneous reception of the facsimile broadcast and the sound program on the new receiver.

Scores of other exhibits of importance to broadcasters will be shown.

Stork News

Manchester, Conn.—A son has been born at Manchester Memorial Hospital to Mr. and Mrs. C. Robert Manby of South Coventry, Conn. Manby was formerly manager of WONS, Hartford, and now is connected with the Transit Radio division of the Yankee Network.

A 6-lb., 15-ounce daughter, Linda, was born to Norman and Mrs. Kaphan on March 22 at the Booth Memorial Hospital in Manhattan. Mr. Kaphan is publicity photographer for both WMGM and M-G-M.

10 YEARS AGO TODAY

From the Files of Radio Daily

The NAB has set forth the details of a nation-wide drive by NAB-RMA to sell American radio to the listening public. Drive is scheduled to get under way April 17th. . . . Colgate-Palmolive-Peet Co., large users of radio, realized net profits of \$4,921,921, equal to \$1.77 per share of common stock in 1938. . . . Neville Miller was given approval by the FCC to practice before the Commission. . . . Macfadden Publishing Co., will add 18 stations to the "Mary and Bob True Stories" series which is aired over NBC Blue network.

Chesterfield Considers "Sing It Again" On CBS

(Continued from Page 1)

est in "Sing It Again" during the last few weeks is that the show's rating has been climbing steadily—doing much better from 10-11 p.m., EST, on Saturday than it did at an earlier hour. This time period formerly was pretty well dominated by NBC but "Sing" is growing into stiff competition for Dennis Day and "Grand Ole Opry." CBS recently sliced the show into four 15-minute segments to make it more attractive to advertisers.

Another advertiser which has shown mild interest in "Sing" is Crosley although at the same time it has looked over other shows also.

Will Star In "Camille"

Joan Fontaine, Academy award winner, will co-star with Louis Jourdan in "Camille" on the April 3rd program of United States Steel over the ABC network. Program will be heard at 9:30 p.m., EST.



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.

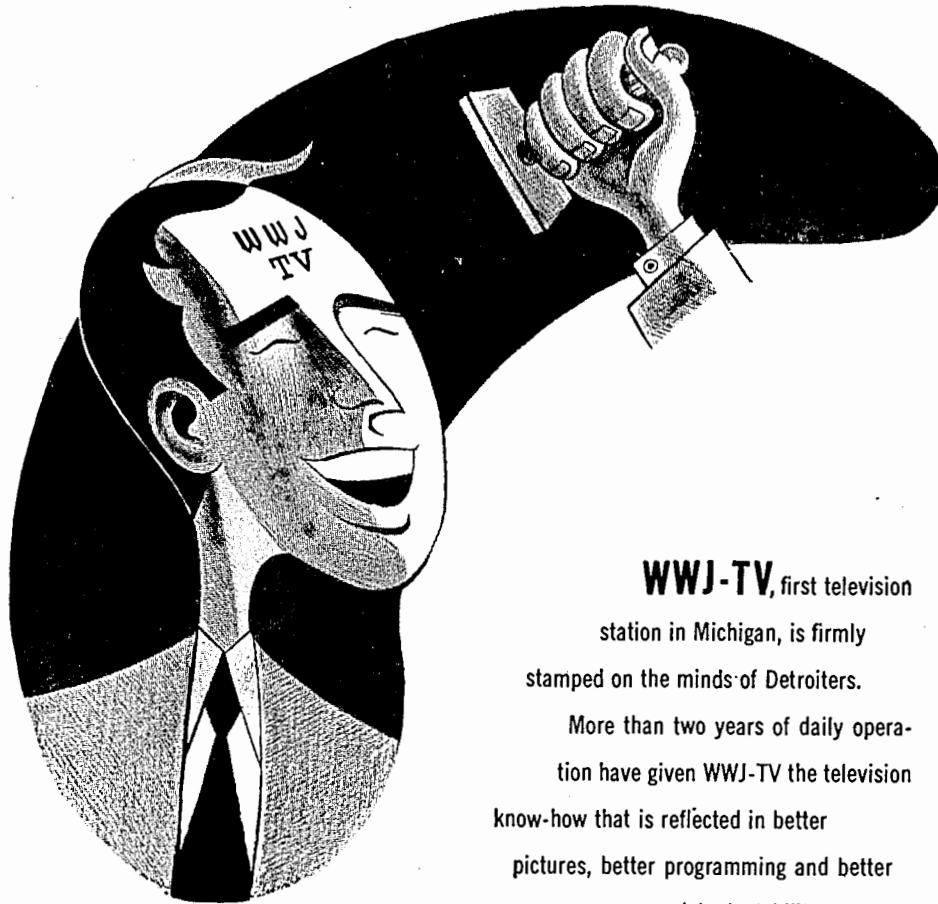
Not so very different from radio advertising, is it? The pay-off is what counts!

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 WEVD 117-119 W. 46th St. HENRY GREENFIELD, Mgr. Director N. Y. 19

AM W-I-T-H FM Baltimore 3, Maryland TOM TINSLEY, President Represented by Headley-Reed



WWJ-TV, first television

station in Michigan, is firmly stamped on the minds of Detroiters.

More than two years of daily operation have given WWJ-TV the television know-how that is reflected in better pictures, better programming and better commercial adaptability.

With such top-rated television features as Detroit Tigers baseball, University of Michigan football, and Detroit Red Wing hockey, WWJ-TV practically has a monopoly on local big-time sports events. Combined with other local entertainment highlights and its NBC Television Network facilities, advertisers who feature their products on WWJ-TV are assured the largest audience, as well as the clearest reproductions on the television screens in the Detroit market.

FIRST IN MICHIGAN . . . Owned and Operated by THE DETROIT NEWS

National Representatives: THE GEORGE P. HOLLINGBERY COMPANY

ASSOCIATE AM-FM STATION WWJ

WWJ-TV

NBC Television Network

SOUTHWEST

HUGH A. L. HALFF, president and general manager of WOAI, San Antonio, gave a cocktail party last week in the St. Anthony Hotel for Buell Herman, head of the newly opened Dallas office of Edward Petry & Co., radio representatives, at which he was introduced to the various local advertising representatives. Also introduced were J. R. Duncan, newly appointed WOAI-TV program director and Dallas P. Wyant, WOAI promotion manager who also recently joined the staff. Other guests were Ralph Nimmons of WFAA, Dallas, and Jack Harris of KPRC, Houston.

The awards of the annual Dallas Citizens Traffic Commission to members of the Dallas Police Department were recently aired over WFAA, Dallas. Speakers included Larry Cain, chairman of the awards committee; Carl J. Rutland, chairman of the commission and the local police chief, Carl F. Hasson.

Charles Harris, manager of KCOR, San Antonio, has announced that the outlet will carry a play by play account of the exhibition game to be played here between the San Antonio Missions and the Brooklyn Dodgers March 31, which will be turned over for use by the local Army and Air Force Recruiting program as a public service for their recruiting program.

Red River Dave, cowboy singing star of WOAI, San Antonio, can well expect to be treated as a "hometown boy who made good" when he goes to Three Rivers for a performance to benefit the Press Club's Library book fund. Dave is to go there this Friday night. He once attended school there while living at his ranch near Three Rivers.

Starting the vacation season a bit early, Peggy Whiteside, secretary to Rex Preis, commercial manager of KTSA, San Antonio, is motoring up to New York City.

Richard Maxwell, radio singer, philosopher and recording artist, will appear at the Trinity Methodist Church in San Antonio. With Maxwell will be Mildred Young, radio, opera and concert singer and Bobby Del Rio, accordionist.

Despite the fact that several tubes in the electric organ blew out recently during a Hugh Waddill program over WFAA and WFAA-FM, Dallas, listeners heard his organ music anyway. Through announcer John Allen's quick thinking when the peculiar noise occurred in the organ, several transcriptions were rushed into the studio and were used to fill in the remainder of the program.

"RADI-O-PINION"
"VIDE-O-PINION"

Gingrich, Conway & Flynn, Chicago



Mainly About Manhattan. . . . !

● ● ● That giant giveaway stanza that NBC is readying against Jack Benny already reported to have a sponsor, but the web isn't talking. . . . Washington buzzing with talk that FCC's Wayne Coy may get the National Security Resources Board chairmanship. Wayne's acting coy about the whole thing—denying it to everyone. . . . CBS and company seriously mulling the idea of shelving these Arthur Godfrey traveling units. Seems they're not doing the expected biz. . . . AFM clearance of the recorded Maurice Chevalier show from Paris via Mutual is based on a \$100 fee per broadcast for standby musicians. . . . That Lennen & Mitchell gang (how'r'yuh, Nick Keesely) is really on fire these days. They just wrapped up the 2nd half-hour of the TV version of "Stop the Music," skedded to preem early in May, for Old Gold. . . . Jack Benny in town huddling with Bill Paley about his TV future. . . . Latest TV wrinkle—that of receivers installed in autos—has raised quite a fuss in more than 20 State Legislatures throughout the country, with New York currently considering a ban. Interesting twist on the subject is that Motorola, first company to experiment with auto TV, has just come out with a statement against front seat installation, but predicting that TV will soon become commonplace in busses, trains, boats and in the rear seats of cars.



● ● ● Decca's top race disc seller, Sister Rosetta Thorpe, is one of the hottest road attractions on the boards these days. Armed with her steel guitar (sometimes a piano) and her assistant, Marie Knight, Sister Rosetta plays ballparks and auditoriums, breaking records wherever she appears. Looks like Dave Taps has one of the hottest "one man" package roadshows.



● ● ● FILLER-DILLERS: Good thing CBS hasn't grabbed the NBC Symphony ork. points out Jackson (Philo Vance) Beck. Can you imagine the announcer saying: "This is CBS presenting the NBC Symphony." . . . Geo. Pettie sez that Henry Morgan oughta refer to him as Friend Allen. . . . Dick Kollmar, of Boston Blackie fame, is glad that NBC is entering the giant jackpot quiz picture. It's good to see them give something away besides comics. . . . Vic Damone thinks the most difficult singing to harmonize with is that of the fellow who sings his own praises.



● ● ● AROUND TOWN: Henny Youngman, in Buffalo, wired Milton Berle: "I was watching a television set here and saw a movie you made seven years ago. I gave your fondest regards to your old nose." . . . "Mr. ace and JANE," reported as being dropped by CBS in May, has a bankroller hot on the trail. . . . Gen'l Mills has bought one-hour, one-time special airing over CBS April 17th. "Welcome Back, Baseball," starring Bing Crosby and his four lads plus an all-star cast of sports and film celebs. . . . Stan Freeman, the pianist-composer-commentator, has collaborated with M. Berle on a novelty tune, "No Fair Cryin'" with Shapiro-Bernstein publishing. . . . Dennis James and his side kick, Sam Laine, doing a whole of a job televising the fights from White Plains, natch. . . . Ed Hurley laid up in the Metropolitan Hospital with a busted leg. . . . Television Guide, with its circulation soaring around the 50,000 mark, now available on the newsstands. . . . Music Row excited about Alfred Drake's disc of "Malaguena." . . . Who said this: "An honest man's the noblest work of art." Bob Trout, who usually asks the questions on his "Who Said That" quiz, was asked for the author of the above quote by a fan and has spent the past three days in the Public Library on a futile search. He is now wondering if any Main Streeter might have the answer.

CHICAGO

By NAT GREEN

A DE HULT, Mutual vice-president in charge of midwest operations, sporting a healthy tan acquired on a Florida vacation.

Hale Bondurant, manager WJBC, Bloomington, Ill., and Jack Perry, president of KVOC, Casper, Wyo., among visitors to ABC's Chicago offices.

Nort Jonathan, producer of "Hi Club," has received a certificate of award from the Boys' Club of America 1949 Junior Book Awards for his teen-age etiquette manual, "Guidebook for the Young Man About Town."

The NBC central division television program department has settled down in new permanent quarters on the second floor of the Merchandise Mart headquarters of the network.

Warren Middleton has resigned as assistant in the WLS promotion department to join KMOX, St. Louis. His job has been taken over by John Drake, formerly WLS continuity chief. Kathryn Brady is the new continuity chief.

John H. Mitchell, general manager of WBKB, announces a new Acme news service for the station in which still pictures as they happen will be processed and rushed to WBKB's Multiscoper machine.

Bernarr Cooper, U. S. military government production head for the Japanese Broadcasting Corporation, spent several days visiting NBC Chicago headquarters.

Large mail response to WBKB's preview of "Here's How" has led to its regular scheduling for a sustaining run on Fridays.

Paul McCluer, NBC Chicago network sales manager, vacationing in Florida.

IN LOS ANGELES

GET ON THE BEAM!

Direct to the 1,130,000 "SPECIALIZED GROUP" within the Los Angeles Market.



6 RESPONSIVE AUDIENCES IN ADDITION TO 3 MILLION ENGLISH SPEAKING LISTENERS

KOWL 5000 WATTS CLEAR CHANNEL
Owned and Operated by
ART CROGHAN & GENE AUTRY

SAN FRANCISCO

By NOEL CORBETT

GEORGE TAYLOR, who was a crooner in the crystal set days, closed the largest unit sale in the history of KGO last week when he sold "Melody Lane" to the J. E. French automobile dealers. Show is nightly half hour of transcribed semi-classical and pop concert music. Gil Freeman of KGO represented the station on the deal.

Sam Hayes, veteran coast news and sportscaster, has been signed for a year of nightly newscasts on the NBC coast network. Deal was handled by Hal Ashby, NBC net rep and Walter Johnson of the Knox-Reeves Ad Agency and is sponsored by the Sperry Division of General Mills for 52 weeks.

Here 'N' There . . . Jack Cowden, erstwhile kid star on KPO, now sales promotion manager for the CBS O&O stations, back in town to work with CBS prexy Arthur Hull Hayes on the call letters switch from KQW to KCBS . . . Cowden worked across the mike with kids like Page Gilman in the days when "One Man's Family" was starting its record run . . . Jack Daly, RCA Hollywood rep. in town to confab with Johnny Parsons of the Leo J. Meyberg Company. Television was the topic . . . Larry Allen back from Hollywood . . . Gayle Grubb, of KGO, ditto . . . Bill Pabst, Gen'l Mag. of KFRC to the film city . . . Albers Milling Company's Friskies will sponsor news analyst Elmer Peterson when he leaves the Big City to emanate from Hollywood . . . All the guys on Alcatraz watch the seagulls and think how swell it would be to be as free as a bird. Including a moppet, 13-year-old Warren Ledwith. He's the son of one of the guards on "the rock," and submitted a story about a gull which Lydia Perera broadcast on KNBC's "Story to Order." Incidentally, the kid commutes to a San Francisco high school and looks forward to going home to "the rock" each night. The place has a good view and good air. All of which adds up. Think of the guys in radio knocking themselves out trying to gather a few chips to pay for a Nob Hill apartment!

KMPC & L. A. Mirror Enter Co-op. Tie-Up

(Continued from Page 1)

both listeners and readers," Pinkley and Mullen said. "The agreement also envisions joint KMPC-Mirror sponsorship of community service projects. The crusading policy of the Mirror and the twelve-year public service record of KMPC will be teamed."

Agreement becomes effective April 4 with full half-hour dedication program on KMPC starting April 3. Mirror and KMPC offices will be linked by both teletype and broadcasting lines.

Agency Exec. Testing Electrical Programer

(Continued from Page 1)

director of the radio and television testing bureau at BBD&O.

The Wolfe programer will be used at WNEW under the supervision of the inventor for strictly experimental purposes without any financial tie-up. Similar audience reaction tests were conducted previously by Wolfe at WBRY, the CBS outlet in Waterbury, Conn., also on an experimental basis.

The Wolfe programer, unlike other devices in that it is not electronic or mechanical, has two micro-switch buttons, one marked "like" and the other, "dislike." The audience may register "indifference" on the control panel by not pressing either of the two buttons.

Can't Be Sold Or Rented

Wolfe told RADIO DAILY yesterday that the machine can not be purchased or rented. He pointed out that he has been selecting the programs to be tested.

"I am as much concerned about using other types of audience reaction as I am about my own machine," he explained. "I also want to know why an audience likes or dislikes certain programs. For this reason, I am experimenting also with the pencil-and-paper types of analysis."

Wheaties Welcomes BB Season With Net Show

(Continued from Page 1)

p.m., EST. The one-shot, to be emceed by Bing Crosby, is a continuation of the General Mills campaign to link Wheaties with baseball and other sports. In recent years the food company has had a policy of sending a case of Wheaties to every player in organized baseball who hits a home run.

Crosby will be assisted on the show by his four sons. A big roster of sport and movie celebrities are being lined up to participate in the broadcast which may originate from several points around the country. Show will be aired two days before the official opening of the 1949 baseball season. Agency for General Mills is Knox Reeves Advertising, Inc., Minneapolis.

Beck Shoes Starting New Television Show

A. S. Beck Shoe Co. will sponsor a new television show, "The Beck Candlelight Revue," starting on WNBT, New York, March 31. Weekly 20-minute show, 10-10:20 p.m., will feature singers Monica Lewis and Roger Dann plus the comedy team of Kirkwood and Goodman.

Howard G. Barnes, radio and television director for the Dorland agency, which handles the Beck account, will produce the series which will use an assortment of talent integrated into an intimate revue format. Ben Ludlow is musical conductor.

Radio-TV Conference Skedded Tomorrow

(Continued from Page 1)

sored by the Evening and Extension Division, City College School of Business, will get under way at 10 a.m. with four panel sessions. These panels will be moderated by Seymour N. Siegel, WNYC; E. P. H. James, MBS; M. B. Grabhorn, ABC; and George Wallace, NBC. At the afternoon session, each moderator will report briefly on leading questions discussed and handle questions submitted from the floor.

The afternoon panel discussion is titled "New Frontiers in the Radio and Television Business." Panel members include William E. Ware, president of FMA; Elliott M. Sanger, general manager WQXR; Hubbell Robinson, Jr., CBS program veepee; and Marion Harper, Jr., president of McCann-Erickson.

Racing Sheet Sponsors WMGM Turf Series

(Continued from Page 1)

heard Monday through Saturday, 6:30-7 p.m.

Races will be called by Fred Capossela, official announcer for the New York Racing Associations. Capossela will describe each race as it is run during the afternoon with recordings being made at that time. In addition, the program will feature interviews with jockeys, owners and other race track celebrities.

AGENCIES

JOHAN R. ALLEN has joined Grant Advertising, Inc. as vice-president in charge of television. Allen previously was head of his own television consultant firm, John R. Allen Associates. He was formerly radio and television director of Marchalk & Pratt Co. and for three years before the war a member of the television department of the National Broadcasting Co. He will headquarter in the New York office of Grant Advertising.

DONALD COOKE, INC., national station representatives, on April 1 will open a Detroit office at 2472 Penobscot Building. Charles J. Sheppard will be in charge.

SCHOENFELD, HUBER & GREEN, LTD., Chicago, has been appointed to handle advertising for the Frank J. Curran Co., Aurora, Ill., insecticide manufacturers. Radio, newspapers and magazines will be used.

Special Passover Program

"This Year, Israel," special half-hour Passover drama starring Hollywood's Paul Muni, will be presented over CBS in cooperation with the United Jewish Appeal, Sunday, April 17, CBS, 4:30-5:00 p.m., EST. The original script is by Millard Lampell. Passover week begins April 14.

Desist!

It's audience-response you're after? Then hear this! Evelyn Gardiner, now in her 20th year on the KDKA "Home Forum" (1:30 - 2:00 PM, Mon. - Fri.), aired a single appeal for used greeting cards for shut-ins. One announcement only, mind you! So many cards arrived that Miss G. was snowed under. She had to beg listeners to STOP! That's only one example of KDKA's pulling power. For further facts on KDKA's sales ability . . . in the tri-state Pittsburgh market . . . call George Tons at KDKA, or Free & Peters.

**50,000 WATTS
PITTSBURGH
NBC AFFILIATE**

KDKA

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

Sarnoff Urges Aid For Armed Forces

Washington Bureau of RADIO DAILY

Washington — Brig. Gen. David Sarnoff, RCA board chairman and retiring president of the Armed Forces Communications Assn., last night urged "all the large corporations and small businesses, together with their best men," to make "company and personal sacrifices to come to the aid of the preparedness planners."

In an address prepared for delivery before 500 executives of the communications and photographic industries and members of the armed forces, Sarnoff said, "We need the interest and experience of the best brains in American research laboratories and in industry to work out with our military planners."

After pointing out that "communications play a more and more vital part in warfare and must never be overlooked by the military leader who would achieve victory," he said, "It is our job in industry, I think, to do all we can to assure that such advances as we make in the communications art are promptly made available to the appropriate military service. That is certainly one of the principal purposes of our association and the reason so many firms and individuals are members."

He concluded his address before the third annual meeting of the AFCA with the pledge "to our country, and to all services of the armed forces, the wholehearted co-operation of the industry and its workers toward helping to secure the blessings of peace for our own nation and for freedom-loving peoples everywhere."

Introduce Converter For 33 1/3 RPM Discs

(Continued from Page 1)

r.p.m.-playing arm of the set, was unveiled to the trade last week by Micro-Verter, Inc.

The combination turntable with "Astatic" tone arm, equipped with a sapphire needle, requires no dismantling nor extra wires and can be attached by the purchaser himself. A switch immobilizes the arm not needed, i.e., either the standard 78 r.p.m. or the 33 1/3 r.p.m. arm and needle.

The Micro-Verter lists at a retail price of \$19.95. It was manufactured under license of Columbia where it was developed under the direction of Dr. Peter Goldmark, CBS director of Engineering Research and Development.

FRANK W. MADDEN

Film Editor

PLaza 7-2667

Profusion Of Transmitters Danger In War, Says Coy

(Continued from Page 1)

mobile radio in industry and emergency service, and referred to the wartime record of broadcasters in bond sales, civilian defense, plasma collection, salvage drives, manpower recruitment, and other wartime campaigns. In addition, he said, the television stations on the air during the war "demonstrated that medium's unique power to instruct civilians in various civilian defense measures."

Coy's warnings about the danger from our huge network of communications facilities was based on the importance of these facilities to spies and saboteurs.

"As thousands of additional transmitters go into operation each year, the task of patrolling the ether becomes increasingly difficult," he said. "It becomes more difficult to check the authorized stations to determine that they are keeping on their assigned frequency and are not being used for espionage, subversive or sabotage transmissions. It becomes more difficult to spot the clandestine transmitters. The havoc created by interference from stations off their frequency or by industrial and medical radio heating devices is magnified."

Recalling that two days after Pearl Harbor the FCC's Radio Intelligence Division traced the signals of a clandestine transmitter to the German Embassy here in Washington, Coy said, "During the war the RID located nearly 400 unlicensed transmitters, most of

which fortunately did not involve espionage. The uncanny ability of the RID to pounce upon illegal users of radio was so well demonstrated that espionage transmissions from this country were effectively discouraged. And when the spies began to set up their operations in South America, the RID followed them, assisting the local authorities to set up counter-espionage systems and training personnel.

"Employing the same direction-finding equipment it used to locate clandestine stations, the RID also furnished directions to help rescue some 2,000 lost planes during the war.

Hit Peak During War

"At its peak during the war the RID had 12 primary stations and 90 secondary stations in this country, Puerto Rico, Alaska and Hawaii. Today the FCC has 10 primary stations, 11 secondary stations and 17 mobile direction finders."

Western Electric Co. v-p Fred R. Lack was elected president of the Armed Forces Communications Assn. to succeed RCA board chairman Brig. Gen. David Sarnoff at a meeting of the association's council at the Hotel Shoreham yesterday.

Vice-presidents elected were: Theodore S. Gary, vice-pres. of Automatic Electric Co.; Thomas J. Hargrave, president of the Eastman Kodak Co. and former chairman of the Munitions Board; Rear Adm. Earl E. Stone, chief of Naval Communications; J. R. Cunningham, of United Air Lines at Denver, and C. O. Bickelhaupt, vice-pres. of American Telephone & Telegraph Co.

New directors of the Association are: Walter Evans, vice-pres. of Westinghouse Electric Corp.; Paul Goldsborough, of Trans World Airlines, and W. G. Eaton, of Dayton, O., civilian scientist at the Wright Field Electronics Laboratory.

Birmingham Woman Wins Favorite Story Contest

Cincinnati, O. — The nation-wide "Favorite Story" contest of \$1,000 has been won by Mrs. Kathleen C. Jones of Birmingham, Ala., who selected as her favorite story, "They Asked for Bread," written by another resident of the same city, Rebecca Rogers.

As the winner also of the local contest, Mrs. Jones was awarded a Spring wardrobe for her trip to California as a guest of Ronald Colman by the sponsor of the Birmingham "Favorite Story," the Burger-Phillips Department Store.

Adam J. Young Jr.

22 E. 40th St., New York, N.Y.

RADIO & TELEVISION REPRESENTATIVES

New York • Chicago • Los Angeles • San Francisco

Kobak Resignation From MBS Expected

(Continued from Page 1)

recommendation of President Kobak and the action of the board in Chicago.

Lewis Allen Weiss, chairman of the board, will retire at next week's meeting. His retirement is predicated on two years service as board chairman. Theodore Streibert, president of WOR and vice-chairman of the board will succeed Weiss.

Both Weiss and Streibert had been rumored at one time as possible choices for the presidency of Mutual. Since the recent board meeting they have declared themselves not available for the post.

Goodman With Associated

Al Goodman will record exclusively for Associated Program Service's transcriptions, it was announced today by Richard S. Testut, v-p and general manager of the organization. The first of the new discs will be released in April.

Emerson Dividend

Emerson Radio and Phonograph Corp., has declared a regular quarterly dividend, payable on April 15 to stockholders of record on April 5, of 30 cents per share, an increase of 10 cents per share over previous regular quarterlies.



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.

IF YOUR RADIO AND TELEVISION DEPARTMENT NEEDS A SPARK FOR ITS PLUG . . . A GOOD MANAGER WILL BE AVAILABLE SOON

Experienced Television and Radio executive with more than 20 years 4 A agency background as account executive, producer, talent buyer, TV production supervisor, spot and network time buyer. Seeks contact with agency eager to put new life into its radio and television department.

Box No. 225
RADIO DAILY
1501 Broadway, N. Y. C.

TELEVISION DAILY

Section of RADIO DAILY, Tuesday, March 29, 1949 — TELEVISION DAILY is fully protected by register and copyright

CANADIAN GOV'T HAS TELE PLAN

TELE TOPICS

THE FIRST "Toast of the Town" broadcast for Lincoln-Mercury was, by and large, a highly entertaining program with a top-notch talent lineup. The "new" Ed Sullivan was a bit more relaxed than the old model. He made a competent emcee because he wisely confined his activities to introducing the various acts and kept extraneous talk to a minimum. The one joke he told died a quick death and his attempts to resuscitate it were in vain. . . . Other new features of the show include an attractive stage set by Richard Rychtarik; a six-girl chorus line whose efforts were uneven, and the appearance of two characters dressed as Mercury and Lincoln. Latter was not funny and such treatment of a great President seemed to be in questionable taste. . . . Talent lineup included the King Cole Trio, who exhaust even the greatest supply of superlatives; Larry Storch, who offered three new and very funny routines; Fred and Susan Barry, above average ballroom dancers; Paul Gerrits, a different kind of roller skater; Hal LeRoy and the grown-up DeMarco sisters. . . . Easy-to-take commercials were on film with live comment ably handled by Nelson Case. Alex Leftwich directs for CBS. Kenyon & Eckhardt is the agency.

ANENT THIS DEPARTMENT'S RAVE for dancer Teddy Hale's appearance on the Texaco show last week. Henry S. White, president of World Video, writes: "We would like to draw your attention to the fact that Teddy Hale, whom you praise so highly, has appeared no less than eight times on the Eddie Condon 'Floor Show' program on NBC—since Jan. 1, 1949. We would greatly appreciate your watching this show as we often turn up talent of the caliber of Teddy Hale. This talent then appears on the more highly touted Berle and Sullivan programs." . . . Sorry for the oversight, Henry. I wish I had more time, and five more heads, so I could see 'em all. . . . Rex Marshall has been signed to a long-term contract as announcer and emcee for Auto-Lite's "Suspense" series on CBS. . . . Magnatons, which bowed on "Small Fry Club" over DuMont last nite, will be given a four-week tryout for the show. Films are produced and directed by Joe Seiferth, assisted by Frank Dunn.

BARNEY'S, the New York men's clothing store that had such huge success with saturation radio spots some years ago, and was one of the first retailers to go into video locally, has ordered a stepped-up schedule of spots for the summer season. Through Emil Mogul agency, firm has signed for 70 one-minute films on WPIX preceding the N. Y. Giants baseball games, and 36 before and after the Yankee games on WABD.

Berle Plans Day-Long Stint For Cancer Fund

Tele's first scheduled one-man marathon will be staged over NBC April 9 by Milton Berle in an all-day stint on behalf of the Damon Runyon Memorial Cancer Fund. Starting at 12 noon, EST, on the web's full hookup, Berle will keep going until the early hours of Sunday morning in an attempt to raise a record-breaking total of contributions for the fund.

Set up in a studio with a dozen models to take pledges over the phone, Berle will be on continuously, working his way into every show. He'll have his meals, be shaved and barbered in the studio and, he said, "I may never leave."

A big board will be set up bearing the phone numbers of the NBC station in each city on the web so that viewers may phone in contributions. Every half hour, each outlet will phone New York and Berle will put the new total on the board.

Guests from show business, sports and other fields will take part in the stunt which is expected to run at least 14 hours.

Rider Joins WLW-C As Production Mgr.

Columbus—Appointment of Richard L. Rider as production manager of WLW-C, new Crosley outlet here, was announced yesterday by James Leonard, president of the station. Rider formerly was a producer at WBKB, Chicago.

A native of Council Bluffs, Iowa, Rider is a graduate of the University of Nebraska and holds a Master

Top Ten Hoopers (N.Y.C., March)

Texaco Theater .WNBT	79.7
Talent Scouts .WCBS-TV	61.3
Toast Of Town .WCBS-TV	56.4
B'way Revue .WABD-	
WNBT	51.7
Godfrey Friends .WCBS-TV	44.1
BoxingWNBT	42.2
We, the People .WCBS-TV	39.7
PreviewWCBS-TV	36.6
Amateur Hour .WABD	34.5
Believe Or Not .WNBT	33.2

NTFC Exhibition Pact To Be Muled At Meet

The National Television Film Council has completed work on its standard exhibition contract and the pact will be the subject of a paragraph-by-paragraph reading at the organization's dinner meeting Thursday evening at the Fifth Ave. Brass Rail, prexy Melvin L. Gold announced yesterday.

Contract will be read and explained by Seymour M. Peyser, of Phillips, Nizer, Benjamin & Krim, and NTFC counsel.

J. A. Maurer, head of the equipment firm which bears his name and vice-president of the Society of Motion Picture Engineers, will discuss SMPTE research in the TV field. The SMPTE booklet, "Films for Television" will be distributed.

of Fine Arts degree from Yale University. He has widespread legit and network radio acting experience and, during the war, served five years as a B-24 pilot in the AAF.

P & G Seeking Video Films By Indies Here And Abroad

West Coast Bureau, RADIO DAILY

Hollywood—Procter & Gamble, in association with Compton Advertising, Inc., is negotiating with several independent producers for production of television films here and abroad. Twenty-six half-hour shows are planned. If negotiations are successful, Gordon Levoy of General Television Enterprises, will produce the films in Hollywood. Similar negotiations are being carried on with Irving Asher and Carleton Alsop for production of films in England. It is also contemplated that films for the purpose may be produced in

Italy. The programs are scheduled to start on the air in September or October over the eastern NBC network. Production supervision for Procter & Gamble will be handled by William Craig, manager of television for P&G, and Gilbert A. Ralston, executive producer of the P&G television department, and for Compton by Lewis Titterton, vice-president in charge of radio and television; Stuart Ludlum, assistant director of the radio-television department, and Brewster Morgan, director of the radio-television department.

Includes \$4 Million Loan, Provision For Web TV

Montreal—The Canadian Parliament will be asked to vote \$4,000,000 as a loan to the Canadian Broadcasting Corporation for the establishment of television production centers and transmitting stations in Montreal and Toronto, Hon. J. J. McCann, Minister of National Revenue, announced in the House of Commons yesterday.

The Minister further stated that the Government has adopted an "interim plan" for television which would allow any city, including Montreal and Toronto, to have one license for the operation of a private television station. Such a license would be granted "to a private organization giving adequate assurances of financial means and of service." It was pointed out by Dr. McCann that "in view of the high cost of television operations, it is felt that individuals or groups interested in establishing a private station in any city may wish to form an association for the purpose of applying for a license."

Network Arrangements Provided
The Minister stated that in regard to network arrangements, whether by tele transcriptions or direct physical hookups, the same principles would apply as in the case of radio broadcasting.

While it would be some time before there were enough receiving sets in Canada for television license fees and commercial revenues to cover costs of programming and operations, said he, it is expected that within a few years the national television operations would become self-supporting from fees and commercial revenues.

The Government's plan, he added, by no means provides for the exclusion of non-Canadian material from Canada's television channels. The public would wish Canadian stations, both public and private, to carry some good programs from other countries.

Break For Private Organizations
"The Government," said the Minister, "believes that this national plan provides for the minimum amount of public support and coordination necessary to provide for the adequate development of television in Canada. It also provides conditions under which private organizations will have opportunities to use television channels, but in doing so will contribute to the building of a nation-wide Canadian television service, at the same time being assisted in good programming by the national system."

OK Frequency Shifts; Other FCC Activities

(Continued from Page 1)

vania, at the same time denying a third shift because of a conflict. WHP, Harrisburg, will go from the 1460 channel with one kilowatt, night, five kilowatts day, to the 580 band with five kilowatts, unlimited. WARW, Scranton, will go from the 1400 band with 250 watts, unlimited to the 590 band with five kilowatts, unlimited.

Turned down was the application of WBAX, Wilkes Barre, to move from 1240 kc. with 250 watts, unlimited, to 590 kc. with one kilowatt, unlimited.

The Commission also proposed a grant of the application of KTHS, Hot Springs, Ark., to move to West Memphis and broadcast with 50 kilowatts, day and 25 kilowatts, night, on the clear channel 1090 kc. It is now on that channel in Hot Springs, ten kilowatts, day, and one kilowatt, night. At the same time the FCC rejected the application of WFMJ, Daytona Beach, Fla., to shift from 1450 kc. to 1090 kc., boosting its power from 250 watts to one kilowatt because it would mean serious interference with several urban and Dominican Republic stations.

New Station Approved

The Commission also proposed to grant the licensees of KTHS, headed by the Ewing family, formerly of New Orleans, and licensees of KWKH, Shreveport, a new station in Hot Springs on the 550 band with one kilowatt, night, and five kilowatts, day.

Commissioners Walker, Hyde and Jones all favored the application of the Hot Springs Broadcasting Company, headed by former Arkansas Governor Carl Bailey, for the 1090 channel in Hot Springs, with 50 kilowatts, unlimited. They would have KTHS permitted to move to the 550 channel with one kilowatt, night, and five kilowatts, day, as proposed, but would not permit it to shift the present KTHS to West Memphis. "The location of a station at West Memphis is not within either the spirit or the letter of the reservation of the frequency 1090 for the State of Arkansas," Walker wrote.

The Commission majority predicted increased service both within and beyond the Arkansas boundaries by the location of the clear channel station at West Memphis.

Circus Buys Spots In N. Y.; Plan To Use ET's On Tour

Ringling Brothers & Barnum & Bailey Circus, opening an engagement at Madison Square Garden on Wednesday, is using a spot advertising campaign on New York indies and plans to use recorded spots in key center cities during the coming road tour. Bill Antes, radio director with the circus, arranged the spot advertising campaign.

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 March 18-24, 1949

A Bluebird Singing In My Heart.....	Advanced
A Little Bird Told Me.....	Bourne
A Rosewood Spinnet.....	Shapiro-Bernstein
"A"—You're Adorable.....	Laurel
Buttons And Bows.....	Famous
Careless Hands.....	Melrose
Cruising Down The River.....	Henry Spitzer
Down By The Station.....	American Academy
Far Away Places.....	Laurel
Galway Bay.....	Leeds
Great Guns.....	Feist
I Got A Gal In Galveston.....	Republic
I Love You So Much It Hurts.....	Melody Lane
If I Could Be With You.....	Remick
I've Got My Love To Keep Me Warm.....	Berlin
Johnny Get Your Girl.....	Bourne
Love Me, Love Me, Love Me (Or Leave Me Alone).....	Miller
My Darling, My Darling.....	E. H. Morris
No Orchids For My Lady.....	Leeds
Powder Your Face With Sunshine.....	Lombardo
Red Roses For A Blue Lady.....	Mills
So In Love.....	T. B. Harms
Someone Like You.....	Harms
Streets Of Laredo.....	Famous
Sunflower.....	Famous
Tara Talara Tala.....	Oxford
Underneath The Linden Tree.....	La Salle
When You're In Love.....	Crawford
While The Angelus Was Ringing.....	Chas. K. Harris
You Broke Your Promise.....	Pic Music
You Was.....	Crystal

Second Group

A Million Miles Away.....	Paxton
Again.....	Robbins
Always True To You In My Fashion.....	T. B. Harms
As You Desire Me.....	Words & Music
Candy Kisses.....	Hill & Range
Dreamer With A Penny.....	George Simon
Everywhere You Go.....	Lombardo
Forever And Ever.....	Robbins
I Don't See Me In Your Eyes Anymore.....	Laurel
I Get Up Ev'ry Morning.....	Leeds
I Got Lucky In The Rain.....	Sam Fox
It's A Big Wide Wonderful World.....	Broadcast Music
Lavender Blue.....	Santly-Joy
Look Up.....	Patmar
Mississippi Flyer.....	Mellin
My Dream Is Yours.....	Witmark
Once And For Always.....	Burke & Van Heusen
Once In Love With Amy.....	E. H. Morris
So Tired.....	Glenmore
These Will Be The Best Years Of Our Lives.....	Robbins
Who Wouldn't Love You.....	Fremart

(Copyright, 1949 by Office of Research, Inc.)

P & G Discontinuing "Life Of Riley" Show

(Continued from Page 1)

gram after May 27 came suddenly and with no advance warning. There may have been some significance in Smith's pointing out the fact that other P&G products all have night time radio commitments, a statement which could mean the soap company is forced to shave its budget. Taking on of Red Skelton last fall was an expansion for P&G. Skelton, however, is far more costly to the advertiser than "Riley" while the latter pulls a rating equally as good as the former.

P&G will continue its big spot campaign for Prell, another factor which may have figured in the decision to discontinue "Riley." The shampoo, incidentally, reportedly has found a skyrocketing sales climb since the damage suit was filed by Tallulah Bankhead.

Meantime, Benton & Bowles is trying to interest General Foods in picking up "Life of Riley." Agency is well pleased with the show and will make every effort to interest another client.

Entries in Adv. Contest Will Close on April 10

St. Louis, Mo.—The fifth annual contest for the Erma Proetz Awards of the Women's Advertising Club of St. Louis will close April 10, it was announced by Mrs. Elmer C. McCaddon, chairman.

Five advertising executives have been chosen to select the "most outstanding creative advertising work in art, research, radio, copy, television or other fields, produced by women between March 31, 1948 and April 1, 1949. The first three prizes of \$100 each with suitably inscribed plaques will be presented at a dinner to be held in conjunction with the St. Louis Exhibit of Advertising on May 13.

Judges for the contest will be: Frederick W. Boulton, v-p of J. Walter Thompson; Leo Burnett, president of Leo Burnett Co., Inc.; Wilbur Smart, v-p and art director of D'Arcy Advertising Company; E. F. Hascall, Jr., v-p of Henri, Hurst & McDonald, and Budd Gore, advertising manager of Marshall Field & Co.

Army Day Broadcast

Secretary of the Army Kenneth Royall speaking on the significance of Army Day in 1949 will be heard on the four major networks on Wednesday, April 6, from 11:15 to 11:30 p.m., EST.

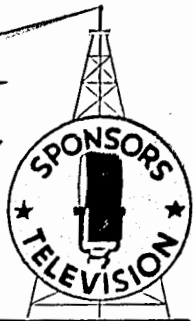
Children's Program Sponsored

San Francisco—"The Children's Corner," presented by 'Uncle' Clint Sherwood, program director of KSAN, has been signed by the Honig Cooper agency for sponsorship by Holsum Bread. Program is heard Monday through Friday from 5:05 to 5:30 p.m.



RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 46, NO. 62

NEW YORK, WEDNESDAY, MARCH 30, 1949

TEN CENTS

WOMEN LISTENERS LEAD IN 'U' SURVEY

NAB Meet Will Stress Radio Adver'g Sales

Washington Bureau of RADIO DAILY
Washington—A full afternoon session on radio advertising sales will feature the opening day of the NAB convention at the Stevens Hotel, Chicago, Monday, April 11, the NAB advertising director, Maurice B. Mitchell, said yesterday. The session is planned to aid broadcasters in their selling problems in the highly competitive market of today, said Mitchell, who added, "This session is designed to bridge the gap between platform and floor. We'll have

(Continued on Page 8)

Annual Dinner

Radio Pioneers (formerly 20-Year Club) will hold its annual dinner tomorrow night at Tools Shors' new room. David Sarnoff will be the principal speaker and Pat Barnes will do a lap of the master of ceremonies along with President Edgar Kobak. Nostalgic stuff however will be the major portion of the evening's entertainment.

CBS Affiliates Group Plan Chicago Session

Plans for a meeting of the Columbia Affiliates Advisory Board at which time new officers will be elected have been completed and the meeting will be held at the Ambassador East Hotel in Chicago on Sunday, April 10.

Thirty CBS network executives headed by Frank Stanton, president, will converge on Chicago for the Advisory Board meeting at the Stevens Hotel.

The web executives attending the

(Continued on Page 8)

KABR Ends Operations By Action of Stockholders

Aberdeen, S. D.—KABR, 5,000 watt Mutual outlet in Aberdeen, established by the Aberdeen Broadcasting Company, Inc., in 1934, will suspend broadcasting on April 1 as a result of a decision reached at the annual meeting of the stockholders. This leaves KSDN, Aberdeen, American-News station, alone

(Continued on Page 2)

\$10,000,000 K-F Account Goes To Weintraub Agency

Placement of the Kaiser-Frazer corporation account with the William Weintraub Agency for all media was announced yesterday by Edgar F. Kaiser, president of the automobile company. The Kaiser-Frazer billings last year totalled \$9,000,000 and this year are expected to pass the \$10,000,000 mark. Account was formerly handled by Morris F. Swaney, Inc.

The K-F account is not new to

Results Of University Of Illinois Poll Show Women Outnumber Men Both In Day And Nighttime Listening

Closed Circuit TV Innovation On ABC

Use of closed circuit network television for the conduct of a business conference will take place in New York today when officials of the Canada Dry Ginger Ale, Inc., utilize ABC facilities to conduct a meeting of dealers and distributors in widely separated areas. The conference will be held from 4:30 to 5:30 p.m., EST.

During the closed circuit telecast

(Continued on Page 7)

"Hit Parade" Switching To New York June 4

American Tobacco Co. and BBDO have set June 4 as the date on which "Your Hit Parade" will shift back to New York from Hollywood. Many decisions are still to be made, however, on the new cast for the show.

The former plan to put the show

(Continued on Page 2)

WW, Theater & McGees Head Hooper Ratings

Walter Winchell improved his latest Hooperating (March 15-21) more than a point and continues in first place with 27.5. The gabber is

(Continued on Page 8)

Stressing the need for qualitative analysis of radio listening, the Bureau of Economic and Business Research of the University of Illinois yesterday released the results of a survey conducted in two Illinois counties which covered the listening habits by sex, age and cultural groups. The

(Continued on Page 3)

Radio-TV Praised For Public Service

Paying tribute to radio's role in the promotion of Brotherhood Week, Edgar Kobak, president of the radio and television committee, yesterday reported on the extent of radio-TV participation.

"As a radio man," Kobak said, "I take great pride in what the broadcasting industry has done. No one can tell what its contribution in time, talent, music, script, sound effect

(Continued on Page 3)

Higher-Priced Receivers Continue To Be Reduced

Retail sales drop in more expensive radio receivers is further highlighted by Westinghouse price slashes which knock \$150 off the price of two AM-FM-phonograph consoles. The models have been priced at \$389.95 and \$379.95 but

(Continued on Page 2)

Heavy Registration

Registration for the annual one-day Radio-TV conference of CCNY which will be held today at the Hotel Roosevelt had passed the 300 mark yesterday and it is expected that over 400 will be in attendance at the awards luncheon this noon. Leaders in radio, TV and advertising will participate. Agenda on Page 8, of this issue.

Emerson Account Set By F. C. & B. Agency

Emerson Radio and Phonograph Company yesterday announced the appointment of Foote, Cone & Belding as its advertising agency. The company uses radio and television to promote its line of home radios, phonoradios and television sets as well as newspapers and magazines.

Emerson, according to reports, is shopping for a new TV show. The company recently relinquished sponsorship of "Toast of The Town" on WCBS-TV.

Name Pearson Defendant In U. S. Court Action

Washington Bureau of RADIO DAILY
Washington — Attorney General Fred N. Howser, of California, filed suit here yesterday in the United States district court for \$300,000 damages from columnist Drew Pearson for broadcasting and writing "untrue, false and defamatory" statements.

All but the court costs and law

(Continued on Page 8)

Distinction

Patricia Sterling, daughter of Commissioner George E. Sterling of the FCC, will have the distinction of representing the state of Maine as a princess in the Cherry Blossom Festival which will be held in Washington, April 1-3. Miss Sterling who lives with her parents at Silver Springs, Md., writes children's programs for WMAR-TV, Baltimore.



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JOHN W. ALICOATE : : Publisher

FRANK BURKE : : : : Editor

MARVIN KIRSCH : Business Manager

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WEST COAST OFFICES

Al Steen, Manager
6425 Hollywood Blvd. Phone: Gladstone 8438

WASHINGTON BUREAU

Andrew H. Older, Chief 647 Dahlgoneg 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

(March 29)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
ABC	8 1/4	7 3/4	7 7/8	+ 1/8
Admiral Corp.	17 7/8	17 1/4	17 7/8	+ 1/8
Am. Tel. & Tel.	146 3/4	146 1/4	146 5/8	+ 7/8
CBS A	18 7/8	18 3/8	18 7/8	+ 7/8
CBS B	18 3/8	18 1/4	18 3/8	+ 1/4
Farnsworth T. & R.	1 1/4	1 1/8	1 1/4	+ 1/8
Gen. Electric	38 5/8	37 3/4	38 5/8	+ 1
Philco	32 3/8	32	32 1/4	+ 1/2
RCA Common	12 7/8	12 1/2	12 7/8	+ 3/4
RCA 1st pfd.	70 3/4	70 3/4	70 3/4	- 1/4
Stewart-Warner	12 7/8	12 5/8	12 7/8	+ 5/8
Westinghouse	24	23 5/8	23 7/8	+ 3/8
Zenith Radio	31 5/8	31	31 1/2	+ 1 1/2

OVER THE COUNTER

	Bid	Asked
DuMont Lab.	14 3/4	15 3/4
Stromberg-Carlson	12 3/8	14 1/4
U. S. Television	5/8	7/8
WJR (Detroit)	6 3/4	7 1/2

Stork News

Bert Parks, emcee of "Stop the Music" and "Break the Bank" over ABC, is the father of a girl born to his wife March 24 in Greenwich, Conn. Baby, which weighed 6 pounds, 4 ounces, is named Annette. It's the third child in the Parks family, the other two being twin boys.

★ **COMING AND GOING** ★

DAVIDSON TAYLOR, Columbia network vice-president and director of public affairs, leaves today for Cleveland to attend the Second National Conference of the U. S. National Committee of UNESCO. Sessions will continue through Saturday.

BENEDICT GIMBEL, JR., president of WIP, Philadelphia, is in Gotham today on Mutual network business.

CRAIG LOWE, director of news and special events for WSGN, American network affiliate in Birmingham, Ala., and **MARY CHILDERS**, promotion and publicity manager of the station, are in town for the "Junior Town Meeting" broadcast which will be heard tonight on ABC.

FORREST H. BLAIR, sales manager of KOIL, Omaha, Nebr., is here for confabs with officials of ABC, with which the station is affiliated.

HAROLD CHRISTIAN, sales manager of WXYZ, Detroit, has left on a trip to Chicago, Los Angeles, San Diego and San Francisco. He'll be back in the Automobile City on April 10.

CARLETON D. SMITH, director of television operations for NBC, is in Chicago conferring with network affiliates. He'll be in Cleveland Friday and will be back in New York the next day.

ELMER DAVIS, American network commentator in Washington, will broadcast today's program from New York. He'll return to the Nation's Capital tomorrow.

JAMES MELTON, tenor featured on the Columbia network's "Harvest of Stars," will broadcast tonight from the Municipal Auditorium in Denver, Colo.

COL. HARRY C. WILDER, president of WSYR, Syracuse; **WTRY**, Troy, and **WELI**, New Haven, who, with **MRS. WILDER**, has been vacationing in Phoenix, Ariz., is expected back in Syracuse on Friday.

JAMES BURKE, program service manager for CBS; **T. B. ELLSWORTH**, sales promotion manager for the network, and **ALICE SANTTI**, head of program availabilities for the web, have joined other Columbia executives in Birmingham, Ala., for conferences with officials of WAPI.

KABR Ends Operations By Action of Stockholders

(Continued from Page 1)

in the radio field in South Dakota's second largest city.

With the suspension of KABR, the newspaper station, KSDN, will become the Mutual web affiliate. KSDN first went on the air April, 1948. Its frequency is 930 kilocycles with 1,000 watts power. Byron McElligott is manager.

Annenberg Gets Award For Radio-TV Progress

Walter H. Annenberg, editor and publisher of the Philadelphia Inquirer and owner of WFIL, and WFIL-TV, was honored Saturday by the Philadelphia Club of Printing House Craftsmen at the organization's 39th annual reception and dinner. For his achievements as a publisher and for his contributions to the advancement of radio and television, he received the club's 1949 Gold Medal "Share Your Knowledge" Award.

10 YEARS AGO TODAY

From the Files of Radio Daily

The CBC has set a wide list of restrictions upon broadcasting during the forthcoming visit of the King and Queen to Canada. All broadcasting activities of the visitors will only be allowed when authorized by CBC. . . . The exhibit of "Gang Busters" at the New York World's Fair will be complete with radio devices and the latest in scientific police equipment and according to details recently concluded will cost more than \$75,000. . . . The annual problem of substitute summer shows is currently under study by agency executives, although few definite commitments have been made.

Higher-Priced Receivers Continue To Be Reduced

(Continued from Page 1)

were shaved to \$259.95 and \$249.95, respectively.

The Westinghouse reductions, according to J. F. Walsh, sales manager of the home radio division, affect a total of nine different models. Percentage-wise, the cuts range from 20 to 50 per cent. A table radio-phonograph combination—the radio can be lifted out—was sliced exactly in half from \$99.95 to \$49.95. Another 50 per cent reduction was made for a radio-phonograph console formerly selling at \$139.95 and now priced at \$69.95.

Westinghouse is the second major manufacturer to make big price cuts in recent weeks for radio sets. A few weeks ago Philco announced reductions up to 50 per cent.

"Hit Parade" Switching To New York June 4

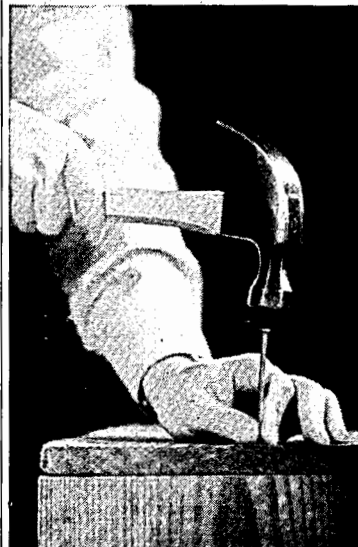
(Continued from Page 1)

on television has been junked, at least for the time being. It may be that the Lucky Strike program will make its video debut next fall but before that can happen the radio version must be adapted in a big way to dress it up for the visual medium.

Announcers are still being auditioned for "Your Hit Parade" when it switches to New York this summer. Neither has a singer been picked as replacement for Frank Sinatra.

Joins NBC Press

Miss Ursula Halloran, formerly in the advertising department at Gimbel's, Pittsburgh, has been appointed assistant trade editor of the NBC press department, it is announced by Josef C. Dine, director. She will assist Michael Dann, trade editor. Miss Halloran at one time did publicity and promotion for the Golden Bough Playhouse, Carmel, Calif., and while attending the University of Pittsburgh was a feature writer for the Post Gazette.



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.

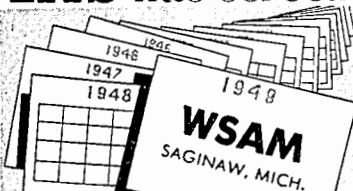
AM  FM

W.I.T.H.

Baltimore 3, Maryland

TOM TINSLEY, President
Represented by Headley-Reed

INS has served



FOR 8 YEARS

Radio-TV Praised For Public Service

(Continued from Page 1)
fects, etc., would be worth at commercial rates; but I think I am perfectly safe in giving you a bed-rock, minimum estimate of \$2,000,000. Maybe \$5,000,000 would be closer; I have a strong suspicion it would. But even at two million, I think radio and television did themselves proud."

Mr. Kobak reported six special network radio programs for Brotherhood Week, a number of regular network programs like "The Church of the Air" and "Message of Israel" devoted wholly to the observance, four special network telecasts, public service announcements on nearly 200 network commercial shows, and an uncountable number of programs, live spot announcements, and transcribed station breaks on nearly all of the 2,600 radio and 57 television stations throughout the country. Many stations, he said, logged as many as fifty spot announcements, live and transcribed.

Nelson A. Rockefeller, general chairman of Brotherhood Week, confirmed the Kobak report and said that radio and television had made a "terrific contribution."

AFRS Broadcasting Pre-Season Baseball

The New York shortwave station of the Armed Forces Radio Service is broadcasting "live," on a seven-day-a-week basis, the pre-season spring baseball games of the New York Yankees and the Brooklyn Dodgers to the European and Caribbean theaters.

AFRS remote crews are covering the Yankees on a five-day-per-week schedule from Florida, Texas, Indiana, Ohio and New York. A two-day-a-week schedule of Dodger pre-season games will originate from Florida, Georgia, North Carolina and Washington, D. C., concluding with Ebbets Field, Brooklyn.

Disabled Vets ETs

Two 15-minute transcribed shows starring Henry Fonda and Zachary Scott are being made available to stations free of charge by the Disabled American Veterans Service Foundation. Aim of the platters is to focus attention on the rehabilitation needs of DAV members. Gen. Jonathan Wainwright appears in the programs which were produced by Larry Hammond and written by Edward Barry Roberts. Lloyd Shaffer conducts the music. Platters are available upon request from Maj. Gen. Irving Phillipson, DAV Service Foundation, 11 West 42nd St., New York.

On Hallmark Playhouse

Hollywood—Loretta Young, 1948 Academy Award winner, will star in the radio adaptation of Irving Stone's "Immortal Wife," on the Hallmark Playhouse, March 31, 10 p.m., EST, over CBS.

Women Listeners Lead Poll Conducted By Illinois 'U'

(Continued from Page 1)
survey revealed that women listen to radio more than men—not only during the day but in the evenings and on Sundays, Dr. Charles H. Sandage of the University of Illinois declared.

Nearly 100 individual programs received special analysis. They were classified as news, religion, music, drama, audience participation and home making, and listeners were classified by educational area of residence, age and sex. Only women listeners were included in comparing listening by educational groups.

The results revealed:

1—Women listeners do not care especially for classical music. Although those with a college education revealed more interest in classical music than those who have attended only high school or grade school, nearly 2 to 1 preferred semi-classical and popular offerings.

2—Forum programs such as "Town Meeting" and "World Front" found a large percentage of their listening in the college group. Two or three times as many college women listened to these programs as grade school women.

3—Commentators drew the greatest proportion of their audience from the less educated groups.

In general, those with more education listened to the better dramatic shows although there were some exceptions.

Criticism Noted

Comments were made by 43 per cent of those who returned their daily radio listening diaries. One half of the unfavorable comments related to mystery programs. The major objection seemed to be to mystery show broadcasts before the children's bedtime. Several made a plea to have such programs scheduled at late hours and to eliminate those written to attract youngsters.

Soap operas were criticized primarily by women, 26.7 of all unfavorable comment being directed against this type of program. Criticism was primarily against subject matter and not format.

Although only 3.1 per cent of all men offered any criticism, their unfavorable comments on commercials were second only to criticism of mystery shows directed to children. They disliked some singing commercials and those that interrupted certain types of programs. Adverse comment was also made about the excessive length of some commercials.

Recommends Improved Research

In summing up the significance of their findings, Dr. Sandage says, in part:

"This study has been largely exploratory rather than conclusive in its analysis of radio audience quality. If it stimulates greater study of a qualitative character, improvement in radio audience research

should result. It seems that if increased attention were given to an analysis of listening by individuals rather than listening by family groups all interested groups would benefit. When emphasis is placed on the individual rather than on the family or the receiving set, somewhat more detailed information concerning the influence of sex, education, and other individual human factors on listening can be secured. The amount of quantitative data on radio listening is great, especially in light of the relative youth of radio broadcasting. However, the time is now ripe for a transfer of emphasis from quantitative to qualitative listening.

"A factor in radio broadcasting not touched in this study but which cannot be ignored in any thorough investigation of the quality of listening is the impact which specific programs and commercial messages have on listeners. Intensive study should now be in process to determine (1) the extent to which informational programs raise the level of listener understanding; (2) to what degree programs change ideologies; (3) whether political campaign programs influence voters and, if so, how much; and (4) the

Entire K-F Account To Weintraub Agency

(Continued from Page 1)
reported interested in procuring a suitable network television show. Their TV sponsorship was the Amateur Hour on the DuMont network.

Co-incident with the change in agency, Kaiser-Frazer yesterday announced a change in management and price reductions from \$196 to \$300 in an effort to stimulate sales. The principal executive changes were the elevation of Edgar Kaiser from vice-president and general manager to president succeeding Joseph W. Frazer who receives the newly created post of vice chairman of the board of directors. Henry J. Kaiser remains as chairman of the board of directors.

Heffernan In 20th Year

Elizabeth City, N. C.—William P. Heffernan, manager of WGAL, Elizabeth City, is celebrating his 20th year in radio this month.

extent to which specific commercial messages move people to act favorably or unfavorably toward the item advertised. Effective techniques can be developed to reach all the goals mentioned. They will be achieved more rapidly if both moral and financial support are given by the radio industry, advertisers, and organized research centers."

For Profitable Selling—Investigate

WDEL

WILMINGTON
DELAWARE

WGAL

LANCASTER
PENNSYLVANIA

WEST

EASTON
PENNSYLVANIA

WORK

YORK
PENNSYLVANIA

WRWA

READING
PENNSYLVANIA

WKBO

HARRISBURG
PENNSYLVANIA



STEINMAN
STATIONS

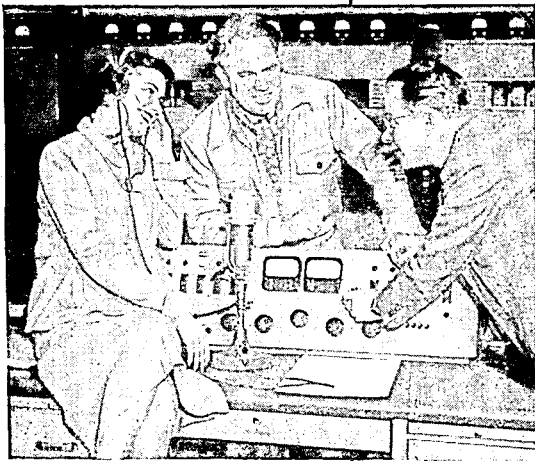
Clair R. McCollough, Managing Director

Represented by

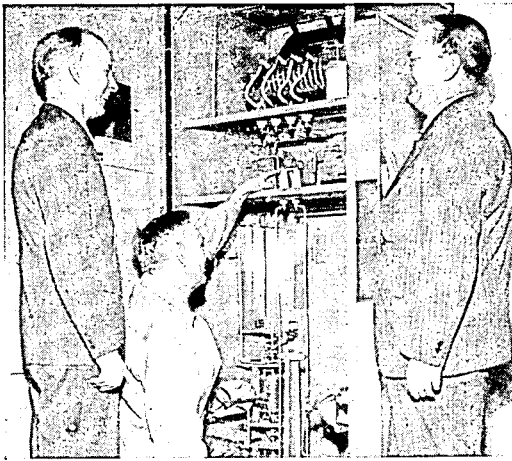
ROBERT MEEKER ASSOCIATES

Chicago San Francisco New York Los Angeles

KGW's magnificent new studio facilities now matched by all new transmitter equipment



LILLIAN MARKKANEN, KGW Secretary, evidently likes what she hears through the new desk top transmitter control console. Earl E. E. Petersen, KGW technical supervisor, twists the dials, while Chief Engineer Harold C. Singleton watches proceedings with amused interest

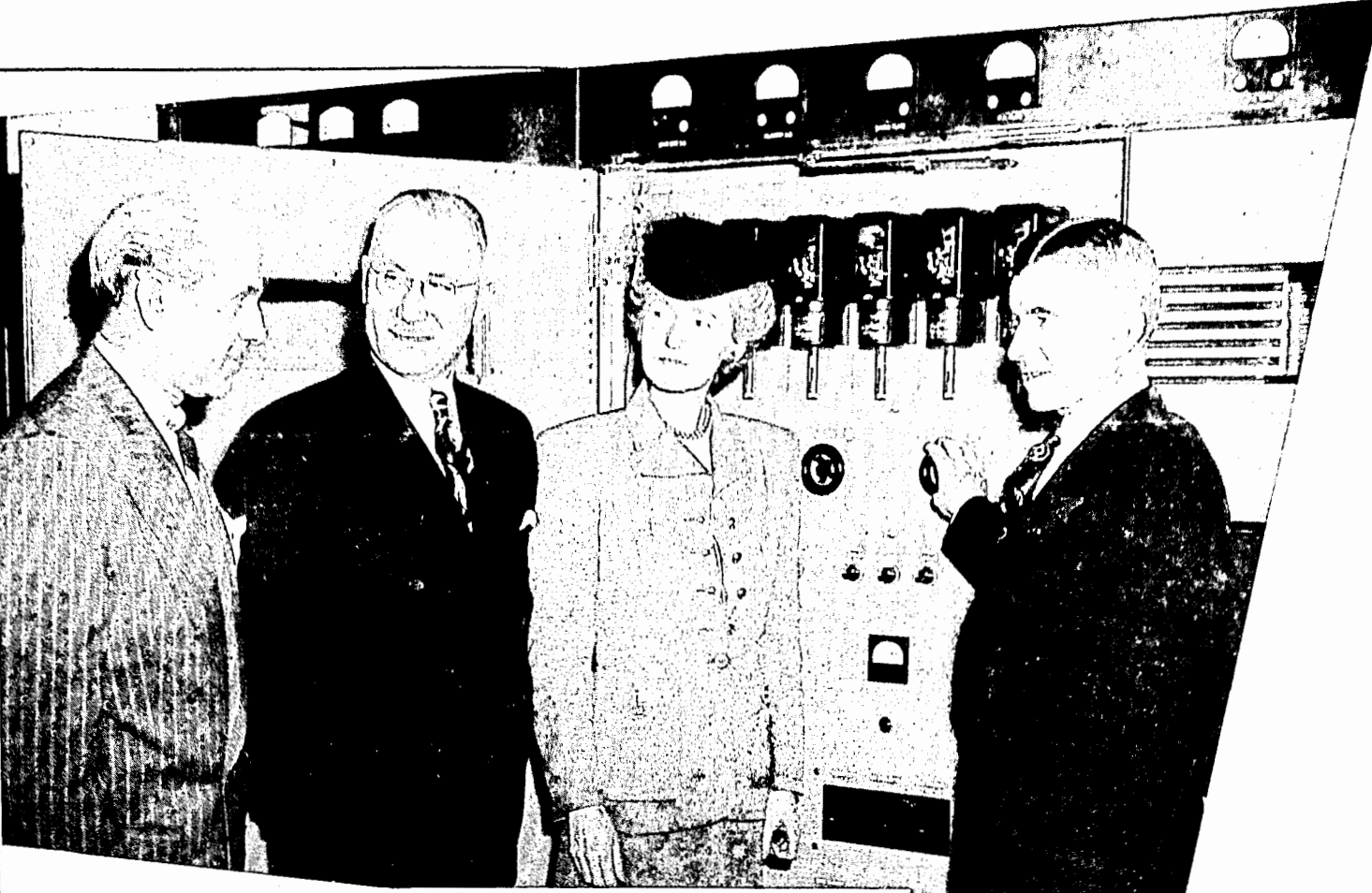


THESE THREE MEN, shown examining the new Phasing Unit, and Oscar R. (Andy) Anderson (not in picture) have been on the KGW engineering staff a total of 81 years. Arthur H. Bean, left, came with the station August 1, 1931; Clyde Bruyn, September 3, 1933; and Clarence M. Carlquist December 26, 1925



EASY DOES IT! This shot shows one of the units of the new KGW transmitter being derricked through a second story window of the transmitter house. The new installation will give KGW the most efficient transmitting equipment yet developed by the radio industry.

another



OREGON'S GOVERNOR DOUGLAS McKAY (at right) receives final instructions from KGW Manager H. Q. Cox (left) before turning power-panel switch on the magnificent new Raytheon transmitter just put in operation by KGW. On hand for the occasion were Portland's Mayor, Dorothy McCullough Lee, and M. J. Frey, General Manager of The Oregonian. With the installation of the new transmitter, new towers and more efficient directional antenna, KGW completes a \$1,000,000 program of modernization and improvement of equipment and facilities. Dialing KGW now becomes more of a "must" than ever for Pacific Northwest listeners.

**THESE "Healthy" Kilowatts WILL
CARRY YOUR ADVERTISING MESSAGE TO
HOMES THROUGHOUT THE NORTHWEST**

It is a proved engineering fact that the lower frequencies provide greater coverage in proportion to power than the higher AM frequencies. Thus KGW, on a frequency of 620 with 5,000 KW provides greater coverage than greater power at higher frequencies. The KGW directional antenna also gives greatest coverage in areas of greatest population in Oregon and Southern Washington.



step ahead for

KGW and KGW-FM
PORTLAND, OREGON

COMPLETE SCHEDULE
SIMULTANEOUS SERVICE

REPRESENTED NATIONALLY BY EDWARD PETRY & CO.

SOUTHWEST

THE FCC has approved the sale of 15 per cent of the 55 per cent held in KIWW, San Antonio, by Joe Olivares to Manuel Leal, one of the other trio of owners. L. R. Richards, chief engineer retains his 20 per cent holdings. Sales price was \$4,000.

Carlos Molina and his Latin American music is being heard from the Mural Room of the Baker Hotel nightly over WFAA, Dallas.

An hour-long dramatization of "Hamlet" believed to be the first such effort ever attempted in the Southwest was presented from the studios of KFJZ, Fort Worth, and carried by member stations of the Texas State Network. The radio adaptation was made by John Sullivan, continuity head of KFJZ. Cast included students and instructors of Texas Christian University and radio players.

Stanley Vainrib is the newest addition to the announcing staff of KTSA, San Antonio. He was a former "Dr. I. Q." on the NBC show which gives San Antonio the distinction of having furnished two "Dr. I. Q.'s" and having one former "Dr." here. Vainrib will be known as Jon Randall on the air.

Ross Slaughter has joined the engineering staff of KITE, San Antonio, and taken over duties at the transmitter. He was a former Air Corps pilot.

Bill Shomette, WOAI, San Antonio, Farm and Ranch Director is displaying Texas 1949 license plate, DK 1200. WOAI operates on 1200 kilocycles. Bill Allert of the WOAI news staff, who covers city hall, had reserved the number for himself, but relinquished it to Shomette, who covers a lot of territory on field trips all over South Texas.

"The Cradle Club" has returned over KRLD, Dallas, and is being heard for a quarter hour Monday through Friday at 9 a.m. It is a pre-school children's program and features a birthday party with three children being invited up to the studio for each program.

Cliff Warren, cowboy singer featured over KTSA, San Antonio, had as his guests recently 19 students of the Mark Twain Junior High School during one of his broadcasts.

Mrs. Helen Kusenberger is the new switchboard operator on duty each night at WOAI, San Antonio.



Mainly About Manhattan. . . . !

● ● ● Press arrangements for coverage of the NAB convention in Chicago have been completed by Robert K. Richards and Jim Dawson of NAB. They'll set up headquarters at the Stevens Hotel Monday. . . . Dave Kapp reported slated to succeed the late Jack Kapp as president of Decca. . . . Edward Breen, of Fort Dodge, Iowa, may have his own rump indie convention in Chi. . . . Ringling Bros. circus execs can't make up their minds as to just how much of the circus can be televised this year. . . . Ralph Weil and Arnold Hartley, of WOV, have their fingers crossed awaiting an FCC decision on their bid for the Bülova station. . . . Could it be that Edgar Kobak will accept an important NBC executive post when he retires from the MBS presidency next week? . . . Jimmy Savo signed for new TV series for Ford starting April 18th. . . . J. C. Flippen heads up a likely summer series for CBS tagged "Earn Your Vacation." . . . Auditions now going on for a new gal singer to be set regularly on the Jimmy Durante stanza. . . . FCC not too keen about being in the middle of that hassle between station reps and nat'l network inroads on affiliates' biz, and will prob'ly claim it's not their headache. . . . Eversharp has plunked down close to \$100,000 for TV. . . . Raymond Scott contemplating his own recording company. . . . What's the story about FCC investigating Western Electric-A.T.&T. operations?



● ● ● In yesterday's col'm, Bob Trout, quizmaster of "Who Said That," admitted that he couldn't come up with the author of "An honest man's the noblest work of art" and asked the Main Streeters if they could come up with the answer. Ralph Austrian and Bernie Green, the tireless exploiter, both phoned in the right answer this morning. It's a quotation from Alexander Pope's "Essay on Man"—only it reads: "An honest man's the noblest work of God" (and not art). Any other problems, Bob?



● ● ● AROUND TOWN: Radio stars may wonder at this, but Mark, the H'wood beautician, in his list of the world's top ten eyelashes, claims that Lassie has the most intelligent of them all. . . . CBS auditioning a 15-minute song series with Ginny Simms and Harry Babbitt called "Song In Your Heart." . . . Arthur Pine and concert pianist, Doris Pines, heading for a summer wedding. . . . Mort Nusbaum, producer and emcee up in WHAM, Rochester, reminds us that he, too, is a former press agent who has gone on to better things, if Hal Davis will pardon the expression. . . . RCA-Victor mulling over a plan to wax its Sunday air show starring Robert Merrill and release it in album form. . . . NBC has been pitching in the direction of Red Benson, whose two MBS airers have been building up impressive ratings. . . . Comic Morey Amsterdam burning up the wires between N.Y. and Cuba negotiating for a sizeable hunk of property in Havana. . . . It's a baby girl at the Bert Parks. Pop is the "Stop the Music" emcee. . . . Pabst Blue Ribbon bought a half-hour across-the-board on Willie Bryant and Ray Carroll's nightly swing sessions via WHOM. . . . Hallmark Playhouse not planning a summer hiatus—but will probably replace 'name' talent with AFRA regulars. . . . Recommended: Dan Seymour's emceeing on "We the People."



● ● ● Dan Eisenberg, of Tracers Co. of America, in N.Y., was interviewed a month or so ago by Bill Slater on "Luncheon at Sardi's" on his favorite topic—how to cash in on supposedly worthless or obsolete stocks. To date, Dan has been besieged by some 200 phone calls, several hundred letters and wires and has succeeded in collecting some \$19,000 on old stocks hitherto deemed valueless. One old lady of 92 was handed \$500 by Dan on obsolete stock that he had researched.

NEW BUSINESS

WMAQ, Chicago: Business reported by WMAQ during the past week included: I. J. Grass Noodle Co., through Charles Silver & Co., a 15-minute Tuesday segment of the Dave Garraway disc jockey show, for 13 weeks; Patricia Stevens, Inc., (model agency), through Arthur Meyerhoff & Co., a 15-minute Thursday segment of the Dave Garraway show for March 24 and March 31 only; The Old Ben Coal Corp., through Dancer-Fitzgerald-Sample, Inc., four one-minute announcements per week for 39 weeks from April 1; Spiegel, Inc. (for reupholstery service), through Schwimmer & Scott, Inc., two one-minute announcements weekly for two weeks from March 21; Sinclair Refining Co., through Hixon-O'Donnell Advertising, Inc., one station break weekly starting March 22, and an additional weekly station break starting April 2, through July 23; Emerson Drug Co., through BBD&O, a weekly station break for 41 weeks, effective March 21; Crosley division of Avco Corp. (refrigerators), through Benton & Bowles, Inc., two one-minute announcements and two station breaks per week for four weeks starting April 5.

WGN-TV, Chicago: Motor Club Service Corp., through Agency Service Corp., three 15-minute shows per week titled "The World Is Yours," for 13 weeks from April 4; Hotel Sherman, Inc., through Ruthrauff & Ryan, a daily one-minute film announcement in "Chicagoland Newsreel" for 312 days from March 16; U. S. Rubber Co. (Ked shoes), the Friday telecast of "Lucky Pup" for 13 weeks from March 25; Joe Lowe Corp. (Popsicle), the Monday telecast of "Lucky Pup" for 52 weeks from May 2.



AUDIO-MASTER '49

The MOST COMPLETE HIGH FIDELITY PLAYBACK MACHINE

Plays 78 and 33-1/3 rpm up to 17 1/2" — Only 15 pounds — Sturdy wood case — 6 inch speaker — Featherweight pick-up — low-priced at \$57.50 Rugged motor — Wow-free reproduction — No needle AC only AC-DC Model \$77.50 noise — 90 day guarantee. Microgroove, add \$10 All prices F.O.B. factory

The AUDIO-MASTER Co. 425 Fifth Ave. • N.Y.C. 16 • MU. 4-6474

1906 1949

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

Section of RADIO DAILY, Wednesday, March 30, 1949 — TELEVISION DAILY is fully protected by register and copyright

ABC BUYS 'TV CENTER' PROPERTY

TELE TOPICS

WAY BACK before the war, Henry Morgan did a five-a-week quarter-hour radio show for WOR and it was at that time that I first became acquainted with, and enamored of, the Morgan humor. Some programs were hilarious bits of biting satire, others merely drew a few chuckles and a few were goshawful. Nevertheless it was all Morgan and for Morgan fans it was all wonderful. . . . A similar schedule was begun by the comic this week on NBC-TV and the opener Monday nite was in the in-between or few chuckles category. The best spot in the show was the opening, a zany lecture on cows loaded with equally zany cartoons. The efforts made to gimmick the monologue visually were, at times, just a bit too obvious. While the spot was not Morgan at his best, it was still pretty good stuff. His other spot, a talk on "etikwet" with demonstration by Patsy Kelly and a partner suffered from weak scripting. Bridging the two was a turn by Dave Apollon, the grimacing mandolinist, backed by a piano and two inaudible harps. . . . Production was adequate, although there were two minor fluffs in switching. Script is by Arnold Horwit, Aaron Ruben and Morgan. Roger Muir directs.

SANKA COFFEE took over sponsorship of "The Goldbergs" on CBS Monday nite and, because they made Gertrude Berg do opening and closing commercials, just about ruined the chit-chat charm of her intimate gossip with her viewers. To make matters worse, the sponsor planted a fake geranium in a Sanka can and placed it on the window sill of the Goldberg flat for visual impact. Mrs. Berg's artistry and home dialogue calls for subtle use of commercials. The show would be much better if the plugs were handled completely apart from the affairs of the Goldberg family. . . . When Goodrich begins bankrolling "Celebrity Time" (formerly "Riddle Me This") over ABC Sunday nite, commercial will feature a live demonstration of the new synthetic, "cold rubber." Liquid latex of cold rubber will be mixed with an acid. The resulting mass then will be stretched into a ribbon and finally made into a bouncing ball.

JIMMY SAVO has signed with J. Walter Thompson for the role of host and story-teller on "Through the Crystal Ball," the new Ford show which bows on CBS Apr. 18, 9 p.m. Opener will be based on "Robinson Crusoe," with Michael Kidd doing the choreography. . . . WMAR-TV has inaugurated a series of "TV Success Story" ads in the Baltimore Sunpapers reprinting testimonials by sponsors on the effectiveness of time purchases on the station. Ads are one column by five inches and run twice weekly in a.m. and p.m. editions.

Lodge, Of CBS, Named To Board Of Trade

William B. Lodge, CBS veepee in charge of general engineering, has been named a member of the board of governors of the Society of Motion Picture Engineers, it was announced yesterday by Earl I. Sponable, SMPE prexy, and director of research and development for 20th Century-Fox.

This is the first time that a television engineer has been named to the SMPE board.

"I feel that Mr. Lodge is symbolic of the high standards of television engineers," Sponable said, "and will be a real asset to the advancement of motion pictures in television as a scientific and art form. I further feel, because of the equivalence of motion pictures and television, that this is the first in a series of steps to help the SMPE examine more closely the problems of television with an eye toward improving technical facilities, data and information leading to standardization which will benefit both of the industries."

Emerson Ups Makstein

Appointment of Floyd Makstein as TV field engineer of Emerson Radio & Phonograph Corp. was announced yesterday by Dorman D. Israel, exec veepee. Makstein has been with Emerson since Jan. 1945, serving recently with the firm's service subsidiary.

Closed Circuit TV Innovation On ABC

(Continued from Page 1)
the company's dealers and distributors will see as well as hear about their forthcoming promotion and sales plans and will be advised further about Super Circus, the TV program feature, the company will sponsor. Super Circus will be presented on eight ABC-TV stations from 5 to 5:30 p.m., EST, starting April 3rd.

Roy W. Moore, president of Canada Dry Ginger Ale, Inc., together with William M. Collins, vice-president in charge of company owned operations; William S. Brown, vice-president and advertising manager, and Ralph O. Nims, manager of the sales and merchandising department, will be televised as they speak directly to the dealers and distributors of Canada Dry products gathered at these eight stations. ABC vice-president in charge of television, Charles C. Barry and Ted Oberfelder, the network's director of advertising and promotion, also will appear on the special "closed circuit" telecast which will be directed by ABC's Ralph Warren.

INS-Telenews Adds Two

WLW-C, Columbus, Ohio, has signed Gambrinus beer to sponsor daily and weekly newsreel of INS-Telenews. WKRC-TV, Cincinnati, has signed with INS for the daily reel.

Camel News Show Production Involves 332½ Man Hrs. Daily

From a production viewpoint one of the most complicated shows on the air, the "Camel News Caravan" on NBC utilizes an average of 332½ man hours per day. Ad Schneider, web's TV news chief and supervisor of the program, said yesterday. Eleven staffers are assigned to the show full time and a total of 68 are used each day. An additional nine crew members are involved each time a pickup from a mobile unit is used.

Five members of the NBC newsroom work on writing and production, and at the web's uptown studios film work is handled by a 28-man newsreel staff. The Washington news is covered by a staff of three reporters, a cameraman and a sound man, and photographer stringers are used in Hollywood,

New Orleans and Chicago. A full time photographer is currently assigned to Florida.

For foreign news films, the net has working agreements with Pathe Generale in France, BBC in England and correspondents in major cities around the globe. Although the show has been on the air less than six weeks, it has 11 "firsts" to its credit.

Swayze, Thoman At Helm
On the air, the program is narrated by John Cameron Swayze and directed by Clarence Thoman. Besides newsreels and mobile pickups, visual aids, interviews and first-hand reports are carried. An average of 20 cuts occur during the 14 minutes and this figure often goes as high as 29, or more than two a minute.

Web's Investment In 66th St. Site Is \$2,500,000

ABC has purchased the site of its Television Center, 7 West 66th St., New York, from Webb & Knapp, Inc., it was announced yesterday. Purchase of the site, with construction, renovation and equipment represents an investment of more than two and a half million dollars.

The block-long site, previously under 21-year lease from Webb & Knapp, comprises four buildings with a frontage of 200 feet on 66th St. and 125 feet on 67th. It occupies a 200-foot block just off Central Park West. The site was leased by ABC in July, 1948.

Four studios are now in operation at the center, and work is in progress on the main studio, which will have a ceiling height of 45 feet and a floor area of nearly half an acre. Total of 11 studios is planned, plus carpenter shops, scene designing and painting lofts, prop and storage facilities and offices.

A wholly-owned subsidiary of ABC will take title to the property, exec veepee Robert Kintner said.

In anticipation of the purchase, ABC last week leased to WOR-TV, scheduled to go on the air this summer, 10,000 square feet of space on the 67th St. site of the center.

Goldwater & Flynn represented Webb & Knapp and Hawkins, Delafield & Wood represented ABC as attorney.

D-F-S Agency Absorbs Production Subsidiary

Dissolution of Show Productions, Inc., radio and tele producing subsidiary of Dancer-Fitzgerald-Sample was announced yesterday by H. M. Dancer, agency president. None of the personnel or departments are to be affected by the agency's decision to liquidate and absorb the corporation which produces 15 radio and TV shows. In its new status it will be identified as the Radio and Television Department of Dancer-Fitzgerald-Sample, Inc. Adrian Samish, formerly president of Show Productions, has been named vice-president and director of radio and tele for the agency.

"Greatest Fights" On NBC

"The Greatest Fights of the Century," five-minute film show featuring outstanding ring battles will be sponsored over NBC Fridays beginning April 1 by Chesebrough Manufacturing Co. Seg will be aired following regular boxing pickups. Agency is Cayton, Inc.

NAB Meet To Stress Radio Adver'tg Sales

(Continued from Page 1)

microphones on the floor as well as on the platform, and we hope the delegates to the convention will move in on us with the toughest questions on sales they can possibly imagine."

Presiding at the afternoon meeting will be the NAB executive vice-president, A. D. Willard, Jr., with some 22 years of radio managerial and sales experience. Honorary chairman will be Eugene S. Thomas, WOIC, Washington, chairman of the NAB sales managers executive committee, and Simon Goldman, WJTN, Jamestown, N. Y.

Thomas will speak first, on "Radio Today," a basic appraisal of the broadcasting business face to face with a difficult competitive selling job.

Mitchell will moderate a panel discussion to include Martin Leich, operations manager of WGBF, Evansville, Ind., and John A. Engelbrecht, general manager of WIKY, Evansville.

The panel members have been chosen from Evansville radio stations because of the unique problem in that city, in which competitive media have introduced new "cut-throat" methods, Mitchell said.

Local department store uses of radio advertising will be discussed under the title, "A Department Store Makes Radio a Basic Medium," by Howard P. Abrahams, director of sales promotion and display, National Retail Dry Goods Assn.

Miss Hart Scheduled

Miss Lee Hart, NAB retail coordinator and assistant director of the broadcast advertising department, will present "New Techniques for Successful Retail Radio." Miss Hart has prepared an exhaustively tested copy-checking system to produce sales results.

Mitchell will address the session on "Management's Responsibility to Radio's Selling Effort," an outline of the necessity for management's assuming a major share of the sales burden and problems.

A "Forecast of Business," designed to expected developments in general business fields in the future, will be presented by Leo Cherne, of Leo Cherne Associates, New York.

Goldman will speak on "Selling the Small Market Station."

The remainder of the afternoon will be devoted to a discussion of the all-radio presentation, a projected film designed to present the story of radio as the pre-eminent advertising medium.

Planned for use in showings to local business men, civic clubs, advertisers on a national scale, and others, the film is now in the process of production.

Gordon Gray, WIP, Philadelphia, chairman of the all-radio presentation, will lead the panel discussion by the other members of the group: Lewis Avery, Avery-Knodel; Victor Ratner, CBS; Julian Haas, KARK,

CCNY Conference Agenda

The agenda for the fifth annual Radio-Television Business Conference sponsored by the College of the City of New York, which will be held today at the Hotel Roosevelt, follows:

MORNING SESSION

Program Panel

Subject: Competitive Programming of AM, FM and TV.

Seymour N. Siegel, WNYC, N. Y.; Ted Cott, WNEW; Leslie T. Harris, Benton & Bowles, Inc.; Tony Kraber, Television Station WADD; John M. Sinn, Frederick W. Ziv Company; Morgan Ryan, American Broadcasting Company.

Research Panel

Subject: Competitive and Quantitative Research and Their Effect on Programs and Sales.

D. E. Moser, City College School of Business; E. P. H. James, Mutual Broadcasting System; Kenneth H. Baker, National Association of Broadcasters; Edward F. Evans, American Broadcasting Company; Oscar Katz, Columbia Broadcasting System; Peter Langhoff, Young & Rubicam, Inc.; Samuel Northross, Audience Research, Inc.

Sales Panel

Subject: Selling Radio and Television—Programs and Time.

Earl Ryan, City College of New York; M. B. Grabhorn, American Broadcasting Company; Lewis H. Avery, Avery-Knodel, Inc.; George Frey, National Broadcasting Company; Arthur E. Duram, Columbia Broadcasting System; Eugene S. Thomas, Television Station WOIC; Ralph N. Weil, WOV, New York.

Publicity and Promotion

Subject: Balancing of Publicity and Pro-

motion in All Phases of a Changing Industry.

William P. Pettit, City College; George Wallace, National Broadcasting Company; Earl Ferris, the Earle Ferris Company; Louis Hausman, Columbia Broadcasting System; Wauhillau La Hay, N. W. Ayer & Son, Inc.; Jo Ranson, WMGM, New York; Frank Young, Television Station WPIX, New York.

LUNCHEON SESSION

AWARDS

Addresses by Thomas L. Norton, City College School of Business; John Gray Peatman, College of Liberal Arts and Sciences; Den Duffy, Batten, Barton, Durstine & Osborn; Edward Arnold, film and radio actor.

AFTERNOON SESSION

New Frontiers in the Radio and Television Business.

Robert A. Love, Conference Director, City College School of Business; William E. Ware, President, FM Broadcasters' Association; Elliott M. Sanger, WQXR and WQXR-FM, New York; Hubbell Robinson Jr., Columbia Broadcasting System; Marion Harper Jr., President, McCann-Erickson, Inc.

Each of the moderators of the morning panels will report briefly on leading questions discussed.

Programming: Seymour N. Siegel, WNYC, N. Y.

Sales: M. B. Grabhorn, American Broadcasting Company.

Research: E. P. H. James, Mutual Broadcasting System.

Publicity & Promotion: George Wallace, National Broadcasting Company.

The panel will discuss questions raised by the morning panels. They will also handle questions presented in advance and submitted from the floor.

New Quarters Of WRNL Will Be Opened Today

Richmond, Va.—"Radio Center," new home for WRNL, WRNL-FM, Richmond, Virginia's 5,000 watt ABC affiliate, will be officially opened today. The building, four stories tall and constructed of cream brick, polished agate granite and trimmed with coral sandstone, incorporates the most modern in radio and video facilities, as well as architectural features.

The 250-seat studio auditorium, the two-story studio to be used in the future when WRNL enters the television field, and the four broadcast studios have been designed with construction features which make possible the finest in acoustical effects. The theater auditorium has been equipped with a lighting system comparable to those of the finest theaters, and capable of producing any intensity or effect in stage lighting.

Promenade Invites Miss Arlen

Margaret Arlen, WCBS women's commentator, has been selected as honorary chairman of the judges committee of the Fourteenth Annual Orchid Promenade, to be held on the boardwalk at Asbury Park, N. J., Easter Sunday, April 17. Miss Arlen will act as mistress of ceremonies.

Little Rock, Arkansas, and others.

The sales session will follow the luncheon on Monday, April 11, at which the NAB president, Justin Miller, will open the management conference portion of the convention, and delegates will hear FCC's chairman, Wayne Coy.

Name Pearson Defendant In U. S. Court Action

(Continued from Page 1)

yers fees will be donated to the Shriners Crippled Children's Hospital, of Los Angeles, and the Lions International Lark-Ellin Home for boys, Howser stated, if he prevails.

Howser said he would sue Pearson "in every state where his broadcast is heard, or where his column is printed," but that he would not sue the various radio stations which broadcast Pearson's weekly ABC program or individual newspapers carrying the column.

Concerning the Pearson allegation that Howser accepted \$1,200 from a "well-known Long Beach gambler"—which the columnist described as "nothing less than protection money,—in other words, a bribe"—Howser said it was "pure fabrication."

WW, Theater & McGees Head Hooper Ratings

(Continued from Page 1)

followed by Radio Theater (24.7) and Fibber McGee and Molly (23.4).

Henry Morgan, showing up in a Hooper report for the first time since he returned to the air via NBC, registered 9.6, a figure which was compiled during his second broadcast. On the same night, Fred Allen pulled 10.8, nearly three points better than his previous rating.

Among Hooper's "First Fifteen"—actually 16 this time—eight of the programs are on CBS, five on NBC and three on ABC.

The "First Fifteen," starting with

CBS Affiliates Group Plan Chicago Session

(Continued from Page 1)

meetings will include: Joseph H. Ream, executive v-p; Adrian Murphy, v-p and general executive, and Howard S. Meighan, v-p and general executive.

Also Herbert V. Akerberg, v-p in charge of station relations; H. Leslie Atlas, v-p in charge of central division; Earl Gammons, v-p in charge of Washington offices; William C. Gittinger, v-p in charge of network sales; Arthur Hull Hayes, v-p in charge of San Francisco office; William B. Lodge, v-p and director of general engineering; Victor M. Ratner, v-p in charge of advertising and sales promotion; J. Kelly Smith, v-p and director of station administration; Donald W. Thornburgh, v-p in charge of western division, and J. L. Van Volkenburg, v-p and director of television operations.

And, Carl J. Burkland, general sales manager, Radio Sales; William A. Schudt, Jr., director of station relations; E. E. Hall, eastern division manager, station relations; Edwin Buckalew, western division manager, station relations; Neal Hathaway, manager of program promotion; John J. Karol, CBS sales manager; C. E. Midgley, sales service manager; Oscar Katz, director of research.

Owned Stations Represented

Representing Columbia - owned stations at the NAB Convention will be: Wendell B. Campbell, general manager, KMOX, St. Louis; Harold E. Fellows, general manager, and Wilbur Edwards, assistant general manager and director of sales, WEEL, Boston; Frank Falknor, assistant general manager, and E. V. Shomo, sales manager, WBBM, Chicago; G. Richard Swift, general manager, WCBS, New York, and Merle Jones, general manager, WCCO, Minneapolis-St. Paul.

Current members of the 1949 CAAB, with a new chairman and secretary to be elected April 10, are: I. R. Lounsbury, present chairman representing District No. 2; E. E. Hill, present secretary, representing District No. 1; C. T. Lucy, WRVA, Richmond, Va., District No. 3; Glenn Marshall, Jr., WMBR, Jacksonville, Fla., District No. 4; Howard Summerville, 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, KROY, Sacramento, Calif., District No. 9.

number four position, are rated in the following order:

Arthur Godfrey's Talent Scout; 21.6, Jack Benny 22.3, My Friend Irma 21.6, Bob Hope, 21.6, Stop the Music 20.2, Duffy's Tavern 18.8, People Are Funny 17.8, Inner Sanctum 16.8, Mr. District Attorney 16.2, Amos 'n' Andy 16.2, Crime Photographer 16.0, Bing Crosby 15.7, Suspense 15.7.



RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 46, NO. 63

NEW YORK, THURSDAY, MARCH 31, 1949

TEN CENTS

WHITE MAY SUCCEED KOBAK AT MBS

Canada Broadcasters Critical Of Gov't TV

Ottawa—T. Jim Allard, general manager of the Canadian Association of Broadcasters, said that private broadcasters were critical of the Government's television policy announced by Hon. J. J. McCann, Minister of National Revenue.

The broadcasters made it clear they had no prior knowledge of the announcement and had not been consulted, said Mr. Allard.

He added:

"This is all the more surprising because the independent stations

(Continued on Page 3)

Ziv Promotion Set For Menjou ET Series

A sales campaign on the new Frederick Ziv series, "Meet the Menjous" will be launched during the NAB convention in Chicago. The series featuring Adolph Menjou and his wife, Verree Teasdale, will be a 15-minute transcribed program offered on a five day a week basis. First recordings were recently made in Hollywood and the program has already been sold to WOR, New York, on five a week basis, starting April 25.

NAB Decries FCC Move To Limit Use Of 540 Kc.

Washington Bureau of RADIO DAILY

Washington—NAB yesterday registered with the FCC a sharp protest against the Commission proposals to limit the use of the 540 kc. channel, claiming that the Commission "would prejudice the disposition of this frequency" even before the forthcoming NARBA session. In

(Continued on Page 5)

Exchange Series

Exchange programs during which American and English teenagers compare notes, will be featured on KDKA's "Youth Looks at the News" program beginning April 16, according to Vickey Corey, educational director of the Pittsburgh Westinghouse station. The special programs will be recorded at BBC in London.

Holding Out

Ringling Brothers Circus opening next Wednesday night at Madison Square Garden was still a television holdout last night and indications were that if TV coverage was granted only special features would be televised. Circus officials are said to be against full coverage of the show as was done last year by CBS-TV. They argue that black and white TV doesn't do justice to the circus' colorful pageantry.

Noble, Woods Lead ABC Execs. To Chi.

Top executives of ABC headed by Edward J. Noble, chairman of the board, and Mark Woods, president, will attend the forthcoming convention of the National Association of Broadcasters meeting in Chicago, April 11 through 13. The network's convention headquarters will be located in Chicago's Stevens Hotel.

Attending with Noble and Woods will be Robert E. Kintner, executive

(Continued on Page 2)

Elect Ferry LaRoche V-P In Executive Re-Alignment

Robert R. Ferry has been elected vice-president in charge of the contact department at C. J. LaRoche & Co., Inc., advertising agency, in an executive re-alignment that broadened duties to two other vice-presidents as well as a veepee title to Otis Winegar, copy chief in the

(Continued on Page 3)

CCNY Conference Looks Ahead At Radio And Video

Frontiers of radio and television were verbally shoved several years ahead yesterday as industry reps at CCNY's annual Radio-Television and Business Conference rolled out reams of opinions on the coming days of broadcasting. As customary at such gatherings, each speaker was bullish on his particular segment of the industry but at the same time the conference brought out a goodly share of stimulating state-

Columbia Records President Sought By MBS Board As Successor To President Edgar Kobak

Frank K. White, president of Columbia Records, Inc., may become the next president of Mutual Broadcasting System succeeding Edgar Kobak, as president of the web.

White's name ranks No. 1 among the list of presidential prospects canvassed by the MBS board of directors and he is expected to receive a formal offer at the conclusion of Mutual board meeting in Chicago next Friday.

In event the plans of Chairman Lewis Allen Weiss and other members of the Mutual board work out as anticipated, White will be summoned to Chicago next weekend and will be presented to the MBS affiliates meeting on Sunday, April 10, by President Kobak as his successor.

The consensus of Mutual board members is that Frank White is thoroughly qualified as a business administrator to take over the network helm. His long experience as a vice

president and treasurer of Columbia Broadcasting System and his present post as president of Columbia Records fits him admirably for the

(Continued on Page 5)

FMA Prexy Opposes Merger With NAB

William Ware, president of the FMA Association, yesterday refuted rumors that the FM broadcasters would merge with NAB and that the action would take place at the forthcoming NAB convention in Chicago.

Ware, in New York to conduct the FM business clinic tomorrow, said that he was against such a merger and would fight for FMA retaining its identity if the merger became a NAB convention issue.

"As a matter of fact," Ware said, "no one has approached us from

(Continued on Page 2)

All-Day TV Session Set For NAB Confab

Washington Bureau of RADIO DAILY

Washington—NAB said yesterday that George B. Storer, president of the Fort Industry Company, will lead a panel on the operational problems of television stations and networks during the 27th annual NAB convention, which begins next week in Chicago. The session is slated for Wednesday, April 13. All of that day will be devoted to TV, closing the convention.

Storer has chosen to appear on the TV panel Myron P. Kirk, vice-

(Continued on Page 7)

Easter Service

For the sixth successive year, the Easter sunrise services held annually in the Garden of the Gods near Colorado Springs, Colo., will be broadcast on CBS on Easter Sunday, April 17, 8:30-9:00 a.m., EST. The ceremony, initiated more than a quarter of a century ago, is performed before an assemblage of 25,000 spectators.



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JOHN W. ALICOATE : : Publisher

FRANK BURKE : : : : Editor

MARVIN KIRSCH : Business Manager

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WEST COAST OFFICES

Al Steen, Manager
6425 Hollywood Blvd. Phone: Gladstone 8438

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

CHICAGO BUREAU

Net 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

(March 30)

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, RCA Common, RCA 1st pfd., 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.

Takes WHLI Post

Robert T. West has joined the announcing staff of WHLI and WHLI-FM, Hempstead, L. I., where he will handle the daily "WHLI Sports Roundup," beginning April 1, 6:20 p.m. West was formerly with WMAL, Washington, D. C. and WMGM, New York.

INS has served



FOR 8 YEARS

★ COMING AND GOING ★

ROY HALL, GEORGE KLAYER and FLETCHER TURNER, account executives at CBS, yesterday completed conferences with officials of WAPI, Columbia network outlet in Birmingham, Ala.

WILLIAM E. RINE, managing director of WWVA, Wheeling, West Va., is back at the station following a trip to New York for conferences with station reps and Fort Industry Co. executives.

DONALD C. HAMILTON, assistant program director of WOR, has left for a week's vacation in the South.

TOM HARKER, national sales manager of the Fort Industry Co., is back at his desk in New York following a two-week trip through the southern states.

MILTON L. GREENEBAUM, president and general manager of WSAM, affiliate of NBC in Saginaw, Mich., is in New York on station and network business.

STEVE FLYNN, of the stations department at NBC, has left on a business trip, during which he will confer with network outlets in Toledo, Detroit, Flint, Saginaw and Grand Rapids.

ROBERT KERNS, managing director of WLOK, Lima, Ohio, is in Gotham on business. Visited for a while at the national sales offices of Fort Industry Company.

NORMAN LIVINGSTON, director of commercial program operations at WOR, is back from Hollywood, where he spent a month on business and pleasure.

FMA Prexy Opposes Merger With NAB

(Continued from Page 1) NAB seeking a merger. Talk to the effect that a merger is in process must have originated with some of the enemies of FM radio."

The president of FMA considers FM a growing service and is pleased with the increased acceptance of it throughout the country.

Terre Haute Station Joining CBS Network

Station WTHI, Terre Haute, Indiana, joins CBS as a basic supplementary affiliate effective September 23, it was announced yesterday by William A. Schudt, Jr., director of station relations. This brings the total number of CBS affiliates to 181. The Terre Haute station is now an affiliate of ABC.

WTHI operates with 1,000 watts day and night on 1480 kilocycles. Anton Hulman, Jr., is president and owner of WTHI with Joseph Higgins, general manager.

Kirkpatrick WCOV Manager

Montgomery, Ala.—Former manager of WORD, John W. Kirkpatrick, has been appointed manager of WCOV. Kirkpatrick has long been associated with radio having been with WSPA and WGTC.

Noble And Woods Head ABC Execs. Going To Chi.

(Continued from Page 1) vice-president; Joseph A. McDonald, vice-president and general attorney; Robert H. Hinckley, vice-president; Ted Oberfelder, director of advertising and promotion and Edward F. Evans, director of research.

Ernest Lee Jahncke, ABC's vice-president in charge of station relations and Otto Brandt, national director of station relations, will head the contingent from this department of the network who also will be in Chicago for the NAB Convention.

Toscanini To Be Heard Over NBC Web April 20

The NBC Symphony orchestra under the direction of Arturo Toscanini, with Rose Bampton and Set Svanholm, will perform at Carnegie Hall on April 20, 8:30 p.m., for the benefit of the City College Centennial Fund, proceeds of which will be used toward construction of a Student War Memorial Activities Building at the college.



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

10 YEARS AGO TODAY

From the Files of Radio Daily Gruen Watch Company signed with WMCA for 28 time signals a week for 52 weeks on a non-cancellation basis. . . . Solomon Sagall, head of Scophony Television, characterized as "sheer nonsense" the suggestion made by CEA engineers that television systems have reached their upper limit insofar as large screens were concerned. . . . The ways and means for more closely cooperating with the NAB in developing presentation of radio as a successful medium of advertising in general was discussed at a recent 9th district meeting of NAB.

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, Mgr. Director N. Y. 19

Ferry Elected V-P Of LaRoche Agency

(Continued from Page 1)

Chicago office of the organization. Ferry, formerly with Young & Rubicam, was assistant director of OWI during the war and subsequently had his own agency before joining the LaRoche organization as executive assistant to the president, Chester J. LaRoche.

John F. Reeder, vice-president of the organization, has been named general manager. Formerly head of C. J. LaRoche, West Coast, Reeder became vice-president and general manager of Walt Disney Productions after serving as a commander in the Navy during the war. Prior to the war he was with Young & Rubicam in New York as vice-president in charge of the contact department.

D. E. Robinson, vice-president of LaRoche in charge of research, has also been put in charge of the media and merchandising departments. He is chairman of the National Council of A.A.A.A. and past president of the Market Research Council.

Winegar, copy chief of the agency's Chicago office, has been named vice-president. Before joining the agency in January, 1947, he was a member of the copy staff at BBD&O, Chicago, and copy chief, MacWilkins, Cole & Weber, Seattle. He also spent two years as advertising manager of Tradewell Stores Inc.

★ AGENCY NEWSCAST ★

WILLIAM G. WHITE, formerly with Benton & Bowles, will join Pedlar & Ryan, Inc., on April 4th as chief time buyer. He replaces John J. McSweeney, who has resigned to join the sales staff of WMCA, New York.

YOUNG & RUBICAM, INC., announces the appointment of Henry B. Lent, formerly a copywriter, as a copy supervisor.

HENRY R. POSTER is joining the sales staff of Headley-Reed effective immediately. Poster was a time buyer with the Biow Company from 1941 to 1943. From 1943 to September, 1946, he was assistant director of promotion and research for MBS and ABC. From September, 1946, to October, 1948, he was in the sales and promotion departments of WNEW, and more recently a salesman with Thomas B. Noble Associates.

STERLING FISHER, manager of NBC's public affairs and education department, has been named to the board of governors of the Institute for Democratic Education. He fills the vacancy created by the death of Dr. James Rowland Angell. Fisher also is now a member of the education committee of the Radio Corporation of America.

ARTHUR W. DAVIS, general manager of WCMW, one-kilowatt independent in Canton, Ohio, has announced the appointment of Robert S. Keller, Inc., as notional sales representative, effective March 28th.

MELTON ADVERTISING AGENCY, Dallas, Tex., has purchased the Henry M. Haney Advertising Co., there and has consolidated the two, now operating under the one name, Melton Advertising Co. The organization will move into new quarters in the Liberty Bank Bldg., Dallas.

ALBERT ZUGSMITH, executive vice-president of The Smith Davis Corporation, newspaper and radio station brokers, has been elected to the board of directors of Business Corporation of America, it has been announced by George Romano, president of the national network of business brokers.

Named Sales Supervisor For 3 Upstate Stations

Schenectady, N. Y.—Eugene P. Weil has been appointed supervisor of sales for WGY, WGFM and WRGB, it was announced by G. Emerson Markham, manager of the General Electric radio and television stations. Weil was formerly sales and promotion manager of WABY, Albany, N. Y.

Canada Broadcasters Critical Of Gov't TV

(Continued from Page 1)
have already offered television without taxation. The Canadian Association of Broadcasters regrets that the Government announcement adopts a system which will require many millions of tax dollars. Independent broadcasters believe also that the restrictions of one television station in each area except Montreal and Toronto will cripple development of quality entertainment.

"Television is a reality in the United States, where 56 independent stations are now operating full time. Many more will be on the air as soon as construction can be completed. Because of Government delay, more and more Canadians are already regular listeners to U. S. television outlets, without noticeable contamination.

"The logical way to protect Canadian development would be to grant television licenses to all qualified applicants."

Importation

Joe Rosenfield, Jr., conductor of the disc jockey-audience participation show over WNOE, New Orleans, titled "Big Joe's Happiness Exchange," is currently in New York negotiating with two stations. The program may be signed for television.

**why WOR sells more
at less cost
to more people
than any other station
of equal power
in America today**

mutual

- 1.** Because WOR's base rate has not changed since 1939. Yet, the number of people able to hear WOR, has increased by 1,723,000 during the daytime and 1,833,000 during the nighttime since 1940.
- 2.** Because WOR repeatedly provokes results for as low as 1/12th of 1-cent per impact.
- 3.** Because WOR can sell an advertiser's product or service to the majority of 36,000,000 people in 430 counties in 18 states, at the second lowest cost per thousand homes reached of any station of equal power in the United States.
- 4.** Because WOR is heard by more people during the day and during the night, than any other station in America.
- 5.** Because WOR carries more—and more complete—news programs than any station in America. And because twice as many people prefer to listen to this station's newscasts than to those of the next highest-ranking major news station in New York.

LOS ANGELES

By AL STEEN

UNIVERSITY of Southern California's KUSC on Friday extends its broadcast schedule to 14 hours a day, thus becoming the first FM station in Los Angeles to have an exclusive 14-hour broadcast schedule.

Production on Frank Morgan's new radio package, "The Fabulous Dr. Tweedy," has been postponed until the actor completes his film role in MGM's "Annie Get Your Gun." And so, NBC has moved the air debut of the Morgan radio show back until the Fall.

Alan Young becomes a U. S. citizen on April 22, having passed his citizenship examination. Young was born in North Shields, England.

A 15-minute air package titled "What Interesting People" is almost set for CBS this summer. Package was put together by Actor John Howard and Denny Shane, fan magazine writer. Harry Ackerman, CBS West Coast head, has the audition platter with him in New York.

Chef Milani boasts of having the only program in the nation with two 52-week non-cancellable advertisers on his daily KMPC broadcasts. The advertisers are Wilson & Co. and American Beauty Macaroni Products.

Grant-Realm and American Tobacco are huddling on the extension of their contract for "Your Show Time." Deal was for 26 tele pictures and the 25th now is in production. It's Robert Louis Stevenson's "A Lodging for a Night."

Guy Lombardo and his orchestra are set for the summer replacement show for Phil Harris and Alice Faye on Sundays over NBC. Guy takes over for 13 weeks starting July 3.

Andy Devine may star in his own half-hour show, in which several sponsors are reported to be interested. Show may be sold within the next few weeks. Devine currently is with Lum and Abner.

Ed Gardner is discussing radio deals with both NBC and CBS.

And speaking of Lum and Abner, it is reported that their deal with CBS is for 50 years, with a six year minimum guarantee. That makes them pretty sure of a job until they're more than 100 years old. Very good, if true.

Up in San Francisco, CBS' station KQW has changed its name. New tag is KCBS. Incidentally, it's the oldest licensed radio station in America.



Windy City Wordage . . . !

● ● ● A lull in Chicago radio activities the past week gave station personnel plenty of time to swap rumors, which ranged from Jim Farley being the choice for the top Mutual post, and imminent changes in some central division offices, to discounting reports of a fifth network—most of 'em with nothing substantial to back up the rumors. . . .

Plans for a Chicago radio baseball league this year appear to have fallen through, as only three stations were represented at a meeting called to organize. . . . Janet Kern, who has had a wealth of experience in radio and television, and recently was radio and television director of the "Dr. I. Q. Junior" show for Grant Advertising, Inc., has joined the creative staff of Henri, Hurst & McDonald. . . . Frank Falknor, WBBM manager, just back from a western business trip and hopped off again for Boston and other eastern points. . . . The roller derbys currently under way in both New York and Chicago have been added to the weekly telecasting sked of WENR-TV.

★ ★ ★ ★

● ● ● Rogers Hornsby in from Hot Springs, Ark., to confer with ABC execs regarding plans for video coverage of the Cubs home games at Wrigley Field. Hornsby will handle the play-by-play description for the WENR-TV telecasts. Starting April 19, 28-year-old Vince Garrity will do a series of dugout interviews preceding and following the telecasts. Vince is a one-time Cubs bat boy and intimate of baseball's greats.

★ ★ ★ ★

● ● ● Grace Wilson, WLS vocalist who will guest star on the "National Barn Dance" Saturday, has been with the station since it was established back in the '20's by Sears, Roebuck, and she still rates the title "Girl With a Million Friends." . . . "The World Is Yours," new film travel series featuring films by Julien Bryan, starts April 4 on WGN-TV under sponsorship of the Chicago Motor Club. . . . Judith Waller of NBC in Cleveland to participate in the second annual conference of the U.S. National Council for UNESCO, March 31-April 2. . . . Reception room and corridors of tele station WBKB have undergone a 15-G renovation, and enlivening the walls are colorful murals of Kukla, Fran and Ollie and various sports figures. . . . George P. Herro, Mutual's midwest publicity director, elected to board of directors of the Chicago chapter of Sigma Delta Chi, national journalistic fraternity.

★ ★ ★ ★

● ● ● The Caples Co., ad agency, was still checking mail last week on one of the most phenomenal mail responses in the history of WMAQ. Norman Ross, who conducts the "400 Hour" program sponsored by the Chicago & North Western Railway, on March 14 asked listeners to give their opinions on proposed changes in the program's format. Within 24 hours over 5,000 letters came in, and the peak was reached on March 21 when 15,800 pieces of mail were received. By midweek the total had passed the 50,000 mark.

★ ★ ★ ★

● ● ● Funnyman Jack Carson is right back where he started from—his home town, Milwaukee, where he opens a week's engagement Friday at the Riverside Theater, completing a three-month road tour. Dave Moore, assistant publicity director of WBBM, is doing promotion work for Carson in the City of Suds. . . . The CBS "Ford Theater" debuts on WGN-TV on April 11, the first live presentation in Chicago of the dramatic series which has been seen in the east since last October. . . . Mel Torme, currently appearing at the Blue Note, Chicago's top "hot" music spot, will be guest of Eddie Hubbard, Friday, on the ABC tele network's "Vaudeo Varieties."

SOUTHWEST

SONGS and music of "The Sons of Pioneers" is being presented for a quarter hour daily Monday through Friday over KLIF, Dallas, under the sponsorship of the Sinclair Dealers.

The new Julie Benell Show has made its debut over WFAA and WFAA-FM, Dallas, and will be heard for 30 minutes daily Monday through Friday. Heretofore Miss Benell has been heard daily in a quarter hour program titled "News Concerning Women."

As part of the observance of the 100th anniversary of the arrival of Oblates of Mary Immaculate in the Southwest, the Oblate Scholastics will present a radio play, "Love Story Without an Ending" over KMAC, San Antonio. The airings will be in two parts and will be heard on succeeding Sundays and will portray the life of Bishop Eugene De Mazenod, founder of the order.

Mrs Tim Healy will interview on her KLIF, Dallas, broadcast, Mrs. Lee Hudson, director of radio for the Junior League and Mrs. C. C. Davie, chairman of the Friendship of the Fiesta for Girl Scouts.

Gruskin Joins ECA As Radio Officer In Paris

Edward Gruskin, program director of the French Broadcasting System in North America, has been appointed radio officer for the Economic Co-operation Administration. He will leave for his Paris headquarters April 3.

Gruskin succeeds Jim Fleming as ECA radio officer, a job which Fleming held after leaving CBS where he was an announcer. Gruskin will tour various European countries, working through ECA missions to build radio programs which will explain the purpose of ECA and how it functions. He plans to line up local talent in the production of the programs.

Gruskin joined the French Broadcasting System in Paris in the spring of 1947 as program director and later shifted to New York. He is a brother of George Gruskin, head of the William Morris Agency's Hollywood office.

LIBEL and SLANDER

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INSURANCE
FOR THE WISE BROADCASTER
OUR UNIQUE EXCESS POLICY

provides adequate protection.
Surprisingly inexpensive.
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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.

NEW BUSINESS

WXYZ-TV, Detroit: The Chrysler Corporation, through Charles Adams Productions, has purchased a half-hour television showing of the Annual Detroit Flower Show. The Show will be telecast Thursday, 8:00-8:30 p.m., on March 31. Negotiations currently are under way to feed the program to the entire ABC and Eastern-Midwestern networks. Cripps of Detroit, local retail clothier, has purchased a 10-minute sports quiz program to be telecast Wednesday evenings, 9:30-9:40 p.m., for a period of 26 weeks. The program will be titled "Sports Clinic" and will feature outstanding athletes answering questions posed by the viewing audience. Philco Distributors, through William Denman Agency, Detroit, have purchased one one-minute announcement weekly for a period of 13 weeks. Martin Lenz, Philco dealer, is the participating sponsor.

H. J. Heintz Company, through Maxon Agency, have purchased four one-minute announcements and four participations weekly in Ross Mulholland's "Barefoot Society" program, broadcast over WXYZ. Contract is for 13 weeks, effective April 4. The Bicycle Institute, through Wilbur Ellis Agency, purchased four chainbreaks weekly for a period of 13 weeks, effective March 14, in WXYZ's Mulholland "Barefoot Society."

WNBQ, Chicago: Edward Hines Lumber Co., through George. H Hartman Co., "Walt's Workshop," home handicraft TV show, 7 to 7:30 p.m. Mondays, for 26 weeks from April 4; Benrus Watch Co., through J. D. Tarcher Agency, two transcribed television station breaks weekly for 52 weeks from April 3.

NAB Decries FCC Move To Limit Use Of 540 Kc.

(Continued from Page 1) addition, General Counsel Don Petty protested that "no opportunity has been offered to the interested parties to examine the evidence upon which the FCC bases its proposed limitations."

The FCC proposals would, Petty said, "constitute a waiver by the United States of the use of the frequency for broadcasting purposes." He attached a series of four U. S. maps to his petition, showing the limiting effect of the FCC proposals and the effect of the use of the frequency by broadcasters in Canada and Mexico. The frequency is already being used with 50 kilowatts at San Luis Potosi, Mexico.

MBS Board Seeking White As Successor To Ed Kobak

(Continued from Page 1)

Mutual post, a spokesman for the network said yesterday.

White Is Non-Committal

White was non-committal on the Mutual deal yesterday. He admitted having heard that his name had been mentioned for the Mutual presidency but said no formal proposition had been made to him.

The prospective Mutual president became treasurer of CBS in April, 1937, and a vice-president in October, 1942. On January 5, 1948, he resigned as CBS treasurer to succeed Edward Wallerstein as president of Columbia Records, Inc. He continued to serve as a director of Columbia.



WHITE

White was born September 24, 1899, in Washington, D. C., the son of Mary K. and William W. White. After attending Wash-

ington public schools, he went to Washington University. While a student there, America entered World War I. He enlisted in the Navy, becoming an aviation cadet in 1918.

After the war he started out in the business world but continued his studies until 1921, when he joined the accounting firm of Lybrand, Ross Brothers & Montgomery, as an accountant. He left the firm in 1924 to become assistant to the president of the Union News Company, a position he held until 1929.

Joined CBS In 1937

From 1929 to 1935 he was treasurer of the Literary Guild of America. In 1935 he was treasurer of Stage Publishing Company; and in 1936 was business manager and treasurer of Newsweek, Inc., joining CBS the following year.

He married Doris R. Booth on April 21, 1928. They have two children, Richard B. and David L. They reside in Larchmont, N. Y.

Schwerin To Address REC Luncheon, April 7

Horace S. Schwerin, president of Schwerin Research Corp., will present a "capsule" report on the findings of more than one thousand tests of radio programs, at the Thursday, April 7th luncheon meeting of the Radio Executives Club of New York at the Hotel Roosevelt. Schwerin's "highlights" illustrate what people like and dislike about radio, and why.

The findings of the Schwerin System have never before been released to the trade and according to Schwerin the showing will be the result of a thirteen-year study and will be centered around the theme "The Radio Sponsor In A Buyers' Market." A staff of seven members worked six months to prepare the presentation and findings for the REC and subsequently will probably be released to the trade.

Schwerin predicts a "boom" in qualitative research as a necessity of the time and as a direct result of the efforts of pioneers in the field. He gives credit to the work of such researchers as Paul Lazarsfeld, Frank Stanton, Herta Hertzog, Hugh Beville, Oscar Katz, and others.

Stork News

A son was born to Emerson Buckley and Mary Henderson, Sunday, March 27, 1949, at the Misericordia Hospital, New York. Named Robert Allen Buckley, the boy weighed 6 pounds, 10 ounces. Buckley is associate music director at WOR. His wife, Mary Henderson, is the Metropolitan Opera Company soprano. It is their first child.

The Mailbag

Claims To Be First

Your Hollywood sleuths reported in RADIO DAILY of March 28th, that the dime size Altec microphone was first used on the network, via ABC's program of the Oscar Awards from the West Coast, Thursday night, March 24th. As a matter of fact, the first network use of this microphone was on the "Sherlock Holmes" program of March 21st, 8:30 to 8:55 p.m., MBS, at which time the little gadget was given a thorough work-out and proved itself mighty successful as an instrument of broadcasting.

We do not wish to minimize the good efforts of anyone, but we do appreciate a little credit for a lot of hard work that was put into making a good broadcast with the newest of equipment.

Further, we used the microphone again on the "Sherlock Holmes" show of March 28th and hope to continue its use.

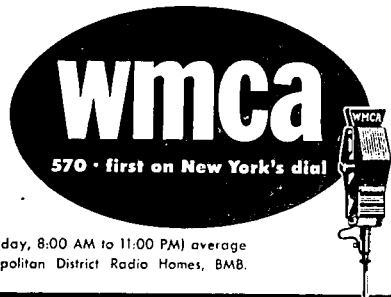
Theodore Gannon, Director of Radio, Wm. Weintraub & Co., Inc

Realistic new rate card makes WMCA your best buy in New York!

HERE'S CASE No. 1

	WMCA	Independent Station A	
One-Minute Spot Announcements <small>(minimum national rate)</small>	24.00	51.00	You save 10% on WMCA
Cost-per-thousand homes 8:00 AM to 11:00 PM	69¢	77¢	
Quarter-hour programs <small>(minimum retail rate)</small>	54.40	119.00	You save 13% on WMCA
Cost-per-thousand homes 8:00 AM to 11:00 PM	1.56	1.79	

Your WMCA or Free & Peters salesman has all the rates and ratings to prove how price-fixed WMCA is now the smartest buy in the market!



Based on February Pulse (Sunday-Saturday, 8:00 AM to 11:00 PM) average ratings non-premium time and Metropolitan District Radio Homes, BMB.

FRANK W. MADDEN

Film Editor

PLaza 7-2667

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 Great Novelty Song!
**I KISSED A GIRL
 AND MADE HER CRY**

Recorded on VICTOR
 (Jimmy Brown & Joe Biviano Orch)
SUNSET MUSIC PUBLISHERS, Inc.
 1674 Broadway N. Y. C.

From the Farrell-Lambert Smash Musical
"All For Love"
"Why Can't It Happen Again?"
 by Sammy Gallup and Michel Emer
CECILLE MUSIC CO., Inc.
 580 Fifth Avenue, New York City

On Records and Transcriptions
"HEY! MAMA"
 (He's Tryin' To Kiss Me)

ROYAL MUSIC CORP.
 1587 Broadway New York, N. Y.

ART MOONEY'S New Smash!

**BEAUTIFUL
 EYES**

DUCHESS MUSIC CORP.

WORDS AND MUSIC

By PINKY HERMAN

● ● ● **TIN PAN ALLEY OOPS:**—Two Nashville Ork Pilots; Beasley Smith, co-writer of "Beg Your Pardon," and Francis Craig, whose "Near You" was a sensational hit two years ago, have collabed on a tune titled, "Tennessee Tango" which Robbins Music is going to work on. . . . ● In the same vein as "Nature Boy," is the new Campbell song, "Similau," written by Harry Coleman and Arden Clar . . . with semi-spiritual lyrics set to an Afro-Cuban tempo, this song is different and can't miss getting a concentrated play by singers and orchestras. . . . ● Lyle Engel will publish a new bi-monthly fan mag National Jamboree, (first issue to be released next week) catering to Hillbilly and western song fans. . . . The Kaple Co. will handle national distribution. . . . ● A quarter of a century ago, two up and coming song-writers, Charles Wynn and Mike Landau wrote a tear-jerker, "It's Nobody's Fault But Your Own" which was published by L. B. Curtis . . . last week Johnny Atkins sang the number over WNEW and the response was terrific . . . looks like Burke & Van Heusen might find a surprise hit on their hands (they acquired the L. B. Curtis catalogue some few years ago). . . . ● Radiolite Athena Lorde whose voice was dubbed into the flicker, "I Was There," has been signed to narrate the forthcoming Educational picture, "Kitty Cleans Up." . . . ● Leo Feist will publish a full concert orchestration of the standard "Alice Blue Gown." . . . ● Hollywood's most eligible bachelor, Jimmy Stewart, may soon become a Benedict . . . the gal's name is Gloria McLean. . . .

★ ★ ★ ★

● ● ● Mogull Music has acquired American publishing rights to the British ballad, "A Kiss And A Rose," written by Tommie Connor and Patrick Toohey and published by Unit Publishing Co. . . . ● More truth than poetry:—Peter Donald observes "When you find yourself constantly out on a limb, make the best of it—turn over a new leaf." . . . ● If Paramount gets its asking price of \$10,000,000 for its DuMont Television stock, it'll prove that there IS money in Television after all . . . in-the-knowers claim that Paramount's original investment was \$164,000. . . . ● Dreyer Music has a possible hit in the ditty, (Ay Ay Ay) "Gotta Love You Till I Die," penned by Dennis Ewart, Aaron Bloom and Ed Kasper, the latter executives of Kasper-Gordon. . . . ● Keen competition among major TV set manufacturers is expected to pinch off smaller indie TV set makers. . . . ● Comes May 30, news commentator Sidney Walton celebrates a double event . . . his 34th birthday and his 17th year in Radio. . . . ● George Dalin, after 13 years with the Big Three, starts as professional manager for Regent Music Corp. Monday . . . firm's current plug number is a waltz, "While We're Young," composed by Bill Engvick, Alec Wiler and Morty Palitz. . . . ● Al Buettner's quip platter chatter and WTMJive on his "Music Till Past Midnite" series, is making him an important plug around Milwaukee. . . . ● Louiguy, France's Irving Berlin, is quite excited about the way his "Mademoiselle Hortensia" is starting to click for Ryvoc Music . . . deejays are clamoring for Guy Lombardo's Decca waxing, which was released two years ago (before an English lyric was written). . . .

★ ★ ★ ★

● ● ● **ON AND OFF THE RECORD:**—Funny how small recording execs discover and then let fine talent slip away . . . latest proof is Bullet, allowing a lad named Joe Costa to go to another waxery, after releasing Joe's platter of "Don't Wanna Let You Go" flipped with "I Knew It Was Gonna Be Love" . . . this lad is a cross between Frankie Laine and Nat King Cole and is definitely going to be heard from. . . . ● Kay Starr continues to shine for Capitol . . . her latest, pairing "How It Lies," backed with the standard folk tune, "Wabash Cannonball," is a natural, the topside for deejays and the flipover for juke box ops. . . . ● Columbia has an ace in Harry James' pairing of "Hurry, Hurry, Hurry," backed with "Don't Cry, Cry Baby."

PLUG TUNES

Climbing Fast!
**I DON'T SEE ME IN
 YOUR EYES ANYMORE**

Laurel Music Co.
 1619 Broadway New York City

An ORCHID of a Song!
NO ORCHIDS FOR MY LADY

LEEDS MUSIC CORPORATION

"A HIT Since . . ."
THE ONE I LOVE
 (Belongs To Somebody Else)
FORSTER MUSIC PUB., INC.
 1619 Broadway, New York 19, N. Y.
 216 S. Wabash Avenue, Chicago 4, Ill.

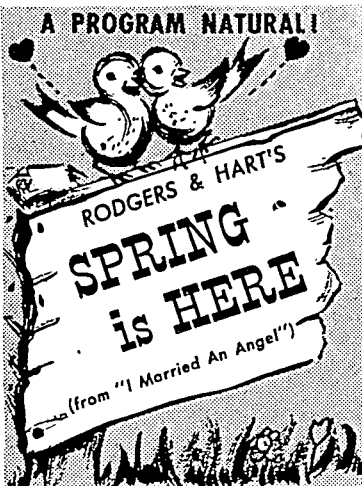
A Great Ballad!
**THEN I TURNED AND
 WALKED SLOWLY AWAY**
ADAMS, VEE & ABBOTT, Inc.
 216 S. Wabash Avenue, Chicago 4, Ill.

Climbing Fast!
"JANIE and ME"
 by Thomas G. Meehan
JAMES MUSIC, Inc.
 1650 Broadway Room 709 N. Y. C.
 Solly Cohn, Mgr.

A Great New Song
REMEMBER MOTHER'S DAY
 (Sunday — May 8th)
SAM FOX PUBLISHING CO.

It's TIME For
"GOT NO TIME"
 by
 Jack Reynolds & Larry McMahon
CECILLE MUSIC CO., Inc.
 580 Fifth Ave. N. Y. C.

A PROGRAM NATURAL!



**RODGERS & HART'S
 SPRING
 is HERE**
 (from "I Married An Angel")

ROBBINS MUSIC CORPORATION
 799 SEVENTH AVE., NEW YORK 19, N. Y.
 MURRAY BAKER, Gen. Prof. Mgr.

TELEVISION DAILY

Section of RADIO DAILY, Thursday, March 31, 1949 — TELEVISION DAILY is fully protected by register and copyright

DUMONT URGES COAX EXPANSION

TELE TOPICS

THE PROBLEM of the middle commercial in a half-hour dramatic show is best demonstrated by "Suspense," tele's first regularly scheduled mystery series which began on CBS for Electric Auto-Lite a few weeks ago. In any 30-minute drama a break for a middle commercial disrupts the mood of the show, and in a mystery program such as this, the break is much more glaring. Middle plugs either should be eliminated or else devised in such a manner that interest is sustained. Then too, the live-and-film commercial seen Tuesday night was not especially well done and seemed very long. Opening and closing plugs, on film, are a sad imitation of American Tobacco's marching cigarettes. Marching storage batteries are not as easy to take. . . . The "Suspense" play this week, "Cabin B-13," by John Dickson Carr, adapted by Robert Wallsten, received rather good production but suffered from acting that was definitely below par. Only the performance of Eleanor Lynn was adequate. Those of Charles Korvin, Richard Coogan, Steve Cochran and Paul Huber were, for the most part, obvious and stiff. Robert S. Stevens is producer-director, and Rex Marshall announcer. Agency is Newell-Emmett.

BUICK HAS AUTHORIZED a production budget of \$20,000 for the Olson & Johnson show due to start in May, according to ye olde reliable source. . . . Satirist Priscilla Dodge is still receiving raves, and offers, after her stint on "Easy Does It" last week. The gal subbed for Adele Girard and did the 25-minute show on less than 24 hours notice. . . . The fan mag, Radio and Television Best, soon will begin a trial spot campaign on N. Y. stations. Films will be used with Guy Lebow handling the narration. . . . Lanny Ross celebrates his first anniversary on the Swift show tomorrow night and to mark the occasion, he will receive a cake from Milton Berle, right in the mush, according to the NBC flackery. Other guests will be Kyle McDonnell, Bob Smith and Earl Wrightson. . . . Janet Spencer, of the WPIX newsreel staff, has announced her engagement to William Carey, of The News. Wedding is scheduled for May.

SAN-NAP-PAK MANUFACTURING CO., for Dooskin tissues, will bankroll the Jack Eigen stanza over WABD in its first TV venture. Federal agency set the deal. . . . Annual "Spring Concert" of the N. Y. Athletic Club, featuring the West Point Glee Club, will be scanned by ABC tomorrow night, with Marshall Diskin directing. . . . At the AMA luncheon yesterday, Dr. DuMont said that 20 per cent of all Brooklyn homes now have receivers (highest concentration in the country) while 14 per cent of all homes in the N. Y. area have installations.

Frank Russell, Of NBC, Named To TBA Board

F. M. Russell, vice-president of NBC has been elected a director of the Television Broadcasters Association it has been announced by J. R. Poppele, president. Russell, who is in charge of NBC's offices in Washington, succeeds Noran E. Kersta, formerly of NBC, who resigned from the TBA board in January. His term will continue until the next annual meeting of the association next December.



RUSSELL

Poppele announced also that the directors of TBA had approved two applications for membership. WBNS-TV, Columbus, owned by the Dispatch Publishing Company, has been admitted to active membership. R. A. Borel and Edward H. Bronson are listed as official representatives. Twin City Television Lab of Minneapolis has been admitted to educational membership, with Joseph H. Beck and William. E. Gage as official representatives.

Parr Upped At CBS-TV

Allen Parr, formerly program coordinator for CBS-TV, has been appointed to the newly-created post of program manager, it was announced yesterday by Charles Underhill, program director. In his new post,

All-Day TV Session Set For NAB Confab

(Continued from Page 1)

president of the Arthur Kudner Agency, which produces the Milton Berle TV show; Henry Grossman, CBS manager of TV; E. Y. Flanagan, vice-president in charge of operations, WSPD and WSPD-TV, Toledo; Elaine Phillips, manager of film procurement for the TV department of the Fort Industry Co., and Stanley Hubbard, president of KSTP and KSTP-TV, St. Paul, Minn.

FBI Agents Use TV In Baltimore Man Hunt

Baltimore—FBI agents here yesterday used TV facilities to alert residents to be on the lookout for a "badly-wanted" bank robber.

The man sought was Clyde Milton Johnson 30, of Glendale, Calif., who escaped from the 21st floor of the Miami City jail March 2, less than an hour before he was to be flown to Memphis where he was wanted for a \$43,000 bank robbery.

FBI agents, who said it was known Johnson and his girl had been in a Baltimore night club since that time, asked WBAL-TV to carry pictures and descriptions of the couple.

It was the first time in this area police authorities had used tele facilities in the pursuit of their investigation.

Parr, who has been with CBS since 1936, will be responsible for production, management and budget control of all shows.

New Large Screen Projection System Evolved By Philips

A new projection unit capable of producing pictures as large as four feet by three feet from a small cabinet containing a complete TV receiver was announced yesterday by North American Philips Co. The system will be available to manufacturers for incorporation in receivers of their own design, and may be produced for home use, the company said.

The unit is a development of Philips' Protelgram system which yields a 20-inch diagonal picture from a two and a half-inch cathode ray tube.

A wide variety of picture sizes,

ranging from 192 to 234 square inches in conventional cabinets with built-in screens to the newly-announced 1,728 square inch picture can now be produced from one basic projection system using the two and a half-inch Protelgram tube, it was said. The tube retails at \$39.85, "substantially less" than the cost of replacement for a 10-inch direct view kinescope, Philips said.

The new system is now being demonstrated to manufacturers in various parts of the country, and will be placed on permanent display at the firm's New York salon next week.

Additional Cities And Stations To Lower Costs

The industry's greatest need, at present, is to add new cities to the coaxial cable network and to get stations to go on the air in cities already on the hookup, Dr. Allen B. DuMont said yesterday at a luncheon meeting of the American Marketing Association in the Hotel Shelburne. Such additions, he said, would reduce cable costs per station and would make network television "very feasible" economically.

Present cable costs, he pointed out, are \$40,000 a month, or about \$50 an hour for each of 20 stations on the net. This hourly rate will go down steadily as more stations join the web and as more network time is carried, he said.

The industry has been doing "everything we can" to get new stations on the air but has been slowed down because of the freeze. One of the reasons for the freeze was the co-channel interference problem, he said, but this has been solved through the use of carrier synchronization.

The freeze probably will be lifted in a month or six weeks, DuMont said, after which construction of new stations will accelerate.

By 1954, DuMont predicted, there will be 1,000 stations on the air in 140 cities covering 85 per cent of the population. Sets will be in between 60 and 70 per cent of all homes. The network will cover the entire country, probably extending to Canada, Mexico and Cuba, he said, with programming to Canada in prospect in the reasonably immediate future.

With this increase, he added, circulation costs will go down and by 1952 charges for AM and TV will be the same on a cost-per-thousand basis.

Clinic For Crippled Kids 'Live' On WMAL Tonite

Washington Bureau of RADIO DAILY
Washington — WMAL-TV, Washington, tonight will claim a television "first" when it screens a clinic for crippled children from its studios. Dr. Winthrop M. Phelps, of Baltimore, will conduct the "live" program being telecast in connection with the Easter Seal Drive of the District of Columbia Society for Crippled Children.

Dr. Phelps will examine some small children suffering from cerebral palsy and diagnose treatment. Therapists will then demonstrate a portion of the treatment needed by the patient.

COAST-TO-COAST

WBZ Program Supervisor

Boston, Mass.—Veteran radio announcer George Creamer has been named as WBZ program supervisor according to recent announcement. Creamer returns to Hub radio after a six-year absence. Since leaving Boston, he produced and directed top NBC network programs and was program manager at WINX, Washington, D. C., for the past two years.

Announcer On Hospital Staff

Saginaw, Mich.—Don Andrews, chief announcer at WKNX, has been appointed to the staff of the Saginaw County Hospital as supervisor of broadcasting activities. Andrews will carry on hospital activities along with his present position at WKNX.

WNOC Staff Changes

Norwich, Conn.—Noel C. Breault is now representing WNOC as sales manager. He was formerly associated with George Hollingbery Co., station reps, and recently on WFCI's staff in Providence, R. I. Jack Purington, program director at WNOC, has been moved up to the sales department. Newcomer to the technical staff of the station is transmitter engineer Howard Barrett who comes from WLAD, Danbury.

WPTF Staff Replacements

Raleigh, N. C.—Replacing Alice Holliday who resigned to become program director of WCKB, is Frances Alexander, who joined the continuity department of WPTF, along with Mary Graham who replaces Frances Tucker on the program department staff of the same station.

KSFO Programs Cited

San Francisco, Calif.—The American Association of University Women Radio Listener's Committee have selected KSFO's "Business News," "Farm Page," "Hour of Melody," "California Council Table," "Majorie Trumbull's Interviews" and "Tunes for Tots," among the outstanding programs of the year. These programs were selected as a result of planned listening during the past year and are the outcome of a majority vote of the Committee.

"New Futures" Series On KVOO

Tulsa, Okla.—A public interest series of broadcasts entitled "New Futures" is currently being aired on KVOO, with the programs carefully planned and designed to help the physically and mentally handicapped to overcome disability.

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RADIO PACKAGE PRODUCERS

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CCNY Conference Looks
Ahead At Radio And Video

(Continued from Page 1)

to a confidential survey made by his agency more than half of broadcasting industry leaders think that radio will take a back seat to television about 1954. However, only 11 per cent think radio will die out while the other 89 per cent believe there'll always be a place for the older medium.

Duffy suggested that from the agency and advertiser viewpoint television will be economical even if it costs twice as much as radio. Contrary to some impressions, he added, excellent television programs can be done at relatively low cost and pointed to "The Goldbergs" as an example. This production, incidentally, is handled not through BBD&O but Y&R.

The agency president emphasized the program time factor in television and said it would be more important than it is in radio (and that's not small). He said video viewers will be much more selective in watching TV screens than they are handling a radio dial.

Actor Edward Arnold, another luncheon speaker, expressed his belief that television will kill off neither radio nor motion pictures. His opinion is founded on the theory that people always will go shopping for entertainment. He said talent today views television mainly as an "economic problem" because of the confusion among talent unions as to who will represent the performers.

Hacking out a corner for the indie radio station in the years ahead, Elliott M. Sanger, executive veepee of WQXR, New York, said there will be many fields of listener interest which video outlets cannot cover. "Therein lies the opportunity for the radio station operator, who can carve out for himself a market which he can reach just as effectively and with less cost than television can."

Sanger urged the radio broadcaster to specialize his operation as a means of meeting TV competition and said those who do this "will win an audience which will be their very own." The indie exec added, "There are many kinds of products and services, which, because of their very nature, will have too much waste circulation in the mass televi-

Claims Title To Atlantis

Hank Grant, WGN star, announced Monday that he had filed legal notices seeking title to the fabled underwater continent, Atlantis. By claiming this territory, Grant said, he is counting on future scientific exploration to reclaim possible oil or uranium stores for use by the U. S.

Showerman Back In Chicago

I. E. Showerman, NBC v-p in charge of the central division, and Art Jacobson, division program manager, back from a business trip to New York.

sion market. Those are the sponsors who will continue to use sound broadcasting successfully and profitably."

Hubbell Robinson, Jr., CBS program veepee, stressed the importance of giving creative talent the time and elbow room to "think long and thoughtfully" about new ideas and formats with which to capture and hold the public's fancy. Most of the industry, Robinson said, "has not invested enough in creating new entertainment, new performers, unless they were sure of one of two things—either the investment was small or the chances of success so fool proof that the risk was not great."

The CBS veepee stated that "new frontiers in radio and television are going to be in exact ratio to the willingness of the people within both branches of our business to make a capital investment in the creative people in whom they have confidence, to work with them patiently, painstakingly and for a sufficiently long time to let those talents have a real trial." Robinson said that while great talent does not die, neither AM nor TV can hope to prosper abundantly by depending entirely on the already proved performers.

PROMOTION

Laundry Tieup

A mutual promotion agreement has been reached between WWRL, New York, and the Unit System Laundry of Brooklyn and Queens and Lido Laundry Corp. of Nassau under which the station will air spot announcements for the laundries in return for station testimonials on trucks, shirt bands and circulars. WWRL will also be given the front cover of "Unit News," a four-page house organ with a reported circulation of 50,000 per issue. The promotion was worked out by Walter Kaner, the station's publicity director.

NBC Press Junket

Chicago—The NBC central division will play host to radio editors, columnists and trade press representatives in the Chicago area on April 1 on a junket to Milwaukee to attend Eddie Cantor's broadcast. I. E. Showerman, NBC vice-president, expects to be among the NBC executives who will make the trip. The press will go to Milwaukee by bus, have dinner there and then the entire group will be the guests of the Pabst Sales Company at the famed Pabst rathskeller for a buffet supper and interviews with Cantor. Jack Ryan, NBC Chicago press chief, is in charge of arrangements for the party.

DON'T FORGET YOUR DATE TOMORROW

to attend

... the down-to-brass-tacks
Clinic on Frequency Modulation

"What's What In FM"

COMMODORE HOTEL, NEW YORK CITY

Friday, April 1, 1949

Morning Session 9:30-12 noon

FM Facts of Life Everett Dillard
How We Sell FM Herbert Georges
2 Million Sponsors Millard C. Faught
Transit Radio William Ensign

Luncheon Session 12:30-2:15

FM — Why Not Edgar Kobak
Demonstration and discussion of tape recording,
coverage comparisons
FM vs AM Major E. H. Armstrong and
Everett Dillard

Afternoon Session 2:30-4:30

FM From the Agency Point of View. Linnea Nelson
Station-Dealer-Manufacturer cooperative promotion
programs for FM Ted Leitzell, Zenith
G. L. Roark, General Electric
Grass roots reports on How FM Sells Products in
Nebraska, Indiana, Ohio, Pennsylvania, New
Jersey and elsewhere among the 100 million people
who can hear FM

The Date is April 1, But There's No Fooling About FM