

PRICE CUTTING IN SETS IS PROBLEM

Future Of BMB Pres. Tests With Committee

A move by one or two members of BMB's executive committee to force the resignation of Hugh Feltis, BMB president, was voted down at a meeting of the group last Friday, it was learned yesterday, but a decisive test for Feltis may come within the next ten days when the executive committee holds another session.

The official who spearheaded the move to force Feltis out of BMB was Frederic R. Gamble, president of the 4-A's. It's reported that a representative of the ANA, President

(Continued on Page 5)

Benny Leads Hoopers; Score: NBC 7, CBS 6

Jack Benny with a rating of 28.9 at the top of Hooper's latest "First Fifteen" but NBC went back to the numerical lead with a total of seven programs. CBS has six shows on the list and ABC two.

Radio Theater was second with 16.6 while Fibber McGee & Molly came in third with 26.9. Fred Allen topped down another point (11.2). The American Network's "Stop the Music," apparently benefiting from

(Continued on Page 6)

Interest In Newscasts Still Shows Increase

Despite some predictions more than three years ago when the war ended, news programs have continued to hold their popularity and in the case of WOR, New York, ratings in 1948 appear to be actually 8 per cent above 1944, both a war and a presidential election year. Analysis

(Continued on Page 5)

Distinction

Ithaca, N. Y.—"Radio Daily" is read as a "textbook" by students taking a course in "current broadcasting developments" at Ithaca College. Seniors majoring in radio take the course one hour each week throughout the college year. The purpose of the new course is to keep the students abreast of the trends and changes in the radio picture.

Prized Document

A valuable memento carried back to Puerto Rico by Tomas Muniz, president of the Puerto Rican Broadcasters Association, from the REC luncheon in New York came from Carl Haverlin, REC and BMI president, Haverlin, who makes a hobby of collecting such things, gave Muniz a copy of the original 1815 document opening the ports of Puerto Rico to the world.

"Ozzie and Harriet" Will Switch To CBS

Definite decision has been made to switch the "Ozzie and Harriet" program back to CBS from NBC, it was learned yesterday. The move will come next fall with the show going into the 6:30 p.m., EST, time period on Sunday, just preceding Jack Benny. Sponsor is International Silver Co. and the agency is Y&R.

Development marks the second big program to move over to Columbia by sponsor decision in the wake of the network's million dollar acquisitions of Amos 'n' Andy, Jack

(Continued on Page 6)

Food Distributor Newcomer To Radio

Krasdale Foods, Inc., canned food distributor, has launched its first radio campaign with the signing of a 52-week contract, involving more than \$40,000, with WMCA, effective Feb. 14, it was announced yesterday.

The deal, designed for the promotion of independent grocers, includes

(Continued on Page 2)

Manufacturers Disturbed By Increase Of Price Cuts By Retailers In Radio-TV Receiver Field

Levy Brothers Retire From WCAU Control

Philadelphia — Dr. Leon Levy, prey and general manager of WCAU, Inc., and Isaac D. Levy, v-p and general counsel, will resign from direct management of WCAU, WCAU-FM and WCAU-TV, April 1.

They will continue to serve on the board of directors of WCAU, Inc., in advisory and consultant capacities in the operations of the stations, it was announced yesterday.

The Levy brothers joined WCAU

(Continued on Page 2)

"Take It Or Leave It" Drops Phone Gimmick

Eversharp, whose "Take It Or Leave It" has continued for nine straight years with a simple "\$64 question" format, made a fast withdrawal of its new telephone gimmick after only one broadcast be-

(Continued on Page 5)

ABC Affiliates View 1949 With Optimism

Chicago — Complete satisfaction with the management and policies of the network was unanimously expressed by some 150 representatives from the American Broadcasting

(Continued on Page 6)

A wave of price cutting among dealers in both radio and television receivers in key center cities throughout the country is giving concern to manufacturers, officials of the RMA and Better Business Bureaus, RADIO DAILY learned yesterday. The price cutting followed the Christmas holi-

(Continued on Page 5)

Southwest Stations Hard Hit By Storm

Dallas, Texas — Radio stations have been hit hard by ice burdened antennae collapsing. Five of the local stations were forced off the air due to the ice conditions the past weekend. In Fort Worth and in smaller communities in this area similar conditions prevailed. This was said to be the worst crippling ice storm in years.

George Smith of KMAE, McKin-

(Continued on Page 2)

CBS Plans Direct Pickup For Navy's 'Constitution'

Moffet Field, Cal.—CBS has scheduled direct broadcasts from the Constitution, the Navy's 168-passenger transport, as it makes its first operational evaluation flight from here to Washington, D. C., today.

CBS director of special events Lee Bland will be at the mike aboard

(Continued on Page 5)

New TV Channels In Sight, Coy Tells TOA Directors

Washington Bureau of RADIO DAILY

Washington — Additional video channels will be opened before too long and there will be enough of them to take care of most applicants, FCC Chairman Wayne Coy told the board of directors of the Theater Owners of America here over the weekend. He added that there probably is no legal reason why the exhibitors cannot work out

a system of special TV programming especially for theaters.

Coy said flatly that the Commission considers theaters a medium of public communication. Because one of the most important FCC policies in licensing is to keep diverse the ownership of the various communications facilities, this might mean that exhibitors will be at a disad-

(Continued on Page 7)

Rebroadcast

In response to a request from Gen. Lucius D. Clay, American military governor in Berlin, ABC's documentary, "The Berlin Story" will be rebroadcast over the American Forces network throughout Austria and Germany. Gen. Clay's request was made to Robert Saudek, ABC vice-president in charge of public affairs, who produced the documentary.



Vol. 46, No. 22 Tues., Feb. 1, 1949 10 Cts.

JOHN W. ALICOATE : : Publisher

FRANK BURKE : : : : Editor
MARVIN KIRSCH : Business Manager

Published daily except Saturdays, Sundays and Holidays at 1501 Broadway, New York, (18), N. Y., by Radio Daily Corp., J. W. Alicoate, President and Publisher; Donald M. Mersereau, Treasurer and General Manager; Marvin Kirsch, Vice-President; Val Adams, Associate Editor; Chester B. Bahn, Vice-President; Charles A. Alicoate, Secretary. Terms (Post free) United States outside of Greater New York, one year, \$10; foreign, year, \$15. Subscriber should remit with order. Address all communications to Radio Daily, 1501 Broadway, New York (18), N. Y. Phone WI 5consin 7-6336, 7-6337, 7-6338.

WEST COAST OFFICES

Al Steen, Manager
6425 Hollywood Blvd. Phone: Granite 6607

WASHINGTON BUREAU

Andrew H. Older, Chief 6417 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

(January 31)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
ABC	93 3/8	9	9	3/8
Admiral Corp.	17 1/4	17	17 1/4	+
Am. Tel. & Tel.	147 3/8	147 1/4	147 3/8	+
CBS A	22 1/4	22 1/4	22 1/4	+
CBS B	21 3/4	21 3/4	21 3/4	+
Farnsworth T. & R.	4 7/8	4 3/4	4 3/4	-
Gen. Electric	38 3/4	38	38 1/4	1/4
Philco	38	37 1/2	37 1/2	1/4
RCA Common	12 3/4	12 1/2	12 3/4	1/4
RCA 1st pfd.	74	73 1/2	73 1/2	1/4
Stewart-Warner	12 3/4	12 3/4	12 3/4	1/4
Westinghouse	24 1/8	23 3/8	23 3/4	1/4
Zenith Radio	29	28 1/2	28 7/8	1/8

OVER THE COUNTER

	Bid	Asked
DuMont Lab.	15 1/2	16 1/2
Stromberg-Carlson	15 3/4	17 1/4
U. S. Television	1 5/8	1 7/8
WCAO (Baltimore)	22	25
WJR (Detroit)	6 3/4	7 1/2

Dalton Starts With ECA

Washington—Neil Dalton, executive of WHAS, Louisville, and one-time head of the domestic branch of OWI, has taken over as information chief of ECA. He succeeds Brian Houston, who resigned last week.



For SALES MAGIC in the "MAGIC CIRCLE" Hire **WIBW**

The Voice of Kansas TOPEKA
BEN LUDY, General Manager

★ COMING AND GOING ★

ROBERT E. KINTNER, executive vice-president of ABC; JOSEPH A. McDONALD, vice-president and general attorney for the network, and JAMES CONNOLLY and BILL DAVIDSON, of the web's station relations department, are back from Chicago, where they attended network-affiliates meetings.

EVERETT F. GOODMAN, vice-president of Harry S. Goodman Radio Productions, is motoring to Hollywood to contact talent for radio and television. He has some stopovers scheduled en route.

SAUL HAAS, owner of KIRO, Columbia network outlet in Seattle, in New York Friday on station and network business.

LOUIS MERLIN, president-general of Radio Luxembourg, arrives today from Paris for a three-week visit in the U. S. He'll divide his time between New York, Washington and Hollywood.

SPIKE JONES and the members of his CBS program company, now doing a series of one-night stands, will make an appearance today in Shreveport, La.

FRANK E. MULLEN, president of WJR, WGAR and KMPC, left Detroit Sunday following a directors and stockholders meeting. He's now in Washington, D. C., where he'll remain several days before visiting New York on his way back to Detroit.

BOB "Howdy Doody" SMITH is leaving his chores at NBC-TV for two weeks for a trip to South America aboard the De Grasse. MRS. SMITH is accompanying him.

W. L. GLEESON, president and general manager of Broadcasting Corp. of America, operators of KPRO, Riverdale, Cal., a visitor yesterday at BMB offices.

BEA WAIN is vacationing briefly from her WMCA program. During her absence Mrs. Johnny Long, Shirley Eder and Patricia Bright are substituting.

VERA FONTANELLA CUETO, script editor for WOV in Rome, Italy, has arrived in New York for conferences with station officials regarding plans for the station's expanding operations in Italy. She will return to Rome next month.

Food Distributor Newcomer To Radio

(Continued from Page 1)

a daily segment of WMCA's "Ted Steele Show" and one-minute transcriptions of "kitchen clues" as spot announcements.

Green-Bodie, Inc. was the agency. WMCA account executive was Dick Brahm.

Hope Asks Delay

Washington—Comedian Bob Hope asked the FCC yesterday to defer 60 days the hearing announced last week for February 28 in Washington on his application to purchase WHAS, WHAS-FM and WHAS-TV, Louisville. He asked also that the hearing be held by the Commission in Louisville.

Competing applications, all offering \$1,925,000 for the properties, are on file from Victor Emanuel's Aviation Corporation and the Fort Industries Company.

Southwest Radio Stations Severely Hit By Storm

(Continued from Page 1)

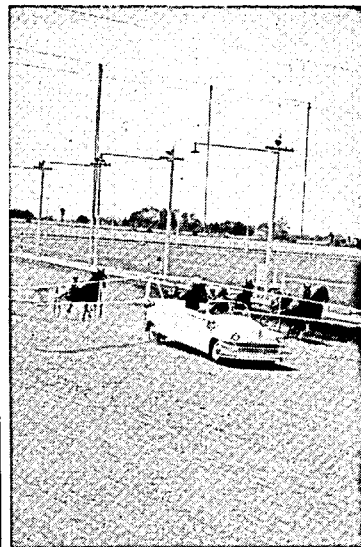
ney, stated that the ice has been a heavier blow to that town's communications than last year's tornado.

Power failures also were reported in many communities. Network programs were cut off due to the breaking in many sections of telephone wires. Over 38 Texas towns were completely isolated from communications.

Levy Brothers Retire From WCAU Control

(Continued from Page 1)

in 1924 and have been associated with its management continuously since that time. Before entering the radio field, Dr. Levy practiced dentistry after graduating from the University of Pennsylvania Dental School.



Barrier

We've had that picture a long time. It was news when we first got it. But even if it's stale to you . . . even if you've seen it in the newsreels . . . it has a sales point to make for W-I-T-H.

The idea of this new starting barrier is to get the harness racers off to an even start. It was invented by Steve Phillips, veteran starter. After they start . . . the horses are on their own.

Our radio point is this: Radio stations don't have a barrier to get them off to an even start. There's a difference in power. Difference in affiliation, etc.

The payoff at the real radio barrier is—who listens to what station!

Down here in Baltimore, it's the independent, W-I-T-H, that produces more listeners-per-dollar-spent than any other station in town.

If you want to get sales at low cost in Baltimore, the country's sixth largest city, W-I-T-H is the way to do it!

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 St.
HENRY GREENFIELD, Mgr. Director N. Y. 19

AM  FM
W·I·T·H
Baltimore 3, Maryland
TOM TINSLEY, President
Represented by Headley-Read

WOR RESOLVES

...that, during the year 1949, it will:

1. Continue to reach more families, during the day and during the night, than any other station in the United States.
2. Continue to reach these families at the second lowest cost per thousand of any station of equal power in the United States.
3. Continue to be listed daily and to receive constant mention in 170 newspapers with a total circulation of 11,416,782.
4. Continue to increase its daytime audience, which, in the past 5 years, has grown 22% greater and shows every indication of continuing to grow greater.
5. Continue to reach the majority of 36,000,000 people in 430 counties in 18 states from Canada through Georgia.
6. Continue to have the majority of the highest rated local programs of any major New York station.
7. Continue to pull more than one million letters a year from listeners in 47 of the 48 United States.
8. Continue to add to the impressive list of fourteen sponsors who have used WOR for no less than 12 successive years.



continue to be.....**WOR**

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

mutual

CHICAGO

By NAT GREEN

"THE Enchanted Hour," weekly program of classical music by the WGN concert orchestra and heard over WGN since last July, will make its Mutual network debut Friday.

Green Bay Brewing Corp. of Wisconsin has picked up sponsorship of WIND's quarter-hour show "You'll Like This," featuring songs and music of the gaslight era. Contract is for 13 weeks.

Lowell E. Jackson, executive vice-president of Radio Features, Inc., reports that "Tello-Test," telephone quiz show, syndicated to more than 100 stations, has had a surprising upsurge in sales in the past few months. In the past few days sales have been made to CKLW, Detroit; KCRG, Cedar Rapids, Iowa; WMPS, Memphis; KUTA, Salt Lake City; KWWL, Waterloo, Iowa; WTTT, Port Huron, Mich.; WASA, Havre de Grace, Md., and WRRN, Warren, Ohio.

WIND has been chosen by Victor Records to exclusively carry its Perry Como—"Far Away Places" contest in Chicago. Contest will be aired on WIND's two-hour-noon-day disc show, "The Record Shop," emceed by Jim Hamilton. Gimmick includes prizes for the best local letter written about Como's crooning. Contest starts February 8.

C. F. Parsons has been appointed general manager of Zenith Radio Distributing Corporation, Chicago, replacing William W. Boyne, who recently became general manager of Zenith Radio Corporation of New York.

ABC states that "Super Circus," one of the 10 television programs which WENR-TV is sending to all stations on the east-west coaxial cable, has been voted the number one children's program, and leads all other ABC shows, both TV and AM, in setting attendance marks.

Radio Department Manager

Man with comprehensive experience qualifying him to assume managerial supervision of small competently staffed radio department in four A's advertising agency. General administrative responsibility with special emphasis on programming and creative selling ideas. Knowledge of mail order book selling by radio helpful but not essential if other qualifications fit. Executive ability, team-work temperament, creative basic sense, and knowledge of basic functions of a radio department are the important requirements. Please outline experience fully and give age and starting salary desired.

Box No. 208, RADIO DAILY
1501 Broadway New York 18, N. Y.



California Commentary . . . !

● ● ● Television in Hollywood became of age last week when the Academy of Television Arts and Sciences held its first seminar and passed out its "Emmies" . . . Emmy is the fiancée of Oscar," the golden statuette of the Academy of Motion Picture Arts and Sciences, and there is gossip around that some day Emmy and Oscar will be married. . . .

Hollywood

The inference, of course, is that television and pictures eventually will be combined into a single industry. . . . An interesting disclosure of minimum costs for a 30-minute show was made by KTLA's Klaus Landsberg. Landsberg pointed out that a breakdown showed that \$300 went for the station, \$75 or \$100 for the writer, \$100 for the producer including rehearsal and preparation, \$150 for a cast of six and between \$150 and \$200 for sets and props. Landsberg also insisted that the stations, rather than agencies, should produce package shows.

☆ ☆ ☆ ☆

● ● ● In the course of running routine engineering tests at KECA-TV last Tuesday, Phil Caldwell, manager of ABC's technical operations, noted that all seven of Los Angeles' tele stations were operating simultaneously for the first time. Caldwell said that this was the first time in the history of video that any city with seven TV stations operated simultaneously. . . . Jan Clayton, star of Broadway's "Carousel" and "Showboat," has been signed by Grant-Realm Television for the lead in "Manchester Marriage," 11th American Tobacco "Your Show Time" feature, which rolled Thursday at Hal Roach Studios. . . . KFRE in Fresno becomes a CBS affiliate on Feb. 20 instead of June 15 as previously announced. The new Columbia affiliate replaces KARM which affiliates with ABC. . . . The Olympic Auditorium boxing matches shift from KLAC to KHJ tomorrow. Tivoli Beer, through he Ted Factor agency, is sponsoring the broadcasts. . . . University of California Extension has enlarged its list of classes dealing with various aspects of television.

☆ ☆ ☆ ☆

● ● ● Don Lee's Lewis Allen Welss will be the principal speaker at the San Francisco Ad Club meeting Feb. 16. . . . Arthur Taylor has withdrawn from 6000 Sunset Radio and Television Center and has assigned his interest to new operators. . . . G.E. House Party travels to Atlanta, Cincinnati and Omaha in March. . . . Cliff Spiller of General Foods and Walter Washburn of Young & Rubicam are due here from New York Feb. 10. . . . Before Dick Haymes hopped off for New York and Washington last week, he laid the groundwork for his acquisition of the television and film rights to "The Wizard of Oz" stories. Dick and Joe Ross, his attorney, set up papers for a Haymes television company to place the "Oz" stories on film for transmission by video. Haymes plans to produce the Frank Baum stories with a combination of live-action and animation in Technicolor. . . . Paul Husserl has been appointed news editor of KMPC. . . . George W. Allen is all smiles. His "The Whistler" again landed among the top 15 programs in December on the Coast Hooper.

☆ ☆ ☆ ☆

● ● ● Sunny California note: Lud Gluskin, CBS musical director out here, took his dog for a walk one morning last week, slipped on the ice and broke his left arm in three places. . . . Broadcasters' Guild has appointed Daniel Anderson as station relations director and has delegated the Beverly Hills firm of PR, Inc., to handle all phases of public relations and sales promotion for the Guild. Anderson formerly was public relations director for Capitol Records. Broadcasters Guild has more than 100 member stations throughout the country.

AGENCIES

EWING B. HAWKINS, president of Hawkins Broadcasting Company, new owners of WILM, ABC affiliate in Wilmington, Delaware, announces the appointment of The Bolling Co., Inc., as the station's new exclusive representative, effective immediately.

MARTIN W. VAIL, formerly with Batten, Barton, Durstine & Osborne, Inc., has joined the media department of Cecil & Presbrey, Inc.

C. F. WEIMER has purchased the minority interest of Robert Olds in the Weimer-Olds Organization, Columbus, Ohio, and is expanding the firm's public relations and advertising services under the name Weimer Organization. Rae O. Weimer has joined his brother in management of the agency.

J. VAN VELSOR SMITH has joined William von Zehle & Co., Inc. in account executive capacity. Smith formerly was account executive at Wiley, Frazee & Davenport, Inc. and prior to that was associated with S. P. Penick & Co., and was a principal in Peak & Velsor, Inc. importers of crude botanical drugs.

WALTER KANER ASSOCIATES have been renewed as public relations and promotion consultants to Mastic Acres, 8,000-acre Long Island realty development.

BRUCE EELLS & ASSOCIATES administrators of the Broadcaster Program Syndicate, report these recent additions: CFCF, Montreal; WEBJ, Brewton, Ala.; KERN, Bakersfield, Calif.; KLXO, Lewiston, Mont.; WLOH, Pritchett, W. Va.; KTAR, Phoenix, Ariz.; KTSM, El Paso, Tex.

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 ATRY

Future Of BMB Pres. Rests With Committee

(Continued from Page 1)

Paul B. West, voted against the forcing of Feltis' resignation. Feltis himself was not present at the meeting last week. Currently he is on a highly important sales tour and is saddled with the job of trying to raise \$150,000 annually from new BMB subscribers by March 1. BMB's seven-man executive committee is expected to meet again probably next week to hear a report from Feltis on the progress he has made toward raising the additional \$150,000. If Feltis can accomplish the almost impossible job, there is little doubt that he will continue as president of BMB.

There also is a meeting in New York tomorrow, Wednesday, of the BMB technical committee. It is possible that from this session may come an important announcement from Ken Baker, NAB director of research, who is on loan to handle BMB's research activities.

No BMB Pay for Baker

Baker, incidentally, is drawing no salary from BMB in the job he has taken over from John Churchill who resigned. His only pay continues to be his regular NAB salary.

Within the last three weeks, BMB has cut approximately \$50,000 a year from its salary expenditures. Reductions included \$25,000 paid to Churchill and \$12,000 which went to Phil Frank, executive secretary who resigned last week. It's also reported that an auditor and a map maker have been removed from the payroll plus clerical staff personnel.

Beatty On Air Tour

Morgan Beatty, NBC newsmen, arrived in Omaha yesterday after an airplane tour of 29 states in an Army B-25 bomber to cover Operation Haylift. Beatty was heard last night from Omaha during NBC's "News of the World" program.

Music Forum Participants

Lawrence Tibbett, Arthur Fiedler, Byron Janis and Herva Nelli will participate in person on WQXR's "Much Ado About Music," today, 7:30-8 p.m.

The four guests will match musical wits with the program's regular emcee, Allyn Edwards.

Small World

A floor maid at the Hotel Roosevelt in New York yesterday heard a group of broadcasters talking in Spanish and introduced herself to Senor Jose Ramon Quinones, president of WAPA. San Juan, as a native Puerto Rican. The maid revealed that she heard WAPA almost every night in New York during the late hours on her AM receiver.

REC Presentation



Photo by Bill Warnecke, CBS.

Senor Jose Ramon Quinones, an admirer of Gene Autry, was presented with one of the star's autographed Stetson's by Carl Haverlin, president of the Radio Executives Club, at the Puerto Rican broadcasters' luncheon last week. Left to right in the picture are Lucy Monroe, Senor Quinones, President Haverlin and Senor Tomas Muniz, president of the Puerto Rican Broadcasters Association.

Interest In Newscasts Still Shows Increase

(Continued from Page 1)

of the situation indicates that World War II gave the public an appetite for radio news that it would never have developed otherwise.

Ratings on WOR newscasts in 1948 also show that listening was up over 1947. According to available Hooper figures on seven news programs, the average rating for 1948 was 3.9 which compares with 3.8 in 1947. Some of the biggest gains were noted by Harry Hennessey's 9 a.m. newscast, 40 per cent, and Lyle Van's "News on the Human Side" at 6 p.m., up 15 per cent. These figures are based on Monday through Friday averages.

News Heavy On WOR

Between 7 a.m. and midnight, WOR airs nine quarter-hour newscasts, all of them its own origination and strictly local broadcasts. News programs contribute heavily to the station's annual gross billings. Sponsor-wise, since the end of the war the station has noted more clothing manufacturers using news programs and patent medicine advertisers also are increasing. Soap sponsors have completely dropped out of the WOR news picture with the one exception of a shaving soap company.

Ticket Demand Heavy

WNYC has sent out two-thirds of the 9,500 tickets which will admit New Yorkers to sixteen admission-free concerts included in the station's eleven-day 10th Annual Music Festival, it was announced yesterday.

The annual tribute to American music culture will run from Feb. 12 to 22 and will range from a New York Philharmonic rehearsal to a session of barbershop ballads by the Village Four.

"Take It Or Leave It" Drops Phone Gimmick

(Continued from Page 1)

cause listeners screamed they didn't like it. Another plan for listener participation is in the works, however, but the new idea won't slow up the show as listeners complained the first one did.

With considerable fanfare and advance ballyhoo, Eversharp added telephone calls to its NBC show on Sunday, Jan 16. Emcee Barry Moore, in addition to quizzing studio contestants, tossed questions at the same number of participants in various parts of the country. The persons called, however, were not participating from their own homes but were situated in an NBC station studio in their home towns. Both ends of the two way conversation were heard on the air, meaning that a third line (called "special facilities" during the broadcast) was used for the hookup.

Within a few weeks Eversharp is expected to make another try. But this time listeners will be telephoned and invited to fly to Hollywood to participate on the show the following Sunday night.

Incidentally, Moore celebrated his birthday Sunday night by having a woman contestant tell him she received a "beautiful Parker pen." The woman's name was Schafer.

CBS Plans Direct Pickup For Navy's 'Constitution'

(Continued from Page 1)

the plane. He will be aided by engineer Max Reznik who will operate the radio equipment.

The direct broadcasts will be picked up by various CBS stations along the way and rebroadcast live locally and possibly fed to the entire network, if feasible.

Price Cuts Problem To Industry Groups

(Continued from Page 1)

day trade in New York, Chicago and Los Angeles and has increased in tempo as competition for the retail business has been intensified.

Sales approach differs in various cities. In New York and Brooklyn some dealers in radio and television receivers have been giving substantial discounts in retail prices of advertised lines by calling the sets "sample" or "floor models." These are offered at 25 to 35 per cent below the nationally advertised retail price.

Cheap "Come-on" Used

Another practice which has been used by dealers in New York and Chicago to advertise some bargain "leaders" in the television receiver field of a cheap or unknown make of receiver. These ads bring in prospective customers for TV sets and salesmen then attempt to sell them a more costly, standard model receiver.

Extravagant claims for television receivers in newspaper advertising have also been under investigation by Better Business Bureau representatives, it was said. These claims based on long distance reception and brightness of pictures are said to be under scrutiny.

Among the manufacturers who have been vigilant in checking the retailing practices of franchise holders are DuMont, Philco and RCA. DuMont, according to reports, has revoked franchises in several instances where TV sets have been sold below the established market prices.

WOKO Profits Up

Albany—Net profits of 30 per cent in the operation of WOKO were reported at the annual stockholders' meeting recently.

The stockholders of the Governor Dongan Broadcasting Corp. voted to withhold the declaration of a dividend and to invest the surplus, instead, in the newly-created subsidiary, the Union Broadcasting System Corp. An expansion of the board of directors from five to seven members was also voted upon at the same meeting.

Doggy Contributors

Two French poodles joined people from all walks of life in pledging an accumulated total of \$10,000 to the March of Dimes drive through two special all-night WCBS programs with stage and radio stars answering telephone calls. One woman volunteered \$10 for each one of her three children and then called again because she forgot to speak for her two French poodles. She explained that the two dogs were suffering from a malady similar to polio.

ABC Affiliates View 1949 With Optimism

(Continued from Page 1)
Company's affiliated stations in Districts 2, 3 and 5, at the conclusion of a one-day meeting with ABC executives at the Ambassador Hotel on January 27. The resolution adopted and presented to ABC's management read as follows: "The affiliates of Districts 2, 3 and 5 unanimously express complete satisfaction with the ownership, management and policies of the American Broadcasting Company. The year 1949 will be a year of intensified activity and promotion. It will be the greatest in our affiliation history with the American Broadcasting Company. The interests of our audiences will as usual remain paramount."

Top Executives Attend

Attending the Chicago meeting were ABC president Mark Woods, Robert Kintner, executive vice-president; Charles Barry, vice-president in charge of television; Ivor Kenway, vice-president in charge of advertising; J. Donald Wilson, vice-president in charge of programming; Joseph MacDonald, vice-president and secretary; Lee Jahncke, vice-president in charge of station relations; John Norton, vice-president in charge of ABC's central division; Otto Brandt, station relations manager; James Connolly, Bill Davidson and A. J. Koelker of ABC's station relations department.

Messrs Woods, Kenway, Jahncke and Brandt left Chicago on January 28 for San Francisco where the fourth and final affiliate meeting will be held on February 3.

Nebraska Broadcasters Meet In North Platte

North Platte, Neb.—A committee of station managers and news directors to consult with state officials on a program for improving the reporting of highway conditions during extreme weather was appointed at last Friday's meeting of the Nebraska Associated Press Radio Association.

State chairman William J. Newens, KOIL, Omaha, general manager, presided at the meeting. E. E. Makiesky, correspondent in charge of the Omaha AP bureau, reported outstanding examples of increased activity by stations in contributing their local news to the AP state report.

Others attending the meeting were: Harry Peck, manager, KFOR, Lincoln; Russ Stewart, manager, and Bob Hyde, news director, KNEB, Scottsbluff; John Alexander, manager, KODY, North Platte, and vice-chairman of NAPRA; Charles Craig, news director, Joe Di Natale and Ed Launer, news editors, all of KODY; Ted Haas, news director, KOIL; Soren Munkhoff, news director, WOW, Omaha; E. S. Neble, news director, KFAB, Omaha; Lee Berg, news staffer, KBON, Omaha, and L. P. Yale, Des Moines, AP chief of bureau for Iowa and Nebraska.

MEMO FROM MEXICO CITY

By MIKE JABLONS

(Special Correspondent, RADIO DAILY)



AZCARRAGA
(RKO has the other 50), Mexico may well become a trail-blazer in the evolution of TV and films.

• • • MEXICO CITY—The broad, tree-lined Paseo de la Reforma will not remain Mexico City's Radio Row for very much longer. Present plans of Senor Emilio Azcarraga, President of Radio Programas de Mexico and Stations XEW and XEQ, call for building a new radio-television center in the heart of Mexico City. "Radiopolis" as it will be called, is now under construction and will cost over \$1,500,000. The new buildings will house Station XEW's AM and TV studios as well as facilities for film production, film editing, recording studios, and more than six large audience studios seating 800 people each. Don Emilio, as he is referred to by all of his associates, has great plans for "Radiopolis," and since he also owns a chain of 26 motion picture theaters in Mexico City as well as 50 per cent of the Churubusco movie studios

• • • MEXICAN MEMOS: Stopped off on the way down for a very interesting chat with J. Leonard Reinsch at WSB, Atlanta. WSB-TV went on the air less than four months ago, and there are over 5,100 sets now installed in the capital of the peach state. . . . Passing through New Orleans, another one-station TV market at the present time, dropped in to say hello to Edgar B. Stern, Jr., new owner of WDSU with AM, FM and TV all in operation. New Orleaners are crazy about television. Example: On jazzy Bourbon Street, locale of all the night clubs in the New Orleans Latin Quarter, only about half a dozen people were standing in front of one club watching the performance of an exotic dancer through the open door, while across the street a crowd of about 50 was staring intently at a TV set placed in the window of a rival club and running a film on the finer points of (of all things) basketball! Bob Swezey will be coming in as WDSU's exec v.p. next month, while Fred Weber, who is New Orleans' "Mr. Radio" himself and formerly one-third owner of WDSU, is planning to buy into an AM-TV operation in a new market. . . . James Gordon, G.M. of former Louisiana Governor Jimmy Noe's station WNOE in New Orleans, expects to more than double his daytime listening audience with his new 50 kw. transmitter which is just awaiting the FCC nod to go into operation. . . . In San Antonio, President Hugh Half of NBC's key 50,000 watt WOAI, showed me the results of a survey just taken in the Southwest that gave WOAI a listening audience as far west as California, as far north as Wyoming, and some regular fans writing in from Monterrey, Mexico.

• • • I HAD QUITE AN ADVENTURE going through the customs at Nuevo Laredo, Mexico. The only thing in my baggage that puzzled the Mexican customs inspector was a big bulky cardboard-wrapped package. In my best high school Spanish I tried to explain to him that it was a book. He smiled, nodded, and pointed to it again, indicating that I would have to open it. I didn't like the idea because it would upset everything in the bag to take this package out, open it up, and then put it back again, but there was no alternative. . . . unless I didn't want to cross the border. I broke the tape and opened the cardboard and took out the copy of "Radio Annual" that I was bringing to Mexico. The customs guard took one look at the big book, grinned a mile wide, and began to stream out Spanish a mile a minute, the gist of which I gathered was that he was a great radio fan and loved Bing Crosby. He thumbed through all the pictures in the book and kept me waiting about half an hour while he showed the book around to all his compatriots. Moral: If you want to go through the Mexican customs in a hurry, carry any copies of "Radio Annual" under your arm.

"Ozzie and Harriet" Will Switch To CBS

(Continued from Page 1)

Benny and Bing Crosby. And while the official announcement is still being held up, it's definite that Edgar Bergen will be on CBS next fall sponsored by Coca-Cola.

"Ozzie and Harriet" show was previously on CBS, where it originated, and switched to NBC only last fall. Although it's one of radio's most successful programs, it's still one which has never been able to stay put in one spot for a nice long run.

It's believed that the heavy financial outlays for top talent by CBS have about come to an end. While William S. Paley may not exactly go into retirement, he's expected now to sit back and watch to see what comes in over the transom.

Meantime, NBC is understood to have 52 different programs under consideration from which to pick and use to heal its wounds. Included among the 52 shows are several surprise packages with big names NBC cut an audition yesterday of the proposed Henry Morgan show.

Benny Leads Hoopers; Score: NBC 7, CBS 6

(Continued from Page 1)

the changes in NBC's Sunday night lineup, registered its highest rating for the full hour, to date. The rating was 20.0.

Latest Hooper program ratings are based on telephone checks made during the week Jan. 16-22. Other programs in the "First Fifteen," starting with fourth place, are as follows:

Walter Winchell 26.8, Bob Hope 23.8, Arthur Godfrey's Talent Scout 22.1, My Friend Irma 21.5, Amos 'n Andy 20.1, Stop the Music 20.0, People Are Funny 19.1, Big Town 17.7, Dennis Day 17.7, Mr. District Attorney 17.6, Duffy's Tavern 17.3, Crime Photographer 16.8.

Author Supports Radio In Stand On Television

In describing television as an "onrushing menace" to radio, author James Hilton said yesterday that "the complete replacement of radio by visual entertainment would be bad news for many versatile actors and something of a cultural loss all around."

The host-editor of the Hallmark Playhouse (CBS, Thursdays, 10 p.m. EST.) said that the complete replacement of radio by television would drive the entertainment industry straight into type casting, with little hope of reprieve. "Radio has been and is now the lone bulwark left against complete type casting," he added. "When and if television replaces radio, the type actor or actress will become the important thing just as it has in motion pictures and to a lesser degree, the stage."

TELEVISION DAILY

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

NEW CHANNELS OPEN SOON—COY

TELE TOPICS

CBS' STUDIO ONE maintained its high standards Sunday nite with a thrilling version of James Warwick's psychological-melodrama, "Blind Alley." The plot now is a familiar one—an escaped convict takes temporary refuge in the home of a psychology professor who eventually talks the gunman into committing suicide—but producer Tony Miner's adaptation is at a fast pace which was never let up. The climax to the first act was, for me at least, one of the most exciting moments he has yet provided. Under Paul Nickell's direction there was plenty of action, and the tension kept mounting steadily without unnecessary trick camera work. Use of film to depict the jail-break made a flam-bang opening. Sets by Richard Rychlik were excellent. . . . Entire cast turned in a quality performance. Bramwell Fletcher, Jerome Thor, Jean Carson and Neva Patterson played the leads. There was but one false note. Thor and Miss Carson, as the crook and his moll, used every inflection peculiar to the Dead End Kids although the characters they portrayed were supposed to come from Ohio. It just didn't sound right—or do people from Ohio really speak that way?

WJZ-TV's new UP news gimmick accomplishes what it sets out to do—i.e., it projects brief news stories in a readable fashion—but the question comes to mind, why do they do it? Station has kidded the bulletins every hour on the hour during test pattern periods and apparently has hopes of landing a sponsor. If the news was flashed between programs, when an audience is around, it would serve its purpose. But who watches test patterns? A new variety show, "Senate Get Together," bows in over WNBW, Washington, Thursday nite under sponsorship of Christian Heurich Brewing Co., through the Henry J. Kaufman agency. Ray Michael will emcee, with Eddie Pierce fronting the work. . . . During the week that Utah went through the worst blizzard in its history, KDYL-TV, Salt Lake City, did five remotes in six days. Mobile unit often had to plough through 20-inch snow, with the temperature down around 22 below. . . . Addition of three new shows to Mark Hawley's sked today gives the director a total of 18 a week. . . . Success of video service in New Rochelle Hospital probably will lead to similar installations in Roosevelt and New York Hospitals. . . . Wilbert S. Goustin has joined the staff of Blair-TV, Inc., as account exec. Firm represents four stations now on the air, with four more to begin operation this year. . . . Philco filed proposed findings with the FCC yesterday supporting its contention that AT&T has no right to refuse to carry programs that have been relayed in part on another system. . . . WBAP-TV, Ft. Worth, has shifted its day off the air from Tuesday to Wednesday.

Pulse Top 10 Tele Programs

(January, 1949)

NEW YORK			PHILADELPHIA			CHICAGO		
Texasco Theater	WNBT	60.3	Texasco Theater	WPTZ	64.0	Wrestling	WGN-TV	47.0
Talent Scouts	WCBS-TV	43.3	Talent Scouts	WCAU-TV	62.0	Super Circus	WENR-TV	30.0
We, The People	WCBS-TV	36.7	We, The People	WCAU-TV	62.0	Film	WBKB	34.0
Basketball	WCBS-TV	35.3	Break The Bank	WFIL-TV	52.0	Video Varities	WENR-TV	34.0
Kraft Theater	WNBT	34.7	Toast of Town	WCAU-TV	49.0	Film	WGN-TV	36.0
Toast of Town	WCBS-TV	33.3	Boxing	WPTZ	49.0	Wrestling	WENR-TV	35.0
Winner Take All	WCBS-TV	30.7	Mummers Parade	(3 Stas.)	46.0	Hockey	WBKB	34.0
Amateur Hour	WARD	29.3	Amateur Hour	WFIL-TV	44.0	Wrestling	WBKB	32.0
Boxing	WNBT	28.7	Phil Silvers	WPTZ	43.0	Phileo Playhouse	WNBQ	32.0
Phil Silvers	WNBT	28.7	Gay Nineties	WFIL-TV	42.0	Film	WENR-TV	30.0
						Film	WBKB	30.0

United World Pix Released To Video

United World Films, a subsidiary of Universal - International, today started the issuance of regular schedule of films for television use at specified rentals or purchase.

During the first half of this month, 13 childrens' features of 20 to 60 minutes each, starring Anthony Wager and Jean Simmons, will be released, it was announced yesterday by Lewis Blumberg, sales manager for UW's tele department. Two serials, one of five reels and one of six reels, will be offered before the end of the month.

Other releases for the first six months of the new program include:

March: 13 episodes in the "Stranger Than Fiction" series;

April: A sports package of 11 to 13 reels, featuring the late Babe Ruth and other top sports personalities, and a series of British "Secrets of Life" films of an educational nature, with humor, on animals and plant life.

N. Y. C. To Begin Shooting Video Films Around Mar. 1

March 1 target date has been set by the Municipal Broadcasting System for the opening of production on a series of film documentaries to be carried by the city's commercial stations. Move will be the beginning of an interim TV program by the city pending establishment of its own video outlet.

Film Shows to Give Experience Because of the expense, it probably will be some time before the city enters tele operation. Production of film shows now, officials believe, should provide WNYC staffers with considerable experience in TV techniques.

Film production will be handled by a newly-organized TV unit within the municipal radio setup. Supervisor

Video Film Library Established By Army

The Department of the Army announced yesterday the opening of a central television film library at the Signal Corps Photographic Center, Long Island City, N. Y., to meet "a rapidly increasing demand" by stations for official motion pictures.

Library was established to simplify service to stations and to help overcome difficulties that have been encountered in obtaining legal clearance of many Army films for scanning, the announcement said.

Library Areas Listed Films may be obtained through Public Information Offices in the nation's six Army Area headquarters, located for First Army at Governors Island, New York 4, New York; for Second Army at Fort George G. Meade, Maryland; for Third Army at Fort McPherson, Georgia; for Fourth Army at San Antonio, Texas; for Fifth Army at Chicago, Illinois, and for Sixth Army at San Francisco, California.

To Be Enough For All, He Tells Exhibitors

(Continued from Page 1)

vantage in some situations in applying for tele licenses. The Chairman said that there is no flat rule, however, pointing out that many newspapers have been licensed for AM and TV.

The TOA board also voted to counsel all producers and distributors against releasing their films to tele. Release to stations of "films created for and paid for by the motion picture theaters," would be "a grave danger and injustice," the resolution stated.

Possibility of concerted action against release of movies to video was seen in the statement that TOA membership will be informed about films which are made available to stations and the responsibility for such releases "in order that our members may correctly assay the damage that may be accruing to their investments by such unfair practices, and that they may take such action as is legally permissible to protect their business."

The board suggested that producers experiment with "specially made trailers for selling motion pictures through television as part of national publicity campaigns prior to the release of pictures." It was proposed that such trailers be made available to theaters, "which in turn would purchase time for the showing of trailers on television at the local level."

'Television,' NAB Study, Going Into 2nd Printing

Washington—NAB revealed yesterday that a second printing of its staff study, "Television," has been forced by the heavy and steady demand for the chapter-by-chapter publication. The reprint will include the introduction and the first three chapters, all the material thus far published, NAB said. Editor of the publication is Charles Batson.

Planned for serial publication, the study will contain several more chapters and parts, now in the writing and editing process. Chapter One is devoted to fundamentals of television, chapter Two to construction costs, and chapter Three to annual operating costs.

New Spot Firm Opens

Hardie Frieberg, former public relations executive, has been named president of Columbia Television Productions Inc., newly formed video firm at 270 Park Avenue.

Out in cleveland

Hooper Reports:

WGAR



31.9%

STATION B

25.3%

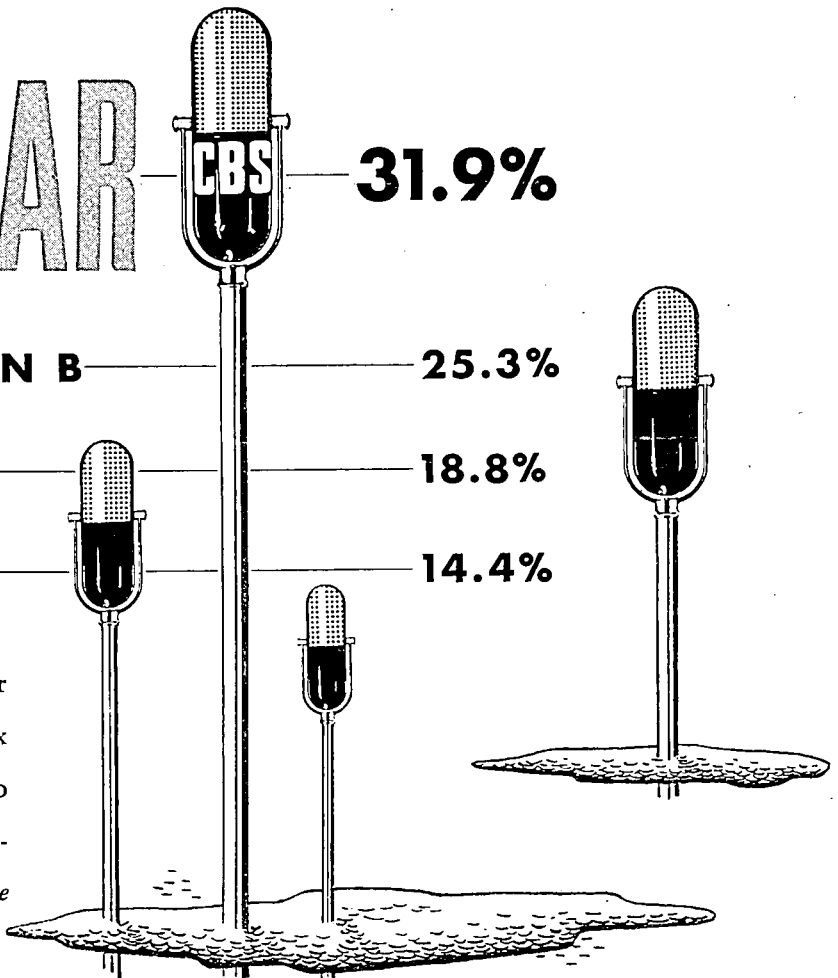
STATION C

18.8%

STATION D

14.4%

The November - December Hooper Station Listening Index shows that WGAR *continues* to stand out as Cleveland's listening habit. And this was *before* Jack Benny and other new 1949 features were added to the program schedule of Cleveland's Friendly Station.



WGAR

50,000 WATTS

CLEVELAND

MOST POWERFUL SIGNAL OF ANY CLEVELAND STATION *in Cleveland...in Akron...in Canton*

Represented Nationally by  EDWARD PETRY & COMPANY



RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 46, NO. 23

NEW YORK, WEDNESDAY, FEBRUARY 2, 1949

TEN CENTS

RADIO AIDING STORM SWEEP STATES

Unlimited-Time OK Asked By 31 Stations

Washington Bureau of *RADIO DAILY*
Washington—A group of daytime stations operating on the 730, 800, 1000, 1050, 1220 and 1570 bands yesterday asked the FCC to open up those bands for unlimited-time broadcasting. They suggested a hearing to go into the matter, arguing that a long-standing agreement with Mexico regarding these bands is no longer in force, and that the obligation to restrict them to daytime use adopted at the NARBA conference in 1937 has expired. It is possible to protect Mexican stations on the same bands,

(Continued on Page 4)

\$23,500,000 Equip. Sales Forecast For This Year

Radio communication equipment sales should reach \$23,500,000 in 1949, according to E. H. Vogel, manager of marketing for the General Electric Company's Electronics Department, who addressed a conference of radio communication specialists at Electronics Park, Syracuse, N. Y.

Reporting a probable expansion in new installations of 28 per cent, Mr. Vogel told the group that the great-

(Continued on Page 2)

Rayve Will Sponsor CBS Daytime Series

"Winner Take All" will be sponsored on CBS as a quarter-hour show five days a week by Rayve shampoo and home permanent wave kits, starting Feb. 28. Program will be heard 4:30-4:45 p.m., EST. Agency is J. Walter Thompson, Chicago.

Bud Collyer will emcee the quiz show when it switches to the after-

(Continued on Page 2)

Wrist Radio Next?

Chicago—An approach to the Dick Tracy type of "wrist radio" made famous in the cartoon strip, is being made by a Cleveland firm, which expects soon to receive FCC approval of a so-called citizens band, between 460 and 470 megacycles, for citizen use of the new radio.

Chicago FCC officials said they have received numerous inquiries from farmers and others wishing to make use of the new radio, which is said to be the first portable radio transceiver, or walkie talkie, for public use between offices, plants, farms, homes and automobiles. The set assembled in Cleveland is 6 by 2½ by 1¼ inches and can easily be carried in a coat pocket. Headphones and batteries are carried in a separate case the size of a miniature camera, and a folding antenna screws into one end. New subminiature tubes and silver-on-ceramic circuits are used to achieve the necessary small size, and a single push button changes from receiving to transmitting.

Whole Or Part Sale Of ABC Out—Woods

West Coast Bureau, *RADIO DAILY*
Hollywood—Despite new reports, ABC is not selling out to 20th-Fox and all negotiations have been terminated, Mark Woods said here yesterday. Woods said at one time it had been thought advantageous to make a deal with Fox, but the parties con-

(Continued on Page 5)

Stations Giving Emergency Service To Isolated Communities In Dakotas, Nebraska And Other States

Radio And TV Barred By House Committee

In what could be interpreted as an official recognition of radio and television as the most powerful media of news dissemination, the House Un-American Activities Committee has singled out audio-video facilities to bar both from covering future sessions.

The committee voted unanimously

(Continued on Page 3)

CBS Names Hausman Director Adv. & SP

Louis Hausman has been named director of advertising and sales promotion for CBS, it was announced by Frank Stanton, network president. Hausman will report to Victor M. Ratner who continues as vice-president in charge of the department.

Hausman has been associate direc-

(Continued on Page 3)

Tatum Elected To Board Of Don Lee Stations

West Coast Bureau, *RADIO DAILY*
Hollywood—Don Tatum, counsel for ABC here, has been named to board of directors of Don Lee-Mutual and general counsel, serving also

(Continued on Page 2)

Radio's dramatic role in giving emergency service to the storm bound areas of Nebraska, North and South Dakota, Colorado, Utah, and other west and southwest areas hard hit by the recent blizzards is being revealed in reports being received by the networks, National Associa-

(Continued on Page 3)

Movie Producer Plans Programs for WMGM

The long-planned-for closer integration of WMGM, the New York outlet of Metro-Goldwyn-Mayer, with the motion picture industry will become a reality shortly with the addition of about six hours of Hollywood features to the station's weekly programming schedules.

WMGM program director Raymond Katz is expected to return to New York within a few days from his huddles with motion picture executives on the new programs which

(Continued on Page 8)

Radio Tubes Sold In 1948 Totalled Over 200,000,000

Washington Bureau of *RADIO DAILY*
Washington—RMA has revealed that more than 200 million radio receiving tubes were sold in 1948 by RMA member-companies. Tube sales totaled 204,720,378, an increase

(Continued on Page 3)

New ET Network Service Will Be Launched Soon

Formation of a new network transcription broadcasting service with headquarters in New York and offices in key center cities was announced yesterday by Ray Green. The new company will be known as the Transcription Broadcasting System and will start operations serving 116 member stations on February 15th.

The officers of the new network are: President, William J. McCam-

bridge, formerly general manager of Press Association (radio subsidiary of AP) and currently president of Press Wireless, Inc; Executive v-p, Ray Green, president and executive producer for Kermit-Raymond Corporation; Vice-President, David Fiel; Treasurer, Theodore Green; Secretary, Howard Epstein; General Sales Manager, Arthur Simon, formerly of Bulova stations; Director of Sta-

(Continued on Page 4)

ASCAP Remion

Seventy-five field representatives of ASCAP are meeting in New York this week in the first conference of field men since the beginning of World War II. Fred E. Ahlert, president, welcomed the representatives at the opening session Monday at the Waldorf-Astoria Hotel. During the week department heads will hold clinics.

New Lyrics

Goodman Ace and his wife Jane returned to the air over CBS last night after a five-week vacation. This time the former sponsor, General Foods, was missing although Ace used a quartet to introduce the show. Instead of singing and spelling out J-E-L-L-O came forth with a special Ace rendition of S-U-S-T-A-I-N-I-N-G.



Vol. 46, No. 23 Wed., Feb. 2, 1949 10 Cts.

JOHN W. ALICOATE : : Publisher

FRANK BURKE : : : : Editor

MARVIN KIRSCH : Business Manager

Published daily except Saturdays, Sundays and Holidays at 1501 Broadway, New York, (18). N. Y., by Radio Daily Corp., J. W. Alicoate, President and Publisher; Donald M. Mersereau, Treasurer and General Manager; Marvin Kirsch, Vice-President; Val Adams, Associate Editor; Chester B. Bahn, Vice President; Charles A. Alicoate, Secretary Terms (Post free) United States outside of Greater New York, one year, \$10; foreign, year, \$15. Subscriber should remit with order. Address all communications to Radio Daily, 1501 Broadway, New York (18), N. Y. Phone WIsconsin 7-6336, 7-6337, 7-6338

WEST COAST OFFICES
Al Steen, Manager
6425 Hollywood Blvd. Phone: Granite 6607
WASHINGTON BUREAU
Andrew H. Olfert, Chief 6417 Oahlonga 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

(February 1)

NEW YORK STOCK EXCHANGE

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

NEW YORK CURB EXCHANGE

Table with columns: Hazeltine Corp., U. S. Nat. Union Radio. Columns include Bid, Ask, Net Chg.

OVER THE COUNTER

Table with columns: DuMont Lab., Stromberg-Carlson, U. S. Television, WCAO (Baltimore), WJR (Detroit). Columns include Bid, Ask, Net Chg.

Luden's Dropping Show

Luden's, Inc., will drop its sponsorship of "Strike It Rich" on CBS after the broadcast of Feb. 20. Program, now heard Sundays from 5:30-6 p.m., EST, will remain on the air but probably will switch to a night time spot during the week.

INS has served

INS has served WENR CHICAGO FOR 11 YEARS. Includes images of calendars for 1947, 1948, 1949.

★ COMING AND GOING ★

CARL DOZER, commercial manager of WCAE, Pittsburgh, Pa., is in New York for conferences with the national representatives of the ABC affiliate.

HUGH FELTIS, president of BMB, yesterday left Cincinnati for Cleveland, where he'll spend today and tomorrow.

GEORGE HICKS, American network commentator, has left for Dallas, where his morning programs will originate next week. He's in the Texas city for the broadcast of Sunday's "Theater Guild of the Air," on which he's the "voice of U. S. Steel."

ALAN SCHROEDER, "SOCK" HETTLER and JOHN SHELTON, all WOR account executives in the Chicago territory, are in New York for the station's sales meeting. Also here for the confab are ELMER KETTELL and MISS "NICK" CARTER, of Kettell & Carter, Boston sales reps for the station.

ELTON HALL has arrived from WVPO, Stroudsburg, Pa. He was welcomed yesterday at the offices of his national reps.

JACK CARSON and the members of his program company will arrive in New York tomorrow and will open an engagement Friday at the Strand Theater. While here they'll broadcast from the CBS studios.

JOHN P. NELL, account executive at WOR, is back from a two-week vacation spent at Montego Bay, Jamaica, B.W.I.

MILTON BACON, assistant to the general manager at WABC, to Princeton, N. J., where he'll address the Present Day Club of that college town.

HARRY S. GOODMAN, president of the transcription firm bearing his name, is spending ten days in Chicago to talk video and radio with station and agency men.

Tatum Elected To Board Of Don Lee Stations

(Continued from Page 1)

as assistant secretary. In addition, he will assume executive duties for President Lewis Allen Weiss and Willet Brown, executive vice-president. Tatum is resigning as a partner in law firm of Lillich, Geary & McHose. He takes his new duties Feb. 15.

Columbia Execs. Named To Merchandising Posts

Columbia Records, Inc., has appointed Ken McAllister as manager of distribution and promotion and Jeff Wilson as manager of distribution and merchandising, it was announced yesterday by Paul E. Southard, v-p in charge of merchandising.

In the newly-created posts, McAllister will be in charge of all advertising, sales promotion and publicity, and Wilson will be responsible for all merchandising departments, chain store sales, sales statistics and the label department.

10 YEARS AGO TODAY

From the Files of Radio Daily

Private station owners have founded The Province of Quebec Private Radio Station Association which is intended to improve the quality of radio programs and to study the means available to co-operate more closely with religious and welfare organizations. . . . New York State Grange, powerful representatives of farm organizations with a 134,144 dues-paid membership, has gone on record against Federal control or censorship of the radio. . . . The "Lone Ranger" which is sponsored over a part of the MBS network by Gordon Baking Co., was set over 10 additional MBS stations to be aired under the sponsorship of a competing baking concern, General Baking Co.

Rayve Will Sponsor CBS Daytime Series

(Continued from Page 1)

noon daily slot. Bill Cullen is unable to continue because he's tied up with Toni.

At present "Winner Take All" is aired on Saturday from 7-7:30 p.m., EST, but this show is expected to be dropped. The quarter-hour series actually starts on Feb. 14 as a sustaining show, two weeks before Rayve begins sponsorship.

With "Winner Take All" going in as a strip series, it will affect the Robert Q. Lewis show, now broadcast from 4:30-5 p.m., EST. Lewis will remain on CBS, however, either cutting his program down to 15 minutes or switching to a new time period.

\$23,500,000 Equip. Sales Forecast For This Year

(Continued from Page 1)

est purchasers would be police departments, utilities, taxicab companies, the petroleum industry, and forestry groups.

According to the market analysis for 1949, police departments will spend \$6,000,000 for radio communication equipment, a 16 per cent increase in new users. Taxicab companies should show a 25 per cent rise in new licensees with total purchases of \$5,000,000. The expansion in utilities will probably be 30 per cent and sales will reach \$4,000,000, while new installations in the petroleum industry should expand 75 per cent, representing \$3,500,000 in total sales.

Mr. Vogel also predicted a 25 per cent rise in forestry conservation installations, a 50 per cent increase for fire departments, a 100 per cent expansion in highway maintenance installations, and a 160 per cent gain in the forestry industries.

WLIB "Comedy Showcase"

Dick Christman is starred in the new "Comedy Showcase" which premieres today, Wednesday, over WLIB, New York, from 5:15-5:30 p.m. Program, to be heard every Wednesday, is sponsored by the Cambridge School of Broadcasting.



Signs of the times?

Some time ago everybody bid for that porker. He was a bargain at \$30.50 per hundredweight. Then all of a sudden nobody wanted him at \$22.25 per hundred pounds.

Fortunately, the makers of packaged, branded goods aren't exposed to such fluctuation in prices to the same degree.

But they sure are wide open for sniping by the opposition. Today the battle for brands is on in full sway.

Down here is the country's 6th largest city, if you use radio, there's a way to keep your brand on top and selling.

Use W-I-T-H. That's the hard-working sales station that has become one of the most successful independents.

In this big city, W-I-T-H delivers more listeners-per-dollar than any other station in town.

Smart time buyers know this . . . they've been using W-I-T-H as the backbone of their schedules. W-I-T-H pays off with low-cost sales.

Try it . . . chances are you'll like the action it gives you.

AM W-I-T-H FM Baltimore 3, Maryland TOM TINSLEY, President Represented by Headley-Rood

Stations Aiding Storm Swept States

(Continued from Page 1)

tion of Broadcasters and press wire services.

Rural areas of states affected by the storms have been entirely dependent on radio for rescue information, weather reports and general news for the past 10 days and indications that the same situation will prevail for another week. Chris Mack, farm director of WNAX, Yankton, S. D., reported following an air survey of the Dakotas and Nebraska. Substantially the same report was given by Gene O'Fallon of KFEL, Denver, who added that radio's role in the storm bound sections of Colorado has been a fine example of public service.

Other sections of the country reported impaired communications service because of power failure due to snow and sleet. The heavy storm which hit North Texas last Thursday knocked out all Fort Worth stations were off the air with exception of KFJZ which was operating with auxiliary equipment. Similar conditions were also reported by other local communities.

Governors Use Radio

Nebraska's Governor Val Peterson and South Dakota's Governor George Mickelson reported on their efforts to get national aid for these two blizzard stricken states in a recorded telephonic conference set up and broadcast by WNAX, Yankton, S. D., last Friday.

The recorded reports were given in a two-way interview with Art Smith, WNAX news director, and broadcasted the next day news during the broadcast Governor Peterson in the midst of denouncing Nebraska's request for national aid and Fifth Army help for the emergency relief was interrupted by a recorded call from Governor Mickelson to the emergency in Washington. Governor Mickelson stated his report on the conditions in the Dakotas and Nebraska states for national aid.

WNAX Cares Emergency Aid

WNAX, Yankton, S. D., is helping in the relief work of the emergency aid for the states of Nebraska and South Dakota. The station has been broadcasting news reports and weather information for the past several days. The station is also helping in the relief work of the emergency aid for the states of Nebraska and South Dakota.

KNOW-HOW ISN'T ENOUGH!

There's more to it than just knowing how to do it. You need the right equipment, the right materials, the right instructions. That's why you should get the Know-How Kit. It's the only kit that gives you everything you need to get started. It's the only kit that's worth the money. It's the only kit that's worth the effort. It's the only kit that's worth the time. It's the only kit that's worth the trouble. It's the only kit that's worth the pain. It's the only kit that's worth the sweat. It's the only kit that's worth the tears. It's the only kit that's worth the blood. It's the only kit that's worth the life.

For more information, contact the Know-How Kit Company, 123 Main Street, New York, N.Y. 10001. Phone: 1-212-123-4567.

President To Speak

President Truman, speaking from Washington, will launch the official opening of the American Red Cross 1949 Fund Campaign during a special program which will be heard on the major networks on Monday, Feb. 28, from 9 to 10 p.m. EST. The program will originate from Medinah Temple in Chicago and will include an address by General Dwight D. Eisenhower. President Truman will be heard from Washington.

CBS Names Hausman Director Adv. & SP

(Continued from Page 1)

tor of advertising and sales promotion since October, 1947. He joined CBS in 1949 and from 1941 to 1947 was manager of the sales promotion presentation division. Prior to coming to Columbia, Hausman was associated with the American Safety Razor Co. and Remington Rand.

Dillon Joins F C & B As Executive Vice-Pres.

Luis G. Dillon, for the past fifteen years with McCann-Erickson, has been appointed executive vice-president of Foote, Cone & Belding International Corporation, it was announced yesterday by Harry A. Berk, president. He will be in charge of all Latin American activities.

Dillon has been associated with Latin American advertising campaigns for such accounts as Holyden, Adams, Everhart, Brantel-Myers, Chasebrown, Schenley, International Harvester, Lohm & Fink, and many others.

John on last Wednesday, to survey conditions there and was on hand when the new blizzard struck. Special recorded telephonic conversation between Mack and WNAX news director Art Smith from Martin, S. D., in the heart of the disaster area, have been broadcast daily on WNAX's news. Mack is traveling first to Western Nebraska and West Dakota with Dakota's emergency relief committee.

It will be recalled that a special recorded telephonic conversation between Mack and WNAX news director Art Smith from Martin, S. D., in the heart of the disaster area, have been broadcast daily on WNAX's news. Mack is traveling first to Western Nebraska and West Dakota with Dakota's emergency relief committee.

It will be recalled that a special recorded telephonic conversation between Mack and WNAX news director Art Smith from Martin, S. D., in the heart of the disaster area, have been broadcast daily on WNAX's news. Mack is traveling first to Western Nebraska and West Dakota with Dakota's emergency relief committee.

Radio Tubes Sold In 1948 Totaled Over 200,000,000

(Continued from Page 1)
of more than five million over the 199,533,827 tubes sold in 1947.

Sales of receiving tubes in December also increased considerably over December, 1947, but fell below November, 1948, sales, RMA said. December sales totaled 19,270,164 compared with 16,511,408 in December, 1947, and 21,118,874 in November, 1948.

A breakdown of RMA membership sales in 1948 showed 146,162,214 tubes sold for new sets; 47,056,521 for replacements; 10,686,769 for export, and 814,874 sold to Government agencies. December sales included 14,721,114 tubes sold for new sets; 3,440,437 for replacements; 1,048,760 for export, and 59,854 sold to Government agencies.

Plan Writing Course

St. Louis—A weekly class in radio news writing, sponsored by the extension service of the University of Missouri School of Journalism, being conducted by Al Brandt, of the News department of KNOK, St. Louis. The class will be held every Monday evening at 7:00 p.m. It began January 31.

Mr. Brandt is a graduate of the University of Missouri School of Journalism, is a short story writer and has had several of his works published.

Radio And TV Barred By House Committee

(Continued from Page 1)

on Monday to bar radio, television and news photographers, while continuing to admit newspaper reporters and visitors, to regularly open meetings. It was believed that the decision on the "no picture" rule was made because of widespread criticism that the spy-hunters were more interested in publicity than in investigations.

Washington Bureau of RADIO DAILY

Washington — The House Un-American Activities Committee on Monday voted unanimously to ban newsreel, TV and still cameras from its hearing rooms, and to keep microphones out as well. Immediately a meeting was called for today of the House Radio Correspondents Gallery, and it was considered certain last night that stiff protests will be launched with the Committee. It appeared that the heaviest immediate pitch would be to keep the right to record and broadcast live the happenings before the Congressional committee.

Because of lights and the bulk of equipment necessary for TV coverage, it appeared last night there was some disposition to make that a separate issue.

For Profitable Selling—Investigate

WDEL
WILMINGTON
DELAWARE

WGAL
LANCASTER
PENNSYLVANIA

WEST
EASTON
PENNSYLVANIA

WORK
YORK
PENNSYLVANIA

WRWA
READING
PENNSYLVANIA

WKBO
HARRISBURG
PENNSYLVANIA



ROBERT MEEKER ASSOCIATES

New Net ET Service Will Start On Feb. 15

(Continued from Page 1)

tion Relations, Stephen Girard, formerly of World Broadcasting Corporation; Director of Advertising, David Finn, formerly of the American Artists Group and Director of Publicity, William Ruder, formerly exploitation director of Samuel Goldwyn Productions.

Arthur Beckwith, formerly associated with Joseph Hershey McGillivra, will head the Chicago office of the new company. The Los Angeles office, which will handle both production and sales, will be under the direction of Harold "Scrappy" Lambert, formerly of MCA. A new staff of five men will operate out of the New York, Chicago and Los Angeles offices.

Operational plans of the new service was revealed yesterday by Mr. Green. They include:

1. "Five shows will be delivered immediately to member stations. These shows are "Hollywood's Open House," "Mooing Nest," "It's a Great Show," "Anything for Laughs," and "The Radio Theater of Famous Classics."

2. "The five shows (10 weekly programs) represent balanced programming (5 1/2 hours weekly) for all stations. They offer six hours weekly of musical disc jockey shows, a half-hour musical music-comedy-drama-variety show, a half hour of radio theater, five quarter hours of variety-comedy, and six five-minute comedy shows weekly.

3. "The total cost of these shows plus network service outlined below to member stations is the one-time class "A" national half-hour rate weekly (\$40 minimum weekly).

4. "TBS is establishing offices in New York, Detroit, Chicago, Los Angeles, Cleveland, Dallas and Atlanta. Through these offices direct solicitation will be made to national advertisers on behalf of every TBS station.

5. "TBS will maintain an extensive advertising schedule in leading trade and advertising papers in which all network member stations and their advantages of TBS shows will be advertised. A program bulletin to all time-buyers at advertising agencies will be sent out monthly. This service is rendered at no cost to member stations.

6. "Three times yearly, TBS will submit a questionnaire to all member stations of five or six new shows available for immediate production. Each station will have an opportunity to ballot for the show most suitable to its requirements. On the basis of the needs of the majority, the most wanted show will be produced and added to the five shows already in distribution.

7. "TBS maintains in its New York office a complete advertising and publicity office which will service each station with press and promotion material on each show, gratis."

Based on these points, Green stated, "the first real and only transcribed network operation in the country has been founded. It is our goal to build up a broadcasting system of about 500 stations carrying anywhere from 15 to 20 hours of TBS shows weekly for local, national and regular sponsorship. This can be accomplished only by offering the finest shows in radio produced by our affiliate, Kermit-Raymond, with a view towards stations' requirements for balanced programming. Without a doubt, the five initial TBS shows represent the most expensive and best produced transcribed shows in radio. Our books are open to prove this point, regardless of any outside claims to the contrary."



Mainly About Manhattan. . . !

• • • What's this we hear about Ralph Atlass purchasing WMCA? . . . Prez Truman being sought to speak at the convention of the NAB next April. . . Much talk around that Bill Paley has already corralled Roberto Hope. (Plenty of life at CBS these days and where there's life there's Hope). . . The comic, incidentally, stands a good chance of latching onto that Louisville station. . . And speaking of talent owning stations, Frank Morgan is aiming to build himself one in Borrego Springs, Calif. . . Eddie Cantor also interested more than somewhat in the CBS siren song (with built-in money bags). . . Milton Berle planning a few weeks of Florida sunshine before resuming his chores for Texaco. Will be off the show at least four weeks. . . Olsen & Johnson, in one of the most expensive shows yet created for TV, are being submitted to Chrysler. . . Jim Fonda assigned by CBS to develop TV plans for Amos 'n' Andy. . . Walt Disney in town discussing video deals. . . Camels will sponsor the Golden Gloves from Chicago. . . Paul Winchell such a click on the Jane Pickens show over NBC that his series of guest appearances has been extended indefinitely. Meanwhile, the web is readying a show of his own. . . Sammy Roen, publicity director at MCA, has quit his post and N.Y. itself to buy an orange grove in Orlando, Fla., and live like a country gentleman.

★ ★ ★ ★

• • • Starting April 11th, "Luncheon At Sardi's," Bill Slater's daily interview sessions via WOR, will be extended to one hour (1 to 2 p.m.). This move on the part of the producers and the station was brought about to accommodate the increased demand on the part of sponsors to buy spot participation. Some 180 Mutual stations, including the Don Lee web, will continue to carry a half-hour of the program daily at 12:30.

★ ★ ★ ★

• • • AROUND TOWN: Looks like "Suspense" will be bought as a TV package on CBS by Auto-Lite. . . Curt Gowdy, Oklahoma City ball-caller, signed for the No. 2 spot with Mel Allen this season on the Yanks. . . The idea that big names are essential to a dramatic show is exploded by Kraft TV Theater which uses none whatsoever and wound up as the only dramatic series in the top 10. . . The Al Durantes (he's the ace J. Walter Thompson exploiter) have named their 2nd lad Jay Allyn. . . NBC auditioned Henry Morgan last nite with Fred Allen as guestar. (One would think they'd know the lad's work by this time). . . The Hartmans signed for TV starting the last Sunday in February, with Textron picking up the tab. They'll do a Hartmans at Home idea, sort of a Fibber McGee & Molly series. . . Earl Ebi, former producer of the E. Bergen stanzas, appointed TV head of the H'wood office of J. Walter Thompson. His duties, among other things, will be to consolidate H'wood and N.Y. TV operations. . . CBS has renewed its option on the Walt Framer-Peter Arnell package, "Exchange for Happiness." . . N. Y. newspapers carrying a classified ad offering half-interest in a local FM station for sale. . . A CBS exec dining with realtor Walter Shirley asked his opinion of CBS entertainment. "You've got some really first raid shows," quipped Shirley.

★ ★ ★ ★

• • • SMALL TALK: Our New Haven spy reports that Paul McGrath is winning plenty of raves for his slick emoting in the John Garfield opus, "The Big Knife." . . Alan Sands, seeking a novel approach to across-the-board programming, has cut audition discs with Jack Kruschen and Paul Dubov of a show called "The News That Amuses." Show is designed as an antidote to the innumerable newscasts which more-or-less rehash the same news items throughout the day. . . Watch for some important news breaking on Arthur Simon, formerly exec veepee of WKBW, Buffalo and one-time general manager of WLIP.

Unlimited-Time OK Asked By 31 Stations

(Continued from Page 1)

it was said, and at the same time to provide badly needed night service for large areas of this country.

The petition was filed by Attorney Leonard Marks for KWOA, Worthington, Minn.; KWRE, Warrenton, Mo.; WKYB, Paducah, Ky.; WFAK, Falls Church, Va.; KVLO, Little Rock, Ark.; WLIP, Kenosha, Wisc.; WCPA, Clearfield, Pa.; WDSC, Dillon, S. C.; WCHA, Chambersburg, Pa.; WMGY, Montgomery, Ala.; KWGB, Goodland, Kansas; WKTG, Thomasville, Ga.; WHOS, Decatur, Ala.; WRIB, Providence, R. I.

Also WKYW, Louisville, Ky.; WPTW, Piqua, O.; WPIT, Pittsburgh, Pa.; WACE, Chicopee, Mass.; WGAY, Silver Spring, Md.; KVSM, San Mateo, Calif.; WPAG, Ann Arbor, Mich.; KFMJ, Tulsa, Okla.; WHWL, Nanticoke, Pa.; WPIK, Alexandria, Va.; WTIK, Durham, N. C.; WLIO, East Liverpool, O.; KTOW, Oklahoma City; WSWN, Belleglade, Fla.; WMBM, Miami Beach; WRFS, Alexander City, Ala., and KTRY, Bastrop, La.

Naval Air Reserve Show Slated For 800 Stations

Chicago—The "Naval Air Reserve Show," claimed to be Chicago's largest and most widely spread transcribed package, begins public service airings via 800 stations in February, it is announced by Rear Admiral Richard F. Whitehead, USN, chief of the nationwide Naval Air Reserve training program.

The show, produced by the command's director of radio, Lt. Cmdr. Walter H. (Walt) Kimmell, USNR, features Jim Ameche, the Honey-dreamers, George Barnes orchestra and guest performers. Appearing in the first half of the 26-week series currently completed, are Billy Leach, Connie Russell, the King's Jesters, Skip Farrell; band leader; Skitch Henderson and Frankie Masters (with voca-wife Phyllis Myles); singers Andy Roberts and Nancy Reed, and Hollywood personalities Jerry Colonna, Jack Carson, Marion Hutton and Julie Wilson. Show also incorporates feature "Guest Within the Show," regular George Barnes and the Fine Art Quartet.

1906 *Henri* 1949
CONFISEUR
FRENCH RESTAURANT
LUNCHEON from \$2.00
DINNER from \$3.00
COCKTAIL BAR
Famous French Candies
15 East 52nd St.
AIR CONDITIONED

Whole Or Part Sale Of ABC Out—Woods

(Continued from Page 1)

cerned could not agree on a price. ABC is adequately financed to carry on in both AM and television, Woods said.

Reports that controlling interest in ABC was being sold also were denied by Woods. He said it was a coincidence that he and Nicholas Priault had sold some of their stock at a time when new contracts had been awarded to top executives. Woods said the stock sale had been made as a personal move to pay off a bank commitment.

ABC will open its Los Angeles television channel some time in May, Woods said, adding that these studios would be the largest for video in the world. ABC's San Francisco channel will start within two weeks of the Los Angeles start. From last July until May 1 of this year, ABC will have spent \$6,599,000 for video equipment exclusively. Television budget for this year is \$5,000,000 of which it hopes to get back \$1,500,000 in revenue.

Woods said ABC was negotiating for television films with Hal Roach, 20th Fox and others.

Farnsworth Fixes Blame For Financial Plight

Farnsworth Television and Radio Corp. recently revised upward its losses for 1948 to more than \$3-million because of "public and trade confusion over new types of record players and discs," general price resistance and the planned step-up of production in 1949 of low and medium priced receivers, of the re-search program and of TV tubes, says E. A. Nichols, explained late last week.

The re-appraisal of current inventories was made in connection with the public offering of securities and the changed trade conditions since the company's semi-annual statement was issued last October.

As part of its blue-print for 1949, Farnsworth "has perfected a and started production of a record changer designed to play automatically not only standard and long-playing records in both ten and twelve inch sizes, but also the newly-announced seven-inch LP record," Nichols added. The new changer will be exhibited to the press today at the Hotel St. Regis, a spokesman for the firm said.

WQXR Adds To Program Guide

WQXR has added an index of major compositions to its monthly program guide as an extra service to the 58,000 subscribers to the booklet. This convenient check list, which appears for the first time in the February issue, will show at a glance the longer compositions to be performed throughout the month, together with the dates and time when they will be heard.

★ MEMO FROM MEXICO CITY ★

By MIKE JABLONS

(Special Correspondent, RADIO DAILY)

Don Emilio Talks About TV—

● ● ● MEXICO CITY—Spent two and a half hours yesterday in the plush-lined office of Senor Emilio Azcarraga talking about the future of television and motion pictures in Mexico. Don Emilio, an everyone calls him, is Mexico's "hombre fuerte" in the entertainment business. In addition to all of his holdings in Mexican banks and real estate, Don Emilio is the majority stockholder in Stations XEW and XEQ, both 50,000 wattors, President of Radio Programas de Mexico, the country's only network, buldior and solo owner of the Alameda Theater chain of 26 movie palacos in Mexico City and a string of others throughout the country, and 50 per cent stockholder in Mexico's newest and largest movie studios at Churubusco. Television, according to Senor Azcarraga, will be in operation in Mexico City before the end of 1949.

★ ★ ★

● ● ● THE CONSTRUCTION of the new "Radiopolis," as Mexico's Radio City will be called, has already cost \$800,000 and is less than half finished. When completed, it will be the most modern radio and television broadcasting center in the world. Don Emilio feels however, that "we will have to have a network of at least 10 television stations before TV begins to pay off in Mexico." He pointed out the difficulties of cable networks in Mexican television because of the huge mountains that cross the entire country. The same mountains, incidentally, that completely ring Mexico City, enables it to be the only city in the Western hemisphere to be assigned 12 channels for TV in the present band. Don Emilio drew the analogy of an investor going into television with that of a parachute jumper. "You need a parachute," he said, "if you are going to jump into television. The parachute will have to be a radio station, movie company, or even a brewery or cigaret company, to hold you up and sustain your TV losses." Senor Azcarraga, in the role of film producer and exhibitor, did feel however, that "like advertising created new demands for cigaret smoking and radio built up tremendous new audiences for classical music, so television in the long run may aid the movies by building up vast new audiences who formerly never, or perhaps rarely entered a motion picture theater." He explained how movie theaters in Mexico may be turned over entirely to television programs, charging nominal admission rates. "The much lower purchasing power of the average Mexican compared to that of the average American, will make television receivers a luxury in Mexico, while the poorer classes will flock to television theaters for an evening's entertainment at 25 centavos (about four cents) a throw," said Don Emilio.

★ ★ ★

● ● ● MEXICAN MEMOS. Never let it be said that a Mexican doesn't like his singing, whether it be human or otherwise. Station XEW, as a background to all of its programs from 7:00 a.m. until 3:00 p.m. broadcasts the singing of a flock of 20 canary birds. . . . The station's news editor, Ramon Carreno, is kept busy all day long translating the unceasing AP teletype's chatter into Spanish for XEW's frequent news broadcasts. . . . Spent a week-end in Cuernavaca where Station XEY on Radio Programas de Mexico's "La Cadena Azul" (the Blue Network) is beamed through loudspeakers mounted in the trees in the village square. It has plenty of competition however, from the touring hands of Mariache singers that parade up and down the streets, serenading anyone at the flick of an eye. . . . RPM's Blue Network by the way now lists 19 stations hooked up by line, and 67 other Mexican stations affiliated by transcription service.

★ ★ ★

● ● ● ALONG THE PASEO DE LA REFORMA. Just missed Leonard Marks and his beautiful wife Dorothy who flew down from Washington to attend the International Conference on High Frequency allotments which has just wound up its sessions here in Mexico City. . . . FCC Commissioner George Sterling did a notable job of representing the United States at this meeting.

★ Music AND PRODUCTION

KGW's studios are workshops . . . skilled writers and technicians, armed with every necessary piece of equipment, work together to make the radio programs produced by KGW and KGW-FM the most-listened-to performances released in Portland.

Since 1927 KGW has had its own musical director and staff musicians. At that time about the only orchestrations and sheet music in the studios were brought in by the musicians themselves. Today KGW's music library is a complicated, amazingly complete file of all types of music—one of the largest, most efficiently devised music libraries on the Pacific Coast. The "live" library holds more than 50,000 classical and popular orchestrations, plus several thousand vocal and instrumental songs in album and sheet music form. More than 6,000 ten and twelve-inch standard records and World, Lang-Worth and Thesaurus transcriptions also are on hand. Special files of sound and historical recordings and transcribed commercials are maintained.

★ ★ ★

KGW's production staff and artists each week produce an average of twelve shows which originate from KGW's studios. In addition the station's special events department, in cooperation with the production staff, prepares, edits, and airs a large number of programs each month.

KGW and KGW-FM

PORTLAND, OREGON

**COMPLETE SCHEDULE
SIMULTANEOUS SERVICE**

REPRESENTED NATIONALLY BY EDWARD PETERSON CO.

Thanks to
The Academy of Television Arts and Sciences
for selecting

KTLA

as the
Outstanding Television Station

IN LOS ANGELES IN 1948...

for selecting KTLA star
SHIRLEY DINSDALE
as the *Most Outstanding Television Personality of 1948...*

for selecting KTLA show
"PANTOMIME QUIZ"
as the *Most Popular Television Program of 1948*

Four KTLA stars were honored as nominees for the
Most Outstanding Television Personality:

Rita LaRoy	Shirley Dinsdale
Bill Welch	Mike Stokey

Five KTLA shows were honored as nominees for the
Most Popular Television Program:

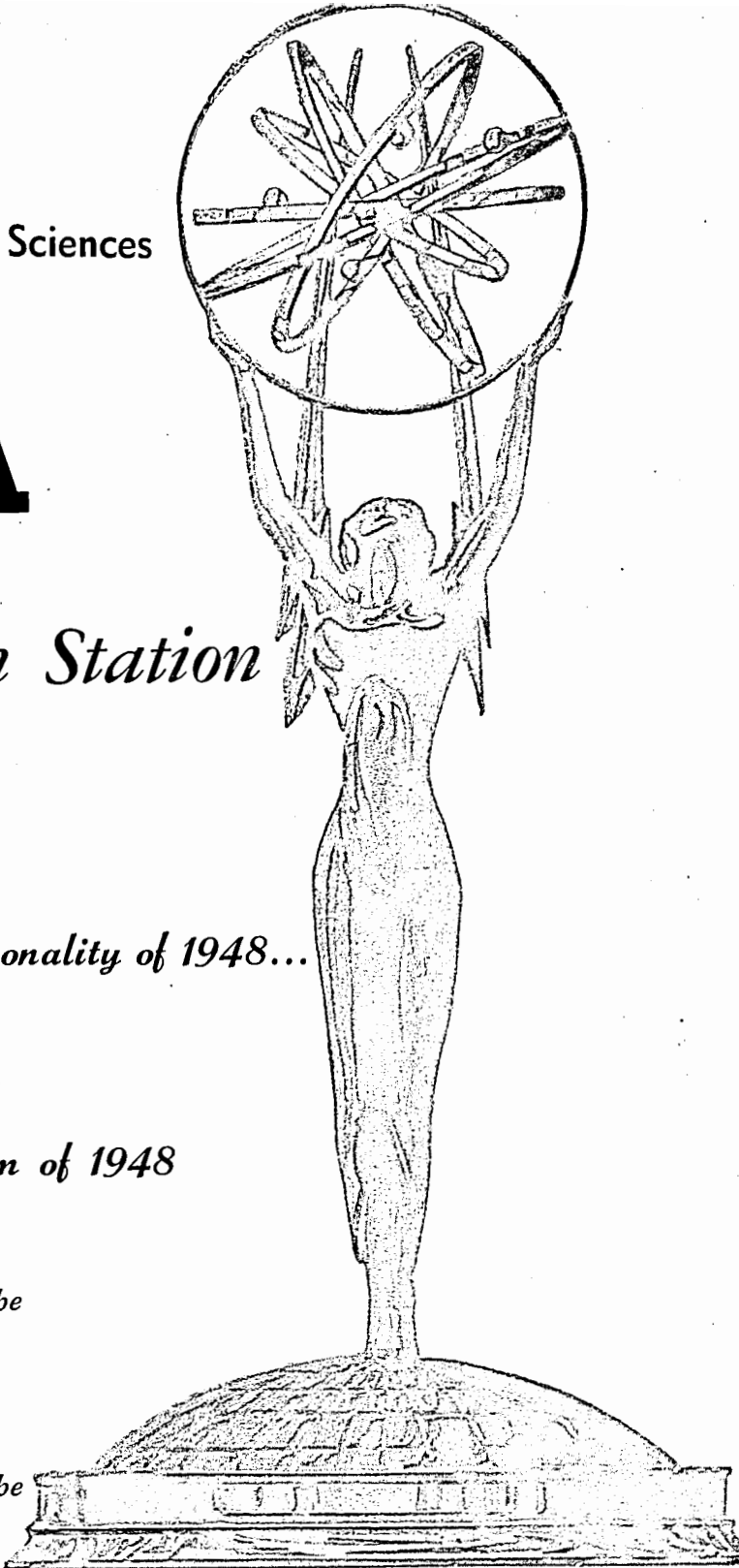
"Mable's Fables"	"Pantomime Quiz"
"Armchair Detective"	"Judy Splinters"
"Felix De Cola's Musical Scrapbook"	



KTLA • Your Star Salesman in Los Angeles

A KEY STATION OF THE PARAMOUNT TELEVISION NETWORK

Hollywood Studios: 5451 Marathon St. HOLLYWOOD 6363 • New York Office: 1501 Broadway. BRyant 9-8700 • Weed & Company, National Representatives



FIRST ANNUAL AWARDS

1948

TELEVISION DAILY

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

AT&T TELE-CABLE RULE PROTESTED

TELE TOPICS

THE FIRST THREE SHOWS on WNBT's daytime sked which began yesterday were poor, fair and sensational although not in that order, so let's take them chronologically. The first, "The Bess Johnson Club," is in the middle, quality-wise. The entire half hour was devoted to an expose of various rackets by John Burke of the Better Business Bureau. Although this is an interesting subject, there was not enough production for it to sustain the 30 minutes. Had it taken up about half of the show it would have been perfect. Use of announcer Sandy Bricker to act out a racket with a woman from the audience was a good gimmick, but was overdone. Another guest and another subject would have given the stanza much needed variety. Production was rather sloppy and there were many off stage noises, but these can be eliminated in time. Script was by Miss Johnson and Peg Mayer. Desmond Marquette directed.

The second show, "The Armchair Wanderer," belongs at the bottom of the class. Basic idea—exploration of foreign lands by films and guest interviews—is a good one, but emcee Gordon Halstead was so stiff and devoid of personality that he just about ruined it. Mispronouncing the name of one of his guests several times didn't help either. The first of two film clips used was very poor in quality although the second was better. Here, too, production was poor and feedback was heard over the audio. Halstead did his own script, which incidentally, he read on camera, and Marquette directed.

THE THIRD SHOW, comprised solely of the Three Flames, a vocal and instrumental group, was nothing less than sensational. The Flames, to be completely obvious, are the hottest act seen around town in a long while. Members of the trio—Bill Pollard on bass, Roy Testamark on piano and Tiger Haynes on guitar—are all excellent musicians and great entertainers and their comedy is new and refreshing. Unfortunately, they are scheduled for four shows a week and no act of this kind can sustain such a pace. I'd rather see them do one a week, preferably on night. And why did they have to wear those outlandish costumes? They're just as funny without them. . . . RMA prexy Max Balcom, on "People's Platform" over CBS the other nite, said that manufacturers see no obsolescence of present sets in the near future. . . . Jock Purinton has checked out as staff artist on Allen Martin's "News On the Hour" over WPIX. . . . CBS is building a new show around house comic Robert Q. Lewis. . . . NBC has hired an additional 24 newsreel staffers to work on the new format of the Camel news stanza which begins February 16.

Eisenhower Pic Series Bows On ABC In Mar.

A 26-week series of half-hour documentary films based on General Dwight D. Eisenhower's book "Crusade in Europe" will be aired by the ABC web beginning in March, it was announced yesterday. Films are being made by 20th Century-Fox in cooperation with the March of Time.

Under terms of the contract, the films will never be shown anywhere except on TV and are the exclusive property of ABC for 21 months. Series will be available for sponsorship on the net.

Arthur B. Tourtellot will be in editorial charge of production and will have a staff of MOT writers, editors and technicians assigned especially to the project. Film clips will be from official pictures taken during the war and the actual voices of Eisenhower, President Roosevelt, Winston Churchill and other leading figures will be used.

Shirley Dinsdale Show Moving To KNBH Sun.

Hollywood—Shirley Dinsdale and her alter ego, "Judy Splinters," now seen on KTLA, will begin a Sunday-through-Thursday series of 15-minute programs on KNBH, Feb. 6 at 7 p.m.

The completion of the NBC station's kinescope recording equipment will make the program available to the east coast and midwest networks and to non-interconnected NBC stations.

Program, Spot Sales Reported By WNAC

Boston—National Shawmut Bank has signed with WNAC-TV for a series of 624 five-minute weather shows to be aired twice nightly, Monday through Saturday. Titled "Shawmut Weather Forecast," seg is in addition to a nightly ten-minute news show running through next October. Agency is Doremus & Co.

Other new business signed by the Yankee web outlet includes: Durkee-Mower, Inc., through Harry M. Frost agency, one-minute spots thrice weekly through November; Albany Carpet Cleaning, 208 announcements for a year beginning Mar. 7, through John C. Dowd Co.; Pioneer Scientific, one-minute film once weekly for 52 weeks beginning Feb. 7.

Also Edgar Lewis Candy Co., station breaks three days a week, beginning Feb. 28, through Alley & Richards; R. H. White, local department store, station breaks Monday nights, through Hirshon-Garfield, and Howard Johnson Co., one-minute films, Monday and Wednesday, through Chambers & Wiswell.

Establishing TV Dept.

Chicago—John W. Shaw Advertising, Inc., has established a television department, headed by Robert Zelens, radio and television writer and producer. Jack Shaw, agency head, says the new department will specifically engage in a market-by-market television testing for clients to help them determine their relative positions in TV before embarking on big budget programs.

Press-Time Paragraphs

Auto-Lite Buys "Suspense" Over CBS

CBS mystery series, "Suspense," bows in over the web's tele hookup Tuesday, Mar. 1, 9:30-10 p.m., under sponsorship of Electric Auto-Lite Co., bankroller of the AM version. Produced by Robert Stevens, program will be separate from the radio show and will use no big name stars, drawing talent instead from Broadway legit. Newell-Emmett is the agency.

54.5 Hooper for Admiral Opener

Special Hooper survey in New York for the debut of the "Admiral Broadway Revue" over NBC and DuMont Jan. 28 gave the show a combined rating of 54.5. Individual station ratings were reported to be 36.4 for WNBT and 18.1 for WABD. Arthur Kadner is the agency.

Trinity Sets British TV Film Deal

Jack Rieger, president of Trinity Pictures, revealed yesterday that his firm has acquired exclusive video rights for the Western Hemisphere of over 120 shorts from British Foundation Pictures ranging in length from one to four reels. Rieger said also that tentative plans have been drawn up for a joint production venture in Europe.

DuMont, TBA, WU, Philco Ask FCC For Revision

Washington Bureau of RADIO DAILY

Washington—The FCC this week was urged to insist that the American Telephone and Telegraph Company rule out its insistence that TV programs either be carried their entire network distance on telephone company cables or not at all. Instead, the Commission was told by DuMont, Philco, Western Union and TBA, it should be permissible to use microwave relay facilities, for instance, to send a program from Philadelphia to New York, and thence to Boston via telephone company's coaxial cable.

AT & T Defends Policy

AT&T held that its ban on interconnection is sound public policy, "avoiding wasteful duplication of facilities and inefficient use of frequencies." Further, it argued, striking the ban on interconnection would eventually mean higher service costs and higher network sending rates for TV. The ban on interconnection is "essential" to continued development of cable service for TV broadcasters throughout the country, it was argued.

DuMont held that the telephone company has been slow in preparing its cable systems and inefficient in operating them. Further it argued that the ban on interconnection would destroy a large investment in TV microwave relay facilities.

DuMont Warns Of "Monopoly"

The ban, said DuMont, is designed "primarily for the purpose of giving the Bell System an eventual monopoly over the transmission of television programs from city to city, the construction of transmission facilities designed to carry programs throughout the nation, and the manufacture of all equipment which is used for the purpose of carrying on intercity television transmission." DuMont submitted to the Commission a lengthy and detailed analysis of the dangers of monopoly.

Philco made strongly the argument that the TV industry will be held back if it must wait for the telephone company to put lines in throughout the country, but that private broadcasters cannot undertake to put in other relay facilities or lines if the interconnection ban is retained. Speed in spreading TV network programming is important, said Philco, but there are many parts of the country which are not now and may never be reached by telephone company cables.

Both TBA and Western Union made similar arguments.

SAN FRANCISCO

TOM DAVIS has resigned as KGO local and ABC spot sales representative to organize his own business in the receiver and equipment end of the television field. He is succeeded by Gil Freeman, formerly with station KYA, who will join the KGO staff on February 7th.

Ira Blue, KGO sports editor has received the first Civic Service Award issued by the San Francisco Mission District Aerie No. 2788, Fraternal Order of Eagles. The award is made each month for outstanding community service performed by a local citizen.

Dennis Day came to San Francisco to spark the opening of the \$750,000 building fund appeal of the Sisters of the Good Shepherd.

Bill Gavin has been appointed writer-producer on KNBC's production staff. Gavin is national vice-president of the American Federation of Radio Artists. He is a veteran of many years in radio and gave his first program over KPO in 1929. For the past year and a half he has had his own "one man variety" show on KNBC.

KNBC general manager John W. Elwood has been re-elected president of the Downtown Association of San Francisco, an organization of more than a thousand businessmen seeking to promote the general welfare of the business section of San Francisco.

Movie Producer Plans Programs For WMGM

(Continued from Page 1)
will include M-G-M players and properties. Katz and WMGM sales director Bertram Lehar, Jr., have been on the west coast for several weeks, mapping out the final details.

Under the plan announced yesterday, M-G-M will record the new star-studded shows for nation-wide syndication to other local stations on either a sustaining or commercial basis.

Of the approximate six hours of Hollywood features, 5¼ hours of weekly shows have been set up thus far. They are:

"M-G-M Theater of the Air," a one-hour weekly adaptation of M-G-M pictures;

"Good News from Hollywood," a three-time-a-week 15-minute show presenting the human side of the film colony and featuring George Murphy;

"Hollywood, U. S. A.," a 15-minute program, five times a week, featuring Paula Stone in interviews and special occasion broadcasts from five focal points in the film capital;

"Crime Doesn't Pay," half-hour weekly installments of the radio version of the film series;

"At Home with Lionel Barrymore," five 15-minute broadcasts weekly, designed for early morning listening, and

"Personalities on M-G-M Records," a half-hour weekly show.

COAST-TO-COAST

Letts To Report Plane Flight

San Francisco, Calif.—KNBC news commentator and reporter, Bob Letts, flies to Washington, D. C. on February 3rd to report on the inaugural transcontinental flight of the Navy Air Transport "Constitution" following its commissioning on February 2nd. By means of short wave from the plane during the flight from Moffet Field, Calif., to Washington, Letts will report on the giant plane's commissioning and performance on one NBC network program and two KNBC programs.

Mental Health Experts On WCCO

Minneapolis, Minn. — Following the February 2nd broadcast of "Mind in The Shadow" CBS documentary unit, Governor Luther Yougdahl and other leading mental health experts in Minnesota will take to the air on WCCO to analyse the drama. Northwestern listeners will thus hear an account of the nation's mental health problems, immediately followed by a presentation of Minnesota's own particular problems in the field.

WJAG Remote Studio

Norfolk, Nebr. — In cooperation with the "O'Neill Frontier" a weekly newspaper, WJAG established a remote studio in O'Neill, Nebraska shortly before the now famous November 18 blizzard. The O'Neill remote broadcasting instructions to snow bound ranchers and farmers, advising them of what to do to get emergency aid, fuel or medicine. Twenty other towns in the storm area that set up Disaster Relief Committees are using WJAG to instruct farmers in emergency aid.

WBBM-CBS Country Journal

Chicago, Ill.—WBBM farm director, Harry Campbell, will discuss the problems of the modern country doctor during the February 5th broadcasts of CBS' Country Journal. The Chicago portion of the program will originate from the WBBM studios. Campbell's discussion will contrast the problems confronting rural physicians who now serve millions of ruralites on a 24-hour day basis, with those facing 18th century doctors.

KDKA Technician Retires

Pittsburgh, Pa.—Charles H. Bickerton of KDKA's technical department who has been in radio since the first broadcast November 2, 1920 and an employee of the Westinghouse Electric Corporation since January 29, 1917, retires to private life February 1st. His retirement was marked by a special luncheon in KDKA's studios in which all of Mr. Bickerton's fellow employees at the station took part. An especially transcribed presentation in which members of the technical department paid tribute to Mr. Bickerton was the highlight of the luncheon.

WDOD Gen. Manager Resigns

Chattanooga, Tenn.—An announcement has been made to the effect that Ralph Patt has resigned as general manager of WDOD. A veteran of 25 years in radio he came to the station from the Chicago office of the Paul H. Raymer Company. Prior to the war he had successively worked for WDAF, WJR and WPAY. Patt has not announced his plans for the future.

KTAN Employees' S.O.S.

Sherman, Texas—A special broadcast in the form of a call for help was aired over KTAN last Thursday night. It seems that the door to the radio station had frozen shut and the station employees couldn't get out to go home. They just wanted somebody to come by and chop away the ice. Somebody did.

Valentine Contest on WHBC

Canton, Ohio—For the second consecutive year, Carol Adams women's director of WHBC is currently conducting her Original Valentine Contest. Listeners who submit the most artistic homemade creations will receive radios as prizes. 800 Valentines were entered last year. Miss Adams will distribute the valentines received to local hospitals and orphanages.

AGENCIES

BROOKE, SMITH, FRENCH & DORRANCE, INC., Detroit and New York advertising agency, announces the appointment of Walter C. Ayers as executive vice-president. Ayers has been a senior partner of the agency for several years. The appointment of Ayers to this post, agency officials state, is a further step in BSF&D's re-organization and expansion program which has been in progress steadily during past years.

ED ZERN has become associated with Geyer, Newell & Ganger, Inc., as a copywriter. He was formerly an advertising executive for three years with Warner Brothers Pictures. Previously he was a copywriter with N. W. Ayer & Son, Inc., for nine years.

CECIL & PRESBREY, INC., ad agency, has signed a two-year contract for the A. C. Nielsen Co. National Nielsen Radio Index. Contracts for the service also have been signed by Sherman & Marquette, Inc., and the American Meat Institute.

FREEMAN YOUNG has joined the account executive staff at Kenyon & Eckhardt. He formerly was an executive in the advertising department at Lever Brothers.

CCCC

We're not stutterin', son! CCCC is the Roman numeral for 400. . . and on Friday of this week, the Keystone Automobile Club of Philadelphia airs its 400th consecutive broadcast over KYW. These programs serve roamin' motorists (at home and on the move) throughout the rich KYW area.

Yessir. . . what friendly, popular, *solid-selling* KYW is doing for Keystone (and a host of other local and national accounts), *it can do for you!* That's why you'll find more and more happy "*regulars*" on KYW. Room for you? Sure! Contact 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. 24

NEW YORK, THURSDAY, FEBRUARY 3, 1949

TEN CENTS

GAG RULE DECISION TO BE APPEALED

Scrap AVCO Ruling, Crosley Urges FCC

Washington Bureau of RADIO DAILY
Washington — Indicating that a court challenge is shaping up, Crosley Radio, center of the storm which originally brought about the AVCO ruling by the FCC, asked yesterday that the Commission abandon the ruling. It requires publication of sale terms for broadcast properties, with competitors permitted to match the terms and go into competition for approval by the FCC as purchaser of the facilities. The rule was adopted in 1944 when the giant Aviation Company bought Crosley Radio and

(Continued on Page 2)

New Record Changer Shown By Farnsworth

A new record changer which plays 10" and 12" LP microgroove records intermixed and automatically; the same size standard records, also intermixed and automatically, and the 7" microgroove discs was unveiled to the trade press last night by Farnsworth Television & Radio Corp.

An unusual feature of the new instrument is that it stops auto-

(Continued on Page 2)

Publicity Windfall Hits NBC For Stalin Story

NBC got a windfall of publicity in the early editions of the afternoon papers yesterday on the story of Prime Minister Stalin's offer to meet President Truman in Russia, Poland or Czechoslovakia. The story broke under International News Service copyright since it was a second exchange of messages be-

(Continued on Page 8)

Movie Angle

Detroit — Thirty-eight movie houses in the Detroit area have signed for participation in "Know Your Movies," a co-op audience participation program, which will be launched on WJLB, Feb. 21, Sam Carver, vice-president of the Michigan Independent Theater Owners, announced. Program is a quiz show with prizes awards to competing listeners.

Airborne Video Show By USAF On NBC Sun.

Simulated air reconnaissance mission over four major cities by the U.S. Air Force Sunday will be scanned for four hours by NBC and will be carried on the entire coaxial network. Airviews of Washington, New York, Chicago and Cleveland will be seen via pickups from two Air Force planes especially equipped to carry TV cameras.

Program, which begins at 1 p.m., will open in NBC's New York stu-

(Continued on Page 7)

Louisville Public Library Gets FCC Station Permit

Washington Bureau of RADIO DAILY
Washington—The FCC yesterday announced its okay for a new non-commercial station to be operated by the Louisville Public Library. This is believed to be the first grant of its type. Library officials expect to erect their 10-watt transmitter at a cost of about \$9,000, and plan to send programs to city schools, library branches and the University of Louisville.

Attorneys For Baltimore Stations File Appeal In Free Speech Battle With NAB And ACLU Support

Name 122 Nominees For NAB Directorate

Ballots bearing the names of 122 nominees for posts of 16 directors for NAB are being mailed to the organization's membership this weekend by Ernst & Ernst, public accountants, and must be returned by midnight of February 20.

Eight odd numbered districts of the 17 districts are involved in the election of directors along with eight posts for directors-at-large representing large stations, medium stations, small stations, FM Class A

(Continued on Page 5)

WIL Closes 3-Year Pact For Broadcast Of Cards

St. Louis—Deal for sponsorship of the Cardinal baseball games with WIL and WIL-FM originating the broadcasts for a network of 60 mid-west independent stations was announced yesterday. The games will

(Continued on Page 4)

New Sponsors Added To WCBS Co-op Program

Full Monday-through-Saturday participations in the WCBS combination, "Housewives Protective League" and "Starlight Salute"

(Continued on Page 4)

First steps to appeal the contempt-of-court conviction under Baltimore's "gag rule" prohibiting the broadcasting and publication of certain information in criminal proceedings was taken yesterday by WCBM with the support of the NAB and the American Civil Liberties Union. Attor-

(Continued on Page 4)

CBS Income Drops; 1949 Dividend Cut

Net income for CBS and its domestic subsidiaries for the fiscal year ended Jan. 1, 1949 (52 weeks) was \$5,041,700, according to preliminary consolidated results announced yesterday by the network. This compares with audited figures for the fiscal year ended Jan. 3, 1948 (53 weeks) when net income was \$5,920,100.

Earnings per share were \$2.94 in

(Continued on Page 4)

Automotive Accessory Co. Sponsoring Sports Show

The Fram Corp., Baltimore manufacturer of automotive filters, will enter the radio field on a coast-to-coast basis on March 12 when its 52-week contract for the "Farm Sports Thrill of the Week" goes on an 111-station hook-up on MBS.

The program, which will be aired

(Continued on Page 2)

Broadcasters Seek Hearing On Ban Before House Group

Washington Bureau of RADIO DAILY
Washington—Because there is "no more accurate and faithful way of reporting a proceeding than by broadcasting the affair verbatim," the House Un-American Activities Committee should reconsider its decision banning microphones and TV cameras from its public hearings, MBS newscaster Albert L. Warner, chairman of the Capitol Radio Cor-

respondents Association wrote this week. His letter, asking the right to be heard, was addressed to Chairman John S. Wood of the Un-American Activities Committee.

Radio, said Warner, "has established an important role and millions of people depend on radio for much of their information on current events." He added that

(Continued on Page 5)

Sporting

Arthur Godfrey who brings his "Talent Scouts" stage unit to the Capitol Theater in New York today has been plugging Jack Carson's stage show on his CBS network program. Carson will be Godfrey's Broadway opposition when his radio show opens a personal appearance engagement tomorrow at the Strand, a few doors from the Capitol.

Public Service

Philadelphia—WFIL and Temple University are co-operating to conduct a special discussion on "Crime Prevention and Our Youth" at the weekly meeting of the City Business Club to be held February 4th. WFIL will rebroadcast portions of the discussion as part of its "This Week In Philadelphia" program on February 6th.



Vol. 46, No. 24 Thur., Feb. 3, 1949 10 Cts.

JOHN W. ALICOATE : : : Publisher

FRANK BURKE : : : : : Editor

MARVIN KIRSCH : Business Manager

Published daily except Saturdays, Sundays and Holidays at 1501 Broadway, New York, (18), N. Y., by Radio Daily Corp., J. W. Alicoate, President and Publisher; Donald M. Mercereau, Treasurer and General Manager; Marvin Kirsch, Vice-President; Val Adams, Associate Editor; Chester B. Bahn, Vice-President; Charles A. Alicoate, Secretary

Terms (Post free) United States outside of Greater New York, one year, \$10; foreign, year, \$15. Subscriber should remit with order. Address all communications to Radio Daily, 1501 Broadway, New York (18), N. Y. Phone WIconsin 7-6336, 7-6337, 7-6338

WEST COAST OFFICES
 Al Steen, Manager
 6425 Hollywood Blvd. Phone: Granite 6607

WASHINGTON BUREAU
 Andrew H. Older, Chief 6417 Oahlonga 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.

NEW YORK STOCK EXCHANGE				
	High	Low	Close	Net Chg.
ABC	9	8 3/4	8 7/8	- 1/8
Admiral Corp.	175 1/8	171 1/4	171 1/4	- 1 1/2
Am. Tel. & Tel.	148 1/8	147 7/8	148	+ 1/8
CBS A	22	22	22	- 1/4
CBS B	217 1/2	217	217	+ 1/4
Farnsworth T. & R.	4 1/2	4	4 1/8	+ 3/8
Gen. Electric	38 1/4	38 1/4	38 1/4	- 1/4
Philco	37 3/4	37 1/4	37 1/4	- 1/4
RCA Common	127 1/2	123 1/2	123 1/2	- 1
RCA 1st pfd.	73 3/4	73 1/4	73 3/4	+ 1/4
Stewart-Warner	13	13	13	- 1/4
Westinghouse	247 1/2	243 1/2	247 1/2	+ 3/4
Zenith Radio	28 3/4	28 3/4	28 3/4	- 1/4
NEW YORK CURB EXCHANGE				
Hazeltine Corp.	137 1/2	123 1/2	137 1/2	+ 13 1/2
Nat. Union Radio	3 3/4	3 1/2	3 3/4	+ 1/4
OVER THE COUNTER				
DuMont Lab.		15 1/2	14 1/2	
Stromberg-Carlson		15 1/2	17	

WNJR-FM Testing

WNJR, Newark, has added FM to its present facilities with regular test broadcasts over WNJR-FM. The test programs, which feature regular programs of WNJR will be aired daily from 3:00 p.m. to 11:00 p.m. and on Sundays from 1:00 p.m. to 1:00 a.m. WNJR-FM will be heard on Channel 274 at 102.7 megacycles.

INS has served

FOR 11 YEARS

★ **COMING AND GOING** ★

TOMAS MUNIZ, president of the Puerto Rican Broadcasters Assn., and **JOSE RAMON QUINONES**, president of WAPA, San Juan, P. R., both of whom came up to New York for the REC luncheon saluting their homeland, will leave New York by plane this week-end on their return to the West Indies.

VICKEY COREY, educational director for KDKA, Pittsburgh, is in New York for conferences with officials of NBC.

VAUGHN MONROE and the members of his band will arrive in Tampa tomorrow. They'll broadcast their CBS programs from the Florida city the next day.

NORAH and **GEORGE MONAHAN**, featured on NBC-TV, next week will fly to England where they'll appear in a motion picture and do some video work for BBC.

J. E. CAMPEAU, president of CKLW, Detroit-Windsor, is back at the home offices after having attended the meeting of the Mutual directorate in New York.

RAY HEATHERTON, master of ceremonies heard on CBS programs, is in Little Rock, Ark., to act as emcee at the Military Ball to be held there.

ED GREIF, of Banner & Greif, publicists, left yesterday for Cleveland, where he will speak at the meeting of the General Council, Congregational Christian Church.

DON SULLIVAN has arrived from WMAX, Yankton, S. D., for conferences with the national representatives of the station.

SPIKE JONES and his CBS program company have checked in at Louisiana State University in Baton Rouge.

Scrap AVCO Ruling, Crosley Urges FCC

(Continued from Page 1)

WLW, 50,000-watt station in Cincinnati.

Crosley last fall negotiated to buy WHAS, Louisville, for \$1,925,000. Under the AVCO rule, this price for WHAS and its FM affiliate and TV permit was posted. Both the Fort Industries Company and Bob Hope, comedian, have offered to pay it, and a hearing is now slated for the end of this month, with the FCC to determine which of the three would-be buyers is best qualified from the standpoint of public interest.

Crosley yesterday attacked the AVCO policy as "time-consuming oppressive and inequitable in its results" and called upon the FCC to abandon it. The petition was brief and appeared to have been filed merely as a matter of form, indicating that court action is to be expected.

Surf Renewed on WMAQ
 Chicago—Lever Brothers Company (Surf), through Day, Duke & Tarleton, Inc., have renewed on WMAQ for 52 weeks a schedule of seven station breaks weekly, also ordered two additional station breaks per week.

New Record Changer Shown By Farnsworth

(Continued from Page 1)

matically after the last record has been played. The new mechanical unit is supplied with two separate and quickly detachable tone arms. The simple placing of either of these tone arms automatically sets the mechanism at the desired turntable speed—78 or 33 1/3 r.p.m.

In order to insure the mechanism against carelessness, the two interchangeable tonal arms can be held while the changer is in cycle. The player is equipped with a heavy fly-wheel type of turntable and a single push-button feature. The records are suspended only on a spindle with no side shelves or supports.

Farnsworth sales manager William R. McAllister said that the new changer will be used in Capehart combinations and will also be available shortly as a replacement unit for Capeharts now in use.

Questioned concerning record changers for use with the new 45 r.p.m. disks, McAllister said that his organization, at this time, has no plans of making such a unit.

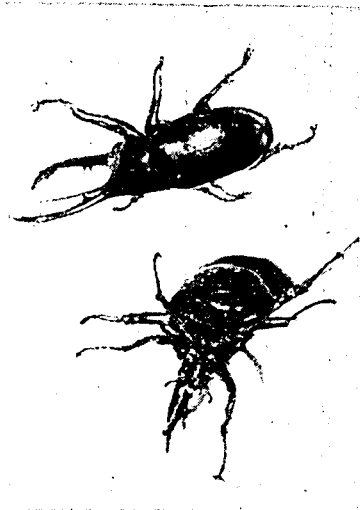
Automotive Accessory Co. Sponsoring Sports Show

(Continued from Page 1)

Saturdays, 9:55-10 p.m., EST, will feature Ed Thorgersen who will present highlights of the most exciting sports events of the week by actual and re-broadcast plus an "on-the-spot" interview with the hero of the event.

Another feature of the Fram radio campaign will be local dealer tie-ins through spot announcements over local stations carrying the show and newspaper tie-ins on radio pages. Rights to the network show are owned by Fram's agency, Van Sant, Dugdale & Co. of Baltimore.

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



Beaten Beetle

That's a picture, according to the New York Zoological Park authorities, of the end of a wrestling match. It was between two giant Hercules beetles.

Somebody, or some things are fighting all the time, no matter where you look!

That goes for the accounts you have that are in the highly competitive fields. The way things are shaping up in the business arena, you just can't buy time the way you did during the "soft touch" years.

Maybe you're one of the alert fellows who saw the change coming and took closer looks at the call letters you put on a radio budget sheet.

If so, we're sure of one thing. If you bought time in Baltimore, and produced sales at a low cost, you must have used W-I-T-H.

W-I-T-H is the BIG independent that produces more listeners-per-dollar-spent than any other station in this big town.

Use W-I-T-H and nobody is going to "rassle" you to the ground!

AM FM

W·I·T·H

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

WTAG

Personalizes

ANNOUNCEMENTS

On Five Daily Participating Shows



"The Julie 'n Johnny Show"
Co-emcees Julie Chase
— Johnny Dowell
Monday through Friday
8:15-9:15 A.M.



"Modern Kitchen"
Lyda Flanders
Monday through Friday
9:15-9:30 A.M.



"Wife Meets Husband"
Fran and Bill Winne Monday through Friday
9:30-10:00 A.M.



"Danny Patt Show"
Danny Patt —
Edith Mann
Monday through Friday
10:00-10:30 A.M.



"Open House"
Margaret Cox — Bob Edgren —
Danny Patt
Guest-of-the-day, Jane Russell
Monday through Friday
5:00-5:45 P.M.

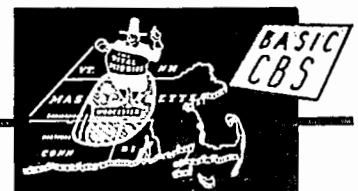
Advertisers who use announcements on WTAG to reach the prosperous Central New England Market get top value for their advertising dollars. WTAG produces five participating shows every day, Monday through Friday, with each participating announcement carefully programmed as an integral part of each show. They're as personal as the script; the exact opposite of the disc — announcement — disc — announcement type of show. In production, the ages and interests of WTAG's entire listening audience are carefully considered. That's why these five daily shows keep YOU participating in sales in the great Central New England Market. When you buy time in New England, buy a buying audience with WTAG, the station with a far greater audience than that of any other station heard in the area.

WTAG WORCESTER

580 KC 5000 Watts



PAUL H. RAYMER CO. National Sales Representatives.
Affiliated with the Worcester Telegram & Gazette.



Baltimore 'Gag' Rule Now Being Appealed

(Continued from Page 1)

neys representing WCBM have instructed the clerk of the Baltimore Criminal Court to enter an appeal to the Maryland Court of Appeals at Annapolis. Similar action is expected to be taken by Radio Station WITH, also found guilty of violation of the "gag rule" by the court's decision last Friday.

The attitude of WCBM on the free speech issue was pointed out by W. Frank Every and Paul D. P. Spearman, attorneys for the station, during last week's trial. Their brief declared Rule 904 as being vague and ambiguous and the restraints were tantamount to censorship. Don Petty, counsel for NAB, characterized the court as "a board of censors" and William K. Van Allen, representing the American Newspaper Publishers Association, strongly opposed the court's contempt procedure.

Fly Comments

Charging "a substantial abridgement of liberties guaranteed by the First and 14th Amendments," James Lawrence Fly, appearing for the American Civil Liberties Union, opposed the contempt proceedings.

In the court action three stations and an announcer were cited for broadcasts concerning the arrest of Eugene James for the slaying of 11-year-old Marsha Brill.

WSID of Essex, Maryland, one of the three stations tried, was acquitted because there was no proof that its broadcasts were heard in Baltimore. Action against a fifth station, WBAL, is pending as the station demanded a separate trial.

New Sponsors Added To WCBS Co-op Program

(Continued from Page 1)

have been purchased by Doubleday Co. for the Family Reading Club and by General Electric Dealers for G. E. vacuum cleaners. Huber Hoge & Sons was the agency for Doubleday and William Scheer Agency for G. E.

Alfred Dunhill of London, Inc. has purchased Monday, Wednesday and Friday participations in the 6-7:45 a.m. Jack Sterling program on WCBS through L. C. Gumbinner Advtg. Agency.



Giveaways Invade Mexico—

● ● ● MEXICO CITY—"Alto La Musica" has become the rage in Mexico. Our buenos amigos south of the border have copied "Stop The Music" even down to its title, but with a few minor differences. For example: The prize for guessing the name of the song being played is 50 pesos (about \$7.20) while the lucky guesser of La Melodia Misterio gets about 2,000 pesos worth of household equipment (less than the price of a new refrigerator). "Alto La Musica's" Bert Parks is a genial hombre by the name of Nono Arsu, who hails from the Republic of Argentina. Nono and "Alto La Musica" are heard every

Mexico City

Monday night from 9:00 to 9:30 on RPM's Blue Network. Oh, yes, the correct guesser of every song title also gets a liberal sample of the sponsor's product in addition to his 50 pesos of "Alto La Musica." The sponsor is Schenley, and the prize is a neatly wrapped four-fifths of the sponsor's product.



● ● ● SENOR HOMERO RIOS, public relations director for Radio Programas de Mexico, made me feel right at home despite the fact that RPM's new offices are still being finished and there are only bare desks and chairs standing around. . . . RPM's new studios and offices at 109 Bucareli Street, costing over half a million U.S. dollars, will be formally dedicated sometime next month. . . . Senor Joaquin de la Garza, assistant to RPM's executive vice-president and general manager Clemente Serna Martinez, tried to explain the two telephone systems (Bell and Erikson) that operate in Mexico, and the fantastic problems of installing radio lines that the Mexican broadcaster faces. It all came about when the government granted equal concessions to American Bell Telephone and the Swedish Erikson system to install telephone service in Mexico. The net result, apart from the confusion and utterly wasteful duplication, is that every home in Mexico has to have two telephones—one for each system. . . . Current rate of currency exchange is very favorable to Americans. For one U.S. buck you get \$6.85 Mexican.



● ● ● COLGATE-PALMOLIVE-PEET has picked up the tab on three new daily soap operas on XEW-Blue Network. And these Mexicans give their shows imaginative titles too, as witness: "La Intrusa" (The Gossiping Woman) heard at 10:30 every a.m., "Lo Que Solo El Hombre Puede Sufrir" (How Only A Man Can Suffer) heard in the afternoons at five o'clock, and "Extasis" (Dreaming With Your Eyes Open) which is heard Mondays thru Fridays at 6:00 p.m. Colgate has been one of Mexico's biggest and oldest radio clients. The latter two soapers are scripted by Senorita Catalina D'Erzell, who must get her titles from Billy Rose.



● ● ● MEXICANS still talking about the stunt RCA pulled off down here two years ago when they set up a special circuit to televise a Mexico City bullfight. . . . "Comedia Nescafé" sponsored by Nestlé of Mexico is now heard on 40 stations of the Blue Network. It is a weekly quarter-hour variety show. . . . Many familiar Madison Avenue names can be found in the Mexico City phone book (or books, since the two phone systems down here would drive many an account exec into a padded cell). Easy to spot are J. Walter Thompson, Ruthrauff & Ryan, D'Arcy (responsible for all of Mexico being covered with signs reading "Tome Coca-Cola"), Young & Rubicam and Gotham.

MIKE JABLONS,

Special Correspondent, RADIO DAILY

CBS Income Drops; 1949 Dividend Cut

(Continued from Page 1)

1948 compared with \$3.45 for 1947. CBS board of directors declared a cash dividend of 35 cents a share on Class A and Class B stock payable March 4, 1949, to stockholders of record on Feb. 18, 1949. The network said that the 50 cents quarterly dividend paid in 1948 was being reduced "in order to conserve cash reserves for capital requirements in the development of television network and television station operations."

Columbia's income before federal income taxes in 1948 was \$8,141,700 against \$9,520,100 in 1947. Provision for federal income taxes last year was \$3,100,000, exactly a half million dollars less than it was in 1947. The web's annual financial report for 1948 will be distributed on or before next April 1.

WIL Closes 3-Year Pact For Broadcast Of Cards

(Continued from Page 1)

be sponsored by Griesedieck Bros. Brewery Company.

Contract for exclusive radio coverage of the games is for a three-year period. Among those who participated in the negotiations were Fred Saigh, controlling owner and president of the Cardinals; Raymond W. Peters, vice-president of the sponsoring brewery company; Oscar A. Zahner, vice-president of Ruthrauff & Ryan, Inc., and L. A. Benson, president and general manager of WIL.

Harry Caray and Gabby Street will again broadcast the schedule of Cardinal games and will also participate in the TV broadcasts over KSD-TV. At present the television station is slated to telecast 15 of the Cardinal home games.

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

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.

Name 122 Nominees For NAB Directorate

(Continued from Page 1)

stations and FM Class B stations. In District 11, the incumbent director, John Mcagher, KYSM, Mankato, Minn., is unopposed in the election for the ensuing two-year term.

Broadcasters nominated for the directorships follow:

DIRECTORS AT LARGE

Large Stations (2): Don Davis, WIB, Kansas City; John H. De Witt, Jr., WSM, Nashville; E. K. Hartenbower, KCMO, Kansas City; Harold Hough, WBAI, Fort Worth; Howard Lane, WJJD, Chicago; C. L. Lucey, WRVA, Richmond; Paul Morency, TIC, Hartford, Conn.; John M. Outler, Jr., TSB, Atlanta; John F. Patt, WGAR, Cleveland; Victor A. Shollis, WHAS, Louisville; James D. Shouse, WLW, Cincinnati; Glenn Snyder, WLS, Chicago; and T. C. Streibert, WTKR, New York.

Medium Stations (2): W. J. Beaton, WKW, Pasadena; Quincy A. Brackett, WSPR, Springfield, Mass.; Kenyon Brown, WFT, Wichita Falls, Tex.; Clifford M. Shafey, WEUE, Reading, Pa.; Arthur B. Church, KMBC, Kansas City; James W. Sloan, WTOB, Winston-Salem, N. C.; Willard J. Cobb, KALB, Alexandria, La.; Wayne W. Gibb, KHMO, Hannibal, Mo.; John Esau, TUL, Tulsa, Okla.; W. L. Gleeson, KPRO, Riverside, Calif.; K. K. Hackethorn, WHK, Cleveland; R. G. Howell, KFXX, Grand Junction, Colo.; John B. Hughes, KXXX, Kansas; John D. Hymes, WLAN, Lancaster, Pa.; Frank Jarman, WDNB, Durham, N. C.; Henry P. Johnston, WSGN, Birmingham, Ala.; C. B. Jordan, KFJZ, Fort Worth; Leonard Kapner, WCAE, Pittsburgh; Frank King, WMBR, Jacksonville, Fla.; William L. Lane, WAGE, Syracuse; L. R. Loumeau, WGR, Buffalo; William B. Maillefert, WJET, Rochester, N. Y.; Harry Maizlish, KFNB, Los Angeles; A. J. Mosby, KGVO, Missoula, Mont.; Fred C. Mueller, WEEK, Georgia; W. J. Newens, KOIL, Omaha; William M. O'Neill, WJW, Cleveland; John M. Myers, WCSC, Charleston, S. C.; G. Richard Haft, WIS, Columbia, S. C.; Ernest L. Spencer, KVOE, Santa Ana, Calif.; P. A. Sugg, WKY, Oklahoma City; C. L. Thomas, XOK, St. Louis; Walter E. Wagstaff, IDO, Boise, Idaho; H. C. Wilder, WSYR, Syracuse; Joseph P. Wilkins, KFBB, Great Falls, Mont.; Earl W. Winger, WDDB, Chattanooga; J. W. Woodruff, Jr., WRBL, Columbus, Ga.; and G. E. Zimmerman, WARK, Little Rock.

Small Stations (2): John Alexander, WODY, North Platte, Neb.; Edward Green, WED, Fort Dodge, Ia.; Walter J. Brown, WQRD, Spartanburg, S. C.; Harry C. Butler, KIST, Santa Barbara, Calif.; J. Harry Callaway, WBEX, Chillicothe, O.; Murray Carpenter, WPOP, Portland, Me.; C. O. Hatterton, KWLK, Longview, Wash.; George H. Clinton, WPAR, Parkersburg, W. Va.; Fred Fletcher, WRAL, Raleigh, N. C.; J. J. Gluck, WSOC, Charlotte, N. C.; Simon Goldman, WJTN, Jamestown, N. Y.; James D. Gordon, WNOE, New Orleans; Milton Greenbaum, WSAM, Saginaw, Mich.; William C. Grove, KFBC, Cheyenne, Wyo.; Hugh M. Higgins, WMOA, Marietta, O.; Lee V. Jacobs, KBKR, Baker, Ore.; DeWitt Langis, KFYO, Lubbock, Tex.; Merril Lindsay, WSOY, Decatur, Ill.; Frank H. Logan, WDD, Bend, Ore.; Robert T. Mason, WMRN, Marion, O.; Bert McAllister, KRPL, Moscow, Idaho; Clair B. McCollough, WVAL, Lancaster, Pa.; Bob McRaney, WROX, Clarkdale, Miss.; Harry McTigue, WJNN, Louisville, Ky.; A. G. Meyer, WMYK, Denver, Col.; Marshall H. Pengra, WATO, Oak Ridge, Tenn.; Franz J. Robinson, KBMY, Billings, Mont.; Morgan Sex-

Broadcasters Seek Hearing On Ban Before House Group

(Continued from Page 1)

"there is nothing in factual broadcasting which transgresses the rights of individuals appearing before the committee."

Referring to the suggestion that the ban will mean less noise and disturbance within the committee room, Warner wrote that "as far as standard broadcasting is concerned, no noise is involved and no distracting equipment or personnel. If there is a loud-speaker system in the committee room, a simple connection is all that is required. If there is no loud-speaker system, only one microphone before each speaker is necessary, since broadcasters are willing to pool their operation."

Warner asked that TV representatives also be given a chance to plead their case to the Congressional committee.

Murrow Offers Comment

CBS news commentator Edward R. Murrow branded the House Un-American Activities Committee's ban on radio and television coverage of its sessions as being "Un-American, in the true sense of the phrase," because it is an "action that arbitrarily limits the citizen's access to sight, sound and print."

In his Tuesday night broadcast, Murrow pointed out that recordings, TV pictures and newspaper photos are both neutral and revealing and that they are "without political affiliation, bias or prejudice. I have yet to hear of a man who claimed

that his own voice misquoted him," he added.

The commentator charged also that "the machine breakers are at work again" inasmuch as reporters with pen and pencil are admitted while TV and photographic newsmen are not allowed to cover committee hearings. "This sort of reasoning, if followed to its ridiculous conclusion," Murrow commented, "would require that newspapers go back to setting all type by hand; or perhaps that reporters should arrive in the Committee room equipped with a slab of stone, a chisel and a mallet as the essential tools of their trade. Familiarity with the language of smoke signals might also be useful."

Last night CBS sent the following wire to John S. Wood, chairman of the Un-American Activities Committee:

"The Columbia Broadcasting System wishes to put on the record a vigorous protest against exclusion of broadcasting, television and recording equipment from public sessions of the House Committee on Un-American Activities. Sincerely recommend review and reversal of committee's decision. By its act a committee has banned large segments of American citizenry on whose behalf it functions from personal observation of public investigation sessions thereby nullifying benefits to which Americans are entitled through the medium of radio broadcasting."

AWB Convention Set For Mar. 10 to 12 In Chicago

Washington Bureau of RADIO DAILY Washington—The NAB's Association of Women Broadcasters will hold its sixth annual national convention in Chicago on March 10, 11 and 12, to be followed by a meeting of the AWB executive board on March 13.

Speakers for the two luncheon meetings will include Miss Frieda B. Henlock of the FCC and Justin Miller, NAB prexy. Attendance is expected to reach 400 at this year's conclave.

"Heidy" Going On WOR

"Here's Heidy," a children's package show owned by Gainsborough Associates, will start a Sunday series on WOR on Feb. 6, 8:45-9 a.m. Miss Heidy Mayer's stories, which have been heard on WNYC for the last 15 months, concern modern people in modern settings. The New York City Board of Education has carried the program twice weekly by public address system to kindergartens in city schools. Miss Mayer was director of youth programs for WGBS, Miami, Fla., before coming to New York. Prior to that, she was at WPDQ, Jacksonville, Fla., for four years.

"RAVES"

—Time Magazine

HOLLYWOOD REPORTER: "Deluge of mail pouring into ABC from women, lauding the ELEANOR AND ANNA ROOSEVELT show as the first network recognition of female intelligence in daytime programming, should convince the nets that the ladies aren't as zany about soap operas as network and agency masterminds have figured."

NEWSWEEK: "For the moment, the show is sponsored on ABC. But this looked like a temporary status. With the Truman upset fresh in their minds several advertisers were avidly eyeing the show. . . . convinced that the American people are still as interested in the Roosevelts as they were in 1944."

JOHN CROSBY: "It's the most elevated and ambitious woman's program to come along in a coon's age and most women should find it a nourishing addition to their morning radio fare. In fact, the men might, too. . . . Mrs. Roosevelt has devoted her time chiefly to interviewing her guests, an awe-inspiring list. Early returns indicate that the guests on this program will be of an importance not matched anywhere else."

NEW YORK POST: "Mrs. Eleanor Roosevelt and her daughter Anna, are bringing new dignity and substance to that wasteland of ideas: daytime radio."

RADIO DAILY: ". . . daughter Anna's charm lies in the fact that she has many of the characteristics of the late FDR."

TIME: ". . . with the able assistance of daughter Anna, Mrs. Roosevelt returned to the air with a new program and a new radio personality. Her first broadcast won raves in the trade."

WEEKLY VARIETY: "(Mrs. Roosevelt) ranks with the stand-out commentators on the air today . . . she displays more courage and is more positive than most of the others put together."


VOGUE: ". . . a program in which discussion is serious, above the yum-yum cookies level of most daytime commentators."

DAILY VARIETY: ". . . the Roosevelts seem born to the microphone. . . . Anna made her network debut, and like her father (and) mother . . . displayed the attributes that augur for a successful career on the airlines. Her enunciation and measured delivery made for relaxed listening. . . ."

Created, Packaged and Produced by

Masterson, Reddy and Nelson

Radio and Television Productions
6331 Hollywood Blvd., Hollywood



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 Licenses.
We solicit your inquiry.
Address Placement Manager,
RCA INSTITUTES, Inc.
850 W. 4th Street, New York 14, N.Y.

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.

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.

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)

RAY NOBLE on Columbia Records
 ENCORE MUSIC, 1674 Bway., N. Y. C.

New Ballad Sensation!

"THE BRIDE WORE BLUE"

By Leonard Whitcup, Sy Lefco &
 Dale Wood

CECILLE MUSIC CO., Inc.

580 FIFTH AVENUE
 NEW YORK CITY

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:**—Music business in general is in the midst of a slump but you'd never know it from the smiling faces of freres Levy (Lcu and George) . . . we asked George the reason for the beaming visages and the veepee showed us the days' sales on "Galway Bay," "The Pussy Cat Song," "Beautiful Eyes" and "Brush Those Tears From Your Eyes" . . . and with "No Orchids For My Lady" and "Amelia Cordelia McHugh" all set to follow for Leeds Music and Duchess Music, respectively, those smiles are definitely in order. . . ● Gene Kelly recently dropped into the Hotel Elysee's Monkey Bar and convulsed the customers with his impromptu impersonation of Bruce Raeburn's rendition of the BMI hit "It's A Big Wide Wonderful World." . . ● Last Fall, we advised our readers to watch a number titled, "Blue Moments," which had been recorded a few years ago by Frankie Lane on the Atlas label . . . the ditty, written by Art Berman, Buddy Fields and Morey Davidson and published by American Academy of Music, is now up there with the leaders. . . ● Sid Nathan's Lois Music has a clever novelty in "Money, Marbles and Chalk." . . ● Howcome CBSolons haven't yet sold the Korn Kobbler's "Kobbs Korner?" . . . this half-hour is easily one of the finest TV packages around. . . ● Four months ago we brought lovely Roberta Quinlan to Larry Schwab at NBT for a guestrill stint . . . she's since appeared on numerous telecasts and clicked so that she's just been signed to an exclusive contract by that network. . . ● Pianist-singer-composer Bill Harrington, is another youngster who is a cinch for television stardom . . . (are you reading Warren Wade?). . .

☆ ☆ ☆ ☆

● ● ● The retrenchment in Coca-Cola's radio budget that their radio department ordered in order to buy Edgar Bergen, may result in a cancellation of current C C radio programs. . . Spike Jones has a combined TV and Radio offer while NBC has two sponsors set to take over the late evening "Songs By Morton Downey" ainer which is a definite click. . . ● Charles K. Harris Music has acquired the American publishing rights to "While The Angelus Was Ringing" from the French firm Les Nouvelles Editions Meridian . . . music by Jean Villard with English lyrics by Dick Manning. . . ● Maestro Isham Jones, who authored such hits as "I'll See You In My Dreams," "It Had To Be You," "On The Alamo" and "The One I Love Belongs To Somebody Else," has another click in "How Many Tears Must Fall" which he's placed with Miller music. . . ● Bob Poole, the MBSmooth-spieling disk jockey, recently quipped about his lack of sponsors and opined that 'something would soon have to be done about the situation because I've gotten into the habit of eating every day' . . . next morning a letter from a sympathetic listener arrived in the mail containing a five-dollar bill and a note of encouragement . . . sez Poole, 'that's downright decent of my new-found friend and if a few thousand other listeners feel and act the same way, reckon I won't be needin' any sponsors.' . . ● Sterling Sherwin and Harry K. McClintock have a click novelty in "Blow The Whistle, Ring The Bell," which they've placed with Southern Music. . .

☆ ☆ ☆ ☆

● ● ● **ON AND OFF THE RECORD:**—Dinah Shore's new Columbia waxing of "So In Love" and "Always True To You In My Fashion" both numbers from Cole Porter's click musical, 'Kiss Me Kate,' is Dinah at her best . . . thrush is given a vocal assist by the Starlighters on the "Fashion" side with instrumental background by Harry Zimmerman's Orchestra. . . ● Same waxery has another commercial item in Jerry Wayne's pairing of "You Can't Buy Happiness" and "Bluebird Singing In My Heart" . . . Jerry's warbling gets first-rate blending by the Dell Trio's instrumental support. . . ● Animal Records of Cleveland will make all its disks on vinylite.

PLUG TUNES

A H-I-T!
"FAR AWAY PLACES"

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

The Hill-billy Smash!
**BRUSH THOSE TEARS
 FROM YOUR EYES**

The PETER MAURICE MUSIC CO. Ltd.

"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.

"UNTIL"

DORSEY BROS. MUSIC, INC.
 1619 Broadway, New York 19, N. Y.

On Records and Transcriptions
The Lively and Sparkling
**"MADEMOISELLE
 HORTENSIA"**

RYTVOC, Inc. 1585 Broadway, N. Y.

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, February 3, 1949 — TELEVISION DAILY is fully protected by register and copyright

SEE HEAVY DAYTIME COMPETITION

TELE TOPICS

THE TEXACO STAR THEATER has often been listed in the papers as the Milton Berle show. The propriety of such billing has never been more apparent than it was this past Tuesday when Berle was not on the show because of illness. Although it's a variety show, the program is completely dependent on Berle, its quality rising and falling with the comedian's performance. One of the best young comedians in town, Jack Carter, subbed for Berle this week, and deserves a low bow for his effort. He worked hard and drew plenty of laughs, but both Carter and the show as a whole suffered from the inevitable comparison with the master. . . . Lillie's songs came across very well, and her "Song of India" takeoff with Cyril Richards was a high spot of the show. But here Berle was missed sorely. Had he been in Richards' shoes—and I'm sure he could have done the bit had he been there—the satire, which drew chuckles, would have been turned into roaring burlesque, with belly-laugh galore.

MONTE PROSER, nitery op and co-producer of "High Button Shoes," has been signed by Radio Artists Corp. to produce the AGVA vaudeo series. The four-long show will be packaged at \$12,000 per, with all profits going to needy members of the union. A minimum of \$1,000 per week has been earmarked for the fund. Proser is now looking for a top comedian as permanent emcee. . . . There's plenty of sense in Guy Lebow's slogan for the March of Dimes: "For every year of your life that you haven't had infantile paralysis, send a dime." . . . Johns Hopkins University has established an annual award of \$150 for the best original video script submitted before Sept. 1 of each year. Winning play this year will be produced over WMAR-TV, Baltimore, by the Johns Hopkins Playshop. No script which has been previously produced on AM or TV is eligible. Preference will be given to original stories, although adaptations will be considered if a release has been secured for all copyright material used.

BOB SMITH, who leaves for a two-week Caribbean cruise this week-end (his first vacation in two years) is recording the voice of Howdy Doody to be used while he's away. Hank McCune, in the role of a homeless clown, will fill in on the stanza, and Dan Seymour will sub for Smith on the Gulf show. . . . Bandwagon Dept.: WJZ-TV begins across-the-board programming of hour-long Westerns Monday. . . . The first Buddhist service ever canned will be carried by WPIX on its "Television Chapel" Sunday eve. . . . Henry Morgan, Norman Thomas, Mary Margaret McBride and John Swayze make up the panel when NBC's "Who Said That?" goes simulcast Sunday.

Cab Co. To Sponsor WCAU PubServ Show

Philadelphia—New public service series designed to acquaint viewers with the workings of the local judicial system bows in over WCAU-TV Friday, 9-10 p.m. in cooperation with the Philadelphia Bar Association. Program will be sponsored by Yellow Cab Co., with commercials opening and closing identification.

Titled "Court Is In Session," the weekly stanza will originate from the City Hall court rooms. Leading City, County and Federal judges will hear cases based on actual court records, with members of the local Bar handling their real life roles as prosecutors and defenders. Court procedure will be followed, with participants donating their services. Professional actors, however, will be used as defendants and witnesses.

Earl Harrison, former Dean of the University of Pennsylvania Law School, will be commentator for the series. Isaac D. Levy, WCAU vespee, created the show and will supervise production. Bernard Smolens will coordinate legal details and David Kaigler will direct.

Offer French Two-Reeler

A two-reel feature French film, "Maillol," will be offered to TV stations within the month for commercial use by the French-American Audio-Visual Center, a non-profit educational organization.

The feature depicting the life of the famous French sculptor was made by the Institute of Higher Studies of the Cinema in Paris. The translated narration was done by Albert A. Grobe, of WQXR.

Crosley's Three-Sta. Ohio Net To Begin Operation In March

Cincinnati — Crosley stations in Dayton and Columbus are expected to be in operation by the end of March, barring unforeseen delays, and will relay many programs originating at the firm's Cincinnati outlet, according to plans disclosed yesterday.

Transmitter and tower installations are being made in advance of studio construction in the case of both WLW-D, Dayton, and WLW-C, Columbus. While the stations await completion of studios, both will carry a substantial number of shows originated by WLW-T, Cincinnati, which has now been in commercial

Modern Design

In an article written for the Encyclopedia Americana's 1949 Annual, General Motors' Charles F. Kottoring says automotive engineers are taking the television interference factor into consideration in the design of new cars. As a result, high-tension coils are being placed nearer the distributor of the motor. This reduces the length of high tension leads that might otherwise cause interference with nearby sets.

Airborne Video Show By USAF On NBC Sun.

(Continued from Page 1)
Studios, where the flight plan will be outlined. Switch to a C-14 over Chicago will follow, with signal from the plane to be picked up by a receiver atop the Chicago Opera House. Studios in the Windy City will fill in until Washington takes over.

Mobile unit from WNBW will scan takeoff preparations of a camera-equipped C-47, which will begin transmitting soon after it leaves the ground. After a short studio filler from New York, program will originate from a mobile unit in Cleveland, awaiting arrival of the Chicago plane, which will be put on the air again when it is over Cleveland. A pickup of New York landmarks by the Washington plane will follow after another studio filler.

Ben Grauer and Ray Michael will handle the commentary. Bill Garden will supervise production.

Expect Fight For Clients, Viewers By 4 Stations

New York stations will enter a period of unprecedented competition by spring when at least three, and perhaps four, outlets will be on the air from morning till night. A possible outgrowth of the keen battle for the advertising dollar may be an entirely new concept of selling time.

The four stations planning, or now in daytime operation, are the flagships of the four networks. DuMont's WABD has been in full-time programming since last fall. NBC's WNBT this week began programming at 2:30 p.m. and will be backed up to the morning hours by spring. WCBS-TV has announced that it will begin a 16-hour daily schedule within a few months, and ABC's WJZ-TV is expected to get on the daytime bandwagon shortly.

NBC Plans Impressive

WNBT has planned a rather expensive program lineup and expects to sustain considerable losses on its daytime operation in the beginning. WABD, on the other hand, claims to be making money on its daytimers, mainly because of exceptionally low production costs. It would seem probable, however, that the DuM outlet may have to hypo its programs when it gets competition during the afternoon hours. When the other two outlets go full-time, competition for both audience and sponsors should be fierce.

It is this competition that may force a revision of current selling practice. For one thing, program sales may disappear entirely and be replaced by participations and announcements. Current standard of one-minute spots may be revised to include shorter announcements—perhaps as brief as five seconds—with the plan being to sell large numbers of the low-rate shorties.

New Revenue Sought

Stations may be expected also to try to develop new sources of revenue. These might include manufacturer-dealer co-op deals, retail chains and department stores. The latter groups are very much interested in video and should prove to be heavy time buyers if the rates are lowered sufficiently.

One unknown factor that may throw all current calculations into a cocked hat is the daytime audience. There is a sizeable segment of the population that has watched the WABD lineup since its inception. But what is not known is what proportion of total potential viewers the WABD audience represents.

COAST-TO-COAST

WTOP Class Meets

Washington, D. C.—Cody Pfans-tiehl, press information and promotion manager of WTOP-CBS, couldn't meet his publicity promotion class at the Institute of Contemporary Arts due to special broadcast preparation for Jack Benny's arrival of the Mile of Dimes Covered Wagon, so his evening class of 15 went from the institute to CBS and pitched in with publicity and promotion work all evening.

WPJB Sponsors Contest

Providence, R. I.—Three young musicians in Rhode Island will receive all-expense scholarships from WPJB, FM station of The Providence Journal Company in a competition sponsored by the station and the R. I. Federation of Music Clubs. Contestants receive their qualifying auditions as part of the Musical Horizons program aired every Sunday by WPJB. Finals will be broadcast on the closing day of National Music Week, May 8th.

WTAR Highway Information

Norfolk, Va.—In addition to broadcasting emergency highway information whenever necessary, WTAR has also inaugurated a regular information broadcast which is made a featured part of a news program aired at 6:00 a.m. every Friday. With the co-operation of Resident Engineer E. D. Hubbard, broadcasts present information on highway construction, unusual road conditions, detours, etc., for the particular benefit of farmers, truckers and week-end travelers.

Publicity Windfall Hits NBC For Stalin Story

(Continued from Page 1)

When Stalin and Kingsbury Smith INS European manager, but some non-INS papers pegged the story on NBC after the web told the details in its 8 a.m., EST. news broadcast.

Early in the day both Associated Press and United Press also were heading the latest story on Stalin as being a report from NRC.

Banner story in the New York Sun's first edition led off as follows: "The National Broadcasting Company reported from Paris today. "The story then quoted correspondent Henry Cassidy who broadcast details of the second message received by Kingsbury Smith from Stalin.

Actually, Cassidy himself was tipped off to the story by NBC in New York. When the first intimation of the development was received over the INS wire by the NBC newsroom in New York, day news editor Francis Littlejohn got Cassidy on the phone in Paris. Cassidy immediately went to Smith's office, got all the details and permission from the INS manager to broadcast the news in the 8 a.m. newscast.

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 January 21-27, 1949

TITLE	PUBLISHER
A Bluebird Singing In My Heart.....	Advanced
A Little Bird Told Me.....	Bourne
A Rosewood Spinnet.....	Shapiro-Bernstein
Bouquet Of Roses.....	Hill & Range
Brush Those Tears From Your Eyes.....	Leeds
Buttons And Bows.....	Famous
By The Way.....	Bregman-Vocco-Conn
Cuanto Le Gusta.....	Southern
Down Among The Sheltering Palms.....	Miller
Down By The Station.....	American Academy
Far Away Places.....	Laurel
For You.....	Witmark
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
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
My Own True Love.....	Paramount
On A Slow Boat To China.....	Melrose
Powder Your Face With Sunshine.....	Lombardo
Pretty Baby.....	Remick
So In Love.....	T. B. Harms
Sunflower.....	Famous
Tara Talara Tala.....	Oxford
That Certain Party.....	Bourne
Too Much Love.....	Harms
You Were Only Fooling.....	Shapiro-Bernstein

Second Group

TITLE	PUBLISHER
City Called Heaven.....	Warren
Girls Were Made To Take Care Of Boys.....	Remick
Hold Me.....	Robbins
I Got A Gal In Galveston.....	Republic
I Wish Somebody Cared Enough To Cry.....	London
In My Dreams.....	Beacon
It's A Big Wide Wonderful World.....	Broadcast Music
It's Whatcha Do With Whatcha Got.....	Santly-Joy
Maybe You'll Be There.....	Triangle
Mississippi Flyer.....	Mellin
Money Song.....	Crawford
Once In Love With Amy.....	E. H. Morris
Picnic In The Snow.....	J. J. Robbins
Pussy Cat Song.....	Leeds
Red Roses For A Blue Lady.....	Mills
Say It Isn't So.....	Berlin
Senorita.....	Feist
These Will Be The Best Years Of Our Lives.....	Robbins
Until.....	Dorsey Bros.
Who Hit Me.....	Southern
You Was.....	Crystal

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

AGENCIES

HENRY C. L. JOHNSON joins the staff of Benton & Bowles as account executive for the electronics group of the Crosley account and the Spencer heating division of Crosley. Johnson was formerly with the Rheem Manufacturing Company, manufacturers of automatic water heaters and home appliances, as director of advertising and public relations. He has also been advertising manager and publicity director of Sylvania Electric Products, Inc., radio and electronic division.

BASCH RADIO & TELEVISION PRODUCTIONS has been selected to handle the commercials for the Cal Tinney show, "Stop Me If You've Heard This One." Program returned to WNBT on Friday, Jan. 28th, at 9 p.m. The show is being sponsored by Bonafide Mills, Inc., for their products, Bonny Maid Linoleums, and Genasco Asphalt Roofing. Charlie Basch and Frances Scott handled the commercials on the earlier "Stop Me" show, when it was sponsored by Davega-RCA Victor and Davega-Emerson.

CHESTER RHODES has joined the staff of Dudley, Anderson & Yutzy, public relations counselors, New York, as a radio producer and writer. He formerly was assistant program director at WGAY, Washington, D. C.

ROBERT GOULD has been named to handle sales promotion and publicity for Sebel Products, Inc., manufacturers of the famous "Mobo" Bronco and the "Mobo" Toy-Toise.

JOHN C. DOWD, INC., announces the addition to its staff of Gerald A. Higgins, who has joined the copy department to specialize in creative planning. Higgins comes to Dowd from the Boston Consolidated Gas Company where he was advertising manager for 18 years.

Disc Jockeys Aiding N. Y. Heart Fund Drive

The New York Heart Assn.'s "100,000 baby orchids" drive, spearheaded by the Metropolitan Assn. of Disc Jockeys, was launched this week and will continue to Feb. 10 in cooperation with all radio stations in the city.

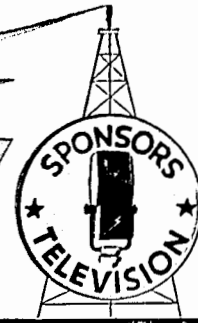
Disc jockeys are offering the fresh orchids, for delivery on Valentine's Day, for each \$1.00 contribution sent to Heart, 17, New York, Feb. 14 is the official opening day for the Heart Campaign.

The flowers are being contribute by orchid growers in Honolulu and are being flown to this country gratis by Pan American, Northwest United and American airlines. The first shipment of the orchid Valentines is due to arrive in New York on Feb. 8.



RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



OL. 46, NO. 25

NEW YORK, FRIDAY, FEBRUARY 4, 1949

TEN CENTS

NAB'S BOARD FACES MANY PROBLEMS

Four Major Topics For NAB Convention

Washington Bureau of RADIO DAILY
Washington — Preliminary plans for the NAB convention in Chicago in April, were discussed at length yesterday, with Robert Richards, public relations director, announcing four major discussion topics. They include television, employer - employee relations, time sales and station relations. Decisions were made also to invite speakers, but no word will be released on these prior to acceptances.

Present, in addition to NAB officers, were Paul W. Morency of WTTIC, Hartford, and Howard Lane of WJJD, Chicago.

Radio In Every Room Drive Set For Iowa

Des Moines, Ia. — A full-scale "Radio in Every Room" campaign, patterned after similar drives in Hartford, New Orleans, Salt Lake City, Indianapolis and Trenton, will be launched in this city and perhaps throughout the state on Feb. 27 and will run through March 12, it was announced yesterday by R. N. Tucker of the A. A. Schneiderhahn

(Continued on Page 6)

New Jersey Seed House Sponsoring WJZ Program

Phil Alampi, WJZ farm and garden editor, will be sponsored by the Garfield Williamson, Inc., of Jersey City, in a new 15-minute program of home and garden care on WJZ, New York, starting Saturday, February 19, at 1 p.m. and continuing for 13 weeks. Contract was placed through the John S. Edwards agency of Hackensack, N. J.

Theme Song

Boston—"Just One Dime," written by Sherman Feller of WEEL, is the theme song of the March of Dimes drive in the Boston area. Co-operating with Feller, who is chairman of the radio division of the drive, Kasper-Gordon, Inc. recorded the number for distribution to radio stations in Suffolk county. Ray Doroy sings the vocal.

Life With Father

Edgar H. Kobak, son of the MBS prexy, has been appointed manager of WTWA, Thomson, Ga., effective Feb. 9. He was formerly associated with WNIR, Newark, N. J. WTWA is a Mutual affiliate owned by MBS prexy Edgar Kobak and Walter Brown.

A. F. of L. To Sponsor Web News Program

Plans for network sponsorship of a five-a-week 15 minute news program by labor's League for Political Education are being worked out this week at the American Federation of Labor convention at Miami, Fla. Labor unions, according to reports, have raised a \$500,000 budget for the commercial series.

First steps towards setting up the new program were taken the past few weeks in New York when Morris Novik, consultant to the A. F. of L., made a survey of network time availabilities and program costs. Novik's recommendations were presented to the union's committee in Florida yesterday.

Brotherhood Wk. Shows Scheduled By ABC Web

ABC has scheduled two Brotherhood Week programs by the National Conference of Christians and Jews, Feb. 21 at 9:30 p.m. and Feb. 26, 8 p.m., both EST.

"Community Brotherhood" will be

(Continued on Page 6)

Coast Listeners' Group Protests 'Giveaway' Trend

San Francisco—A protest against the swarm of "giveaway" programs which blanket the airwaves has been issued by the Radio Listeners of Northern California.

Mrs. Walter C. Fell, president of this active analytical and critical group, issued the following statement outlining the organization's attitude toward "gimmick" shows, as they call them:

"Millions of Americans waste

Coming Session In New Orleans Will Decide Future Of BMB, Federation Plans And Other Trade Matters

NBC Web Ends Ban On Transcriptions

NBC, the last major network holding out against the broadcasting of transcribed programs, announced yesterday that it will permit the use of tape or disc transcriptions. Announcement came from Ken R. Dyke, administrative veepee in charge of programs, who commented the procedure would be followed where the talent, advertiser, agency and network agree that improve-

(Continued on Page 6)

Cuts ET Library Rates For New FM Stations

Plans to offer complete transcription library service to FM stations at reduced rates was announced yesterday by C. P. MacGregor, New York and Hollywood ET producer.

In announcing the service MacGregor said: "Inasmuch as most of

(Continued on Page 6)

Bill Bailey Opening Own Office In Wash.

J. N. "Bill" Bailey, who recently resigned as executive director of the FM Broadcasters Association, announced yesterday that he planned to open his own office as radio and

(Continued on Page 2)

When directors of NAB meet at the Hotel Roosevelt in New Orleans on Monday, February 14th, they will be faced with some crucial problems which will have bearing on the agenda and decisions of the industry organization's convention in Chicago next April. Numbered among the

(Continued on Page 6)

Offer Revised Plans For BMB 2nd Study

Elimination of average daily audience reports in BMB's Study No. 2 has been recommended by the bureau's technical committee to the research committee. A resolution by the technical group also recommends that Study No. 2 include the total weekly audience and the composition of that total in terms of 6 or 7, 3 to 5 and 1 or 2 days or nights of listening. The questionnaire permits the listener to indicate the

(Continued on Page 6)

NAB Joins Wide Protest To House 'No-Mike' Rule

Washington Bureau of RADIO DAILY
Washington—NAB will protest to the House Un-American Activities Committee its ban on microphones in public hearings of the committee, announced earlier this week. The NAB objection, probably to be made

(Continued on Page 2)

Tweet' Tweet'

A bird lover in the CBS press department penned the following release yesterday: "A criminal whose savage proclivities can be calmed by the chirping of canaries leads police a dangerous, misleading chase in Lou Vitles' original thriller, 'Birdsong for a Murderer,' on CBS' 'Inner Sanctum' Monday, Feb. 14, 8:00-8:30 p.m., EST."

(Continued on Page 2)

RADIO DAILY



Vol. 46, No. 25 Fri., Feb. 4, 1949 10 Cts.

JOHN W. ALICOATE : : Publisher

FRANK BURKE : : : : Editor

MARVIN KIRSCH : Business Manager

Published daily except Saturdays, Sundays and Holidays at 1501 Broadway, New York, (18), N. Y., by Radio Daily Corp., J. W. Alicoate, President and Publisher; Donald M. Mersereau, Treasurer and General Manager; Marvin Kirsch, Vice-President; Val Adams, Associate Editor; Chester B. Bahn, Vice-President; Charles A. Alicoate, Secretary. Terms (Post free) United States outside of Greater New York, one year, \$10; foreign, year, \$15. Subscriber should remit with order. Address all communications to Radio Daily, 1501 Broadway, New York (18), N. Y. Phone WIsconsin 7-6336, 7-6337, 7-6338.

WEST COAST OFFICES

6425 Hollywood Blvd. Phone: Gladstone 8436

WASHINGTON BUREAU

Andrew H. Oiler, Chief 6417 Oahonega Rd. Phone: WIsconsin 3271

CHICAGO BUREAU

1417 Ashland Bldg. 155 N. 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

(February 3)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg
ABC	8 3/4	8 1/2	8 1/2	- 3/8
Admiral Corp.	17 1/4	17	17	- 1/4
Am. Tel. & Tel.	148	147 3/4	147 3/4	- 1/8
CBS A	21	19	19 1/2	- 2 1/2
CBS B	21 1/8	19	19	- 2 7/8
Farnsworth T. & R.	4 1/4	4	4	- 1/4
Gen. Electric	38 5/8	38 1/4	38 1/2	+ 1/4
Philco	37	36 7/8	36 7/8	- 1/4
RCA Common	12 7/8	12 1/2	12 1/2	- 1/2
RCA 1st pfd.	73 3/4	73 1/4	73 1/4	- 1/2
Stewart-Warner	13 1/2	13 1/4	13 1/4	+ 1/8
Westinghouse	24 5/8	24	24 3/8	+ 1/4
Westinghouse pfd.	97	97	97	+ 7/8
Zenith Radio	28 3/4	28 5/8	28 5/8	- 1/8

NEW YORK CURB EXCHANGE

Hazeltine Corp.	15	13 3/4	15	+ 1 1/8
Nat. Union Radio	3 3/4	3 3/4	3 3/4

OVER THE COUNTER

DuMont Lab.	Bid 15 1/2	Asked 16 1/2
Stromberg-Carlson	Bid 15 1/2	Asked 17

10 YEARS AGO TODAY

From the Files of Radio Daily

For the first time in the history of commercial broadcasting a network has exceeded the 4 million dollar mark for gross billings during one individual month. NBC announced its gross billings for January as \$4,033,900 with the Red network reporting \$3,035,511 and the Blue, \$998,389.

WINZ

NAB Joins Wide Protest To House 'No-Mike' Rule

(Continued from Page 1)

today, will backstop stiff protests by the Capitol Radio Galleries, CBS, the White House Photographers Association and other groups.

NAB is also prepared to file an amicus curiae brief with the Maryland Court of Appeals when that body considers the case of three Baltimore stations and a news commentator adjudged guilty of contempt last week for telling more about a crime trial than the Baltimore court thought they should.

These and other matters were discussed by the NAB Freedom of Radio Committee this week. Chairman Rex Howell of KFXJ, Grand Junction, Colo., will report for that committee to the NAB board in New Orleans February 14.

Bill Bailey Opening Own Office In Wash.

(Continued from Page 1)

TV consultant in Washington soon. Bailey has been retained by several stations to consult on operations and will also handle the public relations activities for the broadcasters.

Collegiate Peace Award To Be Made Here Today

The winner of the New York Collegiate Peace Award, for whom some 300,000 students from 39 colleges and universities will vote, will be named at "The Collegiate Forum of the Air" broadcast by WWRL from the International House, today, 10:30-11:30 p.m.

Wedding Bells

Henry Untermeyer, account executive for WCBS, New York, will be married today (Friday) to Adele Ellen Wells, in a ceremony at the bride's home, 124 E. 72nd Street, New York City. The couple will leave for a honeymoon in Nassau after their marriage.

Coast Listeners' Group Protests Giveaway Trend

(Continued from Page 1)

way of lining their pockets to the mental and moral detriment of the public. Financially, the public is the loser, too. As consumers, we have to pay more in the long run for products which are 'given away' so lavishly on the quiz shows."

Mrs. Fell predicted the give-away shows would fall of their own weight, as did miniature golf, mah jong, chain letters and similar crazes.

Send Birthday Greetings To—

February 4
 John G. Fraser Alice Hill
 Jack R. Poppele Jane West
 A. Walter Socolow

February 5
 Ed Abbott Thor Ericson
 Eddie Stanley Rupe Werling

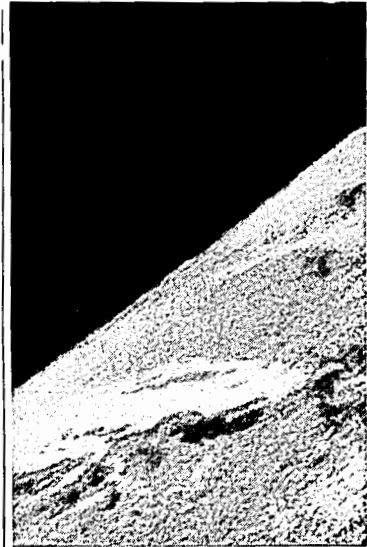
February 6
 Haven Gillespie Louis Nizer
 Thurl Ravenscroft Joseph Roge's
 Dorothy DeRosa Steve Ellis
 Ray Katz

February 7
 Bill Johnstone Jerome Sill
 Alexander McQueen
 Frank Weltmer Dorothy M. Smith

February 8
 Don Ball Truman Bradley
 Irving Kaufman Frank E. Mason
 Fred Thoms Ed Fitzgerald
 Charles Sears

February 9
 Charlotte Holland James Rich
 Charles Marshall Herb Sheldon

February 10
 Milton Robertson Jack Leonard
 James Monks Edwin S. Reynolds
 George Hessberger
 G. Stanley McAllister



65 MILES UP

That's a view of earth . . . about 65 miles up. But who went up there to take the picture? No-body.

Johns Hopkins University scientists placed a camera in a German V-2 rocket. And the picture was snapped when the rocket reached the top of its flight and started back to earth.

That just goes to show you there is usually a way of getting around the impossible.

To some radio time buyers there are certain markets that are tough, almost impossible to reach. We wouldn't know about other cities . . . but if it's Baltimore you're trying to picture . . . the way to do it is list the call letters W-I-T-H.

It's Baltimore's successful independent station. The station in this sixth largest city, that delivers more listeners-per-dollar-spent than any other station in town!



W·I·T·H

Baltimore 3, Maryland

TOM TINSLEY, President

Represented by Headley-Rood

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.

TWO HISTORIC SCOOPS IN FOUR DAYS

Kingsbury Smith, International News Service European General Manager, scored brilliantly this week with two memorable scoops within the short space of four days—the exclusive series of statements by Soviet Prime Minister Josef Stalin.

1

On Sunday, January 30, Kingsbury Smith turned in one of the most dramatic news scoops in recent years.

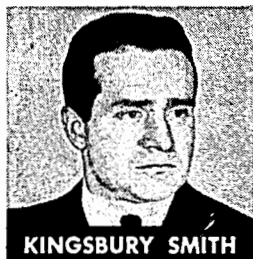
He succeeded in getting direct answers from Premier Stalin to a series of timely questions submitted to the Soviet dictator. It was one of the very rare occasions on which Stalin has made public his personal views on international affairs—and the answers carried a world-wide impact since they expressed Stalin's willingness to sit down with President Truman and discuss a "pact of peace" between the United States and Russia. This story took headline play in newspapers and over the radio at home and abroad.

2

On Wednesday, February 2, Kingsbury Smith converted this tremendous story into a great double-

barreled scoop for INS and all its domestic and foreign clientele. He had dispatched a second message to Stalin relaying President Truman's expressed willingness to meet the Russian leader in Washington and asking whether Stalin would agree to do so. In reply, Smith received a personal telegram direct from Stalin declaring his state of health is such

his doctors would not permit such a long journey, but countering with a new invitation to Mr. Truman to meet with him in Russia, Poland, or Czechoslovakia.



KINGSBURY SMITH

Thus, INS handed its subscribers a brace of major scoops that were headlined on front pages and broadcast by radio throughout the world. The INS-Stalin exchange led to an historic statement on American foreign policy vis-à-vis Russia by U. S. Secretary of State Acheson. It all goes to prove again...

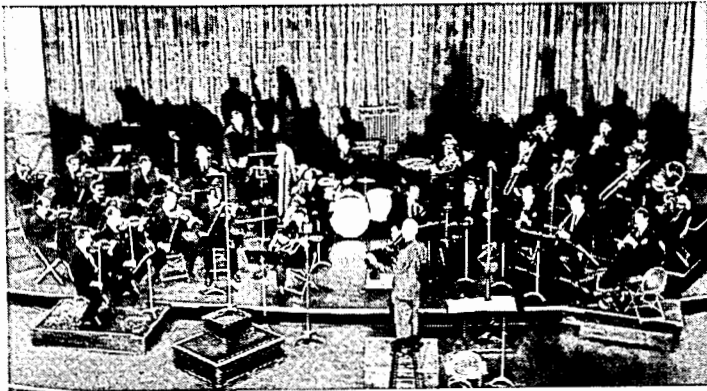
You Can't Afford to be Without INS—

The World's Greatest Combination News & Feature Service

INTERNATIONAL NEWS SERVICE

for
JANUARY—
FEBRUARY

the *Thesaurus* festival of 128



THE MUSIC OF MANHATTAN conducted by Norman Cloutier
Incomparable arrangements of new melodies by Cole Porter and Jimmy McHugh highlight the latest contribution of these 28 all-star network instrumentalists.

Watch for *So In Love* and *Caribbean Caprice*.



LOUISE CARLYLE and the Music of Manhattan
Everything Louise sings seems to have been composed with the throaty contralto of the THESAURUS songbird in mind, especially two sly numbers from Cole Porter, *Always True To You In My Fashion* and *Why Can't You Behave?*



Swing and Sway with **SAMMY KAYE**

"More Kaye!" is a frequent demand from all over the nation, so here's Sammy, the Kaydets, Don Cornell, the Kaye Choir and Laura Leslie making life sweet again with 10 outstanding selections, among them *Lonesome* and *Lavender Blue*.



THOMAS HAYWARD and the Norman Cloutier Orchestra
Although Tom's heart-warming tenor is frequently heard at the Metropolitan Opera, the popular Hollywood tunes in this stint for THESAURUS can hardly be called high-brow. Look for *Just For A While*, *Too Much Love* and *Bella Bella Marie* plus other choice numbers.



SWEETWOOD SERENADERS

The most unique dance group in radio fills the air with woodwind harmony, highlighted by Roland Dupont's trombone artistry. Selections are from Walt Disney's "So Dear To My Heart" and other unreleased films.



PATTI DUGAN

The Jumpin' Jacks sketch in a colorful background for the ballads of lovely Patti Dugan, whose order of the day is *Enjoy Yourself*—and you will!



JUMPIN' JACKS

Radio's finest exponents of hot rhythm give their all in five bouncing 'pops', including a fascinating Afro-Cuban novelty with the strange title *Similau, Agua!*



TERRI STEVENS

THESAURUS singing sensation, beautiful young Terri Stevens, does many alluring vocalizations for this release ballads fresh from Broadway and played with intimate finesse by Terri's three ardent supporters, the Novatime Trio.

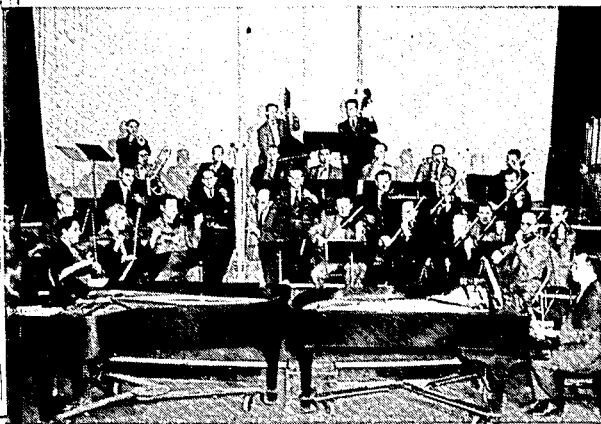
NOVATIME TRIO

These three virtuosos of Hammond organ, guitar and marimba will net many new sponsors with twelve bright novelties just recorded and headed for the honor roll.



hit tunes

19 famous features with distinctive interpretations of the newest Broadway and Hollywood gems, scored by America's top arrangers...



WALTZ FESTIVAL ORCHESTRA

The scoring is modern, the instrumentation magnificent in the latest release by a great new THESAURUS group under the direction of Concertmaster Paul Winter. *Faraway Places*, *It's A Big, Wide, Wonderful World* and four other hits in three-quarter time.



ALLEN ROTH and his Symphony of Melody

Sweeping tonal color and thrilling symphonic variations dramatize Allen Roth's current turn for THESAURUS. Raves are due for *Slaughter On Tenth Avenue* and *On Your Toes* by Richard Rodgers.



VINCENT LOPEZ

America will be dancing to delightful THESAURUS recordings by Lopez, among them: *Bouquet Of Roses*, *Then I Turned And Walked Slowly Away* and *Green Up Time*, with vocals by Francine Lane and Kelly Rand.



MANIHTATAN NIGHTHAWKS

featuring Johnny Guarneri
The whole town's talking about Johnny Guarneri and the bright new style he has brought to piano. With a rhythmic background beat emanating from the Nighthawks, Johnny in this release encourages the patter on 52nd Street with eight sunlit selections from the finest musicals Broadway has had in many a year.

CHARLIE JORDAN

and the Sweetwood Sereaders
An increasingly popular star of THESAURUS releases and growing favorite on network shows, Charlie lends his romantic baritone to a choice medley of starlit ballads.

MANIHTATAN MADCAPS

Seventeen devotees of solid swing, rounding out *The Music Of Manhattan* with a new season of fast dances, including an *Easy Morales* rumba, *Jungle Fantasy*.

GEORGE WRIGHT at the Hammond

It's Whatcha Do With Whatcha Got is one of George Wright's 12 THESAURUS selections and verily, George does plenty on his famous Hammond organ with a wide range of sparkling new productions from Cole Porter, Jimmy McHugh and other great tunesmiths.

THE SWINGTONES

This careful sextette, one of the newest features in THESAURUS, receives beat backing from the *Jumpin' Jacks* for six up-to-the-minute novelties, among them Johnny Mercer's catchy *Great Guns* and *Down By The Station*, a sensational novelty.

LISTEN TO LEIBERT

This time Richard Leibert brings to his magic keyboard—the world-famous Radio City Music Hall organ—Jerome Kern's *Long Ago And Far Away*, Sigmund Romberg's *From Now Onward* and three bright novelties to keep the Leibert sponsors humming.

MUSIC HALL VARIETIES

conducted by Pat Ciricillo
Music please, Professor! . . . decades old but full of nostalgic charm—*Hearts And Flowers*, *Down Among The Sheltering Palms*, *Charleston* and the Saxophone Eight in *Ruinin' Wild* and *California, Here I Come*. Candy! Peanuts! Sponsors!

AS WE GO TO PRESS,

Thesaurus IS IN THE GROOVE WITH RECORDINGS OF the first 7 of the 10 tunes on THE BILLBOARD's 'Honor Roll of Hits'

1. *A Little Bird Told Me*
Jumpin' Jacks with Patti Dugan
2. *Buttons And Bows**
The Swingtones
3. *On A Slow Boat To China**
Louise Carlyle
4. *My Darling, My Darling*
The Novatime Trio
5. *Faraway Places*
Waltz Festival Orchestra
6. *Lavender Blue (Dilly Dilly)*
Vocal—Sammy Kaye & Orchestra
Instrumental—George Wright, Organ
7. *Powder Your Face With Sunshine*
Vocal—Sammy Kaye & Orchestra
Instrumental—Manhattan Madcaps

—and 22 of the top 31 songs listed by THE BILLBOARD (Jan. 22) and VARIETY (Jan. 19) as having the 'greatest radio audience' . . .

*in THESAURUS for over a year.

Thesaurus, as always — the No. 1 Musical Library

Radio-Recording Division

RCA Building, Radio City, New York • Chicago • Hollywood

Smash musicals represented in this release:

BROADWAY—*My Romance*; *Kiss Me, Kate*; *As The Girls Go*; *Along Fifth Avenue*; *Where's Charley?*; *Love Life*; *Lend An Ear*.

HOLLYWOOD—*Take Me Out To The Ball Game*; *South Of St. Louis*; *Rogues' Regiment*; *Words And Music*; *My Dream Is Yours*; *Streets Of Laredo*; *One Sunday Afternoon*; *So Dear To My Heart*.

NAB's Board Faced With Many Problems

(Continued from Page 1)

matters which will come up for discussion will be Broadcast Measurement Bureau; the proposed federation of industry organizations and the completion of the all-industry movie and public relations program.

BMB, despite the reorganizational plans put in effect two months ago, is still an industry problem. Some directors are said to be for the dissolution of the audience measurement organization, others would have Hugh Feltis, president, resign and some think the only means of saving BMB is to re-organize it along the lines of Broadcast Music, Inc.

President Feltis, now in the field seeking subscribers for the Second Study, has been asked to increase the list from 800 to 1,000 before the second survey gets under way. The results of his canvas of the broadcasters for additional subscribers will be reported to the NAB board at the New Orleans meeting. If the returns fall short of expectations Feltis may be asked to resign.

Whether financial support from National Broadcasting Company to insure completion of the Second Study will be acceptable will also come before the board for consideration. NBC, according to reports, recently promised Justin Miller, president of NAB, an advance on its subscription to BMB to help tide the organization over during the emergency.

NAB's plan for a federation of industry organizations is also on the board's agenda. Officials of the organization have been working to obtain the consent of the FM Association, Television Broadcasters Association and BMB to merge with NAB as an all-industry organization. FMA, according to reports, is willing to participate in such a merger and will announce its intentions at the April convention of NAB. The TBA, while willing to participate, wants complete autonomy.

COLOR TELEVISION

Your Television Commercials will have more COLOR when delivered LIVE and MUSICALLY by the Telegenic

LANNY & GINGER GREY

(2 voices and a piano)

YOUR Jingle Sung or Written and produced. Our clients: ADAM HATS, MARLIN BLADES, SCHARD, COCILANA, etc.

Write for Complete List

Listen Daily: WMGM—8:00-8:30 A.M.

LANNY & GINGER GREY

Radio-Video Productions & Jingles
1350 Madison Ave., New York 28
ATwater 9-4020



Mainly About Manhattan. . . !

● ● ● AROUND TOWN: Trade shocked by N. Y. Post's sudden dropping of Paul Denis' great radio col'm on 24 hour's notice. Paul was doing one of the top jobs in town and his critical views will be sorely missed, so far as this observer is concerned. . . . Mary Margaret McBride was ad libbing with Fred Waring on her WNBC program the other day. "Do you want to hear something funny?" she began. "On this network!" interrupted Fred. . . . "Voice of America" series recently got itself a phenomenal increase in listener mail. (Within 2 months, tally went from about 500 to 8500 a month). . . . Jimmy Durante going to London this summer to play the Palladium. (He wants to be last on the bill, figuring he'll get all the laughs by that time). . . . WOR's Norm Livingston sporting a big smile these days. His half-hour series (on film), Samuel R. Zack's Labor Arbitration, is meeting with terrific agency reaction. . . . Latest radio thesp to invade the B'way legit scene is lovely Marilyn Lowe who opens tomorrow night in the Mae West smasheroo, "Diamond Lil" at the Coronet, in one of the ingenue leads. (Marilyn's been heard hereabouts on such stanzas as Theater Guild, Superman, FBI, etc.). . . . Jack Hurdle producing the Ripley TV show for Doug Storer which bows in on NBC March 1st for Motorola. . . . The visit of Tomas Muniz, prez of Puerto Rican Broadcasters Ass'n, to N.Y. was marred by the fact that his wallet containing 400 bux was lifted from his hotel room here.

★ ★ ★ We'd like to take a minute out to salute a talented performer with the courage of his convictions—Dwight Weist. Dwight, emcee, actor, announcer and newsreel commentator, has long felt that TV programming needed something that wasn't the stage, movies or radio, but something distinctly tele-visual. So he gave up his post as emcee of the radio-video "We, the People" to devote more time to his recently formed Dwight Weist Video Productions. First result was a novel quarter-hour series tagged "Feature Story" that combines the many arts with something new. In addition he has two other packages, "Where Is It" and "What's New," all designed strictly for TV.

NBC Web Ends Ban On Transcriptions

(Continued from Page 1)

ment will be obtained by the use of transcriptions.

Al Jolson's "Kraft Music Hall" is expected to be one of the first NBC shows to switch to transcriptions. Ed Gardner is another who plans to do the same thing.

Possibility of allowing transcribed broadcasts had been under consideration at NBC for some months. Idea was okayed last week at a meeting in New York of the network's Stations Planning and Advisory Committee.

Brotherhood Wk. Shows Scheduled By ABC Web

(Continued from Page 1)

featured on the first program with the story of the New Haven, Conn., "Neighborhood Project." The second show will be "Within Our Gates," a dramatization of the life of Charles Evans Hughes.

Cuts ET Library Rates For New FM Stations

(Continued from Page 1)

the new FM stations are in the midst of a pioneering period of establishing a new medium and operating in most cases on very limited budgets, it seems only reasonable that allied groups in the radio field, such as transcription companies like ourselves, should be expected to give these newcomers something beside moral support."

MacGregor is offering the FM library service at a basic rate of \$75 a month.

Radio In Every Room Drive Set For Iowa

(Continued from Page 1)

Co., chairman of the general planning committee.

Distributors and their salesmen have been scheduled to meet tomorrow, members of the local press and broadcasters on Feb. 3 and retailers on Feb. 4.

Offer Revised Plans For BMB 2nd Study

(Continued from Page 1)

number of days he listens to each station in these three frequency-categories.

One matter up for especially close attention is the effect, if any, of a reduced sample on the stability of the breakdown of the total weekly audience. The technical committee also has asked the BMB board to determine as quickly as possible the advisability of basing this year's study, which begins in March, on a re-estimate of 1948 families and radio homes or finding means for making a valid estimate of 1949 homes which would have a closer relationship, chronologically, to the time of the study.

Monroe Tops Poll Of WNEW Disc Jockey

Vaughn Monroe's orchestra, Frank Sinatra and Doris Day won number one spots in the three categories of WNEW disc jockey Martin Block's 23rd popularity poll, it was announced on Wednesday.

Monroe pulled down 70,430 votes; Sinatra, 44,390, and Miss Day, 60,270. Harry James and Tommy Dorsey took 2nd and 3rd place among orchestras; Perry Como and Bing Crosby were 2nd and 3rd of male vocalists, and Jo Stafford and Margaret Whiting ranked 2nd and 3rd among female singers.

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—WPX
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

TELEVISION DAILY

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

EXPANDED PROGRAM SET BY TBA

TELE TOPICS

GIANT STRIDES toward evolving a suitable TV format for grand opera were made by NBC Wednesday night when the web aired a studio production, in English, of the fourth act of Puccini's "La Boheme." The most outstanding feature of the production, besides the obvious advantages of the studio over a theater, was the cast. The singers were young, good-looking, agile and competent actors. They projected good humor at the beginning of the act, and conviction at the closing that the Met has never seen. It was a completely charming half-hour of viewing.

For the most part, the production moved along smoothly. When it did drag in spots, it was due mainly to the fact that the original score was followed faithfully. The next videopera aired should be a 60- or 90-minute condensation of a complete work. . . . There were only two production flaws in the show Wednesday night. Occasionally the orchestra drowned out the singer briefly, and once or twice the singer was off mike. The opening—printed synopsis of preceding acts—was barely visible, and the announcer who read the lines fought a losing battle with the tilted verbiage. . . . Dr. Peter Hermanandler was musical director; Charles Polacheck translated the original and staged the production, and Hal Keith directed. Top-notch cast included Glen Burris, Evelyn Case, Virginia Card, Norman Young, Edwin Steffe and Ray Jacquemet.

GENERAL FOODS, for Sanka coffee, will pick up the tab on "The Goldbergs" over CBS come springtime. Young Rubicam set the deal. . . . Despite/Because of (take your choice) the estimated 125,000 receivers in Brooklyn and Queens, the Dodgers office is being swamped with advance ticket orders, with expectations of over one million bucks in the till by opening day. . . . According to Pulse, the Gavilan-Williams fight on NBC Friday night received the highest N. Y. rating, 50.7, ever given a bout. . . . Marital relations dept.: "Ford Theater" director Marc Daniels will get a chance to put his wife through her thespian paces when Meg Mundy (Mrs. D.) stars in his production of "The Silver Cord" over CBS on the 13th. . . . Although General Foods will continue AM sponsorship of "Juvenile Jury," it has released the show for video. . . . Special film made in cooperation with the First National Conference Pioneering in Cerebral Palsy will be aired by WJZ-TV Tuesday. . . . WBZ-TV, Boston, takes on two new shows Monday, giving the Westinghouse outlet total of 40 air hours weekly. . . . Expanding his tele department, C. E. Hooper has appointed two new contactmen, Hamilton E. Finney, formerly with Sweets Labs, and Carl W. Tillmanns, Jr., former copy research supervisor at Foote, Cone & Belding.

PICTURE OF THE WEEK



Hollywood—Lewis Allen Weiss, president of the Don Lee web, congratulates winners of "Emmys" at the first annual awards dinner of the Academy of Television Arts and Sciences. Left to right: Charles Mesak, KTLS engineer, technical award; Mike Stokey, most popular program; Weiss; Shirley Dinsdale, most popular personality; Stanley Rabin, best film, and Klaus Landsberg, manager of KTLA, which received an award for outstanding station achievement.

SAG Plans Negotiations With TV Film Producers

West Coast Bureau, RADIO DAILY
Hollywood—With the collapse of negotiations between Screen Actors Guild and Actors Equity on means to organize and administer union affairs of actors in television, a committee of SAG will meet immediately with producers of video films in an effort to reach an agreement. Guild board, it was said, will continue to explore every possible approach to a solution.

New Kids Show Sold By WPIX, Bows Sat.

New weekly half-hour children's show, "Big Top," bows in over WPIX Saturday, 4:30 p.m., sponsored by James McCreery & Co. department store, and Deauville Ice Cream Co. Originating from McCreery's Big Top Restaurant, program will open with Felix, the clown, and Mardi Bryant as emcee. Danny Webb and Frank Paris will guest on the opener. Director is Peggy Gannon.

New Tube May Up Relay Load To Six TV Channels Each Way

The AT&T microwave relay system now under construction between New York and Chicago is tentatively planned to carry up to six video channels in each direction, officials of the company disclosed yesterday. The increased load will be made possible by the use of a new "close-spaced triode" vacuum tube made by Bell Labs, and other developments. The New York-Chicago link is expected to be in operation

by the end of next year, it was said. (The AT&T radio relay system now in operation between New York and Boston has two channels in each direction.)

Name of the new tube is derived from the extremely small distance between the grid and cathode. The small space reduces the time it takes electrons to pass between the grid and cathode, thus permitting use in high microwave frequencies.

Association Plans Wider Activity; Regan Named

Program of expanded activity has been launched by the Television Broadcasters Association to keep pace with the rapid growth of the industry during the past year, it was announced yesterday. Will Baltin, secretary-treasurer of the organization, said that three new services will be inaugurated during the next 30 days, with others planned for the summer and fall.

Initial step in the contemplated expansion of the TBA staff to handle the new projects is the appointment of Dan Regan as public relations aide. Regan recently handled Democratic campaign copy for Warwick & Legler, and previously was with the Red Cross and Stars & Stripes in Europe. Before the war, he was a newsman with ABC, NBC, UP and Transradio Press.

New services planned immediately include:

(1) A monthly program exchange service to provide a complete listing of new programs aired by member stations; (2) Quarterly "Status of the Industry" reports; (3) Monthly Washington reports, prepared by Roberts & McInnis, Washington TBA representatives.

In addition, formation of a legal committee is planned to advise on matters pertaining to copyrights, clearances for music and literary material and other problems. Also contemplated is a committee composed of agency and station reps affiliated with TBA, to cooperate with the commercial operations committee on standardization of rate card formats.

Committee chairmen for 1949 named by prexy J. R. Poppele include: F. J. Bingley, engineering; Lawrence W. Lowman, program and finance; G. Emerson Markham, commercial operations; Dr. Allen B. DuMont, membership; O. B. Hanson, operations and standards; Paul Ralibourn, publicity-promotion; Kenneth Bartlett, educational, and Ernest A. Marx, chairman affiliates division.

At the same time, addition of four new members to the organization has been announced. Active membership has been accorded KPRC, Houston; WFBM, Indianapolis; WHEN, Syracuse, and affiliate membership to Weed & Co., station reps.

WNAC-TV Ups Langguth

Boston — Tony Langguth, since 1936 a member of the WNAC production department, has been promoted to production supervisor of WNAC-TV.

TRIGGER is a Dark Horse!

(THE STORY OF AN UPSET AT SIX)

THERE'S a half-hour radio program on one of the networks at 6:00 p.m. Sundays.

It's not an expensive show, but a great one. It hasn't had a million dollars worth of ballyhoo. It has serious competition.

It's a *dark horse*—and it's pulling ahead.

In the Nielsen sweepstakes (December 19-25th), with 124 once-a-week entries, this show rated 18th (Average Audience) and tied for 21st place (Total Audience).

There are less than 6 points difference between this show and Jack Benny.

It's ahead (both total and average audience) of such shows as The Great Gildersleeve, Stop The Music (all 4 quarters), Red Skelton, Burns & Allen, Eddie Cantor, Date with Judy—and

many other shows that cost two, three and four times as much.

And it tops its highest competing show by 6 points.

This is really an *upset at 6 o'clock*.

We wish Nielsen would let us publish the name of the show. But you know the name of the network.

What does this mean? For one thing, it means that with a good show, Mutual can deliver ratings. Even more important—Mutual can deliver ratings at a lower cost per rating point—and a lower cost per 1000 homes reached—whichever way you want to figure it.

In these days of hard selling—of efficient and economical selling—can you afford not to look at Mutual?

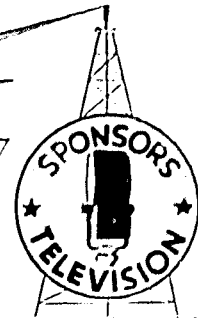
Mutual Broadcasting System

WORLD'S LARGEST NETWORK



RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 46, NO. 26

NEW YORK, MONDAY, FEBRUARY 7, 1949

TEN CENTS

TV-SURVEY REPORTS HELD INADEQUATE

Johnson Mutual V-P; Heads 2 Departments

Earl M. Johnson, director of engineering and station relations at Mutual, on Friday was elected a vice-president of the network in charge of both departments. Election took place in Washington at a meeting of the network's board of directors and announcement was made by Edgar Kobak, president of the web. Johnson joined the technical department of Mutual on Nov. 1, 1945 and was named director of engineering a year later. On Jan. 3 of this year he became head of station re-

(Continued on Page 2)

Am. Tobacco Co. Cancels 'Your Lucky Strike,' CBS

West Coast Bureau, RADIO DAILY Hollywood — American Tobacco Co. on Friday cancelled "Your Lucky Strike" effective at the end of its 13th week. The Don Ameche show has been on for nine weeks. It is understood here the time slot has been cancelled on CBS.

The cancellation of the program is unexplained, as the Hooper had risen from 2.7 to 3.2. Rumors are that there is dissension in the

(Continued on Page 5)

Would Limit Installations Of Automobile TV Sets

Concord, N. H.—Automobile dashboard installations of television receivers would be prohibited by a bill now before the New Hampshire House of Representatives. According to terms of the proposal, a video screen that would be seen only by occupants of the rear seat would be permissible.

Presentation

Dave Driscoll, WOR's director of news and special events, has presented President Harry S. Truman with a recording of his now famous imitation of H. V. Kaltenborn which was given at the Electoral College dinner in Washington, D. C. The recording was made from the sound track of the film from Fox Movietone News.

Broad's'r Buys Time On 5 Other Stations

Roger Clipp, general manager of WFIL, Philadelphia, displayed faith in radio as an advertising medium the past week-end when he signed for commercial sign-off spots on five daytime radio stations in the Philadelphia area.

Clipp bought time for sign-off commercials seven days a week on WNAR, Morristown, Pa.; WPWA, Chester; WVCH, Chester; WKDH, Camden, and WJMJ, Philadelphia. Stations will carry 50 to 100 word messages inviting their listeners to turn their dials to WFIL for good night-time programming.

The five stations are in suburban areas of Philadelphia and all close down in the late afternoon.

Rugged Weather Aids Radio's Spot Business

Rugged winter weather in most sections of the country has proven to be a boon to the selective or spot broadcasting business with manufacturers of remedies for treatment of cold weather ills using an un-

(Continued on Page 6)

FCC Nixes Hope Request To Delay WHAS Hearing

Washington Bureau of RADIO DAILY Washington—Bob Hope's petition for a 60-day delay in the slated February 28 hearing on his and two competing bids to purchase WHAS,

(Continued on Page 5)

NBC's Retaliation Plans For Talent Raids Readied

NBC's retaliation plans for CBS' raids on name talent have advanced to a point where network officials are ready to disclose their plans to a closed meeting of affiliates which will be held in Chicago on February 28-March 1, an NBC spokesman revealed Friday.

The affiliates will be told, according to reports, that NBC has already earmarked new talent acceptable to both network radio and television

More Definite Information Is Sought By Agency And Web Researchers; Point To 'Crystal Ball' Efforts

Radio Contests Grow On Nets And Stations

Use of contests as sales stimulators on network programs as well as local stations as an inducement to hypo sales of cigarettes, candy, soaps and toilet articles, have been increasing, RADIO DAILY learned Friday.

The "Dr. I. Q." program sponsored by Mars Candy Company, Chicago, offers a cash prize to a person who sends in a brief sketch of a famous personality. Merchandising gimmick

(Continued on Page 5)

Inclusion Of TV Query Logical, Says Hooper

With WNEW, WOV and WQXR reportedly considering cancellation of the C. E. Hooper service because of the inclusion of the question "Are you looking at a program just now?" the chief of the survey bureau has defended his stand with the asser-

(Continued on Page 5)

'Take It Or Leave It' Troupe To Visit Germany

Garry Moore and his troupe on the NBC "Take It Or Leave It" program will embark on Feb. 14 for Germany for a 10-day enter-

(Continued on Page 5)

Network and agency research execs are becoming increasingly concerned over the lack of definite tele information, and are especially upset over the growing number of "surveys" published in the trade press and elsewhere that offer projections of trends and predictions of future developments without sufficient base in hard facts.

Because of the youth and rapid growth of the medium, they say, it has aroused widespread interest. Everyone in the trade, they con-

(Continued on Page 7)

'Giveaways' Spread To Shortwave Field

Boston—"Give-aways" have gone international with the expansion of WRUL's "Mystery Tune" program in which listeners all over the world can win monthly prizes of short-wave radio receivers for the best essays of 300 words or less on the subject, "How can the people help to build a United States of Europe?"

The show, produced and directed

(Continued on Page 2)

Oklahoma Sportscaster Teamed With Mel Allen

Curt Gowdy, sports director of CBS affiliate KOMA, Oklahoma City, has been selected as the number two sportscaster to work with Mel Allen on the Yankee baseball broadcasts over WINS, New York. He will join Allen next month at

(Continued on Page 2)

WGAR Sales Increase

Sales of WGAR, Cleveland, showed an increase of 5% during the past year as compared with the same period in 1947, it was revealed at a stockholders meeting last week. The sales for the final quarter of 1948 ran 14% ahead of a corresponding period in 1947. It was the largest sales in the company's history, said John Patt, general manager.



Vol. 46, No. 26 Mon., Feb. 7, 1949 10 Cts.

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

Published daily except Saturdays, Sundays and Holidays at 1501 Broadway, New York, (18), N. Y., by Radio Daily Corp., J. W. Alicoate, President and Publisher; Donald M. Mersereau, Treasurer and General Manager; Marvin Kirsch, Vice-President; Val Adams, Associate Editor; Chester B. Bahn, Vice-President; Charles A. Alicoate, Secretary

WEST COAST OFFICES

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

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

FINANCIAL

(February 4)

NEW YORK STOCK EXCHANGE

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

OVER THE COUNTER

Table with columns: Bid, Asked. Rows include DuMont Lab., Stromberg-Carlson.

10 YEARS AGO TODAY

From the Files of Radio Daily
With the Ohio River nearing flood stage, WCKY laid plans to co-operate with city and state officials to broadcast emergency bulletins should the need arise.

WEAV

PLATTSBURG, N. Y.
AMERICAN BROADCASTING CO.
CONSTANTLY SELLING THE NORTH COUNTRY'S RICHEST MARKET
JOSEPH HERSHEY, MCGILLVRA, Nat. Rep.

COMING AND GOING

CAMPBELL ARNOUX, president of WTAR, Norfolk, Va., will leave Wednesday for New Orleans, where he'll attend the NAB board meeting in his capacity as director of the 4th District.

JAMES MELTON, radio and operatic tenor featured on "Harvest of Stars" over CBS, was heard in concert last Friday in the auditorium of the George Washington Hotel, Jacksonville, Fla., and the next day gave a recital in Orlando.

GEORGE SOKOLSKY was in Boston over the week-end. He filled a speaking engagement and broadcast his Sunday ABC program over WCOP, network affiliate.

DWIGHT WEIST is back in town following a trip to Washington in connection with his new package, "Feature Story."

WELLS CHURCH, director of news broadcasts for CBS; EDWARD R. MURROW, newscaster, and JESS ZOUMER, news editor, are back from Washington, where they attended the Radio Correspondents Dinner.

THEODORE C. STREIBERT, president of WOR, and J. R. POPPELE, engineering vice-president, have returned from MBS board meeting in Washington.

PAUL McGRATH, host on "Inner Sanctum" over CBS, is in Boston playing a role in the out-of-town performance of "The Big Knife," scheduled for Broadway debut at the National Theater Feb. 24.

EDGAR KOBAK, president of the Mutual network, and JAMES E. WALLEN, controller, have returned from Washington, where on Friday and Saturday they attended the board meeting of the web.

ROBERT D. ENOCH, general manager of KTOK, Oklahoma City, and director of District 12, NAB, visited late last week at the New York offices of BMB.

A. M. WHARFIELD, vice-president of C. E. Hooper, Inc., has left New York for Hollywood, where he'll make an extended stay in connection with the introduction of Jack O'Mara, who moves over on Feb. 16 from ABC to the Hooper office in Hollywood as Pacific Coast manager.

GENE AUTRY broadcast his CBS program last Saturday from WBBM, Chicago.

ED GREIF, of Banner & Greif, publicists, is expected back today from Cleveland, where he attended the special meeting of the General Council, Congregational Christian Churches.

SEYMOUR N. SIEGEL, director of WNYC, today will return from Washington, where he attended the Radio Correspondents Dinner held last Saturday night.

ROBERT E. SUMMERS arrived in New York from WFAA, Dallas, last Friday. Paid a call at the headquarters of BMB.

ERNEST LEE JAHNCKE, ABC's vice-president in charge of station relations, has returned from San Francisco.

Johnson Mutual V-P; Heads 2 Departments

(Continued from Page 1)

lations in addition to his engineering duties.

Prior to his association with Mutual, Johnson was assistant chief of the standard broadcast division of the FCC. He is a graduate of the School of Engineering, Cincinnati University, class of 1940.

Otis Allen Kenyon

Otis Allen Kenyon, board chairman of Kenyon & Eckhardt, died suddenly Feb. 3 of a cerebral hemorrhage while on a vacation trip with his wife in Nassau, Bahamas. He was 69 years old. Kenyon and the late Henry Eckhardt set up their advertising agency in 1929, at which time Kenyon was a director. He became board chairman of K&E in 1942. Kenyon was a member of the American Institute of Electrical Engineers and board chairman of the Kenyon Technical Research Corp. He is survived by his wife, Florence; two daughters, Mrs. Glenn Wiggins, Greenwich, Conn., and Miss Ingrid Kenyon, Miami; and a son, Donald B. Kenyon of Greenwich, Conn.

RCA Dividend

RCA has declared an 87 1/2 cent dividend per share on outstanding shares of \$3.50 Cumulative First Prfd. stock for Jan. 1-March 31, 1949, period. The dividend is payable April 1 to holders of record at the close of business, March 7, 1949.

Aiding Heart Fund

Washington—Jerry Strong, WINX morning man, opens city-wide disc jockey drive to raise funds for the Heart Association today.

Oklahoma Sportscaster Teamed With Mel Allen

(Continued from Page 1)

the Yankees training camp in Florida.

Gowdy, selected from among 200 applicants, is also well known to KOCY sports fans in Oklahoma City for his play-by-play broadcasts of Texas League games plus football and basketball reports on Oklahoma A & M. Gowdy himself was a forward on Wyoming University's great basketball team of 1941-42. He has done considerable football reporting for the CBS network.

Giveaways Spread To Shortwave Field

(Continued from Page 1)

by Jack Seltz, chief announcer for the World Wide Broadcasting Foundation, is transmitted over three 50,000-watt transmitters, Mondays, 3:45 p.m., EST.

Participating in Forum

National figures, including Senator Leverett Saltonstall of Massachusetts, Senator Ralph E. Flanders of Vermont, Socialist Party chairman Norman Thomas, Mrs. Franklin D. Roosevelt, novelist Fannie Hurst and playwright Robert E. Sherwood will participate in WQXR's "What's on Your Mind" forums, Feb. 9, 16 & 23, 9:30-10:15 p.m.

Red Cross Luncheon Set

James Sauter, chairman of radio for 1949 Red Cross Fund Drive, has sent out invitations to stations and trade editors to the "Radio-TV Luncheon" at the Waldorf-Astoria, Feb. 10, when plans will be mapped out for the radio campaign to be launched in March.



Now it's 100 miles up

If you read these W-I-T-H ads regularly, you'll remember the one captioned "65 Miles Up."

Scientists placed a camera in a V-2 Rocket. The picture was snapped when the rocket reached the top of its flight and started back to earth.

We thought that was a honey. Now they tell us of one taken later. The same way, this time at 100 miles up.

We don't know whether the same group of scientists took both pictures or not. But the fact is, no matter what you do — what heights you attain — if you don't stay in there working, competition will outstrip you in no time.

It's especially true in radio. And smart radio time buyers know that W-I-T-H, Baltimore's successful independent station, is the way to keep ahead of the competition here in the 6th largest city. Put W-I-T-H on that next list. It delivers more listeners-per-dollar-spent.



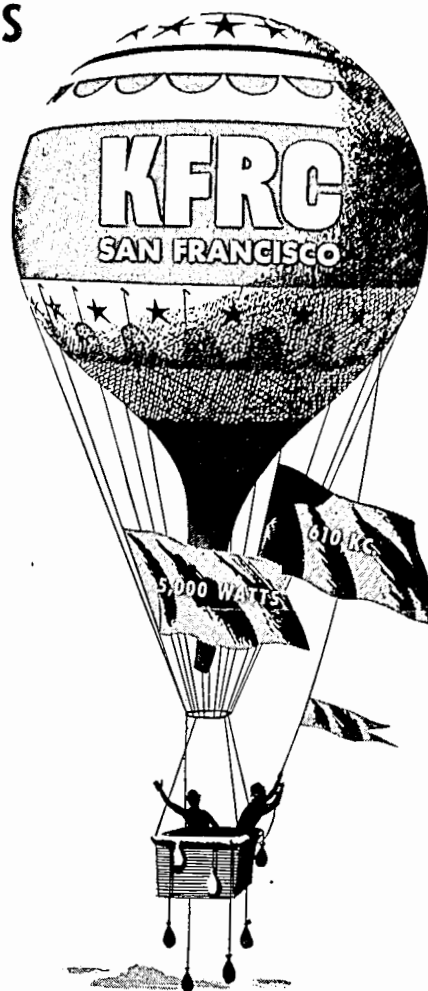
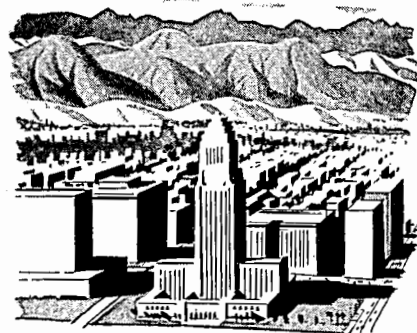
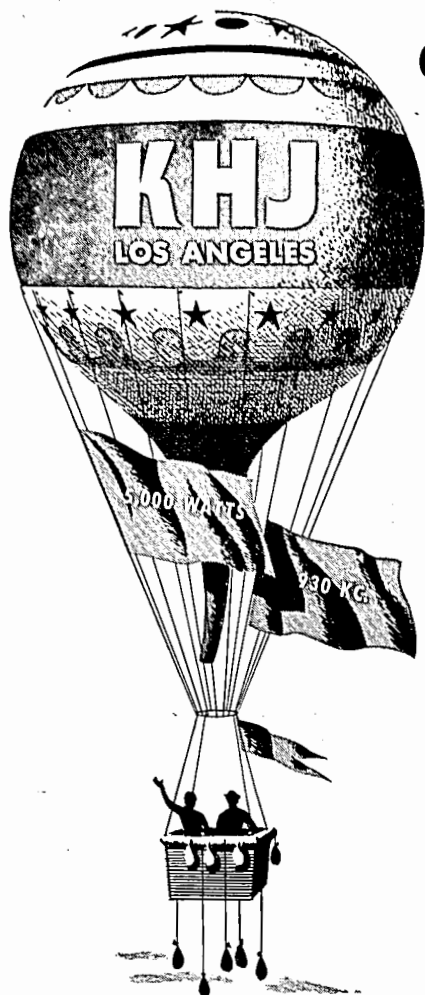
W-I-T-H

Baltimore 3, Maryland

TOM TINSLEY, President

Represented by Headley-Reed

**ECONOMICAL
COMPLETE COVERAGE
of the
TOP TWO MARKETS
on the
PACIFIC COAST**



TO SELL the TOP TWO MARKETS ON the Pacific Coast—the biggest markets West of Chicago—choose KHJ and KFRC, *key stations* of the Mutual-Don Lee Network.

KHJ and KFRC have over a quarter of a century of experience in selling products and services to the Pacific Coast's two major markets. Put them to work *selling for you!*

TO SELL the *whole* big Pacific Coast, your best radio buy is Mutual-Don Lee, the only network with a station in *every one* of the forty-five important markets.

When you want the TOP TWO MARKETS on the Pacific Coast, concentrate on the two key stations of the World's Greatest Regional Network.

KHJ **KFRC**
LOS ANGELES **SAN FRANCISCO**

Nationally represented by
JOHN BLAIR & COMPANY

Mutual
DON LEE
BROADCASTING SYSTEM

CHICAGO

By NAT GREEN

SKID ROW, haven for Chicago's derelicts, is the setting for "Out of the Night," religious documentary film to be televised on WBKB at 9:30 p.m. February 12. Film is based on actual case histories from the files of the Pacific Garden Mission, sponsor of the show, and Director Henry Ushijima of Cavalcade Productions states that authentic scenes from some of the sequences were obtained through the eyes of a concealed camera.

Fred (Harold Teen) Reynolds announced Jan. 29 on his disc show "Swinging at the Sugar Bowl," that Sir Francis Drake, the duck known to readers of the Harold Teen comic strip, will be a stellar attraction at the Tribune Outdoors Show on Navy Pier February 4-13.

Captain Stubby and the Buccaners, novelty instrumental-vocal act, has joined WLS.

Paul Moore, NBC engineer, has been appointed supervisor of the television engineering maintenance department.

WBKB on February 5 started the presentation of a series titled "Movie Money," old Charlie Chaplin films, and will offer prizes for viewers who identify characters.

WGN, in cooperation with the Chicago Heart Association, launched a special radio campaign Tuesday which will run through March 15, for the purpose of raising funds for nine Chicago universities and hospitals to conduct studies and provide needed service in the field of cardiology.

"Nickelodeon Memories," a series of silent films with background music from the Doug Fairbanks, Sr., and Rudolph Valentino period, made its debut on WENR-TV January 26 and will be heard weekly.

Hooper White, WBBM producer, will speak at a meeting of the Windsor Park Woman's Club on February 15, discussing behind-the-scenes activities of radio.

Bulova Watch Co., through the Biow Co., Inc., has contracted for 12 transcribed station breaks weekly for 52 weeks on television station WNBQ.

WFBR Listeners Invited To Tune Out Program Plug

Baltimore—Reversing the usual request for listeners to stay glued to their radios during station plugs, the regular audience to WFBR's "Just Music" program are being told to "go and do something else for about three minutes" and that they "will not want to hear the announcement again" if they are regular listeners.

After reminding the audience that the classical music will not be resumed for the short period, the announcer asks listeners to send in their opinions and suggestions on a planned change in the hour of the regular broadcasts and the type of recordings they want played.



California Commentary . . . !

• • • ABC's Mark Woods sat down with the press boys last Tuesday and let them fire questions at him. Aside from his answers already printed in the news columns, Woods predicted that the time

Hollywood

would be making television films, adding that ABC, itself, may get into the business of film production if necessary to supply station needs. He told the press that it may be four to five years before network television can break even. AM broadcasting is supporting television today, Woods said, and instead of a slackening interest in AM, ABC is hyping the method, with greater appropriations for sustaining shows. . . . Miles Auer, chairman of the committee for the Academy of Television Arts and Sciences award dinner, did the job so well that he has been drafted to the same chore for next year's event. . . . Jack Carson has dropped out of the "AI" spot in the film version of "My Friend Irma." . . . It was at the request of his radio sponsor because of competitive products of the two shows. . . . Ed Simmons, co-producer of "Queen for a Day," is being transferred to New York in mid-February to become assistant radio and television director for the Cecil & Presbrey agency. . . . Carlton Morse Productions and KFI-TV have signed a deal under which Morse will write and produce a tele series called "Slice of Life." Series started last week. . . . Dave Howell has taken over the radio department of the Hollywood Junior Theater Guild. . . . Sam Zelman has been named news editor for ABC's Los Angeles-Hollywood news room. . . . Earl McCandless has succeeded Bob Mitchell as organist on "G.E. House Party." . . . Jimmy Wakely will guest-star on "Grand Old Opry," NBC program originating in Nashville once every six weeks for one year, starting Feb. 26. Wakely was signed as a result of his recent appearance on the show while on a P.A. tour. . . . Herb Bissell, ad manager for Electric Auto-Lite, in town for a look-see at his company's Thursday night "Suspense" show. . . .

★ ★ ★ ★

• • • Donn Tatum's switch from ABC to Mutual-Don Lee as general counsel, assistant secretary and member of the board came as a surprise to the trade. . . . Donn is one of the most active attorneys in radio and television on the Coast, taking interest in most of the associations operating out here. . . . M-G-M's plan of providing transcription star interviews for local radio station use has been expanded to include directors. "The Mervyn LeRoy Story," a 15-minute disc, will follow "The Tracy Story," "The Gable Story" and "The Turner Story." Four hundred stations now use the transcriptions. . . . Seven new station-members have been added to the roster of the Broadcasters Program Syndicate, stretching from Florida to California. . . . A number of radio toppers will serve as "professors" for the radio advertising course of the University of California Extension, which resumes Feb. 8 in the NBC studios under Young & Rubicam's Bob McAndrews. . . . Guest "profs" will be John Guedel, packager; Harry Maynard, KTLA sales manager; Terry Mann, Don Lee salesman; Ben Paschall, station rep; Ned Koenig, Y & R account executive; Rudy Rudolph of C. P. MacGregor transcriptions; Jessie Locke Moffett, researcher; Sydney Gaynor, agency man, and Al Fischler, trade publicist. . . . KFOX of Long Beach is broadcasting by transcription a series of monthly reports from Washington by Congressman Clyde Doyle of the 18th California District. . . .

★ ★ ★ ★

PROMOTION

Fund Raising Stunt

Radio station WMBL, Morehead City and Beaufort, N. C., following an example set by a station in Elko, Nev., on Jan. 29 rounded up some \$1,669 for the Carteret County March of Dimes campaign during a special five hour, fifty-five minute program. The scheme was to play the same record over and over throughout the day with penman at the station charging each telephone call and the amount bidders gave to either stop or continue the music. Primarily, Grover Munden and Frank Fagan, on their disc jockey time handled the programming with the help of WMBL's entire staff. The record used and played approximately 100 times during the day was Ella Fitzgerald's latest Decca release, "Its Too Soon To Know." A similar program in Elko, Nev. on Saturday realized some \$700 for the cause during a period of five hours. In addition to the \$1,669 raised during this special program, the WMBL staff also raised more than \$400 from basketball games in which the staff played various county civic organizations.

Using Display Boards

Television station WENR-TV, Chicago, is using three-color, two-sheet posters in some 50 locations in the Chicago subway to promote its activities. Karl Sutphin, station's promotion manager, states that the campaign will be used during the next two months. The posters are expected to gain the attention of nearly 250,000 subway riders each day.

In New Magnavox Post

Fort Wayne, Indiana—John S. Sturgeon has been elected treasurer of the Magnavox Co., it was announced last week by prexy R. A. O'Connor.

Sturgeon has been serving as comptroller for the firm since 1940.

New Thesaurus Records

The first five NBC thesaurus records produced since the signing of the new AFM agreement have been mailed out to subscribers.

The new releases were: Music of Manhattan Orchestra; George Wright, Hammond organist; Louise Carlyle with the music of Manhattan Orchestra; George Wright, Hammond organist; Vincent Lopez and his orchestra; Richard Leibert and the Radio City Music Hall organ; Sweetwood Serenaders; Novatime Trio; Charles Jordan with the Sweetwood Serenaders, and Novatime Trio.

OFFICE SPACE FOR RENT

1 Block from Radio City
Several furnished offices with private bath (on 3rd floor) for rent. Telephone switchboard and cleaning service is available.

HOTEL ABBEY

NEW BUSINESS

NBC, New York: Participating sponsors on the Mary Margaret McBride program have been signed as follows: Standard Brands, Inc., has signed a 52-week contract in behalf of Chase & Sanborn Coffee through the J. Walter Thompson Company. S. S. Specialties, Inc. has renewed its sponsorship for its canned corned beef and liver plate on a 52-week basis through the Blaker Advertising Agency. A 13-week contract has been placed through Peter Hilton, Inc. for renewal of the Seabrook Farms Frozen Food account. Salad Products Corp. has renewed participation for Lettuce Leaf Salad Oil for a period ending July first, through the Maxon agency.

A 52-week contract has been signed by Bristol-Myers Co., renewing its announcement schedule on the Bob Smith Show for Ipana toothpaste. Doherty, Clifford & Shenfield is the agency. A 52-week contract has been signed by American Tobacco Company for Lucky Strike Cigarettes for announcements through E. D. O. on the Norman Brokenshire program.

Ever Brothers Co. has signed a 52-week contract renewing its sponsorship of the 10:30 a.m. station break Monday through Friday and the 2:30 p.m. station break on Tuesdays and Thursdays. The product is Nesquik and the agency is Foote, Cone and Belding. American Tobacco Co. for Lucky Strike Cigarettes has purchased station breaks on Tuesday and Thursday at 6:15 p.m., Wednesday and Thursday at 11:00 p.m., Friday at 10:45 p.m. and Monday through Friday 11:00 a.m. These announcements will run through December 2 and have been placed through BBD&O. Bristol-Myers Co. has signed a 52-week contract for the 3:00 p.m. time signal. Ipana toothpaste is the product. Doherty, Clifford & Shenfield, Inc. is the agency.

VINS, New York: Thom McAnis and Canada Dry have signed the 26-week pre-and-post-baseball broadcasts for the coming season. Carolina Rice, Bond Bread and Q-T Instant Frosting have been signed as participating sponsors on "Shells of Fun," the quiz show with Jack Laey and Patsy Garrett. In addition, Rayve Cream Shampoo, Omo Seltzer and BC Headache Tablets have signed long term contracts.

Murphy On 'RFD America'

Chicago—Bob Murphy, announcer on both the "Quiz Kids" and the "Breakfast Club" shows, is now the voice of "R.F.D. America." He started Feb. 5, and will handle both the AM and TV shows. Ed Fischer, Alabama farmer who has done the emcee post on "R.F.D. America" since last June, is relinquishing the post. The show is televised weekly on Friday on the Chicago NBC outlet WNBQ.

Radio Contests On Increase Over Networks And Stations

(Continued from Page 1)

requires that the listener includes six wrappers of a Forever Yours candy bar with his entry.

Philip Morris cigarettes also seeks biographical data in its contest which is featured on "This is Your Life" on NBC. The company offers a cash prize for the best biography of some person whose life may be reviewed on the program.

A jingle contest is being used by the Colgate-Palmolive-Peet Company in its radio advertising for Palmolive soap. Contestants are invited to enter as often as they like, but each entry must be accompanied by the black band from a bar of Palm Olive soap.

G.E. Offers Appliances

General Electric's station, WGY, at Schenectady, N. Y., announces a "Mr. and Mrs. Contest" which is featured on the Brooks program every Friday. Cast of the program gives the contest title each week and they do a short "dramatic" acting out the problem. Listeners are invited to write in a 50-word letter on the contest subject. Winning letters receive G. E. appliances.

Inclusion Of TV Query Logical, Says Hooper

(Continued from Page 1)

tion that "Everybody in New York knows of TV. Why not begin treating it now the way we must several years from now."

"It was self-evident that TV should be treated, not as a specialty but as a major broadcasting medium," Hooper said. "Valid comparisons between radio and TV are only possible if we do random sample reporting on both forms of broadcasting simultaneously. No 'controls' exist to be applied to our sample distribution. No one could apply them if they did exist without producing almost certain distortions in the record.

"The industry should be thankful," Hooper continued, "that we have a means of random sampling at this time. Without it both radio and TV would be operating in comparative darkness throughout the entire period of transition from one to two forms of broadcasting."

Lewis Show Cut 15 Min.

The "Robert Q. Lewis Show," now heard over the CBS network, Monday through Friday, 4:30-5:00 p.m., EST, will be heard as a 15-minute show across-the-board, 4:45-5:00 p.m., EST, the network announced yesterday. Change will take effect with broadcast of Monday, Feb. 14.

Joins WOR Sales Staff

Frank Shakespeare has been named assistant to WOR sales manager Robert C. Mayo, effective Feb. 7. He was formerly a Procter & Gamble sales representative and a service representative for the Liberty Mutual Insurance Co.

Something different in contests has been developed as a station program for WVNJ, owned by the Newark Broadcasting Company, Newark, N. J. Contest features the station's seven disc jockeys with merchandise awards to the winners.

Contest Launched Wednesday

The contest was launched last Wednesday after a week-long build-up on the air. Each jockey recorded a one minute spot, but each time he was about to reveal how the contest would work he was interrupted by another, and the plan was never revealed. When the contest broke, it was with full page ads in the Newark Evening News and Newark Star Ledger, and smaller ads in all other daily papers in the area.

Contestants mail their name, address, and phone number to the station, one postcard per person. The cards are then distributed among the seven jockeys, and they in turn call the people to ask questions. A correct answer wins a major award, while a contestant giving an incorrect reply will receive a consolation award.

'Take It Or Leave It' Troupe To Visit Germany

(Continued from Page 1)

tainment tour of airlift troop bases.

Two of the thirty shows will be transcribed for network presentations, Feb. 20 and 27, 10 p.m., EST. During the regular cast's absence, Mel Henke will be the orchestra leader in place of Ray Bloch. Actresses Vivian Blaine and Sybil Bowan will be other pinch-hitters.

Am. Tobacco Co. Cancels 'Your Lucky Strike,' CBS

(Continued from Page 1)

agency, also that it is an economy move. The sponsor had spent a half million on the show. A scheduled road tour of the program was to have started in a few weeks.

Pall Mall Buys On WCBS

American Cigarette & Cigar Co., for Pall Mall Cigarettes, has purchased a full WCBS participation, Monday thru Friday in the "Hits and Misses" program starring Harry Marble, and a Saturday participation in the "This Is New York with Bill Leonard" series, effective immediately. Agency is Sullivan, Stauffer, Colwell & Bayles, Inc. "Hits and Misses" is aired 5:30-6:00 p.m., and "This Is New York," 9:15-9:45 a.m.

Will Broadcast Dewey Speech

Washington—ABC will broadcast Gov. Thomas E. Dewey's Lincoln Day dinner speech from the Mayflower Hotel, tomorrow, 11:15-11:45 p.m., EST.

BEHIND THE MIKE

WRITERS represented by Blanche Gaines seem to be hitting the mystery show bullseye. Carol Warner Gluck has been scripting CBS Mystery Theater regularly and a script by Shirl Hendryx has just been bought for "Suspense." Another property, "Hello, Peggy," is now being readied for TV.

WWRL's "Collegiate Forum" will poll 300,000 New York students to name '48 peace prize winner since Nobel Committee failed to make a selection.

Gordon Currie, radio correspondent from Sydney, Australia, is currently appearing at the Biltmore Hotel and the Park Lane as a caricaturist.

Alfred Drake packaging radio shows as producer-star with Chuck Lewin, former aide to Norman Corwin.

Kermit Schafer's show on WPIX (Rube Goldberg's Drawing Game) the heaviest mail-puller on the station.

Dickie Orlan, one of Jack Barry's Juve Jury moppets, is a dead ringer for Arturo Godfrey.

P-T-A Award announced for "Your Health Parade," 15-minute dramatic transcription released on KFAC for direct schoolroom reception, makes writer-producer Karl Schlichter a two-time consecutive winner. Last year his California Caravan won the nod of approval.

FCC Nixes Hope Request To Delay WHAS Hearing

(Continued from Page 1)

Louisville, was turned down Friday by Commissioner Rosel H. Hyde of the FCC. He also denied Hope's request for a shift to Louisville. The hearing is currently slated for Washington.

Hope's attorneys, Marks and Cohn, were debating over the week-end their next step—whether to ask the full Commission to review their request for a 60-day stay, or to re-file for a 30-day continuance, which Hyde indicated might be granted.

No Action on Crosley Request

In the meantime, while there was no action on the petition of Crosley for waiver of the AVCO ruling in the WHAS sale, and for abandonment of the AVCO rule, it was learned that the Commission is seeking some more workable method to accomplish the purposes of the AVCO procedure. It is freely admitted at the Commission that the procedure has proved to be unwieldy and time-consuming. One possible alternative might be a flat ruling that there be public hearings on all transfer applications.

Crosley and Fort Industries will be competing with Hope for WHAS. WHAS-FM and the WHAS permit for TV. Price is \$1,925,000, negotiated by Crosley, which is owned by AVCO, and matched by the bids of the other two.

Rugged Weather Aids Radio's Spot Business

(Continued from Page 1)

precedented amount of station breaks and one minute spots.

Among the nationally advertised products which have been heavy buyers of spot time are Alka Seltzer, Bromo Quinine, Four Way Cold Tablets, Grove's Cold Tablets, Guards Cold Tablets, Musterole, Pertussin, Rem, Vick's Vapo-Rub and Vick's Va-tro-nol.

Wintertime remedies are not the only contributors to the spot business upturn. Drugs and toilet articles continue to rate high, with the major soap manufacturers conducting competitive spot campaigns in the key center cities.

In the automotive field Kaiser-Frazer and General Motors are the leaders. Spots placed either direct by the manufacturer or through distributor organizations are being used to ballyhoo the 1949 line of automobiles.

Nationally known seed houses are beginning to place business to attract the spring gardeners. Campaigns being timed to coincide with spring catalogues.

Free Plugs For Clients Total \$855,000 On WMAQ

Chicago — Local and network clients on WMAQ received almost a million dollars' worth of free program promotion in 1948, it was announced by Harold A. Smith, promotion manager of the station.

A total of 8,432 free promotional spot announcements with a rate card value of \$855,308 were aired on the station during the year. This week letters went out to 125 station clients showing each the number and rate card value of the announcements devoted to their programs heard on WMAQ.

This scheme for showing clients the dollars and cents value of this WMAQ promotion service for their programs was originated four years ago by Smith.

WINS Staff Changes

Promotion of William Karda to studio engineer supervisor to replace Peter Lee and the appointment of Dolores Daniels to assist librarian Michael O' Donnell were announced by Eldon A. Park, v-p of the Crosley Broadcasting Corp. in charge of WINS.

WHY BOAST!

I have no need for boasting to tell you that I'm the general manager you've been hoping to find for a long time, the man who will come in, take over, run your station smoothly, compile sales records, make new listeners, make it THE station in your market area. It's a fact and I can prove it. What have you to offer? Box 209, RADIO DAILY, 1501 Broadway, New York 18, N. Y.



MEMO FROM MEXICO CITY



By MIKE JABLONS

(Special Correspondent, RADIO DAILY)

● ● ● MEXICO CITY—Senor Homero Rios, dynamic public relations director of Radio Programas de Mexico, treated me to a home-cooked dinner, Mexican style, and it was a real treat. Charming and gracious Senora Rios is the former private secretary to Don Emilio Azcarraga, Mexico's radio and motion picture czar. Mexico's counterpart of the FCC is the Comision Consultiva de Radio, but the resemblance ends right there. The CCR is composed of three government officials and two broadcasters selected from the Camera de Radio (the Mexican version of NAB). Dr. Luis de la Rosa, a practicing physician and Secretary of the Mexican Federal Department of Health and Assistance, triples in brass as a member of the CCR, and President of the Camera de Radio. Dr. de la Rosa, who has a separate office at each end of the Paseo de la Reforma, is a good friend of Mexico's President Miguel Aleman, and one of the country's foremost radio authorities. The doctor is quick to explain that all Mexican radio stations must belong to the Camera de Radio (full name: Camera Nacional de Industria Radio-difusora) and present membership numbers over 240 Mexican broadcasters. Chairman of the Comision Consultiva de Radio is Lazaro Barajos, and the three other Commissioners besides Dr. de la Rosa are Sr. Miguel Espejel, Sr. Arturo Melgar, and Sr. Jose Luis Fernandez. Radio stations in Mexico are granted licenses for 25 years, and are never required to file renewal applications.



● ● ● ALONG THE PASEO DE LA REFORMA—Beautiful new home of the Rotary Club serves as the Shor A.C. for Mexico City's Radio Row. . . . Had tequila cocktails with crushed fresh Mexican pineapple with Senor Clemente S. Martinez, exec v.p. of Radio Programas de Mexico. Sr. Martinez, one-time Amateur Middleweight champ of Mexico, warned that because of the altitude of Mexico City, one tequila can go a long, long way. . . . Senor Guillermo Salas, general manager of XEOY, scored a neat beat by sewing up exclusive broadcast rights from the Parque Velta (baseball stadium), the Arena Coliseo (boxing ring), and the Arena Mexico (basketball courts) for a clean sweep of Mexican sports broadcasts. Station XEOY already has exclusive contracts with Mexico City's two bullrings and the bullring in Monterrey, and brother that's no toro. . . . Tourist note: Barrera's Silver Cavern, hidden away at the end of a long alley on Madero Street, offers the best selections of hand carved Mexican silver in all of Mexico City. . . . El Bingo and the Andrews Sisters are the top gringo record sellers in Mexico. . . . Startling to hear whiskey commercials on the radio. It's been okay down here for years. . . . Bet Harry Hershfield would have trouble trying to top Pepe Pana on Tuesday night's "Risometro" on RPM's Blue web. While being escorted around the studios of Radio Mil Station XEOY, President José Iturbe explained that his station was the number one sports and special events station in Mexico. XEOY has its microphones out at the Plaza de Mexico every Sunday afternoon to carry the blood by blood account of the action in the bullring. Just across the Paseo de la Reforma from the Hotel Reforma, XEOY also does a daily pickup from the bandstand at Ciro's and the swank Champagne Room. . . . Station XEX, owned by the government operated Petroleo-Mexico, rates the most power, 250,000 watts and the least number of listeners in Mexico City. When the Mexican government took over all the oil companies and nationalized the oil industry in Mexico a few years ago, the Pemex Station XEX was upped to 250 kw. making it the most powerful standard wave broadcasting station in the world. But you can't nationalize an audience and make them listen to uninteresting stale programs.



NBC 'Retaliation Plan' To Be Revealed Soon

(Continued from Page 1)

have potentialities for both network radio and television.

NBC's approach to the problem of competing with such names as Jack Benny, Amos 'n' Andy, and Red Skelton on CBS will be to develop and promote new personalities who hold promise as radio and television artists. It was pointed out that the network views the future as holding more promise in the television field than in AM radio. In auditioning new talent the TV qualifications of the artists are given first consideration, it is said.

BMB Ballots Ready For Mailing In March

One and one-half million ballots are ready for the original mailing and follow-ups of BMB's nationwide survey to be conducted in the first week of March.

Fifty clerks and specialists, in addition to BMB's own staff, are working full time to get the ballots ready for mailing. Fifteen statistical tabulating machines are now in operation. The number of machines will be increased to 26 when the returns are being tabulated.

Stations will receive a production schedule of the study and a special copy of the Station Audience Report to be used. Each BMB subscriber will receive 100 copies of his report and additional copies may be purchased at cost, BMB prexy Hugh Feltis has announced.

Wedding Bells

Jack Grimes, featured player in the CBS "Let's Pretend" dramatic series, was married Jan. 29 to Joa Farrell of Richmond Hill, N. Y., an formerly connected with CBS. Ceremony took place at St. Patrick's.

Auditions On Film

Latest thing in audition package for television and radio talent is sound on film "screen test" prepared by photographer D. Richard Statil. Spool of 16mm film, which runs for three minutes and is 100 feet long, can be used over and over to show an entertainer's ability.

22 E. 40th St., New York, N. Y.
RADIO & TELEVISION REPRESENTATIVES
 New York • Chicago • Los Angeles • San Francisco

TELEVISION DAILY

Section of RADIO DAILY, Monday, February 7, 1949 — TELEVISION DAILY is fully protected by register and copyright

WANTED: HARD FACTS ABOUT TV

TELE TOPICS

HARRY BANNISTER, general manager of WWJ-TV, Detroit, in a memo to staff, has set forth some guide rules for programming that deserve repetition with: "... Our television programming at all times must be so meticulously correct that no portion of our schedule will give offense in the slightest degree to anyone at any time. There must be no use of 'blue' material or of anything susceptible to double entendre. There must be nothing in our schedule which will cause the lifting of an eyebrow by even the most strait-laced in our audience. Appearance, language, intonation, gesture—must all be beyond reproach. Racial comedy types must be avoided. References to God or religion must always be reverent. Time and drunkenness, when used, must be condemned. A list of all taboos would be too lengthy. In all cases, good taste, propriety and the avoidance of offense must be the ultimate criteria. . . ."

PHILCO PLAYHOUSE will do "Twelfth Night" on the 20th, with Marsha Hunt and John Carradine in the leads. . . . Although there are about 2,500 entries in the Westminster Kennel Club show Feb. 14 and 15, McCann-Erickson is flying in a champion dachshund from Tucson to appear in the National Biscuit commercials during CBS coverage of the event. The weenie-hound is supposed to be given a Hollywood-type reception when she lands here today. . . . Owen Davis Jr. takes over as producer of "Colgate Theater" tonight. New assignment gives him no NBC dramatic stanzas back to back. The other is the Chevrolet show. . . . Films made by Gordon Frazer on his recent flight on the Berlin Airlift will be canned by ABC Feb. 12. . . . "Armchair Wanderer" has taken a fast dive from the WNBT daytime lineup and will be replaced today by a seg titled "Want Adventure." . . . "Custard Pie Theater," a series of old-time films from Grand International, bows in over WABD on the 25th.

ESLIE ARRIS, JR., director of mobile operations for DuMont's WTTG, Washington, has been promoted to operations manager of WDTV, the web's O & O outlet in Pittsburgh. . . . During the past 2 weeks, WMAR-TV, Baltimore, has compiled a film library containing more than 157,000 feet—almost 30 miles—largest part of which was shot by station staffers. . . . Feb. 1 report of the Washington Television Circulation Committee shows total of 34,200 sets installed in the capital area. . . . Emphasis on TV is expected at the 1949 Institute of the National Association of Educational Broadcasters to be held in Columbus beginning May 5.

Six Sponsors Signed By CBS Last Week

The CBS commercial lineup took a healthy jump forward last week when three new sponsored segs were signed up and bankrollers were landed for three sustainers.

The three new commercials are "Mary Kay and Johnny," (now on WNBT), sponsored by Whitehall Pharmacal, through Dancer-Fitzgerald-Sample, which goes into the Wednesday 9-9:30 spot on Mar. 2; Tex and Jinx McCrary, sponsored by Philip Morris, through Biow, 8-8:30 Mondays, tentative starting date Feb. 28, and "Suspense," bankrolled by Electric Auto-Lite, through Newell-Emmett, Tuesday, 9:30-10, effective Mar. 1.

Among the sustainers, the Doug Edwards news stanza will be sponsored by Oldsmobile, through D. P. Brother, Inc., on Tuesdays and Thursdays beginning Feb. 24. Scott Towels has picked up the tab for half of the Dione Lucas cooking show, which has moved back to its original 8-8:30 Thursday slot. "The Goldbergs" will be sponsored by Sanka Coffee, through Y&R, beginning Mar. 28. When the Tex and Jinx show moves in, "The Goldbergs" will be shifted to the 9-9:30 Monday seg now occupied by Morey Amsterdam.

Mills Gets NBC-TV Post

Appointment of John H. Mills as assistant director of field program activities for NBC was announced yesterday by Carleton Smith, director of TV operations. Mills has been with the web's guest relations department since 1935.

Good News

Albany, N. Y.—A bill introduced in the State Senate here by Frank D. O'Connor, of New York City, would add to the Penal Law a section making it a misdemeanor for a landlord or his agent to charge for installation by a tenant of a TV receiver or antenna. Proposal has been referred to the Codes Committee.

Heavy Spot Business Reported By WTMJ

Milwaukee — Flock of new spot contracts and several renewals were reported yesterday by WTMJ-TV. New accounts are: Spic and Span Dry Cleaners, through Barnes agency, six station breaks weekly for 13 weeks; Capitol Sales, two one-minute spots weekly for 13 weeks; Zien Plumbing and Heating, through Loise Mark agency, one-minute spots for 13 weeks.

Good Housekeeping Shops, through Alvin Plotkin agency, signed for seven station breaks a week for 33 weeks, and Boston Store, through Loise Mark, signed a 13 week station break pact. Other spot buyers were John Graf Co., through Al Herr agency and Independent Milwaukee Brewery, through Allen Rieselbach.

Pioneer Scientific Corp., through Cayton agency of New York, signed a 39-week renewal, and 13-week spot renewals were contracted by Otto L. Kiehn Co., through Keck-Franke, Soerens Motor Co. and P. J. Kaufman Co.

Standards Sought By Web, Agency Researchers

(Continued from Page 1)

tinue, wants every bit of available information. Because of this, many wild predictions about the future of the industry and its effects on other media have received wide circulation, through publication and other means. Most researchers maintain that many of these projections are merely "crystal ball" efforts, but have achieved considerable stature because of this circulation.

Pointing out that the industry hasn't been able to agree on methods for determining the number of receivers installed around the country, one exec asked how, then, could a projection be valid such as one recently published to the effect that TV would virtually eliminate radio listening. The statistical information on which the story was based, he added, was a log of comparative sets-in-use in ten homes. Similar predictions are being made about tele's effect on movies, reading and other forms of recreation, often with an equally weak foundation in statistics.

Honesty Admitted

Researchers are quick to state that a good part of the survey stories are honest attempts to evaluate the present status of video. But they are equally as firm in the contention that many of the reports are issued solely for their publicity value and should be regarded in that light.

As a result, several of the execs are studying possible means of establishing basic criteria for future research. If this is done, they feel that the various organizations and groups can then proceed along their individual lines, but with this common ground of understanding, their work would bear richer fruit.

Syndication Of Newsreel To Be Suspended By WPIX

New York News outlet WPIX, will drop syndication of its Tele Pix newsreel on Feb. 13 to concentrate on production of a daily reel pegged on local events in the metropolitan area. Eight stations besides WPIX are now carrying the newsreel.

Move is seen in the trade as an economy measure, cost of the syndicated reel having been reported to be in the neighborhood of \$7,500 per week. The syndicated strip employed clips taken by free-lancers around the country as well as material supplied by a foreign service.

The Week In Television

Additional Channels Open Soon—Coy

Additional TV channels will be opened before too long and there will be enough to take care of most applicants, FCC Chairman Wayne Coy told the Theater Owners of America. He added that there is probably no legal reason when exhibitors cannot work out a system of special video programming for theaters. . . . A period of unprecedented competition was seen for New York stations by spring when three, and perhaps four, outlets will be on the air morning through night. . . . Senator Edwin Johnson urged that provision be made for TV opportunities for all present radio broadcasters. . . . AT&T's single carrier rule for program relays was protested to the FCC by DuMont, TBA, Western Union and Philco. . . . Program of expanded service was launched by TBA. . . . AT&T microwave relay system now under construction between N. Y. and Chicago is tentatively planned to carry six channels in each direction. . . . Crosley's three-station Ohio network is expected to be in operation by the end of March, when WLW-D, Dayton, and WLW-C, Columbus, go on the air.

COAST-TO-COAST

Radio Writer Joins WBBM

Chicago, Ill.—The former editor of the teen-section of Chicago's Downtown Shopping News, Bill Bell, has joined the staff of WBBM as scriptwriter. As a member of the continuity department he will write the station's afternoon "Gold Coast Show." Prior to his newspaper experience, Bell wrote two shows for WJJD.

WLW's 3,000th Farm Broadcast

Cincinnati, Ohio—WLW aired its 3000th broadcasts of "Everybody's Farm" on January 22nd with prominent officials from the U.S. Department of Agriculture congratulating the station on the occasion. The program was conceived by the farm department of WLW to slant toward, and fit the needs of the rural population served by the Crosley station in W. Va., Kentucky, Indiana and Ohio.

WGTM Coastal Reporter

Wilson, N. C.—WGTM has recently started a news program, "Coastal Plain Reporter" to be aired 11:00 to 11:30 a.m., Monday through Saturday. The format of the program consists of statewide news and weather summary by Bill Jackson, station news chief, plus five-minute news reports from several Eastern N. C. daily newspapers. Each of the newspapers to be heard covers its own home town and county happenings.

WMTR Continuity Writer

Morristown, N. J.—Joan Vallance, better known to kiddie fans of WMTR as "The Story Book Lady," has been added to the station's staff as a full-time continuity writer. She is also a member of the staff of WHBI, Newark. Assisting her will be Don Niemann who will attend the B.M.I. record clinic on February 14 and 15 in New York as WMTR's representative.

New Series on WFUV

Bronx, N. Y.—WFUV, Fordham University radio station, will air a new series of shows presented by the Eastern Cooperatives, Inc., and designed to bring to the housewife the new and ever advancing economic position of co-operatives in a way that will be particularly interesting to the lady of the house. The first of the eight programs will be heard at 10:15 a.m. on Feb. 3rd.

Miller at KWSC as Station Dir.

Pullman, Wash.—According to recent announcement, Allen Miller, program director of KWSC during 1940-42 will return to the station as director. He will replace Fred Eric Hayward who resigned to accept a position with WFIL. Miller will arrive in Pullman sometime in late February after acting as a session leader at the Western Radio Conference in San Francisco, February 22-23.

★ THE WEEK IN RADIO ★

NAB Board Facing Many Problems

By VAL ADAMS

NAB board faces many growing problems at meeting in New Orleans Feb. 14. Board must consider future of BMB plus proposed federation of industry organizations. Another project not yet blooming is the all-industry movie. . . . Production of radio receivers declined about 20 per cent last year, RMA reported. TV set production was nearly one million.

Move by one or two members of BMB's executive committee to force resignation of President Hugh Feltis was voted down. Feltis is now on tour trying to raise \$150,000 in additional subscriptions. . . . Norman Boggs, president and general manager of WLOL, Minneapolis, coming to New York as general manager of WMCA. New York indie also retained Ralph Atlass, Chicago radio executive, as consultant.

"Ozzie and Harriet" being switched by International Silver from NBC to CBS next fall. . . . Dr. Leon Levy and Isaac D. Levy resigning from direct management of WCAU, Philadelphia, April 1. They continue on board of directors. . . . Three Baltimore stations (WITH, WFBR, WCBM) fined for violating city ruling against disclosure of certain crime information. WCBM took steps to appeal gag rule decision.

Mark Woods, ABC president, said that despite new reports the network is not selling out to 20th Century-Fox and all negotiations have been terminated. . . . New ET network service being launched by Ray Green under name Transcription Broadcasting Service. Operations start Feb. 15 with 116 member stations. Program will be produced by Kermit-Raymond. . . . WMGM, New York, integrating M-G-M stars and pictures into its programming. Station soon will add about six hours a week of transcribed Hollywood features to its weekly schedule. Programs also will be offered for syndication.

CBS net income in 1943 was \$5,041,700, drop of nearly \$900,000 from '47. First dividend declared this year was 35 cents a share, decline of 15 cents from 1948 quarterly dividends. . . . Radio and television barred from hearings of Un-American Activities Committee. Broadcasters issuing strong protest.

Manufacturers concerned over wave of price-cutting among dealers in both radio and television receivers. . . . Additional video channels will be opened before too long, FCC Chairman Wayne Coy told Theater Owners of America. Coy said there will be enough channels to take care of most applicants. . . . Eversharp dropped the phone gimmick in "Take It or Leave It" after one broadcast because of listener complaints. Show may try another plan later.

NBC dropped its ban on transcriptions. It was the last major net-

work holding out against the practice. . . . League for Political Education, backed by labor organizations, has raised \$500,000 for a five-a-week quarter-hour news program. . . . Louis Hausman named director of advertising and sales promotion for CBS. Vic Ratner continues as veepee.

Group of 31 daytime stations asked FCC to open their channels for unlimited time broadcasting. Six frequencies in question were originally restricted to daytime use in 1937 at a NARBA conference because at that time they interfered with Mexico stations. . . . Rayve to sponsor "Winner Take All" on CBS as a five-a-week 15-minute show.

Don Tatum named to board of directors of Don Lee-Mutual and general counsel. He has been counsel for ABC. . . . Crosley Radio asked FCC to scrap AVCO ruling adopted in 1944. If FCC should comply, it would mean Crosley would not have to contend with competing bids in its effort to buy WHAS, Louisville.

Ballots for NAB directors being mailed to the membership. Slate contains 122 nominees for posts of 16 directors. . . . Farnsworth demonstrated record changer which plays all sizes of LP and standard records but not RCA's 45 r.p.m. disk. . . . FCC issued grant to Louisville (Ky.) Public Library for non-commercial station. A 10-watt transmitter will be used.

Some 60 midwest stations will carry St. Louis Cardinal baseball games sponsored by Griesedieck Bros. Brewery Co. WIL, St. Louis, will originate. . . . Fram Corp., Baltimore manufacturer of automotive filters, entering radio with a five-minute weekly sports show over MBS. Show will feature Ed Thorgersen every Saturday at 9:55 p.m., EST.

New Series Of Lectures Planned By N. Y. School

The New School for Social Research will offer a new series of lectures on the role and influence of press, film and radio and on the potentialities of facsimile and television during its Spring session.

The new course, "Mass Media and International Relations," will again be conducted by Dr. Arno Huth, the UNESCO representative at the world broadcasting conference at Mexico City, and has the cooperation of the U-N Dept. of public information.

Will Carry RRN Program

WMCA-FM has concluded arrangements with the Rural Radio Network for the exclusive New York City broadcast of a series of lectures at Cornell University on "America's Freedom and Responsibility in the Contemporary Crisis," beginning Feb. 10, 8-9:15 p.m.

AGENCIES

STUART LUDLUM has joined the staff of the radio and television production department at Compton Advertising, Inc. Ludlum is a veteran in radio and allied fields, having been with Blackett-Sample, Hummert, J. Stirling Getchell, and McCann-Erickson in executive capacities. He will be directly responsible to Lewis H. Titterton, vice president and director of radio at Compton.

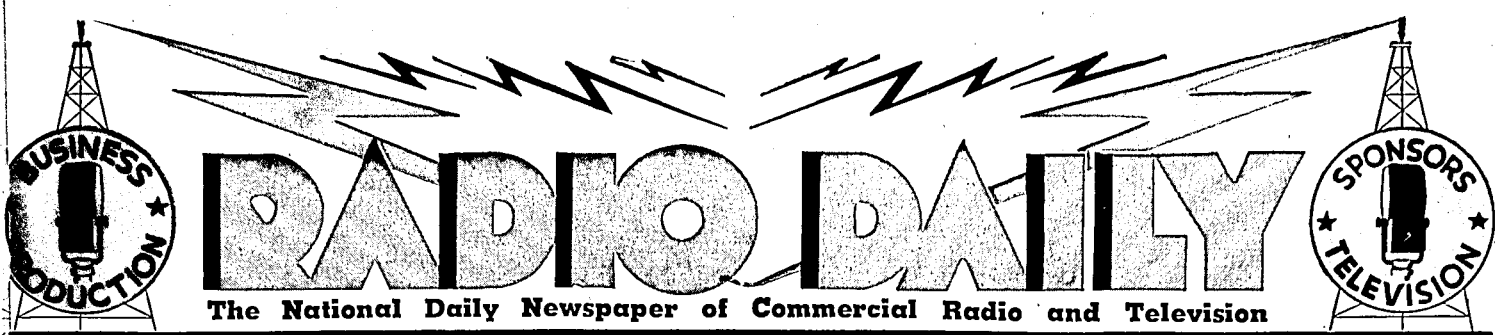
JAMES H. KNOX, New York, has joined the staff of the National Association of Real Estate Boards as its radio director. He will make his headquarters in the Washington D. C., office of the Association. His principal task will be to develop and expand the radio activities of the 1,074 member real estate boards. Knox has had 12 years' experience in radio station management and production-direction of many network shows. He has served on the staff of several advertising agencies including Young & Rubicam, Inc. Kenyon and Eckhardt, N. W. Aye & Sons, Inc., D'Arcy Advertising Company, Inc., and the Biow Company, Inc.

RESUMPTION of the annual survey of industrial advertising budget by the National Industrial Advertisers Association, New York, was announced January 28 in a talk by Blaine G. Wiley, executive secretary of the national organization, before the Industrial Marketers of Cleveland at the Hotel Hollenden. The study will be in addition to the case history studies of methods of determining the advertising budget which are already being published. It will also be more comprehensive than similar statistical studies made by N.I.A.A. in the past, in that it will provide specific data by products as well as by types of companies.

THE NEW YORK STATE ASSOCIATION OF THE NATIONAL SOCIETY FOR CRIPPLED CHILDREN AND ADULTS INC. through its executive director, Philip Kerker, announces the appointment of Roy De Groot Consultants, Inc., New York, as public relations counsel. The Voluntary Health Organization Campaigns to be planned and executed for the association will include the annual sale of Easter seals an educational campaigns through newspapers, magazines, radio and television.

ED NICKY, formerly associate with Dancer-Fitzgerald-Sample as time-buyer, has joined the local spot sales department of station WENR, replacing Bruce Bryant, who leaves the end of this month to join Edward Petry Co., Inc.

W. B. DONER & COMPANY, New York, has been engaged to handle the advertising for Colby Light Corp., Mt. Vernon, N. Y., manufacturers of the Colby pocket and table lighters.



RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television

COL. 46, NO. 27

NEW YORK, TUESDAY, FEBRUARY 8, 1949

TEN CENTS

WOULD SEEK U. N. RADIO IN RUSSIA

GOP Radio Dept. Sets Lincoln Day Programs

Washington Bureau of RADIO DAILY
 Washington—First post-election promotion of the GOP radio committee was the setting of several broadcasts as public service features in connection with the Lincoln's Day dinners throughout the nation, Edward T. Ingle, radio director, announced yesterday.

Governor Thomas E. Dewey will be heard on both MBS and ABC, speaking before the Lincoln's Day dinner in Washington tonight. The governor will be carried by Mutual from 9:30 to 9:55 p.m., EST, and ABC will carry a rebroadcast from 10:15 to 11:45 p.m., EST. DuMont television newsreel will cover the
 (Continued on Page 8)

Brown Named Sales Mgr. Of Texas State Network

Clarke R. Brown, has been named general sales manager of the Texas state network, effective Feb. 14, Gene L. Cagle, announced yesterday in Fort Worth. Clark will headquarter in Fort Worth and will also devote considerable time to SN owned and operated stations in San Antonio, Fort Worth, Waco, Austin and Rio Grande valley, Cagle added.

Benny And Crosby Sign For Ford Appearances

Jack Benny and Bing Crosby have been signed for appearances on CBS' all-hour "Ford Theater," it was announced yesterday.

Benny will be heard Friday, March 4, in an adaptation of "The Iron Blows At Midnight," with
 (Continued on Page 2)

Reconsideration?

Washington—The House Un-American Activities Committee ban on cameras and microphones at its public hearings will be reconsidered by the committee, Chairman John S. Wood said in a letter received yesterday by Albert W. Warner, president of the Capitol Radio Galleries. Warner protested last week, along with other radio, TV and newsreel representatives. Wood's curt note gave no indication when the matter would be submitted to the committee again.

Credit Regulation OK, Says Dealers' Assn.

Chicago—The National Appliance and Radio Dealers Association has just completed a poll of its members on retention or abolishment of federal Regulation W, which regulates credit terms, and C. C. Simpson, managing director of the association, states that, according to early tabulations, a majority of appliance and radio dealers favor retention, with
 (Continued on Page 2)

Boler Resigns Post As Gen'l Mgr. Of KIOA

Des Moines—John W. Boler, president and general manager of Independent Broadcasting Co., owners and operators of KIOA, resigned in protest over a proposed merger of KIOA and KCBC. Boler owns Jamestown Broadcasting Company, (KSJB), the CBS station for North
 (Continued on Page 2)

Senator McMahon Urges Use Of Radio In Planning Peace Talks Between President Truman And Stalin

\$45,000,000 In '49 Forecast By Woods

San Francisco—ABC network sales will increase to a total of \$45,000,000 in 1949, according to Mark Woods who has been here with other ABC officials in conference with officials of ABC affiliates from the Mountain and Pacific areas.

Profits, however, he said, will be turned back to develop television which will in time be one of the leading radio mediums.

ABC's television station here,
 (Continued on Page 2)

WNEW, WQXR, WOV Cancel Hooper Service

WNEW, WQXR and WOV have cancelled the C. E. Hooper service because of the survey's inclusion of the question of whether the person answering the phone was looking at a television show or listening to the radio and because of Hooper's rank
 (Continued on Page 2)

Sauter Named Chairman '49 Radio Red Cross Drive

The appointment of James Sauter as chairman of radio and television for the 1949 Red Cross Fund of Greater New York was announced
 (Continued on Page 2)

Time Salesmen Attracted By Commission Prospects

Trend of time salesmen leaving network affiliate salary jobs for commission deals with smaller stations, beyond metropolitan markets, has been increasing, RADIO DAILY learned yesterday.

Salesmen, accustomed to working from \$75 to \$150 a week salary on network affiliates in key center cities, have been moving to straight commission jobs, paying as high as

25 per cent on sales in smaller communities.

While straight salaries prevail among commercial time salesmen on network affiliates in most cities, a New York sales manager yesterday forecast that the time is not far distant when the growing competition among stations will bring about a return of commission sales. The de-
 (Continued on Page 6)

Washington Bureau of RADIO DAILY
 Washington—"The right of the United Nations to operate radio stations in each of the Big Five nations, including Russia," should be established in any peace talks which might be held among those nations, Senator Brien McMahon, Connecticut Democrat, said yesterday in a speech concern-
 (Continued on Page 6)

MGM Records Extend Operations To Canada

Montreal—The phonograph record industry of Canada and the United States will be more closely linked together and Canadian talent will have a new opportunity in the international field, as the result of an agreement signed between the MGM Record Division of Loew's Inc., and Quality Records, Ltd., of Toronto.

The agreement grants a franchise to Quality Records for the exclusive
 (Continued on Page 8)

RMA's Engineering Dept. And IRE Meet Apr. 25-27

Washington Bureau of RADIO DAILY
 Washington—The RMA has announced the agenda for the annual spring meet of its engineering department and the Institute of Radio Engineers April 25-27 at the Benja-
 (Continued on Page 8)

New Sales Record

Philip Morris & Co. Ltd., Inc., yesterday reported net sales for the quarter ending December 31, 1948 of \$60,550,000, an increase of \$17,055,000 or 39 per cent over the \$43,495,000 sales in the same quarter of 1947. Higher sales volume accounted for approximately \$14,617,000 of the increase, the balance being due to the higher prices in 1948.

To Address REC

Members of the Radio Executives Club will get an insight into the recording industry when Jack Kapp, president of Decca, Inc., addresses the club luncheon at the Hotel Roosevelt on Thursday, February 10. In addition the club will auction off some dolls furnished by Nancy Craig of WJZ for charity among underprivileged children.

RADIO DAILY



Vol. 46, No. 27 Tues., Feb. 8, 1949 10 Cts.

JOHN W. ALICOATE : : Publisher

FRANK BURKE : : : : Editor
MARVIN KIRSCH : : Business Manager

Published daily except Saturdays, Sundays and Holidays at 1501 Broadway, New York, (18), N. Y., by Radio Daily Corp., J. W. Alicoate, President and Publisher; Donald M. Mersereau, Treasurer and General Manager; Marvin Kirsch, Vice-President; Val Adams, Associate Editor; Chester B. Bahn, Vice-President; Charles A. Alicoate, Secretary Terms (Post free) United States outside of Greater New York, one year, \$10; foreign, year, \$15. Subscriber should remit with order. Address all communications to Radio Daily, 1501 Broadway, New York (18), N. Y. Phone Wisconsin 7-6336, 7-6337, 7-6338.

WEST COAST OFFICES

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

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

FINANCIAL

(February 7)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
ABC	8 1/8	7 7/8	8	+ 1/8
Admiral Corp.	16 3/8	15	15 3/4	+ 1/8
Am. Tel. & Tel.	147 1/2	147 1/8	147 3/8	+ 1/8
CBS A	19 1/2	19 3/8	19 1/2	+ 1/8
CBS B	19 3/8	19	19	+ 1/8
Farnsworth T. & R.	4 1/4	4	4 1/8	+ 1/8
Gen. Electric	37 5/8	36 5/8	36 7/8	+ 1/8
Philco	35	34 1/2	34 1/2	+ 1/2
Philco pfd.	88 1/2	87 1/2	88 1/2	+ 1 1/2
RCA Common	12 1/4	11 1/2	11 1/2	+ 1/8
RCA 1st pfd.	72 1/4	72 1/4	72 1/4	+ 1/8
Stewart-Warner	12 3/4	12 1/2	12 1/2	+ 1/8
Westinghouse	23 3/4	23 3/8	23 3/4	—
Westinghouse pfd.	96 1/2	96 1/4	96 1/2	—
Zenith Radio	26 1/2	25 3/4	26	+ 1/8

OVER THE COUNTER

DuMont Lab.	8 1/4	A-100	15 1/4
Stromberg-Carlson	15		16 1/4
U. S. Television	1 3/8		1 3/4
WCAO (Baltimore)	21		25
WJR (Detroit)	6 7/8		7 1/4

10 YEARS AGO TODAY

From the Files of Radio Daily
Tom Howard and George Shelton were signed for U.S. Tobacco Company show on CBS titled "Modern Minstrels." . . . President Roosevelt, Jeanette MacDonald, Gov. Culbert L. Olson and George Creel will share broadcast honors on NBC's coast to coast broadcast from the opening of the Golden Gate International Exposition, February 18.

OFFICE SPACE FOR RENT

1 Block from Radio City
Several furnished offices with private bath (on 3rd floor) for rent. Telephone switchboard and cleaning service is available.

HOTEL ABBEY

**\$45,000,000 In 1949
Forecast By Woods**

(Continued from Page 1)

KGO-TV, is expected to start three-hours-a-day test patterns the last of this month, and will go on regular schedule some time in May.

Speaking of regular AM broadcasting developments, Woods said that there probably would not be any further growth in giveaways although they will still keep their popularity. Eventually they will probably have their place on television programs too. However, in spite of television's expected great development, it will not replace regular AM broadcasting, he said, because a housewife can't watch television shows and do her housework, although she can listen to soap operas and other radio programs while working. Television will eventually outdistance other communication mediums, but will not destroy them. He said he believes television will increase patronage of movies and spectator sports by developing interest in the participants.

**Boler Resigns Post
As Gen'l Mgr. Of KIOA**

(Continued from Page 1)

Dakota, which operates with 5,000 watts power unlimited, but is a minority stockholder in KIOA.

Future plans have not been announced except that he plans to take a six weeks' vacation in Florida and Havana before making any decisions.

Harold Baker succeeds Boler as general manager of KIOA.

**Sauter Named Chairman
'49 Radio Red Cross Drive**

(Continued from Page 1)

by Brig. E. F. Jeffe, Greater New York chairman. Mr. Sauter, who is deputy commissioner of commerce for the City of New York and national vice-president of Veterans Hospital Camp Shows, has served in a similar capacity for the New York Red Cross Chapter in all its war and post-war campaigns.

**Benny And Crosby Sign
For Ford Appearances**

(Continued from Page 1)

Crosby set for "Dixie," Friday, March 11.

"Ford Theater," which has been originating on the west coast since early January will continue to be heard from Hollywood at least thru March 11.

Takes CKLW Sales Post

Detroit-Windsor—J. E. Campeau, CKLW president, announces the appointment of Charles (Chuck) Gunn, well known Detroit radio man, to the newly created post of assistant sales manager. Gunn brings to CKLW a broad background of radio experience in the Detroit market, having spent fifteen years with station WXYZ.

**WNEW, WQXR, WOV
Cancel Hooper Service**

(Continued from Page 1)

dom-sampling technique is in effect.

WNEW's v-p and general manager, Miss Bernice Judis, commented: "We feel that the present system both in questions-asked and in random-sampling technique does not give us the incisive picture we need. WNEW is anxious to get a clear-cut picture of the relative standing of stations broadcasting AM, FM and TV programs. It is our feeling that the pictures are being revealed out of focus in the Hooper ratings, as far as all the media are concerned."

In his letter to Hooper, WQXR's general manager, Elliott M. Sanger, based his station's decision on "both as to questions asked and as to the distribution of the sample. We believe it discriminates against the non-network radio stations of New York and gives undue emphasis to the relatively small television ownership."

Ralph Weil, general manager of WOV, stated in his letter: "We were of the unanimous opinion that too much emphasis is being placed on the small segment of television-set owners in this area and that the method gives a distorted picture of the listening to AM radio stations. Because of your determination to make the survey without consideration to our feelings in the matter, this is a notice of cancellation of your service — effective 30 days hence."

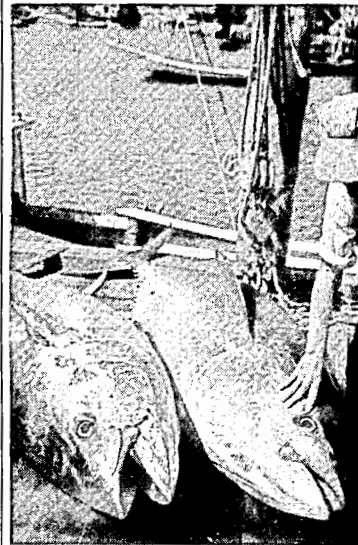
**Credit Regulation OK,
Says Dealers' Assn.**

(Continued from Page 1)

some amendments. As it now stands, the regulation requires a 20 per cent down payment on major appliances, radio and television receivers listing for more than \$50. Most of the requests for amendments ask for 18 months in place of the specified 15-month payment period, with an almost equal number requesting 24-month terms.

Dealers asking for abolishment of the regulation state their preference for lower down payments, and longer terms, in most instances, with scattered requests for as high as one-third down payment and as short as 12 months to pay. Most popular with the "abolishers" is 10 per cent down with 24 months to pay. Retailers in favor of abolishing the credit regulation declare that governmental control is going too far in regulating business credit; that the individual merchant is entitled to make his own credit regulations.

NARDA is polling its members. Simpson said, to determine what stand the association will take when it appears evident that credit regulations will be lifted. He noted that the association acted to secure an amendment to Regulation W allowing for free home trial of appliances selling for more than \$50, when formerly the regulation would not allow such trade practices unless specified down payment had been made.



**Fisherman's
Luck**

These twin beauties have just been hauled onto the dock after a big day of tuna fishing. Sometimes, when luck is running good, as many as fifty of these giant fish are captured in one day.

But time buyers don't have to depend on luck in picking radio stations—not in Baltimore, anyway. Here there is one big bargain buy. It's W-I-T-H, the BIG independent with the BIG audience.

W-I-T-H delivers more listeners-per-dollar than any other station in this rich city, the nation's sixth largest market. W-I-T-H covers 23% of all the radio homes in the Baltimore trading area.

So if you're looking for a station that produces low-cost sales in Baltimore, call in your Headley-Reed man and get the full W-I-T-H story today!

W·I·T·H
Baltimore 3, Maryland
TOM TINSLEY, President
Represented by Headley-Reed

OPERATION: KNOWLEDGE



No crystal ball can answer the manufacturer's question, "Is my product what the people want?" No isolated, one-shot trial in an isolated city can really prove the strength of a selling appeal. But there is a way to learn the answers to these and many other questions:

***It's a test in WLW-land . . .
an "Operation: Knowledge"***

In WLW's merchandise-able area, you'll find a mirror of America. Here is not just one city; but many cities of many sizes. Here live not just farming folks and not just workers in the mines or mills; but people from every walk of life—with every type of income.

Here are nearly fourteen million persons, in parts of seven states—states of the north, the south, the east and middle west. Here is a true cross section of our mighty land.

And in this vast area is a radio station unique—a station which covers the area as a network

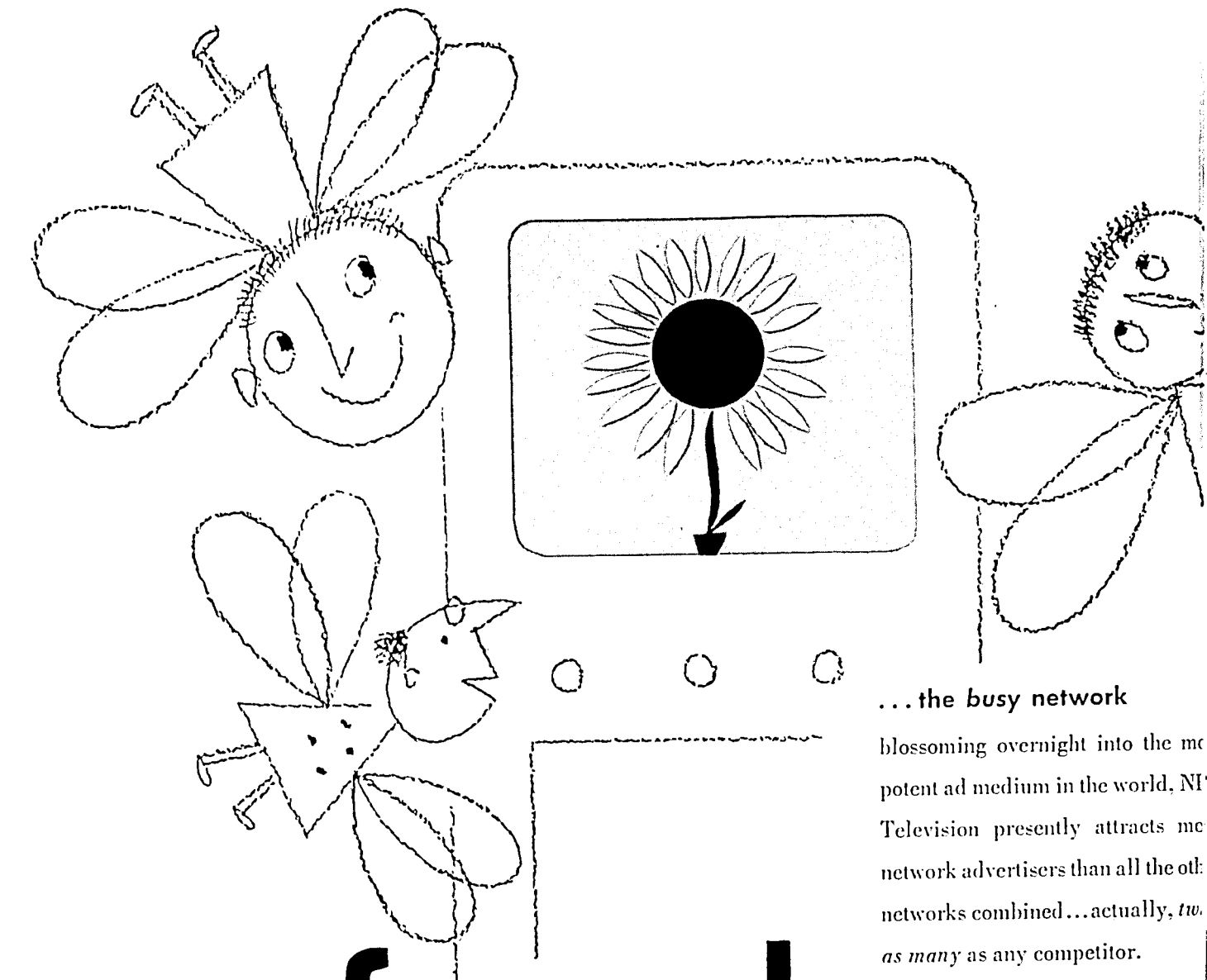
covers the nation. WLW reaches millions of people every day; but it reaches more of them in some cities than others—just as a network does. It gives vast coverage but not complete coverage—no medium or combination of media can do that for the country.

The advertiser who uses WLW alone is in the same position in WLW-land as the advertiser who embarks on a nation-wide program is in the country as a whole. What works on WLW is pretty sure to be sound throughout the land.



THE NATION'S MOST MERCHANDISE-ABLE STATION

Crosley Broadcasting Corporation



preferred

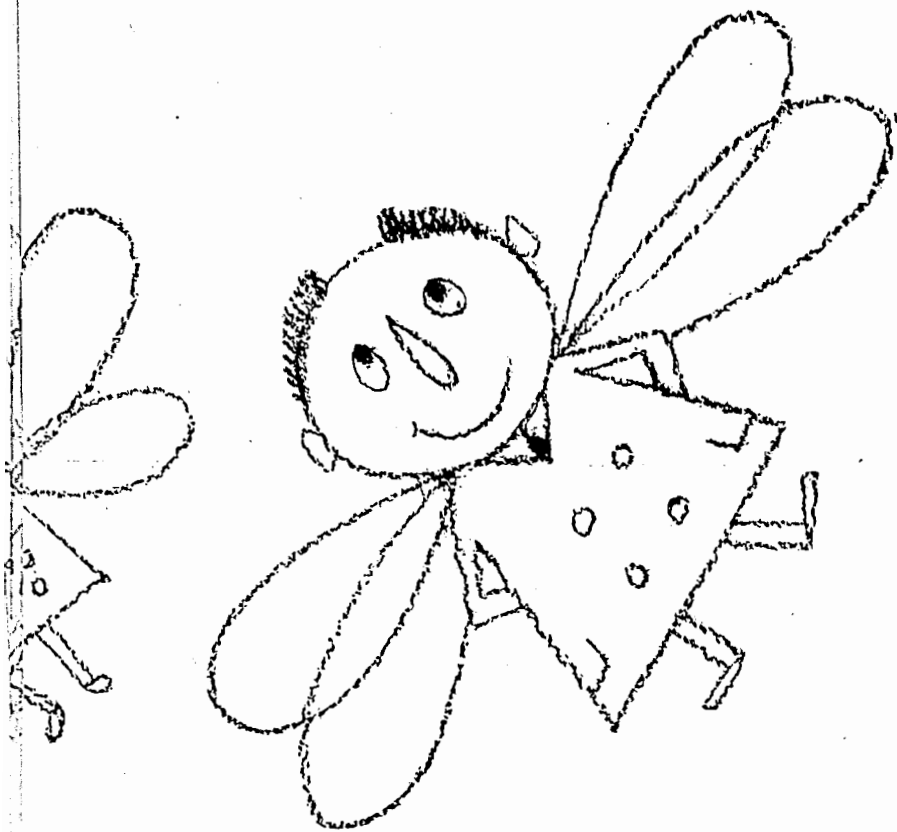
... the busy network

blossoming overnight into the most potent ad medium in the world, NBC Television presently attracts more network advertisers than all the other networks combined... actually, *twice* as many as any competitor.

that's simple for

—but to cite this accomplishment is to cite its full significance: regular sponsors on NBC use an average of 10 stations—on the next network, only 8... so that, not only are there twice as many sponsors on NBC, but ne





NBC Network Advertisers

February 1, 1949

STATIONS USED

<i>Admiral Corporation</i>	17
<i>The American Tobacco Co.</i>	25
<i>Bates Fabrics, Inc.</i>	13
<i>Bigelow-Sanford Carpet Co., Inc.</i>	22
<i>Bonafide Mills Inc.</i>	7
<i>Chevrolet—General Motors Corp.</i>	15
<i>Cluett Peabody & Co., Inc.</i>	14
<i>Colgate-Palmolive-Peet Co.</i>	15
<i>Disney, Inc.</i>	21
<i>Firestone Tire & Rubber Co.</i>	14
<i>General Foods Corp.</i>	12
<i>Gillette Safety Razor Co.</i>	12
<i>Gulf Oil Corp.</i>	9
<i>Kraft Foods Co.</i>	14
<i>Liggett & Myers Tobacco Co.</i>	22
<i>Mason, Au & Magenheimer Conf. Mfg. Co.</i>	14
<i>Motorola, Inc.</i>	7
<i>Oldsmobile—General Motors Corp.</i>	7
<i>Philco Corp.</i>	27
<i>Procter & Gamble Co.</i>	7
<i>Radio Corp. of America</i>	9
<i>R. J. Reynolds Tobacco Co.</i>	14
<i>Swift & Co.</i>	14
<i>The Texas Company</i>	19
<i>Unique Art Manufacturing Co.</i>	5
<i>Vick Chemical</i>	7

double the number of stations in use from week to week.

far in the lead in number and weight of advertisers, NBC is also

first in programs—latest Television cooperatings give NBC 9 of the top 5 programs

first in audience—with 29 stations now in operation, NBC Television reaches the largest audience available to TV advertisers

first in sponsored hours—3 times more than any other network

The companies listed here are already setting strong patterns of sponsor identification . . . vivid sight and sound impressions that will shape the buying habits of American consumers for a long time to come.

To make the *best* impression, their commercials are being delivered on NBC Television, America's No. 1 Network.



A Service of Radio Corporation of America

THE NATIONAL BROADCASTING COMPANY

Would Use UN Radio For Any Peace Talks

(Continued from Page 1)

ing the recent Moscow bid for bilateral talks with President Truman. McMahon called also for "a direct radio talk by President Truman and the other heads of government to the Russian people on the eve of formal negotiations."

He would have advance guarantees that the talks will be adequately and faithfully translated for the Russian people.

"Mr. Stalin, in his turn, should be invited formally to address the American people, either by radio or through the press, whichever he prefers."

Would Be Monitored

McMahon would have the UN carry on the negotiations for this exchange of addresses and monitor it to make certain that the conditions agreed upon are carried out in good faith.

The Senator said the Russians, in the recent bid for talks, were using the American press and radio as a propaganda weapon. He said the Russian people were being told last week that the western nations would not agree to a peace pact. "The press and radio of America were used to tell our people of Mr. Stalin's peaceful intentions; the press and radio of Russia were used to falsify the peace aims of the American government."

Dr. Everitt To Speak

Washington—NAB announced yesterday that Dr. William Littell Everitt of the University of Illinois will be the principal speaker at its engineering conference April 6-9, in Chicago. Dr. Everitt is a past president of IRE and conducted the engineering conferences at Ohio State University.



Mainly About Manhattan. . . !

● ● ● AROUND TOWN: CBS reported to be swinging those heavy money bags at WW and Drew Pearson. (Which recalls that Spencer Hare knows an NBC star who's been visiting his psychiatrist lately. It seems that CBS hasn't approached him with an offer yet and he wonders if he's slipping). . . . Pall Mall plunking down close to a quarter of a million bux for spot announcements. . . . Card in the mail announces the formation of News Contacts, Inc., public relations firm, with our old pal, Harry Sobol, and John McClain, with offices at 714 Fifth Ave. . . . Since it looks as tho' corporate taxes are going to be upped but good, watch for radio and video billings to soar, natch. . . . James Sheldon now producing-directing "We the People." . . . One of the afternoon dailies slated to follow The Star within a year. . . . Robert K. Adams, national program director at NBC, readying some flash announcements. . . . Paul McGrath and his actress-wife, Lulu Mae Hubbard, being packaged in a video situation comedy format. . . . IMPressions: The Wren's Nest: Life with feather. . . . Jimmy Fidler: Screen-formation Please. . . . Basketball broadcasts: Net-work.



● ● ● MAIN STREET TREATS: Bill Marceau's deft TV direction at DuMont. (The lad merely handles some 20 or so shows a week). . . . Monica Lewis' smash opening at the Paramount. . . . WOR's new audience participation stanza, "Let's Play Games," scripted by Jane Martin. . . . Bill Cullen's top notch emcee job on "Winner Take All" (Sat. nights), its Hooper climbing to 9.8. . . . WHOM's coverage of Columbus Citizens Committee Annual Scholarship Awards. . . . Cass Adams & Dolly Stark's 7 p.m. sports stanza via CBS-TV.



● ● ● VIEWS AND REVIEWS: Bob Hope has had enough radio experience now to recognize his radio audience. The phoney studio applause that follows each of his lines, whether funny or not, stifles any natural laughter the listener might feel like giving. . . . Love the lilt to the lyrical intro's on the Jane Pickens show—a smooth Sunday stanza. . . . NBC's "University of the Air" gets an "A" for the course in our book. With programming and public service at this standard, who's afraid of TV? . . . Last week's "Family Hour of Stars" gave new impetus to this reporter's objection to studio applause at the climaxes of dramas supposed to be presented for the air audience. Gregory Peck ended two scenes with such startling lines as "Yes, that man is. . . . Adolf Hitler"—only to be followed immediately by an outburst of studio applause! !



● ● ● One of the skits at the baseball writers' dinner at the Waldorf Sunday was hilarious to some and not so funny to others. Skit depicted the future of baseball wherein games were played to a crowd of 40 at the stadium, while the reporters covered the action from the nearest bar via TV. (The big howl was when the players had to be made up with lipstick et al for the cameras).



● ● ● Al Helfer, who's been out in Cincinnati for the past two or three years, has been inked for the No. 2 slot with Russ Hodges on the Giants this season. (Helfer's last major league assignment here was with Bill Slater covering both the Giants and Yanks in '45). The rumor still persists that Arturo Godfrey will be used for his own individual brand of commentary from time to time at the Polo Grounds. It's not generally too well known but Godfrey has had plenty of baseball experience working with Arch McDonald in Washington in the old days.

Web.-Sta. Salesmen Joining Small Outlets

(Continued from Page 1)

velopment of TV broadcasting, increasing number of AM and FM stations, are given as factors that will demand the best in sales personnel. This personnel, according to the executive, are men capable of earning from \$15,000 to \$20,000 a year in commissions.

One gripe of time salesmen in the larger cities which is reported non-existent on most smaller stations is the limitation on commissions on package shows. In most cities where salesmen get commissions ranging from 10 to 15 per cent the commission is confined to time salesmen alone and does not apply to talent sales in connection with the package. This cuts down commissions for the salesman who had the responsibility of selling the whole package.

New Use Of Plastics

Anchor Plastics Company of New York, is marketing a new mounting and insulating sleeve of Aeroflex, a polyethylene compound, specifically designed to facilitate mounting and insulating any metal TV tube, according to a recent announcement by Richard A. Fisch, president of the company. The assembly also guards the tube against shock and vibration in shipping.



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.

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, February 8, 1949 — TELEVISION DAILY is fully protected by register and copyright

LOEWI NEW HEAD OF DuMONT NET

TELE TOPICS

DESPITE AN ALL TOO OBVIOUS case of budgetitis, "Quizzing the News," the ABC Saturday nite sustainer is a good show to watch. Format features cartoons, drawn with lightning speed by Albee Trierer, as pegs for questions about events in the week's news posed to a panel of three guests. For the most part, the questions and cartoons are interesting, although the clues are somewhat far-fetched at times. What is missing is some smart interplay among the guests and emcee. Two permanent panel members and a lively emcee would give the show the necessary spark. . . . Bill Hetherington, emcee this week, seemed rather frightened and miffed several good openings for pertinent remarks. Panel members—singer Dorothy Sarnoff, model Eric Blythe and writer Robert St. John—were generally ineffective, although the latter probably would have done better in more stimulating company. Bob Brenner is the producer and Ralph Warren directs.

RAY HENLE, of the Sunoco "3-Star Extra" show, neatly outlined the core of the video news problem in a speech in Washington on Sunday. He said, in part: "None of the straight news programs now on TV have come up with the answer to the need for a well balanced presentation of pictures and voice. People will not indefinitely look at a man who, for 15 minutes, merely reads a radio script; nor will crude still pictures and unrelated news shots fill the bill. . . . TV will have to provide the means of making news live. So far nobody has come up with the right answer. If we don't find a way, it may well be that the public will continue to rely on their standard radios to be informed as to what's going on and what the news means."

NEWLY CREATED Television Writers Guild will hold its first meeting next Monday at the Holland House under chairmanship of Rex Stout. All members of Authors League of America who are writing for video have been notified of the meet. . . . Florence Greene, former CBS production staffer, checks out as casting director of WPIX on the 15th to open her own package house. . . . Valeric Bettis, dancing star of "Inside USA," will play it straight in the lead of Philip Barry's "Holiday" on "Studio One" Feb. 20. . . . Memphis General Electric dealers will pick up the tab for the Telenews-INS daily and weekly newsreels over WMCT beginning Friday. . . . Singer Danny O'Neil has been signed to a long-term contract by Jerry Fairbanks. . . . KLAC-TV will debut a big giveaway show on the 22nd in an effort to build ratings. Buddy Rogers has been signed to emcee the stanza which is titled "Punch With Buddy," and is packaged by Mal Boyd, Stanley Cowan and Andre Paul.

ASC Group Will Study Program Techniques

West Coast Bureau, RADIO DAILY
Hollywood—The Board of Governors of the American Society of Cinematographers has appointed a committee devoted exclusively to research on equipment and techniques for live and film video programming.

Initial project of the group will be an analytical study to determine the best type of film for transmission; types of shots to be used; suitability of current lighting techniques; extent to which fundamental motion theatrical film techniques can be utilized, and application of process photography and background projection to live TV shows.

Included on the committee are Victor Milner, Karl Struss, Stanley Cortez, Hal Mohr, George Folsey, Lee Garmes, Arthur Miller and Charles Rosher.

Abbott And Costello Sign For Coast TV Film Series

West Coast Bureau, RADIO DAILY
Hollywood—Bud Abbott and Lou Costello have reached an agreement with Harrison Productions on a deal whereby the comedians will star in a series of 15-minute television short subjects. Agreement was reached between the comics and Nils T. Granlund, vice-president of Harrison.

Harrison Productions, recently formed as a talent school and video producing organization, will get into full swing next week. Operations were suspended when a fire damaged the new \$50,000 building three days after its formal opening.

Tube Shortage Causes Philco Production Halt For A Week

Philadelphia—Shortage of cathode ray tubes has caused Philco to shut down set production temporarily. The halt, involving about 1,000 workers, is expected to last a week, during which time the company hopes to build up a sufficient backlog of tubes to protect future production.

According to Philco prexy William Balderston, "It is not efficient to run off a 'tailboard' on cathode ray tubes. This means that tubes have been coming into our plant in the morning and are being used that

Camels Buys Chicago 'Gloves' On CBS-WGN

Chicago—R. J. Reynolds Tobacco Co., for Camels, has signed with WGN-TV and CBS for sponsorship of five pickups of the Golden Gloves tournament promoted by Chicago Tribune Charities, Inc. and originating in the Chicago Stadium.

Bouts on Feb. 21-22 will be carried by the Tribune outlet and fed to Cleveland and Detroit. Pickup on the 23rd will be aired by WGN-TV only. Chicago finals on Mar. 4 and the International Golden Gloves bouts May 18 will be scanned by WGN-TV and fed to the CBS stations in Cleveland, Detroit, New York, Philadelphia, Baltimore, Washington, D. C. and Boston.

Bouts will be described by Jack Brickhouse, sports director of WGN-TV, with Don Cook, director of field programs, directing.

New Spot Accounts Signed By NBC Flagship

Three new clients, the BB Pen Co., Handmacher-Vogel, Inc., and the Charles A. Eaton Company, have signed for one-minute and station break spots on WNBT.

The BB Pen Co. has contracted for the 7:30 p.m. station break on Tuesdays for a 52-week period, through Foote, Cone & Belding; the 7:45 p.m. station break, Mondays and Thursdays, was purchased for 13 weeks by Handmacher-Vogel, Inc. to advertise ladies' suits, thru Zan Diamond, Inc., Charles A. Eaton Company has signed a 13-week contract for one-minute spots on "Easy Does It" through Ford, Nichols & Todd.

Assumes Direction After Phillips' Resignation

Mortimer W. Loewi, executive assistant to Dr. Allen B. DuMont, yesterday took over directorship of the DuM network following the resignation of Lawrence G. Phillips as general manager.

Phillips will re-enter the management consultant field with offices at 8 West 40th Street. He had been with the web since April, 1947. During the war he gained prominence as head of the USO.

With DuMont Since 1935

Loewi has been active in the development of the Allen B. DuMont Laboratories, Inc., since the company's inception in 1935. Prior to the war, he was executive vice-president and a director. During the war he served as a Navy commander in the radio and radar division of the Bureau of Ships. He returned to the network toward the end of 1944.

The move was seen in the trade as a possible forerunner to widespread changes in the operation of the web. Renewed emphasis is expected to be given to strengthening DuM's nighttime program lineup, as well as preparations for meeting competition to WABD's daytime schedule.

TPA Meet To Discuss Video Info Bureau

West Coast Bureau, RADIO DAILY
Hollywood—The board of directors of Television Producers Association will meet tonight to discuss a plan for the establishment of a clearing house for news pertaining to Hollywood television activities, as an aid to newspaper and magazine writers and correspondents. The clearing house will, if established, embody all associations affiliated with the video industry in Hollywood.

Mal Boyd, president of TPA, called a luncheon meeting on Friday of station heads, publicity directors and trade, magazine and city newspaper writers. The newsmen and women were permitted to voice their "gripes" as to the apparent difficulties and confusion in obtaining information. It was the consensus that a central information bureau was a vital necessity.

The plan will be taken up by the Academy of Television Arts and Sciences and the Television Film Producers Association, both of which have expressed a willingness to cooperate.

MGM Records Extend Operations To Canada

(Continued from Page 1)
manufacture and distribution of MGM records in Canada and Newfoundland.

Quality Records, Ltd., is a new corporation controlled by All-Canada Radio Facilities, Limited, an organization which owns or operates a number of radio stations and handles the sale and distribution of the majority of transcribed radio programs in Canada.

Directors will be Harold R. Carson, president of All-Canada Radio Facilities; Clifford Sifton, president of Armadale Corp.; Duncan MacTavish, representing Southam Newspapers; A. G. A. Spence of Mills, Spence & Co., Ltd., investment dealers; Guy Herbert, general manager of All-Canada Radio Facilities; C. C. Moskowitz and Leopold Friedman, vice-presidents of Loew's Inc., and Frank Walker, head of MGM Record Division. Harold R. Carson has been elected president and Guy Herbert, vice-president.

A complete plant for the manufacture of records will be erected in Toronto. In addition to processing phonograph records, the new company plans to record and press 16-inch disks for broadcasting.

In its export of matrices featuring Canadian talent, Quality Records will participate in a three-way exchange with MGM and Electrical and Musical Industries, Ltd., of Great Britain.

Forum Becomes Co-op

"American Forum of the Air," sponsored on 12 MBS stations by Universal Carloading and Distributing Corp., will be offered to local advertisers in all other markets, it was announced Friday by Bert Hauser, Mutual director of co-op programs. Program switches to a new time, Monday, 10 p.m., EST, effective Jan 24.

Plan Educational Series

Milwaukee—A series of vocational guidance programs titled "Future Unlimited" is now broadcast on station WMAW from 5:45 to 6 p.m., CST, Saturdays, which started Jan. 22. This is a new educational venture of the Milwaukee public schools and the programs will be integrated with high school studies.

RADIO & TELEVISION EXECUTIVE

Who has created, produced and packaged numerous Network programs,

Now Available

Would consider partnership arrangement with established agency or production firm.

Box 210

RADIO DAILY

1501 Broadway, New York City

COAST-TO-COAST

WHOP-WHOP-FM Staff Changes
Hopkinsville, Ky.—WHOP and WHOP-FM, CBS affiliate, now signs on at 8:00 a.m. and carries all of the AM programs through 10:15 p.m. except when the Sports Department is bringing listeners one of the many sports events presented by the station. Katherine Peden, who has been program director for the past four years, was moved up to commercial manager, replacing F. Ernest Lackey, who is now president of the company, and Charles Stratton, former special events director, has been shifted to program and promotion manager.

WNAX Given Legion Award
Yankton, S. D.—WNAX was recently awarded the American Legion's 1948 National Radio Citation for distinguished public service in South Dakota. The award was given to the station on the recommendation of the Legion's state executive committee in recognition of "outstanding co-operation with the American Legion in the presentation of programs for the betterment of community, state and nation."

Red Cross Show On WWSR
St. Albans, Vt.—The American Red Cross has taken to the air via WWSR with a new half hour broadcast featuring high school students participating in a quiz rundown. The programs are in preparation for the Red Cross drive in Northern Vermont. Percy Thompson, former radio contact man for the New England T&T Company around Boston, will act as emcee for the show.

Staff Additions at KTHT

Houston, Texas—The newest additions to KTHT's staff include Earl Scholton as auditor, replacing Eileen Barnes, and Chuck Hancock, announcer. Scholton was auditor of KGYZ for approximately 10 years and Hancock a member of the announcing staff of the same station. Another staff change is Gene Lewis, who was recently promoted to program director. Bob Dundas has moved from the announcing to the sales staff of KTHT.

WLOW Aids March Of Dimes

Norfolk, Va.—WLOW-FM broadcast the Amateur Boxing Bouts last week, under the sponsorship of Rice's Fashion Corner. The entire proceeds from broadcast costs was given by Rice's and WLOW to the March of Dimes committee, which staged the fights as a kick-off for its 1949 fund-raising campaign. Station sports director, Mark Scott, has arranged for other sports events to be sponsored in a similar manner, including college and high school basketball games.

H. S. Series On WEAT

Lake Worth, Fla.—WEAT, NBC affiliate for the Palm Beaches, has announced a series scheduled to run for three months. It is entitled, "This Is Your High School." The series is designed as a community service program for the purpose of using both entertainment and documentary material to acquaint the patrons with talent and activities of their High School.

GOP Radio Dept. Sets Lincoln Day Programs

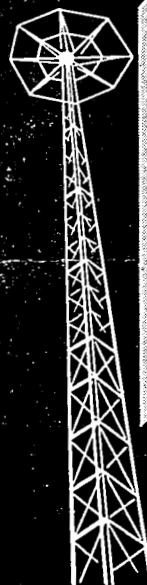
(Continued from Page 1)
same speech and it will also be heard on the Continental FM network.

Senator Arthur Vandenberg will be heard from Detroit on Thursday night over the full NBC network. Senator Vandenberg will speak from 9:30 to 10 p.m., EST. Senator Millikin speaking from Denver, Colo., will be heard over ABC network, 10 to 10:30 p.m., EST.

Representative Joseph W. Martin, Jr., will speak over a nationwide Mutual network 7:30 to 7:45 p.m., EST. By special arrangements with Mutual his address will be heard at this same time in all other time zones. Representative Martin will also be heard over a Pennsylvania State network of 22 stations 8:30 to 9 p.m., EST. Chairman Hugh D. Scott, Jr., will speak from Bridgeport, Conn., over a nationwide CBS network 10:45 to 11 p.m., EST.

RMA's Engineering Dept. And IRE Meet Apr. 25-27

(Continued from Page 1)
min Franklin Hotel in Philadelphia. Technical sessions will occupy the mornings of the three-day conference of radio engineers, and RMA and IRE committee meetings and inspection trips afternoons. Stuart L. Bailey, IRE president, will speak at the spring meeting dinner on Tuesday, April 26, at which T. A. Smith, chairman of the RMA transmitter division, will be toastmaster.



31% INCREASE

WOV time sales increased 31% during 1948.
And January 1949 is up 11% over January 1948.
Continued proof that on WOV . . .

RESULTS is the BUY-WORD

Originators of

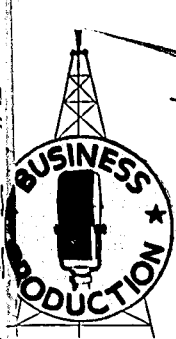
Audited Audiences

RALPH N. WEIL, Gen. Mgr.

The Bolling Company,
National Representatives

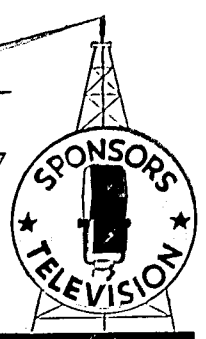
WOV

NEW YORK



RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 46, NO. 28

NEW YORK, WEDNESDAY, FEBRUARY 9, 1949

TEN CENTS

BOSTON'S PUBLIC SERVICE EXAMPLE

Calls New Labor Bill Unfair To Radio, TV

Washington Bureau of RADIO DAILY
Washington—Richard P. Doherty, NAB employee-employer relations director, told the House Labor Committee yesterday that radio is discriminated against in proposed amendments to the Fair Labor Standards Act now under consideration by that body. He recommended instead changes which would wipe out the basing of overtime payments on regular salaries plus talent fees, exclude premium pay in the figuring of these rates, exempt child talent

(Continued on Page 3)

Hutchison Heads WBIG; Succeeds Late Maj. Ridge

Greensboro, N. C. — Gilbert M. Hutchison has been promoted to manager of WBIG to succeed the late Major Edney Ridge, it was announced by Ralph C. Price, president and board chairman of the North Carolina Broadcasting Co. Hutchison was formerly commercial manager of WBIG. The election of Aileen Gilmore as secretary-treasurer of the company was also announced.

"Experience Speaks" Bows Mar. 4 On MBS

"Experience Speaks," a new half-hour program featuring guest personalities relating unusual experiences, will debut on Mutual on March 4 from 8 to 8:30 p.m., EST. The program will be produced by Henrik Booraem, formerly of Young and Rubicam, in association with Bill Thomas, another Y. & R. alumnus. Bill Adams will be master of ceremonies.

Queen Of Hearts

Mayor William O'Dwyer will crown Kate Smith "Queen of Hearts" as National Heart Week begins Monday, Feb. 14th. In a ceremony which will be transcribed and broadcast over WOR from 11:30 to midnight on Monday. The coronation will take place in the grand ballroom of the Waldorf-Astoria, marking start of the annual drive.

Utah Stations Renew Public Service Skeds

Salt Lake City—Heavy snow-falls the past weekend which reached blizzard proportions in some areas has again taxed the public service programming of Utah, Colorado and Nebraska stations. During the past twenty-four hours commercial programs on Salt Lake City stations were cast aside to carry emergency storm messages for the Federal Government, state officials and Red Cross. News and weather forecast schedules were increased to aid newspapers unable to be delivered to homes in the Salt Lake City area.

Radio Station Offers Public Service Aid

Faced with the prospect of a transportation strike in Philadelphia the coming weekend, WPEN and WPEN-FM yesterday took steps to volunteer the service of their stations to the major department stores, banks, telephone company and other public service organizations, Edward C. Obrist, general manager of WPEN, revealed.

The station addressed letters to
(Continued on Page 2)

Clothing Company Buys Sports Show On WNEW

A 52-week stint of WNEW's "Powerhouse of the Air," 7-days a week, involving more than \$70,000 in time and talent, has been purchased.
(Continued on Page 2)

Battle For Web Billings Shows Columbia Climbing

By VAL ADAMS
Associate Editor, RADIO DAILY
Six outstanding shows acquired by CBS in recent raids on other networks represent an estimated \$3,432,000 in net time sales annually for Columbia, a figure which theoretically would shove the web's gross billings above the \$66 million mark if it retained all current business. The nearly three and a half mil-

Radio And TV Stations Pool Facilities To Present Community Program For The Coming Sunday

Speakers Announced For Okla. Conference

Oklahoma City—The first list of speakers for the Annual Radio Conference on Station Problems, March 3-5, has been announced by the University of Oklahoma.

The incomplete list includes: ABC v-p Frank Marx; P. A. Sugg of WKY-TV, Oklahoma City; Seymour Andrews of WBAP-TV, Fort Worth; John Esau of KTUL, Tulsa; Bob Greer of WNOX, Knoxville; John
(Continued on Page 8)

Coy Will Address NBC Affiliates Meet

Wayne Coy, chairman of the FCC, will address the meeting of NBC and its affiliated stations Feb. 28 and March 1, in Chicago, it was announced by Niles Trammell, president of the network. Coy will speak at the second day luncheon.

Mr. Trammell, who will preside
(Continued on Page 3)

Chain Store Purchases Spots On Yankee Web

First National Stores on Friday purchased time for 720 one-minute transcribed announcements on five Yankee Network stations. The station
(Continued on Page 2)

Boston—All the radio stations in Greater Boston will broadcast a special half-hour documentary show, "Suppose Nobody Cared" Sunday afternoon, February 13 from 1:30-2:00 o'clock.

The "pooled" broadcast will inaugurate the publication of the important Greater Boston survey report, one of the most comprehensive and difficult undertakings ever attempted by any community in the country.

The stations which will carry the
(Continued on Page 6)

NAB Spokesman Files Newsmen's Protest

Strong representations in behalf of broadcasters were made by A. D. Willard, Jr., executive vice-president of NAB, to Rep. John S. Wood, chairman of the House Un-American Activities Committee, in a letter which charged "discrimination against some forms of reporting the news." Willard's letter was added to
(Continued on Page 8)

FM Time Sales Clinic Set For New York In April

Plans for an "FM Time Sales Clinic" to be held in New York City on Friday, April 1, was announced by the FM Association in Washington. Radio time buyers, agency representatives, advertising managers and others interested in FM will be invited to participate.

Human Interest

"Within Our Gates" a dramatic program of human brotherhood first produced on WFIL, Philadelphia, has been selected by ABC for network broadcast on Saturday, Feb. 26, from 8 to 8:30 p.m., in connection with the observance of National Brotherhood Week. Program will dramatize events in the life of the late Charles Evans Hughes.



Vol. 46, No. 28 Wcd., Feb. 9, 1949 10 Cts.

JOHN W. ALICOATE : : Publisher

FRANK BURKE : : : : Editor

MARVIN KIRSCH : Business Manager

Published daily except Saturdays, Sundays and Holidays at 1501 Broadway, New York, (18), N. Y., by Radio Daily Corp., J. W. Alicoate, President and Publisher; Donald M. Mersereau, Treasurer and General Manager; Marvin Kirsch, Vice-President; Val Adams, Associate Editor; Chester B. Bahn, Vice-President; Charles A. Alicoate, Secretary. Terms (Post free) United States outside of Greater New York, one year, \$10; foreign, year, \$15. Subscriber should remit with order. Address all communications to Radio Daily, 1501 Broadway, New York (18), N. Y. Phone WIsconsin 7-6336, 7-6337, 7-6338.

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

(February 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, Philco pfd., 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., Westberg-Carlson, U. S. Television, WCAO (Baltimore), WJR (Detroit).

Solow To Warren Agency

Harry Solow has resigned as sales director of WMCA to assume active control of the William Warren Advtg. Agency, New York, effective Feb. 14.

INS has served KFWB HOLLYWOOD FOR 11 YEARS

COMING AND GOING

HUBBELL ROBINSON, JR., vice-president of CBS in charge of programs, is back in New York following five weeks on the West Coast, during which he was married to Margaret Whiting, vocalist.

ARMAND GRANT, commercial manager of WAAM, Baltimore, Md., is in New York for conferences with the national representatives of the station.

CURT PFENNIGER, Muzak vice-president in charge of national sales, left Monday on a 10-day trip to franchise holders in upstate New York. He'll visit Albany, Syracuse, Rochester and Buffalo.

DR. GEORGE GARDNER, executive director of the Judge Baker Guidance Center of Boston, will be in New York Thursday to deliver the last of the "Lectures to the Laity" series on WNYC, which station will broadcast from the N. Y. Academy of Medicine.

BENEDICT GIMBEL, JR., president and general manager of WIP, Philadelphia, and GORDON GRAY, vice-president of the station, are back in the Quaker City following out-of-town trips; the former to Washington for the board meeting, the latter to New York on Tuesday.

W. H. LANCTON, television director of Jackson & Co., advertising agency, and BOB HUTTON, of NBC, are in Washington today to set live TV commercials on the "Johnny Bradford Show," sponsored on WNBW by Donel, Inc., Jackson client.

JAMES MELTON, tenor, will broadcast his "Harvest of Stars" program on CBS today from Miami, Fla.

CHARLES E. CLOUGH, manager of KFDX, American network affiliate in Wichita Falls, Tex., is in town for conferences with officials of the web.

Clothing Company Buys Sports Show On WNEW

(Continued from Page 1)
chased by Howard Clothes, Incorporated.

The sports news and commentary show, featuring New York Daily News columnist Jimmy Powers, will be aired 7:45-8 p.m., beginning March 10. Peck Advertising represented Howard Clothes and account executive David B. Stein handled the sale for WNEW.

Ruth Elizabeth O'Brien

Ruth Elizabeth O'Brien, for the past 15 years secretary to Sydney M. Kaye, vice-chairman of the board at BMI, died Monday at her home in Long Beach following a protracted illness. She is survived by her husband, Harry, and two children: Harry, Jr., 15, and Maureen, 5. Funeral will be held tomorrow, with a Requiem Mass in St. Ignatius Church, Long Beach, at 10:30 a.m.

10 YEARS AGO TODAY

From the Files of Radio Daily
The University of Chicago Round Table series will celebrate its eighth anniversary and the start of its ninth consecutive year on the air during the broadcast of February 12th. . . The British Broadcasting Company plans a Children's Hour for television presentation.

JOSEPH A. McDONALD, vice-president and general attorney at ABC, is in White Sulphur Springs, Va., attending a meeting of the BMI directorate. He'll be back in New York next Monday.

JAMES SEWARD, vice-president of the Columbia network in charge of operations, is back in town following completion of a four-week business trip that took him to the West Coast.

ALLEN WANAMAKER, general manager of WTTM, Wilson, N. C., in New York this week on station business.

HOWARD M. DODGE, Southwestern advertising manager for Newsweek Magazine, St. Louis, on Monday was in Kansas City, Mo., where he addressed the Advertising and Sales Executives Club and was interviewed on CKKN by Eric Tainter, station's news editor.

GEORGE HICKS, American network commentator and the voice of U. S. Steel on ABC's "Theater Guild on the Air," has returned from Dallas, Tex., originating point of last Sunday's program.

LOUISE LANTZ, assistant manager of ABC's continuity acceptance department, today will go up to Mamaronock to address the Parent-Teachers Assn. of that town on the subject, "What We Offer Our Children in Radio and Television."

MARGARET PHELAN, vocalist who has just completed an engagement at the Wedgwood Room of the Waldorf-Astoria and has made some guest appearances on television, will leave today by plane for Havana, Cuba, where she will be featured at the Casino of the Hotel Nacional.

WAYNE COY, FCC chairman, will address the business meeting of NBC and its affiliated stations Feb. 28 and March 1, in Chicago.

Radio Station Offers Public Service Aid

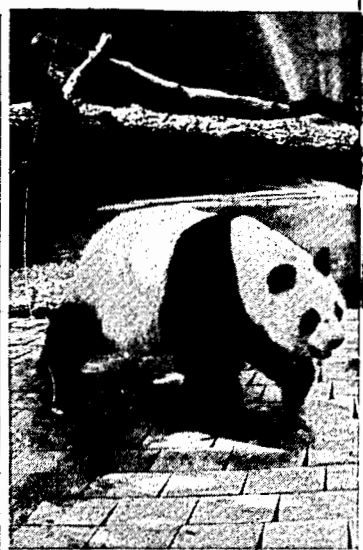
(Continued from Page 1)
merchants and organizations asking them what specific announcement service would serve them best in event the strike comes on Friday, Feb. 11. In part, the suggestions were:

"We have recommended three things, one of which has probably already been done: (1) immediate plans for employee transportation and public relations handling, (2) sending WPEN, by letter, instructions or information to be broadcast by our station in the event of a strike, (3) notification of employees to listen to WPEN for this information at a time specified by the company."

Chain Store Purchases Spots On Yankee Web

(Continued from Page 1)
tions are WNAC, Boston; WICC, Bridgeport; WCNS, Hartford; WEAN, Providence and WAAB, Worcester. Contract was placed through John C. Dowd, Inc., Boston advertising agency.

AD AGENCIES, PLEASE NOTE!
Personable gal, detail specialist, wants to assist busy Radio Executive. Solidly experienced all phases radio operations. Resourceful contacts, gets things done. Write
Box No. 211, RADIO DAILY
1501 Broadway New York 18, N. Y.



Teddy Bear or Panda?

Is this strange looking thing a real, live animal, or is it just a big teddy bear, made to amuse the kiddies? It's hard to tell from the picture. Let's get down to the facts. It is actually a living panda, taking a walk in the Bronx Zoo, New York City.

We like to print facts in our advertising. We believe that time buyers want facts about radio stations. So here are a few hard, cold facts about W-I-T-H in Baltimore:

W-I-T-H is the BIG independent station with the BIG audience.

W-I-T-H delivers more loyal 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.

On the basis of these facts, W-I-T-H deserves a place on your schedule. Get the full story from your Headley-Reed man today.

AM W-I-T-H FM
Baltimore 3, Maryland
TOM TINSLEY, President
Represented by Headley-Reed

Says New House Labor Bill Discriminates Against Radio

(Continued from Page 1)

From the child labor sections and provide for approval of guaranteed annual employment plans by the Wage and Hour Administrator in the absence of collective bargaining agreements.

Doherty termed the 75-cent minimum provided in the proposed legislation "academic as it applies to broadcasting. All or virtually all employees in this industry receive wages or salaries substantially above this level," he said.

Mentions Minors

The section permitting employment of minors in the movies and newspaper industries is discriminatory against radio and TV, he said, adding that he was certain this was an oversight. Said Doherty:

"Talented youngsters have always derived genuine employment benefits and opportunities from the field of radio broadcasting. Television is now rapidly expanding as a potentially important medium for even greater opportunities for such youngsters."

On the matter of overtime pay regulations, Doherty said prevailing regulations are unfair in requiring that overtime be paid on average hourly earnings as computed by adding all talent fees received by an employee to the regular weekly salary.

"Because the rate at which talent fees are characteristically paid averages three to five times (sometimes much higher) the regular hourly rate of pay," he said, "prevailing regulations are harmful to both the employee and employer. Faced with excessively high overtime obligations (based on talent fees plus regular weekly salary) employers are reluctant to assign announcers to additional fee programs if the time involved results in work beyond 40 hours a week."

Gives Chapter and Verse

For example, he said, an announcer in Washington might receive \$60 a week base pay, according to union contract, but get also \$150 on talent fees each week. He referred also to other announcers receiving \$170 and \$200 a week in talent fees in addition to base pay. He mentioned that AFRA recognizes the justice of limiting overtime pay to the standard rate.

The common pattern of AFRA contracts, he pointed out, sets up the provision that "talent fees, paid for programs outside the normal work-

day, shall be in lieu of overtime."

NAB also asked that extra compensation, or premium pay, as determined by the administrator, be excluded from pay used as a base for figuring overtime pay.

Doherty said broadcasting is "typically characteristic" of industries in which lump sum payments are made for certain types of work performed outside normal weekly work periods, or on normal days off.

He suggested that the term "premium pay," added to the already-covered term, "premium rates of pay," would clarify the bill's overtime provisions in this field.

"Radio broadcast stations and networks," he said, "broadcast seven days a week; although the typical prevailing employee work week is five days per week of 40 hours, or six days per week. Consequently, unlike many manufacturing plants, mercantile establishments, etc., all station employees do not have the same assigned work schedule."

Doherty also objected to the discrimination against workers and employers by the act's reference to guaranteed annual employment plans developed by collective bargaining. His proposal would allow approval of such plans in non-unionized companies or among non-unionized employees if approved by the administrator.

Coy Will Address NBC Affiliates Meet

(Continued from Page 1)

at the meetings, said that the first day's sessions will be devoted to radio, the second to television.

Attending the meeting will be representatives of the 170 NBC affiliates. Various matters brought up at the NBC Stations Planning and Advisory Committee meeting here earlier this month will be discussed. Martin B. Campbell, general manager of station WFAA, Dallas, Texas, chairman of SPAC, will assist Mr. Trammell in conducting the meet.

Kenyon Burial Tomorrow

Pallbearers at the funeral of Otis Allen Kenyon, chairman of the board of Kenyon & Eckhardt, Inc. will be: Thomas D'Arcy Brophy, president of Kenyon & Eckhardt and chairman of the board of the American Association of Advertising Agencies, Dwight Mills, executive vice-president Kenyon & Eckhardt, Edwin Cox, senior vice-president, Kenyon & Eckhardt, Charles Vasoll, treasurer, Kenyon & Eckhardt, Eugene Blackford, Greenwich, Connecticut banker, Al Lehman, Advertising Research Foundation, Earl Hines and Dr. Ernest Gignoux. Funeral will be held at Christ Church, Greenwich, Connecticut Thursday, February 10, 12 noon.



Fulton Lewis Jr. and His Electric Buzz-Saw

He's a handy man to have around the house—and his radio voice is around more houses than you can shake a mike at. Whether he's putting a bureau together or taking a bureaucrat apart, he hits the sawdust trail with everything he's got. At home, he works with a complete workshop. In the office his "tools" include a trained news-gathering team of reporters and editors whose efforts contribute precise background data to the nightly Lewis broadcast.

Currently sponsored on 326 stations, the program is the original news "co-op." Fulton Lewis, Jr. affords local advertisers network prestige at local time cost, with prorated 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).

KGW and KGW-FM
 PORTLAND, OREGON

COMPLETE SCHEDULE
 SIMULTANEOUS SERVICE

REPRESENTED NATIONALLY BY EDWARD PETRY & CO.

LOS ANGELES

By RALPH WILK

FRED JONES has resigned as account executive for Ruthrauff & Ryan to become copy chief of Abbott Kimball Co.

ABC Pacific and Mountain network will broadcast a 30-minute description of the Photoplay Magazine awards dinner Feb. 14. Harfield Weedon will produce and Owen James will do the announcing.

Dwight Houser is pinch-hitting for ABC producer Clair Weidenaar on the "G. E. House Party" while the latter is bedded with flu.

Art Gilmore, announcer on the CBS "Dr. Christian" stories, has been signed by Warner Bros. to the commentary on "Colorado Territory," forthcoming western feature.

Dennis Day, unable to attend the musical cavalcade dedicated to Sir Harry Lauder in Scotland Feb. 25, is sending a transcribed musical skit in which he imitates the famed Scotch comedian.

Mrs. Peter Potter (Beryl Davis to you) is prepping her own TV show for KNBH.

Screen actor John Howard and Denny Shane, magazine writer, have teamed up to write, produce and act in their own five-day-a-week radio package, which will be auditioned for the networks next week.

Jesse Lasky is slated to sign "Queen for a Day," using the title for his new feature picture and Jack Bailey and the show as the hub around which the cinema story will revolve.

Now that NBC has accepted tape recordings, CBS is reported preparing to follow suit.

Jack Latham replaces Sam Hayes on KECA's Noontime News.

Just prior to American Tobacco's cancellation of the Don Ameche-"Your Lucky Strike" show, Bill Rousseau was named director of the program and will finish out the 13-week stanza. Bill replaces Harlan Dunning, who moved over to BBD&O as account executive.

Known as "The Biggest Little Station in the Nation," KOCS, Ontario, Calif., pulled in just about the whole Pomona Valley to its second anniversary ceremonies, getting loud praise from the churches for its community service



Mainly About Manhattan. . . !

● ● ● AROUND TOWN: Bobby Clark, comedy star of "As The Girls Go," advised that he'd be great in video, rejected offers with: "I'll wait till television is great". . . Paul Denis has switched to the N. Y. Post's city desk. (The fact that the paper considered its radio column expendable has Radio Row boiling). . . Sudden thaw: Wonder if anybody ever won a radio contest by submitting a reasonably accurate facsimile. . . Madison Sq. Garden benefit shows, now getting into full swing, nixing video offers, fearing b.o. slump. . . BBD&O readying an electronic audience measuring device of its own. . . Donald Flamm, ex-WMCA, WPAT owner, just bought himself a Park Ave. apt. house. . . Jim Sauter's Red Cross Fund Drive committee lunching tomorrow at the Waldorf. . . Maxwell House dropping its TV stanza, "Meet the Press," to underwrite the Lambs Gambol. . . And suggestions for Radio Row's list of best-dressed males: Producer Gary Stevens, announcer Geo. Hogan, maestro Percy Faith and Dick Rubin, of MCA. . . Jack LaRue, the movie villain, was discussing his trade with Bill Slater at "Luncheon at Sardi's." Bill wanted to know if he was really as tough as the movies made him out to be. "Tough," said Jack, "why I once killed 3 men with one bullet." "Howcum," Slater wanted to know. "By using carbon paper," explained the movie star. . . Vera Vague to star in 5-times-weekly audience participation series that Toni is considering.



● ● ● Ralph Austrian has just announced the opening of his own television consultant firm. This marks the second time out for Austrian as a consultant. The first time (in 1942) he wound up as president of RKO Television Corp., and then went on to become video veepee for Foote, Cone & Belding. However, forestalling any repetition of history, Austrian is nixing any offers he receives this time in order to stick to his plans.



● ● ● Bernard L. Schubert due to arrive in town today from Beverly Hills for conferences with prospective sponsors interested in taking over the Don Ameche-Your Lucky Strike series on CBS. In a surprise move, the American Tobacco Co. has decided to drop out of daytime radio after giving it only a 9-week trial and is giving up both the CBS time and the Ameche show at the end of its 13-week cycle next month. Until a week ago, the sponsor was so enthusiastic about the program that \$500 was added to the talent budget and the ad agency (BBD&O) was authorized plans for a nationwide talent hunt. Series is currently budgeted at close to \$7,000 weekly. The action of the American Tobacco Co. is particularly surprising since it has been an axiom in radio circles that daytime popularity can be built only after many months of hard work. P&G, for instance, do not inaugurate a new daytime series unless they're prepared to give it a 12-month tryout.



● ● ● VIEWS AND REVIEWS: Worthy of mention here was the "Romeo and Juliet" balcony scene on "H'wood Screen Test" Sunday night as portrayed by Mary Anderson and Ralph Clanton. High-grade stuff. . . Monday night's guest on "What Do You Think?," the U. of Chicago's TV stanza on ABC, was Chas. Harting Percy, new 29-year-old prexy of Bell and Howell. His contribution to the round-table discussion sparked the telecast into one of the most interesting yet offered on the series. . . Every time the action gets rough in a fight covered by Bob Stanton, you can depend upon Roberto to give out with "Boy, I'm glad I came!" Okay, Bob, so you're glad you came. Personally, we'd be glad if you dropped that line.



CHICAGO

By NAT GREEN

MOULTON KELSEY, WIND news commentator, is ill in Columbus Memorial Hospital, Chicago.

Jim Ameche is dickering with WCFL for a daily half-hour disc jockey show.

Harry Campbell, WBBM farm director, is attending the Farm and Home Week events at the universities of Illinois and Wisconsin this week and will make tape recordings of interviews with economic specialists at the two universities, to be broadcast on WBBM's "Country Hour."

Approximately 150 representatives of ABC affiliated stations of the central and southwestern sections of the country met Thursday (27) at the Ambassador East Hotel. Here from New York for the meeting were Mark Woods, president of ABC; Robert E. Kintner, executive vice-president; Charles (Bud) Barry, vice-president in charge of television; Ivor Kenway, vice-president in charge of advertising; J. Donald Wilson, vice-president in charge of programming; Lee Jahncke, vice-president in charge of station relations; Alexander (Sandy) Stronach, television program manager; Otto Brandt, national director of station relations; James Connolly and William Davidson of the station relations department.



ETHEL THORSEN'S FASHION PAGE WABD—Wed.—4:45 P.M.

"A New Fashion In Fashion Shows" **Walter Winchell:** Recommended: Ethel Thorsen's fashion show via DuMont. **Dorothy Kilgallen:** Tops: Ethel Thorsen's Nordic charm on her TV fashion show. **Ed Sullivan:** Video viewers oh-ing over DuMont eyeful, Ethel Thorsen. **Ben Gross:** Television presents its own candidate for the title of "Miss Beauty and Brains of 1949." If you'd like to see what makes her click, just take a look at her weekly show. You'll get an appealing eyeful. **Harry Hershfield:** Of things sartorial, there is definite genius in the designs and performance of Ethel Thorsen.

1906 *Henri* 1949
CONFISEUR
FRENCH RESTAURANT
LUNCHEON from \$2.00
DINNER from \$3.00
COCKTAIL BAR
Famous French Candies
15 East 52nd St.
AIR CONDITIONED

AGENCIES

ARTHUR E. WIBLE, for the past 10 years traffic manager of McCann-Erickson, Inc., has been appointed account executive on Chrysler. He will assist Paul Holder, who has overall charge of the account. C. L. Johnson, formerly manager of mechanical production, will take over the duties of traffic manager.

ABBATE-SWIFT, INC., manufacturers of Slim-U-Ette Fashions, have appointed the Seidel Advertising Agency, Inc., to conduct their national consumer advertising campaign.

LEW KASHUK & SON ADVERTISING CO. announces the appointment of Alan Goff as account executive.

VACUUM CANDY MACHINERY COMPANY, and Racine Confectioners' Machinery Company, of New York; Harrison, N. J.; and Racine, Wis., manufacturers of modern candy machines, has appointed Fred Gardner Company, Inc.

PHILIP LESLY, Chicago, has formed his own public relations company to serve corporations, trade associations and non-profit organizations. Lesly has at various times directed PR activities for RMA, Admiral Corp., Stewart-Warner, Hallcrafters and the Ken-Rad Tube and Lamp Corp.

THOMAS A. KOPPEL, president of Thomas A. Koppel Co. Inc., announces the appointment of John Pier Munn Jr., as vice-president—to serve the organization in a sales capacity and advisor to the editorial board of the Koppel News Service. Munn for the past 17 years has been associated with Gilliams Service, Inc., as vice-president and director.

CLARENCE A. BARNES, JR. has joined Benton & Bowles as an art director. He has had extensive experience in advertising, having worked at Compton, Inc., Arthur Kudner, Inc., Kenyon & Eckhardt and Ted Bates.

MARSHALL G. ROTHEN, will resign from the publicity department of the American Broadcasting Company on Monday, Feb. 14, to join Kenyon & Eckhardt, Inc., as assistant to the director of the agency's motion picture department.

MAJOR TELEVISION CORP. of New York, has engaged Yolen, Ross and Salzman, Inc., New York public relations counselors for the firm.

OFFICE SPACE FOR RENT

1 Block from Radio City
Several furnished offices with private bath (on 3rd floor) for rent. Telephone switchboard and cleaning service is available.

HOTEL ABBEY

Retail-Advtg. Promotion Tried By NAB In Maine

Washington Bureau of RADIO DAILY

Washington—NAB has announced the conclusion of a state-wide campaign for more retail radio advertising, sponsored by the Maine Broadcasters Association, and featuring Miss Lee Hart, NAB retail advertising co-ordinator. The drive, involving a whirlwind swing through five major cities of Maine and meetings with all Maine NAB member broadcasters and retailers, was built around the "double-barrelled" NAB service. Meetings with the broadcasters and prominent retailers were held Monday in Portland, Tuesday in Lewiston, Wednesday in Augusta, Thursday in Waterville, and Friday in Bangor. It was the first such state-wide campaign in NAB history to be sponsored by a state group of NAB stations.

The drive involved two separate meetings in each Maine city; the first with local broadcasters and those from nearby areas, for presentation of the NAB sales promotion points by Miss Hart; the second with retailers, to whom Miss Hart presented the story of radio's growing success with retail sales.

NAB's broadcast advertising director, Maurice B. Mitchell, said plans are already being made for extension of the new sales promotion technique into other states

Hedges Heads Committee Of 1949 Red Cross Group

NBC v-p William S. Hedges will head New York's entertainment world, publishing, advertising and graphic arts industries in the 1949 Red Cross campaign, it was announced over the week-end by Brig. E. F. Jeffe, Greater New York chairman.

20th Century-Fox prexy Spyros P. Skouras will head the entertainment group, including the motion picture industry, legitimate theaters, the music world and radio. Other group chairmen are:

Advertising & publishing: Benton and Bowles prexy Clarence B. Goshorn, and

Sports: N. Y. Journal-American sports editor Max Kase.

Web Program Expanding

"Songs by Great Singers," sponsored by the Radio Art Club, will expand a thirty-minute show over 150 MBS stations instead of its present 65 outlets on Feb. 13, at a later time: 3-3:30 p.m., EST. Al Klinger Associates was the agency.

Bosman MBS News Editor

John Bosman, who has been filling the post of special events director for Mutual, has been named news editor, it was announced Thursday by A. A. Schechter, network vice-president in charge of news and special events and publicity. Bosman will report directly to Milton Burgh, news director. Art Feldman will take over as special events director. The changes are effective immediately.

ATTENTION:

ADVERTISING AGENCIES!

Do you have a client for a radio quiz show that will bring in hundreds of thousands, perhaps millions of box-tops or their equivalents, WEEKLY???

"LET'S PLAY AMERICA" is the show! WE MAKE NO PHONE CALLS, WE HAVE NO STUDIO AUDIENCE, BUT THE ENTIRE RADIO AUDIENCE IS OUR SOLE CONTESTANTS!!!

HOW???? — WE'LL BE HAPPY TO AUDITION THE SHOW FOR YOU AND SHOW YOU HOW IT WORKS.

We have been told by outstanding radio authorities that "LET'S PLAY AMERICA" is the greatest idea they have heard in years! The first workable idea for a network quiz show beamed at the radio audience only.

And it's easily adapted for television, too.

BOB BRIGHT PRODUCTIONS RADIO — TELEVISION

509 FIFTH AVENUE, NEW YORK, N. Y.

Vanderbilt 6-0890

"IF IT'S A BRIGHT IDEA! -- IT'S FROM BOB BRIGHT PRODUCTIONS".

Six New Programs To Hypo CBS Billings

(Continued from Page 1)
not turn up on the Columbia ledger until next fall.

For 1949 NBC gets the major share of the billings from Red Skelton and "Ozzie and Harriet" while Bing Crosby continues to be a heavy financial asset to ABC until the end of June at least.

Whether or not CBS can overtake NBC's heretofore unchallenged position as the top grossing network is a question which is firing hot trade circle discussion and Columbia is making an all out effort to attain just that goal. CBS gross billings in 1948 went up about \$3 million to a total of \$62,200,000. Gross for NBC rose about \$4 million for a total of \$69,700,000.

NBC Still Leading

Contrary to surface impressions, NBC at this point still has a commanding lead as the top grosser and has until next fall to get its commercial house in order for what will be a showdown battle of the billings with CBS.

At the moment, CBS has more than twice as much open time (per week) as NBC between the hours of 8-11 p.m., EST. During these hours CBS has a total of four and one-half hours of sustaining time every seven days while NBC has only one and three-quarter hours that are unsold. Columbia's commercial schedule is booked solid on Monday, Thursday and Friday nights. NBC is sold out on Tuesday, Wednesday and Thursday evenings with only 15 minutes open on Friday night, the period which follows Bill Stern's quarter-hour sports show.

NBC Officials Confident

High echelons at NBC feel confident—so they say—that the web's top billings will not be overtaken by CBS. While high priced talent and big names are advantageous to a network, NBC execs admit, it's still time sales from which a network makes its money.

Will Broadcast for 'Voice'

WNEW's "Make Believe Ballroom" with disc jockey Martin Block will go world-wide next month when the show starts a new series of weekly half-hour broadcasts for the Voice of America.

Block will give the opening, introduction and sign-off of his disc shows. A foreign-speaking announcer will pitch in with the intros for the various platters to be played.

DON'T READ THIS!

This won't interest you if you want a yes-man, country-club-stooge, a fanny-man, or a front-man-without-body-and-mind, rather than a general manager for your station who can establish records in sales and listeners. If it's the latter you're looking for—a general manager who wants to make money for you and himself, this will mean something to you and you'll write me immediately. Available in two weeks.

Box No. 209, RADIO DAILY
1501 Broadway New York 18, N. Y.

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 January 28-February 3, 1949

TITLE	PUBLISHER
A Bluebird Singing In My Heart.....	Advanced
A Little Bird Told Me.....	Bourne
A Rosewood Spinnet.....	Shapiro-Bernstein
Bouquet Of Roses.....	Hill and Range
Brush Those Tears From Your Eyes.....	Leeds
Buttons And Bows.....	Famous
By The Way.....	Bregman-Vocco-Conn
Clancy Lowered The Boom.....	Patmar
Down Among The Sheltering Palms.....	Miller
Down By The Station.....	American Academy
Far Away Places.....	Laurel
Galway Bay.....	Leeds
Green-Up Time.....	Chappell
Here I'll Stay.....	Chappell
I Got Lucky In The Rain.....	Sam Fox
It's A Big Wide Wonderful World.....	Broadcast Music
I've Got My Love To Keep Me Warm.....	Berlin
Lavender Blue.....	Santly-Joy
Little Jack Frost Get Lost.....	Henry Spitzer
My Darling, My Darling.....	E. H. Morris
On A Slow Boat To China.....	Melrose
Powder Your Face With Sunshine.....	Lombardo
Pretty Baby.....	Remick
Pussy Cat Song.....	Leeds
Senorita.....	Feist
So In Love.....	T. B. Harms
Tara Talara Tala.....	Oxford
These Will Be The Best Years Of Our Lives.....	Robbins
To Make A Mistake Is Human.....	Record
What Did I Do.....	Triangle
You Were Only Fooling.....	Shapiro-Bernstein

Second Group

TITLE	PUBLISHER
As You Desire Me.....	Words and Music
Bella Bella Marie.....	Leeds
Congratulations.....	Capitol
Cruising Down The River.....	Henry Spitzer
Dreamer With A Penny.....	George Simon
For You.....	Witmark
Hold Me.....	Robbins
I Got A Gal In Galveston.....	Republic
I Love You So Much It Hurts.....	Melody Lane
Just Reminiscing.....	Jewel
My Dream Is Yours.....	Witmark
My Own True Love.....	Paramount
One Sunday Afternoon.....	Remick
Say It Isn't So.....	Berlin
Say Something Sweet To Your Sweetheart.....	Mills
Someone Like You.....	Harms
Sunflower.....	Famous
Twelfth Street Rag.....	Shapiro-Bernstein
Until.....	Dorsey Bros.
You Was.....	Crystal

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

All Boston's Stations Join In Documentary

(Continued from Page 1)

broadcast are WBMS, WBZ, WCOP, WEEI, WMEX, WNAC, WORL, WHDH, WTOA and WVOM.

The research group which engaged in the survey took two years for their study of 55 self governing independent communities comprising the metropolitan area served by 500 voluntary agencies and some 300 tax supported agencies. The recommendations in the report are expected to be revolutionary.

The survey report will be so tremendous that all the daily newspapers will devote two or three pages daily for six consecutive days to the publication of the word by word findings.

TV Stations Aiding

Radio and Boston's two television stations WBZ-TV and WNAC-TV will do the job of getting the public to read the report which has a pronounced bearing on their future.

All stations will give heavy plugging to the survey for an entire week and many will give special time to consideration of various phases of the report.

John C. Dowd Agency heads up the overall press and radio committee.

The radio committee comprises Craig Lawrence of WCOP; Bill McGrath of WHDH; Jim Powers of WNAC; Gordon Swan of WBZ and Paul Perreault of WTOA.

Bill Shea of WHDH is the script writer of the documentary which will originate at WHDH.

This is the first time since the war that all the Boston stations have participated in a "pooled" broadcast.

Beginning 9th Year

Chicago-Swift & Co. began its ninth year of sponsorship on ABC's "Breakfast Club" on Feb. 8 with a renewal of its 8:15-8:25 a.m., CST, segment of the show, Mondays through Fridays.

COLOR TELEVISION

Your Television Commercials will have more COLOR when delivered LIVE and MUSICALLY by the Telegenic

LANNY & GINGER GREY

(2 voices and a piano)

YOUR Jingle Sung or Written and produced. Our clients: ADAM HATS, MARLIN BLADES, SU-CHARD, COCILANA, etc.

Write for Complete List

Listen Daily: WMGM—8:00-8:30 A.M.

LANNY & GINGER GREY

Radio-Video Productions & Jingles
1350 Madison Ave., New York 28
ATwater 9-4020

TELEVISION DAILY

Section of RADIO DAILY, Wednesday, February 9, 1949 — TELEVISION DAILY is fully protected by register and copyright

BILLION \$ VOLUME SEEN FOR '49

TELE TOPICS

WATCH FOR a large-scale reshuffling of departmental functions now that Comdr. Loewi has taken over direction of the DuMont net. A thorough revamping of the administrative setup is expected to be completed around the end of the week. . . . Household Finance Corp. of Chicago will bankroll a show based on the "Places Please" format over CBS beginning Mar. 1, Tuesdays, 10-10:15 p.m. Title is "Backstage With Barry" (Wood). . . . Comedienne Molly Picon will star in a weekly pre-Passover musical variety show over WJZ-TV for seven weeks beginning Mar. 1, under sponsorship of Horowitz-Margaret & Co. and I. Roach & Sons through Advertisers Broadcasting Co. . . . N. Y. Herald Tribune starts a new feature on its sports pages today titled "Televised Sports Today." Column will list all sports pickups in the city, giving station, time, sportscaster and complete info on the events. Idea originated with sports ed Bob Cooke and Irving Marsh.

NBC, which has been making a strong pitch for Morey Amsterdam, may land him very soon. The comic's CBS-TV series is slated to fold within five weeks. . . . Total of 35 staffers are involved in the WPIX cutback, including 28 from the Telepix operation. The others are from programming and production, including director Dick Rose. . . . "Now You See It," new weekly series exposing the tricks of famous magicians, will be bankrolled over WCBS-TV by Pioneer Scientific, through Cayton agency, beginning Feb. 16, 7:45 p.m. Andre Baruch will emcee. . . . Stage of the Adelphi Theater has been enlarged considerably to accommodate the ikes used for the DuM shows which will originate there. . . . New TV station rep. firm of Harrington, Righter & Parsons has set up offices at 270 Park Ave. Principals formerly were with Edward Petry & Co. . . . Pegeen Fitzgerald is in Lenox Hill Hospital recovering from an operation performed Monday ayem.

TELE WILL CATCH ON in France much more than radio did, according to CBS newsmen Larry Lesueur, recently returned from four months there. "In fact," he says, "radio has never been popular in France and one rarely hears a radio tuned in in that country. The French like visual entertainment. That's why the movies, dramas, sports events are so popular there, and why, eventually the French with their great sense of imagination will take television to their hearts." . . . But on the other hand, he says, it will be a long time before video is a reality in France. "There are no TV sets in France except in government offices and almost none for sale. Only about a million dollars a year is allotted for video experimentation and research."

GE To Pitch For U. S. TV Standards In S. A.

R. S. Yeandle, General Electric engineer, will leave Feb. 10, for a six-week tour of South America, to encourage the adoption of U. S. tele standards in Latin American countries, it was announced by the G-E Transmitter Division.

One of Yeandle's first stops will be at Rio de Janeiro, Brazil, where a G-E equipped station will be built. There he will advise on the selection of a transmitter site for what will be South America's first TV outlet. It is believed that proper functioning of this station will encourage other Latin American countries to use U. S. equipment for future stations.

Several European countries are also seeking to have their equipment and standards adopted in South America. Foremost among these are British and French companies whose standards differ radically from those established here. American equipment, which operates on 60 cycles can be used on the South American 50 cycle systems with little modification by increasing the picture lines from 525 to 625.

\$60,000 In Spot Biz Announced By WJZ-TV

Signing of nine new spot and participation accounts amounting to about \$60,000 worth of business for WJZ-TV was announced yesterday by Murray Grabhorn, ABC vicepresident and manager of the outlet.

Spot accounts are Zippy Products, Inc.; BB Pen Co.; Philip Morris; B. Nelson Co., and the Simmons Company.

Participations in The Fitzgeralds stanza were bought by Loft Candy Co., twice weekly starting today;

Form Video Varieties Corp.; East's Biggest TV-Pix Maker

What is said to be the largest independent television film producing organization in the East, under the corporate name of Video Varieties Corp. was revealed here yesterday with the absorption of the full facilities of West Coast Sound Studios, Inc.

Officers Listed
George W. Goman is president. Other West Coast Sound Studio officers holding posts in the new company are: Martin P. Henry, vice-president in charge of production,

St. Louis, Milwaukee, Cleve. Set Sales Up

Survey by the Bureau of Business Research of Western Reserve University has reported a total of 24,710 receivers in operation in the Cleveland area as of Feb. 1. An increase of 2,400 sets over the previous month, the figure includes 3,054 receivers installed in public places. On May 1, 1948, there were only 3,402 sets in Cleveland where two stations, WEWS and WNBK, are on the air.

In St. Louis, the Union Electric Co. of Missouri reported 20,000 receivers in the area as of Feb. 1, 17,000 of which are installed in homes. An additional 1,000 sets have been purchased but not installed because of bad weather. Only station in the city is KSD-TV.

Another one-station city, Milwaukee, boasts 16,236 receivers, by Feb. 1, an increase of 2,049 sets over the January figure. More than 90 per cent of the total are in homes. Outlet in operation is WTMJ-TV.

United Artists In Deal For Video-Film Series

A distribution deal, on a long-term basis, for the first of a series of television films made expressly for video has been closed by United Artists with Edmund L. Dorfmann Productions. Dorfmann will go into production on Friday with the initial program of the first series to be called "Magic Time."

New York Journal American, three-a-week; Ultra Chemical Works, once weekly beginning Mar. 11, and Chevrolet Dealers Association, thrice weekly starting Feb. 14. All are 13-week contracts.

Boom In Time, Set Sales Predicted By RCA V.-P.

Volume of over a billion dollars for the television industry in 1949 was predicted yesterday by Joseph B. Elliott, vice-president in charge of RCA consumer products, in an article written for the TV section of the 1949 RADIO ANNUAL.

"At the retail level," Elliott said, "\$700,000,000 in receiver business seems probable. The estimated \$9,800,000 spent by advertisers on television during 1948 should be dwarfed by advertiser expenditures expected to reach \$25,000,000 in 1949. Add the cost of transmitters, added relay and network facilities and other television activities, and it will be readily apparent that television should account for over a billion dollars in this year, alone."

Expect 100 Stations This Year
By the end of 1949 there will be about 100 stations on the air serving areas containing about two-thirds of the country's population, Elliott said. He estimated receiver output at 2,000,000 by about 150 manufacturers.

The rapid growth of the industry "is no automatic accomplishment or inevitable evolution of an industry," Elliott said. "It is the attainable result of teamwork by a team the excellent coordination of which has already been demonstrated. The broadcaster, the advertiser and the manufacturer, distributor and retailer of receivers have combined to win success for television in its first decade.

"But to view 1949 in proper perspective," he said, "it must be considered that 1949's television dollar and growth accomplishments will be surpassed by those of 1950, barring calamities of depression or war proportions, and that 1951 will rank even higher. Eventually, it is not unlikely that the annual television receiver production rate will reach 5,000,000 units, with all that this means to audience, programming and advertising effectiveness."

WBEN-TV Ups Malter

Buffalo—Nicholas J. Malter has been appointed assistant sales manager of WBEN-TV. He formerly was in charge of local sales but now will supervise selling of both local and national TV program time. Malter handled advertising and sales promotion for the B. F. Goodrich Rubber Co. for five years before entering the radio sales field in 1939. He has been a representative of WBEN for four years.

NAB Spokesman Files Newsmen's Protest

(Continued from Page 1)

other broadcaster protests of the committee's proposal to exclude radio and TV from coverage of the committee's sessions.

Text of Letter

The text of Willard's letter follows:

"It is with very real concern and deep regret that I note the decision of the Committee on Un-American Activities against radio broadcasting of committee sessions, along with other forms of reporting these matters of vital interest to the people of America.

"It seems to me, in a very disturbing sense, a kind of discrimination against some forms of reporting the news. Television, tape recording, and instantaneous broadcast of such sessions, are new forms of journalism. To take a single example, tape recording is now used as were words in quotation marks in an older era of news reporting. The radio reporter, telling the story of an important hearing, can now drop into his dramatic narrative the very words of the man quoted, in his own voice. Television is no less graphic, to say the least.

"Closed sessions are one thing; no newsman can rightly object to a fully closed meeting. But a session closed only against some forms of reporting is one which discriminates.

"I am sure, as are the American broadcasters for whom I speak, that your committee's decision is so sweeping as to deprive the American people of a great deal of truly priceless information. I urge, therefore, that it be at least reconsidered, and the representatives of radio and television be allowed to tell you how much it means to their audiences to keep them informed of the major work being done by your committee.

"Broadcasting, in all its forms, would be the last to advocate infringement on any individual's fundamental rights. Radio, in its own struggle to maintain freedom of speech without abridgement, is only too conscious of the fundamental rights. But it is difficult to see how faithful, factual, verbatim reporting of such important sessions can invade or threaten the rights of any witness or committee member, whether this reporting be done by direct radio broadcast, by radio newsmen, or by television.

Asks Reconsideration

"Freedom of information, I am sure you will agree, becomes a meaningless phrase if the materials of this information are denied to the professional radio men who would disseminate it to their audiences.

"I hope that you will seriously reconsider the prohibition laid against all these forms of reporting."

Since the Willard letter was filed, Rep. Woods indicated the committee would reconsider its action in banning radio and TV from the hearings.

Ed Murrow of CBS received a

COAST-TO-COAST

WXRA Celebrates First Birthday

Kenmore, N. Y.—WXRA, 1,000-watt daylight station broadcasting on 1080 kilocycles, celebrated its first anniversary of broadcasting activity on January 29th with a big birthday cake in the front office on which one huge candle was displayed. The station, which recently joined the Union Broadcasting System, regional network covering N. Y. state, the New England states, and New Jersey, offers music throughout the day and up-to-the-minute news coverage of Buffalo and the surrounding area.

WHAS College by Radio

Louisville, Ky.—"College by Radio" which is under the auspices of WHAS and the University of Louisville next week offers radio students a new course in the "History of Civilization." This course is the second radio-assisted correspondence course to be offered in the experiment by the station and the university. Starting February 16th, it will be broadcast from 9:30 to 10:00 p.m. on Wednesday nights for 30 weeks. The 30 broadcasts will cover man's beginnings, his rise and progress toward an integrated society.

WB In-School Series

Boston Mass.—"The Magic Book" a new dramatized series of famous New England people, was heard for the first time on February 8th, as part of the in-school listening series broadcast daily by Westinghouse Stations WBZ, WBZA and WBZ-FM. The series will feature little-known facts of such well known New England personalities as Nathan Hale, Richard E. Byrd, Oliver Wendell Holmes, Paul Revere, Norman Rockwell and others. The program is written by WBZ-TV producer Ralph R. Giffen.

WDRS Little Theatre Group

Hartford, Conn.—The WDRS Little Theater Group, which is an organization of employees at WDRS, has issued a call for scripts and plays from listeners. Budding playwrights will get a chance to have their 15-minute productions aired by the new drama group which consists of the staff comprising announcer, engineers, control men, bookkeepers, receptionists and others and is led by Miss Bertha Porter, music librarian. Walter Haase, station manager has set aside radio time for the Group, as soon as it is prepared to go on the air.

wire yesterday from Wood saying that he will soon recommend to his group that the ban against radio and television be withdrawn. Wood said that after reconsideration he has decided the committee acted too hastily in its decision last week. It's believed that Wood's revised attitude is in line with the opinions of most committee members.

WINX Has Songwriting Contest

Washington, D. C.—WINX morning man, Jerry Strong, is giving ambitious song writers the opportunity to submit a signature theme for use on his 12:30-1:30 p.m. "Strong's Corner" disc jockey show. All manuscripts must be copyrighted and mailed to him at WINX by midnight February 12. Fran Warren, Gene Williams, Barbara Belle, Buddy Johnson and Jerry Strong will be the judges with the winner receiving a silver cup, regular writer's royalty, accredited publisher's contract and a waxing of the song made by Gene Williams' orchestra to be played as sign on and off theme on the show.

WCOG Makes the Dimes March

Greensboro, N. C.—WCOG, ABC affiliate, joined forces with Woody Herman and Capitol Records to Make the Dimes March. Last week as a means of publicizing Herman's recording switch from Columbia to Capitol, Red Munro, WCOG's disc jockey auctioned off the vinylite record of "Lemon Drop," Herman's first Capitol release by inviting the listeners of his Night Owl Club to submit bids by telephone or card. Bids poured in and a sizable contribution went to the March of Dimes Campaign.

Speakers Announced For Okla. Conference

(Continued from Page 1)

Daly of KDMO, Carthage; Wayland Fullington of Nelms and Fullington, Springfield; James Curtis of KFRO, Longview; Neil Ashlock of KWSO, Lawton; Hall Collinson of KTOP, Topeka, and R. B. McAlister of KICA, Clovis.

A discussion panel on small station problems will center around transcribed talks by industry leaders, arranged by Ted Cott of WNEW. The Southwestern Assn. Advertising Agencies, under the chairmanship of Lowe Runkle of Oklahoma City, will sponsor a session on advertising agencies' problems.

Bill Pennington

Fort Worth, Tex.—Funeral services for Bill Pennington, 56, blind pianist, were held in Fort Worth Saturday, Feb. 5. Pennington, blind since the age of three months, was WBAP's first sponsored radio pianist on "The Pennington Hour" broadcast in 1926. In recent years he had been employed by the station as a piano tuner.

Named RRN Women's Ed.

Ithaca, N. Y.—The Rural Radio Network has named Miss Barbara Hall as Women's Editor to be in charge of the net's women's programming and special broadcasts.

Small Fry

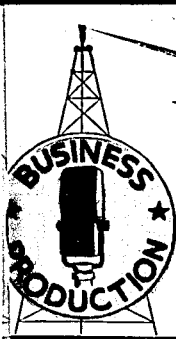
Little listeners generate big demands. And WBZ's "Chimney Corner" program (Saturday mornings at 9:45) can put an advertiser on the right end of a product-demand in a twinkling. Versatile-voiced Nancy Mattoon's clever stories win an active audience among the younger set in six New England states. To turn these stories into sales, check with Herb Masse at WBZ, or with Free & Peters.

BOSTON
50,000 WATTS
NBC AFFILIATE

WBZ

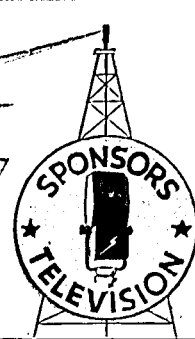
 WESTINGHOUSE RADIO STATIONS Inc
KDKA • WOWO • KEX • KYW • WBZ • WBZA • WBZ-TV

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. 29

NEW YORK, THURSDAY, FEBRUARY 10, 1949

TEN CENTS

SPOT RADIO CALLED \$100,000,000 BIZ

Probe Of Radio Asked By Senate ICC Group

Washington Bureau of RADIO DAILY
Washington—The Senate Interstate Commerce Committee agreed unanimously yesterday upon the resolution offered by Senators Ernest McFarland, Arizona Democrat, and Charles Tobey, New Hampshire Republican, for "a full and complete study and investigation of all matters relating to radio, telegraph and telephone communication." A \$15,000 budget is called for in the resolution, which has now gone to the Senate Rules Committee. In effect, the resolution provides for the extension of the study which got under way
(Continued on Page 8)

Midwest Stations Win Promotion Contest

Cincinnati—Three midwestern radio stations were awarded top honors for outstanding skill in exploiting the Kroger daytime radio serials, in the recent Kroger promotion. The announcement was made this week by C. M. Robertson, Jr., resident of The Ralph H. Jones Co., advertising agency for Kroger. The stations receiving top honors
(Continued on Page 2)

AFA Names Committee To Judge Contest

A committee of five business and education leaders has been appointed by the Advertising Federation of America to judge its annual competition for "outstanding accomplishment" in each of three classifications: public relations for advertising
(Continued on Page 5)

Noncommittal

Wayne S. Coy, chairman of the FCC, queried by RADIO DAILY regarding the Commission's attitude on giveaway programs, had the following terse comment to make: "Commission does not announce when matters before it will be on the agenda for decision."

Columbia LP Record Sales Hit \$8 Million

Columbia LP record sales in the last eight months represent a retail volume of about \$8,000,000, it was revealed yesterday by Edward Wallerstein, board chairman of Columbia Records, Inc. He said that since the new disc was introduced last June upwards of 2,000,000 individual LP records have been sold, the equivalent of more than 10,000,000 conventional shellac records.

During this same period of time almost 600,000 LP record players have been sold, Wallerstein said. He added, "We are now selling
(Continued on Page 8)

Greenberg Will Retire As ASCAP Sales Head

Herman Greenberg is retiring as sales manager for ASCAP on March 1 after 30 years of duty in the home office of the society. Jules M. Collins, formerly manager of the radio division, will succeed Greenberg as sales manager.

Greenberg plans to take a long
(Continued on Page 2)

NARSR Spokesman Tells Chicagoans Importance Of Selective Field At Radio Club Luncheon

Committee Is Polled On Ban Of Radio-TV

Poll of members of the House Un-American Activities Committee has revealed that the committee is willing to reconsider its ban of radio, television newsreels and recording gear from the committee hearings, Edward R. Murrow, CBS commentator, said in a broadcast Tuesday night. Murrow also took occasion to criticize the metropolitan press for
(Continued on Page 5)

Sapphire-Tipped Pickup For 78, 45, 33 1/3 R.P.M.

A record pickup consisting of one shank with two natural-sapphire-tipped needles for player arms to play all three types of records on the market, 78 r.p.m., 45 r.p.m. and 33 1/3 r.p.m., was unveiled yesterday by Sonotone Corporation, the
(Continued on Page 4)

Retailers Participating In 'Democracy Works' Series

More than 4,700 retail stores from coast to coast have to-date ordered the five one-minute transcriptions produced by the NRPGA for use in radio promotion of the nation-
(Continued on Page 5)

Sinatra To Quit 'Hit Parade'; Seen Eyeing Tele—And CBS

West Coast Bureau, RADIO DAILY
Hollywood—Frank Sinatra and American Tobacco Company have arrived at an amicable parting of the ways. The singer has definitely decided not to return to the "Hit Parade" program next season. His decision is said to be based on the conviction that television will soon be the main market for advertisers and is desirous of appearing on a type of program more readily con-

vertible to the demands of video medium. It is significant that Sinatra's representatives have already participated in a series of meetings with William S. Paley, of CBS, indicating that he will soon join the list of stars who have switched to CBS. All Paley deals to date have been predicated on the premise that its newly acquired stars will soon be appearing visually as well as audibly.

Chicago—Defining spot radio as a business producing a revenue of \$100,000,000 a year, T. F. Flanagan, managing director of the National Association of Radio Station Representatives, yesterday addressed a luncheon meeting of the Chicago Radio Management Club. The gathering
(Continued on Page 5)

Admiral Adv. Budget Will Total \$8,000,000

Admiral Corporation, Chicago, manufacturers of television receivers, radio-phonographs and other lines, announces an \$8,000,000 advertising and promotional budget for 1949. Seymour Mintz, director of advertising, stated that the tentative breakdown of this new campaign shows \$6,000,000 budgeted for cooperative newspaper advertising, \$1,250,000 for national publications, and \$750,000 for television. With the ex-
(Continued on Page 2)

Chi. Educational Station Going On Full Time Sked

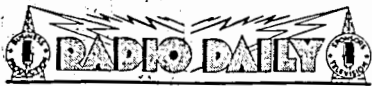
Chicago—Station WBEZ, pioneer educational radio station owned and operated by the Chicago Board of Education will return to the air Monday, February 14, with a full daily schedule of programming de-
(Continued on Page 8)

President to Speak

The four major networks will carry an address by President Harry S. Truman during the annual Jefferson-Jackson Day dinner from the Mayflower Hotel on Thursday, Feb. 24, from 10:30 to 11 p.m., EST. The dinner will be sponsored by the National Democratic committee and plans for radio coverage are being made by Kenneth Fry.

Flood Relief

Phoenix—Listeners of Gene Autry's station, KOOL, donated \$7,000 in cash, 35,000 pounds of clothing and two tons of canned goods in a week's drive for food and clothing for Mexican flood relief. The radio drive was initiated by Jesus Franco, Mexican consul in Phoenix, in conjunction with the Sonora Food Relief committee of the Mexican people.



Vol. 46, No. 29 Thu., Feb. 10, 1949 10 Cts.

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

Published daily except Saturdays, Sundays and Holidays at 1501 Broadway, New York, (18), N. Y., by Radio Daily Corp., J. W. Alicoate, President and Publisher; Donald M. Mersereau, Treasurer and General Manager; Marvin Kirsch, Vice-President; Val Adams, Associate Editor; Chester B. Bahn, Vice-President; Charles A. Alicoate, Secretary. Terms (Post free) United States outside of Greater New York, one year, \$10; foreign, year, \$15. Subscriber should remit with order. Address all communications to Radio Daily, 1501 Broadway, New York (18), N. Y. Phone WI 5consin 7-6336; 7-6337, 7-6338

WEST COAST OFFICES
Al Steen, Manager
6425 Hollywood Blvd. Phone: Gladstone 8436
WASHINGTON BUREAU
Andrew H. Otter, Chief 6417 Dahlonega Rd.
Phone: Wisconsin 3271
CHICAGO BUREAU
Nal 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 (February 9)

Table with columns: High, Low, Close, Net Chg. Rows include ABC, Admiral Corp., Am. Tel. & Tel., CBS A, CBS B, Farnsworth T. & R., Gen. Electric, Philco, Philco pfd., RCA Common, Stewart-Warner, Westinghouse, Westinghouse pfd., Zenith Radio, NEW YORK CURB EXCHANGE, Hazeltine Corp., Nat. Union Radio, OVER THE COUNTER, DuMont Lab., Stromberg-Carlson, U. S. Television, WCAO (Baltimore), WJR (Detroit).

Singer Joins 'Sing It Again'
Vocalist Eugene Baird of the CBS "Robert Q. Lewis Show" has been signed as the feature female singer on the CBS full-hour musical quiz series, "Sing It Again," effective Feb. 12.

INS has served
1942 1943 1944 1945 1946 1947 1948 1949
KFWB HOLLYWOOD
FOR 11 YEARS

★ COMING AND GOING ★

J. W. WRIGHT, chief radio engineer in the engineering department of CBS, is in Washington, D. C., on business.

RAY HEATHERTON, master of ceremonies heard on CBS programs, is leaving for Montgomery, Ala., where on Saturday he will emcee the city's Military Ball.

EMERSON J. PRYOR, general manager of WDVA, Danville, Va., an outlet of the Mutual web, is spending a few days in New York on station business.

SPIKE JONES and his CBS program company today will make an appearance at the Coral Gables Coliseum in Miami, Fla.

JAY J. CLANCY, regional sales manager of United States Television Mfg. Corp., is in Texas on a merchandising trip.

JAMES W. COAN, president of WTOB, Winston-Salem, N. C., and JOHN G. JOHNSON, manager of the station, are in New York for conferences at Mutual, with which WTOB is affiliated.

DREW PEARSON, American network commentator, will originate his Sunday afternoon program at Wichita, Kans. He is touring with the Gratitude Train, France's reciprocation to the U. S. Friendship Train, which Pearson conceived and fostered.

VAUGHN MONROE and the members of his band leave tomorrow for Texas, where on Saturday they'll broadcast their CBS show from Guyon Hall, Texas A. and M.

JACK WELDON, manager of WWOD, Mutual affiliate in Lynchburg, Va., visited yesterday at the New York offices of the web.

Admiral Adv. Budget Will Total \$8,000,000

(Continued from Page 1)
ception of the television expenditure, the budget follows the pattern set in 1948 when nearly \$5,000,000 was spent advertising Admiral's products.

The services of four advertising agencies will be utilized this year. Cruttenden & Eger, Chicago, will continue to handle all space media and promotional activities for the radio, radio-phonograph and television products division of Admiral. Tatham-Laird, Inc., Chicago, has been appointed to handle space, media and promotional activities for Admiral electric ranges and electric refrigerators. The Kudner Agency, Inc., New York, will purchase time on radio and television stations, in addition to producing radio and television shows and preparing film and radio commercials. The Jos. W. Hicks Organization, Chicago, continues to serve as counsellors in the field of public relations and will prepare and release all Admiral publicity.

Ranson To Give Course

Jo Ranson, publicity director of WMGM, will give a course entitled, "Survey of Radio Television and Station Practice," in the evening session of City College School of Business and Civic Administration starting Tuesday, Feb. 15.

10 YEARS AGO TODAY

From the Files of Radio Daily
CBS released its Preliminary Consolidated Income Statement, for the 12 month period ending Dec. 31, 1938 which showed a net profit for the period of \$3,541,700. . . . The FCC released its formal opinion on the WLW decision, with eight pages of conclusions designed to make the Cincinnati station an average clear channel operator. . . . United Press is expanding its regional coverage in the New England, New York, Southern, Southwestern, Michigan, Ohio, Pacific and other territories.

Greenberg Will Retire As ASCAP Sales Head

(Continued from Page 1)
vacation and upon his return to New York will serve in a consultant capacity with ASCAP.

Collins has been with ASCAP for 12 years. He is a graduate of Harvard College and Harvard Law School and prior to joining ASCAP he worked for Paramount and Universal Pictures in a legal capacity.

Midwest Stations Win Promotion Contest

(Continued from Page 1)
are WLW, Cincinnati, Ohio; WOOD, Grand Rapids, Mich.; and WBOW, Terre Haute, Ind. Three additional stations, WCHS, Charlestown, W. Va.; WMBD, Peoria, Ill.; and WBTM, Danville, Va., were given Honorable Mention.

Stork News

A six pound ten ounce daughter was born to announcer Bob Murphy of ABC's "Breakfast Club," and his wife Louise, on January 28 at St. Francis Hospital, Evanston, Ill.

WEVD
5000 WATTS 1330 K.C.
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. 15



A Wise Old Bird

Nobody quite knows why the owl is supposed to be so wise. But ever since the ancient Greeks made him sacred to their Goddess of Wisdom, the owl has been supposedly a wise old bird.

There are some wise old birds among time buyers too. It's easy to spot them. The wise ones buy W-I-T-H, the BIG independent, with the BIG audience.

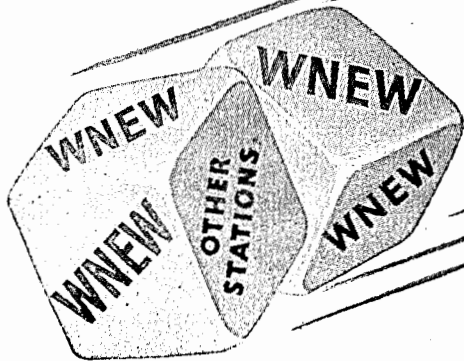
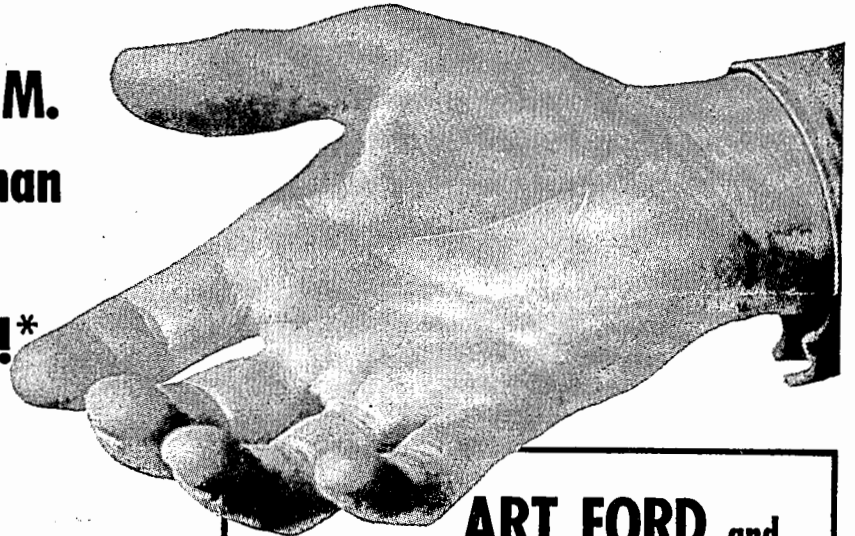
They know that W-I-T-H is the big bargain buy in the nation's sixth largest market. They know that W-I-T-H regularly delivers more listeners-per-dollar than any other station in town. They know that W-I-T-H covers 92.3% of all the radio homes in the Baltimore trading area.

Are you among these wise ones? If not, call in your Headley-Reed man today 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

FOUR to ONE YOU WIN

YES—From Midnight to 6 A.M.
WNEW Has More Listeners Than
the Four Other All-Night
New York Stations Combined!*



ART FORD and **The Milkman's Matinee**

This WNEW all-night feature is an important part of the pulsating life of New York City. So *much a part* that more people listen to the "Milkman's Matinee" M.C.'d by Art Ford than listen to the *four other* all-night stations *combined!* It's **FOUR TO ONE YOU WIN** on WNEW!

To the *listener* who wants good entertainment and recreation from midnight to 6 A.M., Art Ford and the "Milkman's Matinee" is a must!

To the *national* advertiser who wants greater sales in the metropolitan area... to the *local* advertiser who wants to see his advertising dollars do more—the "Milkman's Matinee" over WNEW stands as a sales beacon!

WNEW

ON THE AIR 24 HOURS A DAY

1130
ON YOUR
DIAL

Represented by
John Blair & Company

Special Pulse Survey, Greater New York, Nov. 1948

RADIO DAILY

AGENCIES

FORJEO & COMPANY, INC. announces appointment of Malcolm Kennedy, formerly of the sales department of WIP, Philadelphia, as general manager of its Philadelphia office, effective immediately. Coincident with this appointment, Fred Bernstein, formerly the general manager of Forjoe's Philadelphia office, has been retained as sales promotion consultant.

JOHN S. FULLERTON and **JOHN S. COFFEY** have joined the executive contact department of Geyer, Newell & Ganger, Inc., it has been announced by H. W. Newell, executive vice-president. Both men will serve as assistant account executives. Fullerton was formerly the New York manager of Harrington, Whitney & Hurst, San Francisco advertising agency. Coffey was previously associated with Doherty, Clifford & Shenfield, Inc., in the capacities of assistant account executive and assistant research director.

PETER TORRIERI, formerly general sales manager of the Embros Wine Company of Baltimore, Md., has joined the staff of the Baltimore office of St. Georges & Keyes, Inc., it has been announced by Stanley J. Keyes, Jr., executive vice-president of the agency.

RICHARD MESSNER, vice-president, E. E. Brogle & Company, Inc., will speak today before the Advertising and Selling Course, conducted by the Advertising Club of New York. His subject will be "Place of Direct Mail in Advertising." This meeting will be held at the Engineering Societies Building at 6:15 p.m.

JOHN C. DOWD, INC., announces the addition to its staff of Theodore B. Pitman, Jr., who has been appointed director of the radio and television department. For the past two and one-half years Pitman has been assistant advertising manager of the First National Bank. He has also been active in television production over a long period of time.

JOEL M. HOLT, formerly director of radio and television for Herbert H. Foster and Associates, Toronto and New York, has joined Flint Advertising Associates, New York, as account executive.

AMM-I-DENT, new ammoniated tooth powder, a product of Amm-i-dent, Inc. (subsidiary of Block Drug Company, Jersey City, N. J.), to Cecil & Presbrey, Inc. for a campaign in newspapers, radio, magazines and trade papers.

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



Windy City Wordage. . . !

• • • Walt Kimmell's "Naval Air Reserve Show," pegged for release later this month to 800 stations in the States, also will be heard in Honolulu, Alaska, Panama and Puerto Rico. . . Dorothy Reynolds,

Chicago

Mutual's midwest office sales manager, was recently complimented upon her growing office greenery with the words "My! What a lovely arboretum!" To which Gwen Griffen, her assistant, exclaimed, "Gee, I thought it was philodendron." . . . When "Identity," Bob Elson's new sports quiz show on tele station WENR-TV, debuts on February 14, William Harridge, president of the American League, and John P. Carmichael, sports editor of the Chicago Daily News, will be Elson's guests on the program.

☆ ☆ ☆ ☆

• • • Dean D. Lingee, who recently left ABC's Chicago office to become sales promotion and publicity manager of WXYZ, Detroit, has acquired some new geographical knowledge. "It seems strange," writes Dean, "being here in Detroit after so many years fighting that windy corner at Madison and Wacker. But I know I'm going to like it after I get to know a few people and accept the fact that Canada is south of Detroit—a little item that battered my morale the first few days."

☆ ☆ ☆ ☆

• • • Winners on Columbia's "Arthur Godfrey Talent Scouts" will appear in a revue at the Oriental Theater for three weeks starting February 24. . . Frank Sweeney, former WGN announcer but for the last two years at WJJD, has returned to WGN. . . Bob Morris, baritone, who has his own show on WJJD, is filling a night club engagement at Vine Gardens. . . Sondra Gair, Chicago radio actress who used to be a member of the cast of Dante the magician, returned to the troupe for one night of its theater engagement here and did her old stunt in the sawing-a-woman-in-half illusion. . . Adolph N. Hult, Mutual vice-president in charge of midwest operations, has been named radio chairman of Chicago Brotherhood Week, February 20-27, sponsored by the National Conference of Christians and Jews. . . Billy Leach, WBBM vocalist, and an instrumental combo will begin a new five-minute program of romantic songs on St. Valentine's day, to be heard five days a week.

☆ ☆ ☆ ☆

• • • Morrison Wood, producer of WGN's Dr. Preston Bradley, Marshall Kent, and Franklyn MacCormack programs, also can cook. He's author of the weekly "For Men Only" cookery feature in the Chicago Tribune and at the Outdoors Show on Navy Pier, February 7-11, he is demonstrating his culinary prowess by cooking pheasants and other game, with well-known epicures and restaurateurs as his guests.

☆ ☆ ☆ ☆

• • • Gene Autry wrist watches and autographed pictures of the cowboy star were presented to two children who were guests, Monday, at the Chicago Heart Association's campaign luncheon at the Palmer House. The guests were children who have been cured through efforts of the association. . . NBC entertained 246,840 persons in the Chicago studios in 1948; about 50,000 less than in 1947, due to closing of the largest studio for conversion into a television studio for use by WNBQ.

LOS ANGELES

By AL STEEN

JIMMY WAKELY, who is gathering increasing momentum in radio, heading for the tops in records. His Capitol recording of "I Love You So Much It Hurts" is now the Number One seller among the juke box discs, with his "One Has My Name" in second place.

Film actor Charles Russell has been set for the title role in "Your's Truly, Johnny Dollar," new CBS house-built program.

Manchester Boddy, editor and publisher of the Los Angeles Daily News, is back on the air with a thrice-weekly broadcast over Warner Bros. KFVB. A big party at the studio launched the new program.

KMPC's Al Salter, religious director, is touring the midwest, northwest and south to study religious programming in more than 25 stations and also will investigate the effect of television on religious broadcasts.

Gag around NBC is that the "crane has replaced the stork." Meaning that Richard Crane has replaced William Storke on the ticket desk. Storke moves up to continuity acceptance department.

Frank Schmitt, former KGO and ABC spot sales representative, has been appointed ABC network sales rep in San Francisco, succeeding Vince Francis, who recently was named sales manager.

Sapphire-Tipped Pickup
For 78, 45, 33 1/3 R.P.M.

(Continued from Page 1)

hearing aid manufacturer. The new device, a development of the "Titone" ceramic pickup announced by Sonotone last April, will be made available to the entire radio-phonograph industry, it was announced by Dr. Irving I. Schachtel, president. He disclosed that three firms have already approached Sonotone for the new device for installation in the tone arms of new record players.

A lever on the side of the new device flips the closely-co-ordinated sapphires from one to the other: for use on either the 78 r.p.m. discs or on the 45 and 33 1/3 r.p.m. records. The lever simultaneously changes a spring which governs the pressure of the two needles. The needle for use on the 33 1/3 and 45 r.p.m. records measures one mil in radius. The other needle for 78 r.p.m. discs is three mils in radius.



RCA INSTITUTES, INC.

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

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

PROMOTION

Features Talent

The Hotel Elton in Waterbury, Conn., in cooperation with WBRY has been featuring one of Arthur Godfrey's talent in a weekly fifteen minute broadcast from the "Copper Room" of the hotel. This series of programs has met with tremendous success.

Jean Bargy, one of Godfrey's talent winners, appeared at the Elton several weeks ago and is now being televised four nights a week on CBS. Jean Cowen, a young lady who sings and accompanies herself on the piano and who may be another prospect for television, is currently appearing at the Elton.

TSN Public Service Series

To acquaint Texans with problems facing the National Congress, the Texas State Network February 20 will premiere a weekly series of public service programs from Texas Senators and Congressmen in Washington. Titled "The Texas Forum of the Air," the broadcast will be made each Sunday at 6 p.m., CST, over the 117-station network.

Participants in the initial broadcast will be Speaker Sam Rayburn, Senators Tom Connally and Lyndon Johnson, and Congressman Wright Patman. Other members of the delegation will participate in rotation in the following Texas State Network programs from the National Capital, Gene L. Cagle, network president, has announced.

Invite Audiences

Fortune Pope, executive vice-president and general manager of WHOM, New York, the foreign language station, reports an innovation in guest relations policy for multi-lingual operations. Beginning Sunday, listeners desirous of visiting the new WHOM studios at 136 W. 52nd Street, Manhattan, and attending its foreign language broadcasts will be able to do so. The station will issue 2,500 admission tickets each week to those writing to WHOM. This is believed to be the first time a foreign language station has arranged for regular, substantial studio audiences.

RRN Issues Booklet

The Rural Radio Network has issued a two-colored, glossy brochure listing its operations, coverage, advertising services, and a breakdown of its various types of programs. The 36-page booklet contains half-tones of RRN artists, line cuts, charts and graphic maps.

Cleveland CP Granted

Washington—The FCC Friday announced its final decision granting Cleveland Broadcasting, Inc., permission to construct a new AM station in that city on the 1300 band with five kilowatts. At the same time, it denied the application of Scripps-Howard radio for the same facilities.

Spot Radio \$100,000,000 Biz, Flanagan Tells Radio Club

(Continued from Page 1)

was an organizational meeting of the Chicago Council of NARSR and was presided over by John Blair, chairman of the Chicago Council committee.

Flanagan's address stressed the wide use of spot radio by many leading manufacturers. He pointed to cigarette accounts, watch manufacturers and soap companies as being leaders among the 1,500 advertisers in the selective field. Spot broadcasting, he said, can be anything from a ten-second station break, a time signal, or one-minute live announcements or ET jingles, to a quarter-hour newscast, full-hour symphony or a two-hour football or baseball game. Formally defining the service, Flanagan said it was any use of the nation's radio stations by national advertisers on a selective market basis.

Comments On Prospects

Turning to the prospects of new business Flanagan singled out the department stores and the products they handle as a new field.

"Maybe the biggest new opportunity of all lies in the products sold through department stores," Flanagan declared. "We are watching two revolutions in department store practices. First there is the nationalization of the business with many corporations owning multiple stores. Even apart from this multiple ownership, there is a very apparent logical change from the sale of private brand or unbranded merchandise in department stores to the featuring of national brands.

Names Important Advertisers

"Advertisers who spend over a million dollars a year in spot broadcasting are, of course, the cream of American big business," he continued.

"They include such companies as Colgate - Palmolive - Peet, Bulova Watch, (incidentally Bulova business has grown from \$6,000,000 to over \$40,000,000 since 1935, and their net earnings are about the same as Columbia Broadcasting System.) Other names: General Foods, General Motors, American Chicle, Pepsi-Cola, United Fruit, Lever Brothers, Procter & Gamble. The cigarette companies seem to be expanding in

Spot as rapidly as they are in Network. The automobile manufacturers and dealers, the magazine publishers, the oil people, foods and drugs, all use Spot Radio liberally.

"There are three especially successful programs that will reward study. Peter Paul spends \$1,500,000 a year on Spot News programs; Skippy Peanut Butter is in 42 markets, with a half-hour Spot dramatic show; in the East, La Rosa Macaroni has five half-hours a week, daytime, dramatic shows in seven markets. The program is new, but already the survey figures indicate a 20 per cent increase in their business the first two months in New York, and a 40 per cent increase in Boston.

"The total national Spot business is now estimated at \$100,000,000."

Radio's Place Held Secure

Flanagan sees a place for spot broadcasting in the television field but does not feel disposed to write off radio at the expense of the new art. He said: "As for the radio stations it would seem that the industry is too young and too strong to give any thought to invalidism. It has too long a life of usefulness ahead of it to worry about its demise. No one needs to be urged to get into television.

"One of the healthy things about this new television competition is the spur it will provide to goad the producers and the advertising men into giving better AM entertainment and commercials," he continued. "There are plenty of critics, and much of their criticism has more freshness than validity. But radio still has a long way to go before those who are in it can let their creative powers coast a little."

Plan Rate Manual

The speaker disclosed that NARSR had in preparation a rate manual. The manual will serve to make "it much easier for you time buyers to quickly compute the cost of buying any kind of time in any quantities, on any given stations, in size or geographically."

Associated with Chairman Blair in arranging yesterday's meeting were George Hollingbery, George Hollingbery Company; Edward Voynow, Edward Petry & Company and John Pearson of John Pearson Company.

AFA Names Committee To Judge Contest

(Continued from Page 1)

ing, public service through advertising, and education in advertising, it has been announced by AFA prexy Elon G. Borton.

Those who have accepted appointment as judges are: Henry E. Abt of Brand Names Foundation, Dr. Robert A. Love of the City College of New York, William Reydel of Newell-Emmett Co., Frederic Schneller of Lever Bros. Co. and Edwin F. Thayer of Tide.

Retailers Participating In 'Democracy Works' Series

(Continued from Page 1)

wide "Democracy Works Here" campaign to be launched on Feb. 16.

Uncounted numbers of radio station managers have also requested copies of the transcriptions, a spokesman for the National Retail Dry Goods Assn. has announced.

Gordon Creighton, assistant general manager of the NRDGA, will open the campaign in Schenectady, N. Y., locally, with a talk over WSNY on Feb. 16, 1-1:30 p.m.

BEHIND THE MIKE

DAN TUTHILL, in addition to handling Dunninger on the Bigelow show, is readying a comedy serial, "Home Sweet Home" plus an Isabel Leighton starrer tagged "Proxy Mother."

Arthur Ashley readying a TV package with Victoria Guest, noted graphologist.

WHOM's Willie Bryant reports his "Afterhour Swing Session" membership soaring.

Walter Kaner producing a weekly series for airing on stations throughout the state covering tolerance, Americanism, veteran aid, etc.

Jerry Strong, WINX morning man, and songstress Fran Warren performing for patients at Walter Reed Hosp.

The new tune, "King of the Sea," has been dedicated to Adolph Flashner, owner of the restaurant of the same name on 3rd ave.

WWRL's manager, Edith Dick, and program chief, Fred Barr, collabbing on a tome about the operation and management of a local radio station.

"Share the Wealth" has almost doubled its Pulse rating in less than 5 months on the air.

Adam Hat Co. has signed another 2-year pact with Lanny and Ginger Grey who sing the famous theme, "I go for a man," etc.

Tiny Day, Garrison's organist, waxing NBC audition platter featuring poetry readings against Hammond melodies.

Realtor Walter Shirley winging to Florida to gather material for his Daily News celebrity-interview paid ad column.

Committee Is Polled On Ban Of Radio-TV

(Continued from Page 1)

ignoring the ban on their editorial pages.

Murrow said that a majority of the members of the committee reached on the telephone expressed a willingness to reconsider the ban. "So it seems highly probable that you will continue to receive radio, television and newsreel reports of the activities of the committee," he added.

Declaring that editorial apathy on the ban was widespread, Murrow said: "The Washington Post welcomed the decision. The Christian Science Monitor regards it as 'a very real step toward reform.'"

He pointed out that two influential New York newspapers made no editorial comment and that telephone calls to Philadelphia, Chicago, Minneapolis and San Francisco brought no information of significant editorial comment in those areas.

Stork News

Mr. and Mrs. Ray Wampler of Pittsburgh are the parents of an eight-and-one-half pound son, born Feb. 8. Mr. Wampler is an engineer at Radio Station KQV.

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

ENCORE Material

JUST REMINISCING

(Still In Love With You)

RAY NOBLE on Columbia Records

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

On Records and Transcriptions

The Lively and Sparkling

**"MADEMOISELLE
 HORTENSIA"**

RYTVOC, Inc., 1585 Broadway, N. Y.

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:**—For years Joe Schuster has been knocking at the gates with his songs but somehow just seemed unlucky . . . last summer he ran into Irwin Dash, the British music man, and sold him "I Kissed A Girl and Made Her Cry." . . . Dash boosted the number onto England's Hit Parade and now Feist has acquired the American rights . . . so chalk up a hit for Schuster and his collaborator Eddie Michaelove. . . . ● Forster Music has dusted off another oldie, "Same Old Moon" (Same Old Sky) which Ed Rose and Billy Baskette placed back in 1932 . . . the reaction from a handful of air plugs has Frankie La Marr walking in the clouds. . . . ● Bob Sherry has just completed splicing the commercials for a series of 13 films for Goodall Fabrics TV programs . . . good-looking, smooth-talking Sherry could do much for some of these TV programs whose Hooper 'slips' are showing. . . . ● Rudy Vallee closes this week at the Latin Quarter in Philly and follows Danny Kaye at the Roxy in Gotham . . . we predict that Rudy will be as important in Television as he was in Radio. . . . ● Jefferson Music, with five major records on its new ballad, "The Melancholy Minstrel" has another "Ballerina" on its hands . . . wanna bet? . . . ● George Monaghan and his wife, Nora May, have taken leave of absence from NBT. They'll fly to England to re-make several scenes in the picture they made last Fall for J. Arthur Rank . . . they'll return in three weeks to resume their NBTcasts. . . .

★ ★ ★ ★

● ● ● Fred Fisher Music Co. has just started work on a novelty, "I'm A Little Cuckoo," penned by Sammy Gallup and Howard Steiner . . . (brings back memories to this scribbler for back in 1930 we wrote a ditty called "I'm Cuckoo Over You") . . . thus we'll root for this Fisher song to click for if it does, we will have a follow-up tune ready. . . . ● Jack Berch's NBCasts of the number have resulted in so many orders that Edwin B. Morris has given John Redmond a nice advance on "Pray Together and We'll Stay Together." . . . ● Aside to Milton Berle: Lew Arnheim has just written a little composition which should be a natural for you . . . "All That Martha Says Is 'Yes.'" . . . ● WEEI Deejay Sherm Feller has added another stint to his manifold activities . . . writing a daily radio column for the Boston American. . . . ● Laurel Music has another smash in "I Don't See Me In Your Eyes Anymore." . . . Perry Como introduced it two weeks ago and the reaction among the music jobbers has been slightly terrific . . . this firm has another sleeper in the novelty "Myrtle The Turtle and Flip The Frog," which they've acquired from Manor Music. . . . ● One of the most interesting of musical programs is "Speaking of Songs," the ABCcast-to-coaster which originates every Saturday evening (6-6:30 p.m.) at WXYZ Detroit . . . program features Phil Brestoff's Orchestra with Dee Parker and George Ball handling the vocals. . . .

★ ★ ★ ★

● ● ● **ON AND OFF THE RECORD:**—Ray Noble's latest waxing for Columbia, a pairing of "Just Reminiscing" and "Down By The Station," is just what the Doctor ordered to perk up juke box biz. . . . Ken Carson turns in a fine vocal on the top side with the Noblemen giving out with a splendid choral rendition of the flip-over. . . . ● Deejays will latch onto Tommy Dorsey's Victorecording of "So In Love" backed with "While The Angelus Was Ringing." . . . Vocalist Denny Dennis' vocalistics in both numbers is tops. . . . ● Recording execs are in a dither trying to hop aboard the bandwagon on the sensational new importation from Europe, "Mademoiselle Hortensia" . . . first two waxings out are Guy Lombardo's Decca and Bill Harrington's Dana platters . . . we tipped off the trade via this column months ago . . . tune is a cinch for the Hit Parade. . . . ● The Peter Potters (Beryl Davis) expect a visit from Sir Stork sometime in September.

PLUG TUNES

A H-I-T!

"FAR AWAY PLACES"

LAUREL MUSIC CO.

1619 Broadway, New York 19, N. Y.

A Great Novelty!

AMELIA CORDELIA

McHUGH

(McWho?)

Duchess 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.

"UNTIL"

DORSEY BROS. MUSIC, INC.

1619 Broadway, New York 19, N. Y.

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, February 10, 1949 — TELEVISION DAILY is fully protected by register and copyright

ATLANTIC SPONSORS PHILLY B. B.

TELE TOPICS

"BLUES BY BARGY," the 15-minute stanza which CBS airs at the close of network programming about four nites a week, is a good program—for radio. It is not a television program. Its assets—and they're strong ones—are Jean Bargy's fine, husky voice and her excellent piano accompaniment. Neither of these requires visual attention. Why then was the show placed before the cameras? . . . If Miss Bargy possessed that elusive quality known as personality, she might be able to carry the show, although I doubt if even a personality as great as, say Hazel Scott's could successfully sustain four solo quarter-hours a week. . . . Miss Bargy's show is staged as effectively as possible. Director Richard Linkroom offers a wide variety of shots and the lighting is fairly interesting. But nothing can make good visual entertainment of a girl playing the piano and singing. Miss Bargy, let me repeat, is a fine singer and musician. Listening to her—late at nite over the radio would be a most pleasant experience.

TV NEWS OPERATIONS and their impact on aural newscasting will get headline attention at the third annual Radio News Short Course to be conducted by the University of Minnesota School of Journalism at Minneapolis Feb. 18 and 19. James Lawrence, news director of KSD-TV, will lead discussion, aided by demonstrations by the KSTP-TV staff. William F. Brooks, NBC news veepee, will speak at a banquet on the 18th. . . . Dr. Allen B. DuMont has an article in the current "Yachting" mag titled "Television Goes To Sea." It tells of his experience with video installations aboard his cruiser, first made in 1941. . . . WTVR, Richmond, has completed construction of its new super-turbo-antenna, 417 feet above ground level, and is now operating on full authorized power of 12,160 watts video and 6,400 watts audio.

MR. AND MRS. CHARLES VALLEE of Westbrook, Maine, parents of Rudy Vallee, will get their first view of their son on tele when the crooner makes his third guest appearance on "Toast of the Town" Sunday nite. Together with Rudy's sister, Kathleen, and her husband, Prosper Lenneville, they will journey to Boston to see the show in the WNAC-TV studios. After the program they will have a private showing of some of the TV shorts made by Vallee's firm on the Coast. . . . January Pulse ratings reveal "Bowling Headliners" to be the fourth highest rated show on Sundays and tops for the time period. Stanza is aired by ABC. . . . Philco Playhouse adds KLEE-TV, Houston, to its roster next Sunday. . . . G. Edward Hamilton, formerly with DuM, has been appointed chief transmitter engineer for WJZ-TV.

IT&T Sets Deal To Buy Farnsworth Co.

Agreement in principle has been reached for acquisition by International Telephone & Telegraph Co. of Farnsworth Television & Radio Corp., on a basis of one share of IT&T stock for each 12 shares of 1,680,568 shares of Farnsworth stock outstanding, it was announced yesterday. It is expected that this will take the form of a sale to IT&T of all Farnsworth assets subject to stated liabilities.

Pending consummation of the sale, IT&T will make a one million dollar secured advance to Farnsworth to enable that company to pay certain of its obligations and to replenish its working capital.

The agreement is subject to approval by vote of a majority of Farnsworth stockholders, to certain other conditions which were not listed, and to approval of counsel for the respective parties.

In announcing its entry into the tele-receiver field, IT&T said that if the deal goes through it expects to continue the Farnsworth manufacturing operation at Ft. Wayne and the national Capehart distributor and dealer organizations.

Kids Quiz Sold On WPTZ

Philadelphia—New quiz show featuring school children from the Philadelphia area has bowed in over WPTZ under sponsorship of Weatherguard Corp., through Fine and Schwerin agency. Aired Tuesdays, 7:30 p.m., program is titled "Telekids," and is directed by Preston Stover. Dr. Arnold Lee Hunter is quizmaster.

Press-Time Paragraphs

TPA And ITPA Move Toward Merger

Hollywood—The first step toward a possible merger of Television Producers Assn. of Hollywood and Independent Television Producers Assn. of New York was taken Tuesday night when TPA board agreed to co-operate actively with eastern group. Feclers toward a merger have been extended by New York unit. Academy of Television Arts and Sciences will front for various television groups here in setting up an information clearing house on video for newspapers and magazines.

Another Group To Hit Pix-For-TV

Washington—Following on the heels of the recent resolution by the board of the Theater Owners of America that major film distributors refuse to sell to television stations, another exhibitor group, the Allied States Association, will consider the matter at a meeting here Monday. One proposal is that TV stations be permitted to buy old films without protest by theater owners—but just how old these films would have to be is as yet a matter for conjecture.

Time Sales Total \$307,185 In Week

Estimated gross time expenditures of 727 TV advertisers during the week Jan. 2-8 amounted to \$307,185, according to the latest Rorabaugh Report on Television Advertising. Breakdown by types of business reveals that 33 network accounts spent \$68,954; 234 selective sponsors spent \$143,343, and 460 local-retail advertisers spent \$88,888. According to N. C. Rorabaugh, this is the first such report ever issued and the service will be continued on a monthly basis.

New Demonstrator Unveiled By RCA

A complete operating 30-tube receiver spread out on an upright panel to present a giant "operating blueprint" of set components and circuits, was displayed for the first time yesterday by the RCA tube department.

Resembling a giant operating schematic, the "Television Dynamic Demonstrator" is 3½ by 5½ feet. Its purpose is to show the exact paths taken by audio and video signals through a receiver, and to reveal clearly the effects of operating difficulties.

Developed by John Meagher, the demonstrator will be used at a series of clinics on practical video service problems to be held around the country by RCA. First clinic will be in Buffalo Feb. 14. The demonstrator also will be featured in RCA's exhibit at the IRE show which opens in New York March 7.

Athletics, Phillies To Be Telecast On 3 Outlets

Philadelphia—Blanket coverage of all home games of the Philadelphia Phillies and Athletics will be sponsored by Atlantic Refining Co., through N. W. Ayer agency, using the city's three stations on a rotating schedule.

Three stations were signed because no one outlet could cover the entire schedule without dropping network or local commercials: Pick-up for every game, however, will be handled by WPTZ to assure uniform scanning technique.

Rotation Order Set

Afternoon games on weekdays and Saturdays will be aired by WPTZ, Night contests on Mondays, Tuesdays and Wednesdays will be carried by WFIL-TV, with WCAU-TV taking games played under the arcs on Thursdays and Fridays.

All three outlets will participate on Sundays and holidays, with two stations airing each of the games simultaneously, using the same pick-up.

Claude Haring, who handled commentary for Shibe Park games last season, again will be behind the mike. This is the third consecutive year that Atlantic has bankrolled TV coverage.

"Barn Dance" TV Debut Set By ABC For Feb. 21

"National Barn Dance," long an AM network feature, bows in over the full ABC-TV web Feb. 21. Program will be aired from 8:30 to 9 p.m., EST, Mondays and will originate in Chicago.

Talent lineup includes the Sage Riders; Lulu Belle and Scotty; Holly Swanson (Cousin Tilford); the De Zurik Sisters; John Dolce; emcee Hal O'Halloran and twelve square dancers. Guest acts include Bob Atcher; Little Genevieve; Mac and Bob; Christine; Jimmy James and the Maple City Four.

Jack Gibney will produce and direct. Sets are by John Boyd, scenery and costumes are under the supervision of Monte Fassnacht.

Paul Named CBS Director

Byron Paul, for the past two years a studio and remote cameraman at CBS, has been promoted to the web's program department as a director, effective Feb. 20. Before moving behind the ikes he was a CBS-TV lab technician for two years.

Columbia LP Record Sales Hit \$8 Million

(Continued from Page 1)
nearly as many musical works in LP form to only 600,000 current owners of LP players as we were selling in albums a year ago to the entire 12 to 15-million possessors of conventional phonograph players."

The sales figures were disclosed at a press conference—Columbia Records' first since it brought out the LP—during which Wallerstein delivered a statement on "What Are the Facts About the New Record Developments?"

Columbia's story came almost simultaneously with an announcement by Capitol Records that it has decided to align itself on the side of RCA and supplement 78 r.p.m. releases with 45 r.p.m. 7-inch records, starting in April. Frank White, president of Columbia Records, said that Capitol's decision was "not surprising." White commented that Capitol representatives had been invited many months ago to come in and look over Columbia's LP development and operation but that none of them ever came around. White also suggested that maybe Capitol's catalog was more suitable for discs other than LP.

Wallerstein claimed that "LP records are by far the strongest trend in record sales today." He said that among the manufacturers who have announced they are making or will make radio-phonograph equipment to play LP records are Admiral, Capehart, Crosley, General Electric, Magnavox, Philco, Stewart-Warner, Stromberg-Carlson, V-M, Westec-Chicago, Westinghouse and Zenith.

The CR board chairman said many radio stations already have installed LP equipment and that the Federal government has invited Columbia to submit bids for the production of LP records for government use.

The only other record company which has announced a decision to turn out LPs is Mercury Records. Trade at the moment is watching with extreme interest to see whether Decca will side with Columbia or RCA or continue only with the 78 r.p.m. disc.

Elected To Membership

The American Academy of Dental Medicine has elected to membership WMGM's health and nutrition expert, Carlton Fredericks. Fredericks broadcasts his own show, "Breakfast at the Brass Rail," from the Fifth Avenue branch of the restaurant chain, Mondays through Saturdays, 9 a.m.

Mag Honors "3 Suns"

The Three Suns, vocal trio heard in the past on NBC and now appearing at the Paramount Theater, has been named "Trio of the Year" by Song Hits Magazine. Martin Block will make the award during the 3:30 p.m. show today at the Paramount Theater.

COAST-TO-COAST

WCFC Power Boosted

Beckley, W. Va.—An announcement has been made by the Beckley Newspapers Broadcasting Service that WCFC, pioneer FM station in West Virginia and the Southeast, has boosted its power to 31,000 watts. This is the third power increase for the station and gives WCFC coverage of all Southern West Virginia and parts of Kentucky, Tennessee and Virginia.

WKNA Studio Schoolhouse

Charleston, W. Va.—On February 18, elementary school classrooms will tune radios to the WKNA "Studio Schoolhouse," a program especially designed to augment classroom study projects and to create interest in educational subjects. Through cooperation of WKNA with the Kanawha County Bd. of Education and Morris Harvey College, the program will be heard in hundreds of elementary school classrooms daily.

WJEF Staff Additions

Grand Rapids, Mich.—According to recent announcement, John Speer, formerly associated with CBS in New York and KFJ, Wichita, Kansas, has joined the staff of the Fetzer Broadcasting Company as producer.

Union College Aiding Radio In Its Courses

Schenectady, N. Y.—A radio-assisted correspondence course on science and technology, "Listen and Learn," planned jointly by Union College and WGY and WGFM, will be incorporated in a 13-week series of broadcasts, "Science Forum," beginning March 2.

The new program will consist of correspondence material, reading references and quizzes keyed around the Wednesday forum broadcasts. Dr. A. H. Fox, associate professor of mathematics at Union College, will handle preparation of material for the course in cooperation with WGY officials and the General Electric research labs.

F. Wallis Armstrong

F. Wallis Armstrong, a pioneer in American advertising, died this week at Meadowview Farm, his estate near Moorestown, N. J. He was born in Camden, New Jersey, July 20, 1870. Until his retirement from active business in 1938, Mr. Armstrong was associated with advertising for 40 years and handled some of the country's largest accounts.

While still a young man, he founded a successful Philadelphia advertising agency, which, after 1910, was known as the F. Wallis Armstrong Company. When he retired in 1938, he turned the business over to his associate of 25 years, Ward Wheelock, and the agency's name was changed to the Ward Wheelock Company.

tion manager of WJEF, John McKeough has joined the sales staff of the same station as account executive and was formerly associated with the Leo Burnett Agency in Chicago.

WFAA Program Format

Dallas, Texas — "Mrs. Tucker's Smile" now in its 16th year over WFAA and WFAA-FM has a new format which features the three Tuckers, Mary, Tommy and Bobby, played by Dorothy Bell, organist and pianist; Ivan Wayne, tenor and Jim Burdette, respectively. The programs mark the return to the air of Jimmy McClain former announcer for the station and former "Dr. I. Q.," who is now a clergyman. He will emcee the series.

Bernstein WTTM Sales Mgr.

Trenton, N. J.—Effective February 14th, Fred L. Bernstein will assume the position as sales manager of WTTM, NBC affiliate, according to recent announcement. Mr. Bernstein has resigned as manager of the Philadelphia office of Forjoe & Company, national radio representatives, to accept the new position and prior to his association with Forjoe he was general manager of WFAK, Charleston, S. C.

Students Coast To Coast Attend Twin City TV Lab

Almost every state is represented in the enrollment of the Twin City Television Lab, modern television experimental station and classrooms in the Lyceum theater building, in Minneapolis, Joseph H. Beck, founder, revealed in New York recently during a survey of TV station facilities.

Mr. Beck, who founded the Beck School for Radio in 1937 which is still operating as a division of Beck Studios, Inc., is now devoting most of his personal time to the Twin City Television Lab. The Lab offers the following courses: Program production, 52 weeks; camera methods and procedure, 39 weeks; script writing, 39 weeks; commercial copy writing, 39 weeks; announcing, 39 weeks and acting, 39 weeks.

William E. Gage, associated with TCTL since its inception, is administrative head of its engineering department. He is assisted by Chief Engineer Gordon W. Johnson and a technical staff of five experienced TV engineers.

Special British Films

The Films Division of the British Information Services has offered for rent or sale a new 16mm sound film, "Radio Service," on the British radio and electronic industry, illustrating the manufacture and testing of radio sets, development of radar, use of radio sets to forecast weather, and application of radio heat in industry and medicine.

Probe Of Radio Asked By Senate ICC Group

(Continued from Page 1)

last year on direction of the committee chairman. With the new resolution calling for Senate approval, however, the project will have greater prestige and a separate budget.

Named in the resolution for special study are allocation problems, TV channel assignments and bands, "the manner in which the FCC exercises its licensing authority with respect to radio applications; the extent to which the FCC examines the qualifications of applicants for licenses or renewals of licenses in order to determine that only qualified persons are licensed to operate radio stations or other licensed facilities; the extent to which the FCC examines the operation or proposed operation of radio stations in order to assure that such stations have been or will be operated in the public interest; and generally to consider and make legislative recommendations to the Congress as to all other matters and things necessary in its judgment in meeting the purposes of the studies herein specifically set forth and the general public interest."

Chi. Educational Station Going On Full Time Sked

(Continued from Page 1)

signed for use in the schools of Chicago and Cook County.

Station, in operation since 1941, closed down in September, 1948 to install new transmitter and antenna system, incident to the removal from the low FM band to the present band; 3 kw REL transmitter, coupled with six bay Wincharger antenna will give effective radiated power of 15,000 watts. Chicago schools are equipped with 1,200 FM-AM receivers to pick-up programs supplementing courses of study and classroom activities.

The Radio Council, operating unit for the public schools, will continue to release programs to stations WJJD and WIND on school days, and to WJJD, WIND, WMAQ, and WCFL on Saturdays. Also will continue TV activity on stations WBKB and other local Chicago outlets.

Radio activity in the Chicago public schools is directed by George Jennings, and Elizabeth E. Marshall, pioneers in radio broadcasting for school use.

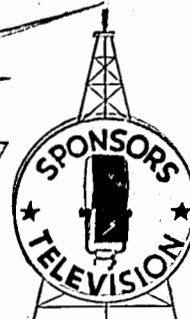
Resigns Religious Post

Rev. Dr. Stanley I. Stuber has resigned as director of public relations of the Northern Baptist Convention to become director of promotion for World Church Service, an interdenominational relief and reconstruction agency. He plans to retain certain interests, including interdenominational radio, and his official positions in the Baptist World Alliance.



RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 46, NO. 30

NEW YORK, FRIDAY, FEBRUARY 11, 1949

TEN CENTS

BLAME DISTRIBUTORS FOR PRICE CUTS

FCC Action Clears Way for Transfer of WTOP

Washington Bureau of RADIO DAILY
Washington—The FCC cleared the way yesterday for transfer this month, or early next month, of WTOP, Washington, from CBS to a new corporation controlled by the Washington Post, and of KQW and KQW-FM, San Francisco, from a corporation in which CBS is a minority stockholder to full CBS ownership. The shift is conditioned upon approval by the Post of WINX, Washington, by August 1.

A bid for WINX pends from William Banks, Philadelphia broadcaster who has offered \$130,000 for the station. The Post has accepted the bid.
(Continued on Page 3)

WINS' 20 Hours, Feb. 19, to Aid N. Y. Heart Assn.

WINS, New York, is dropping its entire schedule on Feb. 19, starting at 8 a. m., and turning over a continuous 20-hour period to help the New York Heart Association raise \$400,000. Entire grind will be filled with sports personalities and celebrities and the plans are to bring every sporting figure in the New York area to the microphone during the day.
(Continued on Page 2)

Plans For LP Disks, Kapp Tells REC Diners

Jack Kapp, president of Decca Records, said yesterday that his company has no plans for producing either the LP 33 1/3 rpm or the 45 rpm disk, although Decca "has its ear to the ground." Kapp's statement came in answer to questions before him just after he made a speech.
(Continued on Page 8)

Heavy Spot Order

Chicago—Renewal by the Bulova Watch Company of a heavy schedule of 1,456 station break time spots on WMAQ for 1949, was announced yesterday by Oliver Morton, manager of the NBC Central division national spot sales division. Bulova will use 28 station breaks weekly starting Feb. 24 for 52 weeks. The Blow Company is the agency.

Electronics Degree

The American University in Washington, D. C., has announced a graduate degree in Communications to be offered this year. While undergraduate courses in communication fields have been given at Universities for several years, this marks the first announcement of graduate work in Journalism, Public Relations or Radio-Television studies by any of the universities in the Washington area. Advanced courses will lead to the Master of Arts degree with major emphasis in two communication fields.

"Ozzie and Harriet" Will Switch April 3

International Silver is switching "Ozzie and Harriet" back to CBS Sunday, April 3, 6:30 p. m., EST. Program is currently heard at this time on NBC where it moved last fall after about three years on Columbia. Young & Rubicam is the agency.

To open up the time slot for "Ozzie and Harriet," Spike Jones
(Continued on Page 8)

Radio-TV Volunteer Aid To Red Cross Drive

Representatives of radio and TV stations in the Greater New York area yesterday volunteered their aid to the annual Red Cross drive which gets under way March 1 at a luncheon called by James Sauter, radio
(Continued on Page 2)

Voice Of America Is Heard Behind Iron Curtain—Thayer

The Voice of America has demonstrated the power of radio over even such formidable obstacles as the communist "Iron Curtain" and "ineffective jamming," Charles W. Thayer, chief of the International Broadcasting Division of the Department of State, told RADIO DAILY in an exclusive interview this week.

In his first interview since returning from his two-month tour (Dec. 9 to Feb. 5) through England,

Survey Of Radio-TV Receiver Dealers Fixes Price Cutting War On Distributor Attitude

Col. Album 'Risqué,' N. Y. Outlets Set Ban

From two to the entire 16 selections on Columbia's "Kiss Me, Kate" album have been banned for broadcast by New York stations on the grounds that the lyrics were "too suggestive" or "a little too risqué."

WMCA, WINS, WMGM, WQXR, WHLI, WGHF-FM, WOV and WOR have decided against any use of the album selection, "Always True to You." Difference of opinion on the
(Continued on Page 8)

Big Blocks of Stock Sold By 3 Top ABC Officials

Washington Bureau of RADIO DAILY
Washington—Sale of 61,800 shares of ABC common stock by three top officers of the network during the month ended January 10 has been announced by the SEC. They retained only 23,500 shares among
(Continued on Page 2)

New Musical Series Planned By VA Dept.

Starting in June, the Veterans Administration quarter-hour transcribed series, "Here's To Veterans," will feature the leading orchestras of the nation, it has been announced
(Continued on Page 3)

Independent radio—and TV—set dealers are charging distributors with driving the "little man" out of business by a process of "discrimination, unfair practices" and "laxity" while a "wise" public takes full advantage of the current price war, a RADIO DAILY survey has revealed.

As one store owner expressed it, "Distributors don't give a darn what we sell radios and television sets for. If a dealer has a franchise, he has to buy what the distributor wants him

(Continued on Page 3)

AF Radar Network Proposed In New Bill

Washington Bureau of RADIO DAILY
Washington — The House Armed Services Committee was asked yesterday to grant the Air Force the authority to build a radar "enemy aircraft protective" network encircling the United States at an estimated cost of \$161,000,000, of which \$112,000,000 would be new funds, and requiring the assignment of 8,300
(Continued on Page 2)

Venezuelan Broadcaster Here To Report Fight

Fight fans in Venezuela will get a ringside report tonight of the Sandy Saddler-Willie Pep featherweight championship bout in Madison Square Garden as it is described for them by their own sportscaster, Francisco Jose Croquer. He was sent to New York by his station, Radio
(Continued on Page 3)

Seek Woman Of Year

From the more than 4,000 women in organized advertising, plus several thousand more in towns where no advertising clubs exist, the National Council on Women's Advertising Clubs is working to select the 1949 Advertising Woman of the Year. National and local award chairmen have been announced by Honor Gregory House, veepoo of AFA.

RADIO DAILY



Vol. 46, No. 30 Fri., Feb. 11, 1949 10 Cts.

JOHN W. ALICOATE : : : : Publisher

FRANK BURKE : : : : : Editor
MARVIN KIRSCH : : : : : Business Manager

Published daily except Saturdays, Sunday and Holidays at 1501 Broadway, New York (18), N. Y., by Radio Daily Corp., J. W. Alicoate, President and Publisher; Donald M. Mersereau, Treasurer and General Manager; Marvin Kirsch, Vice-President; Val Adams-Associate Editor; Chester B. Babin, Vice-President; Charles A. Alivoate, Secretary. Terms (Post free) United States outside of Greater New York, one year, \$10 foreign, year, \$15. Subscriber should remit with order. Address all communications to Radio Daily, 1501 Broadway, New York (18) N. Y. Phone Wisconsin 7-6336, 7-6337, 7-6338

WEST COAST OFFICES

At Steen, Manager
6425 Hollywood Blvd. Phone: Gladstone 8436
WASHINGTON BUREAU
Andrew H. Miller, Chief, 6417 Dahlonega Rd.
Phone: Wisconsin 3271
CHICAGO BUREAU
Nal 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

(February 10)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
ABC	8	7 3/4	7 3/4	— 3/8
Admiral Corp.	15 3/4	15	15	— 3/8
Am. Tel. & Tel.	146 3/4	145 1/8	145 1/4	— 1 1/2
CBS A	19 1/4	19	19	— 1/2
Farnsworth T. & R.	1 7/8	1 3/8	1 5/8	— 1/4
Gen. Electric	37	36	36	— 3/4
Philco	34	34	34	— 1/8
Philco pfd.	87 1/2	87	87	— 1
RCA Common	11 7/8	11 3/8	11 1/2	— 1/2
RCA 1st pfd.	71	70 1/4	70 1/2	— 1/2
Stewart-Warner	12 1/2	12 1/4	12 1/4	— 1/4
Westinghouse	23 3/4	23 3/4	23 3/4	— 3/4
Westinghouse pfd.	99 3/4	99 3/8	99	— 1/8
Zenith Radio	27 1/2	27	27	— 1/4

OVER THE COUNTER

	Bid	A-s-k	A-k-e-d
DuMont Lab.	13 1/4	14 1/2	14 1/2
Stromberg-Carlson	14 1/4	16	16
U. S. Television	1 1/4	1 3/4	1 3/4
WCAO (Baltimore)	20	25	25
WJR (Detroit)	6 1/2	7 1/2	7 1/2

10 YEARS AGO TODAY

From the Files of Radio Daily
Transamerican Broadcasting & Television Co., Ed Wolf Associates and Henry Souvaine, Inc., producing firms, signed agreements to abide by the American Federation of Radio Artists' "Code." . . . The Gulf Refining Co., for Gulf-Spray, will start a radio campaign via disks over 65 stations shortly. . . . Beginning March 19th, the 20th annual appeal of the Catholic Charities gets under way utilizing the three major networks, plus many local stations throughout the country. . . . Effective February 13th, WNEW will begin operations on increased power of 5,000 watts daytime and will also celebrate its fifth anniversary as a N.Y. outlet.

★ **COMING AND GOING** ★

V. E. CARMICHAEL, vice-president in charge of sales at KWK, St. Louis, is spending 10 days in New York. He plans to be here until February 21.

CHUCK ACREE and the CBS program company of his "Hint Hunt" will broadcast from Winter Haven, Fla., starting Monday.

WILLIAM A. FAYE, chief executive and general manager of WHAM, Rochester, N. Y., is in Gotham for conferences with the station's national reps.

WILLIAM B. MAILLEFERT, president and general manager of WVET, Rochester, N. Y., outlet of MBS, is in town on station and network business.

GENE AUTRY tomorrow will broadcast his CBS program from WBBM, Chicago.

HARRISON WOOD, commentator on ABC, tomorrow will be in Wilkes-Barre, Pa., where he will lecture before the Pennsylvania State Bankers Assn.

BRAD R. EIDMANN is in town. He's the commercial manager of WAAF, Chicago, here for talks with his station reps.

FRANK MATHEWS, national sales manager of KFJ and KFJ-FM, Wichita, Kans., is on an extended business trip to the Chicago, Detroit and New York offices of the station's national representatives.

EDWIN MULLINAX was welcomed yesterday at the Mutual headquarters. The general manager of WLAG, La Grange, Ga., arrived in town this week on business.

A. A. SCHECHTER, vice-president of the Mutual network in charge of news, special events and publicity, is on a vacation of several weeks.

ELMER DAVIS, Washington commentator on ABC, will broadcast his evening news commentaries from New York today, Monday and Tuesday. He will return to the Nation's Capital next Wednesday.

ED SPENCER, New York manager of George P. Hollinbery Co., national station representatives, is on a business trip to the Southern states.

WAYNE W. CRIBB, general manager of KHMO, Hannibal, Mo., was welcomed yesterday at the New York offices of the Mutual network, with which the station is affiliated.

GEORGE F. FOLEY, television director of Newell-Emmett Co., and JOHN GREEN, staff producer for the agency, are in Toledo to set up the premiere for Autolite's tele series, "Suspense."

S. JOHN SCHILE, sales manager of KUTA, Salt Lake City, is in New York. Visited for a while yesterday at the offices of his national reps.

ROBERT E. BRADHAM, general manager and station director of WTMA, Charleston, S. C., is spending some time in town this week on station business.

LEON PEARSON, news commentator of NBC stationed in Paris for the last year, has arrived in New York, where he will handle radio and television assignments.

WINS' 20 Hours, Feb. 19, To Aid N. Y. Heart Assn.

(Continued from Page 1)

20-hour period which will run until 4 a.m. Sunday.

The air production is in charge of Bill Corum, New York Journal-American sports columnist, and Mel Allen. Corum is chairman of the sports committee for the Heart Association campaign and Ford Frick, president of the National League, is general chairman.

WINS is turning over all its time periods on the 19th to be sold by the Heart Association. The price is \$500 for each 15 minute segment with all money going to the association.

New York sports writers, headed by Dan Daniel of the World Telegram, are volunteering to round up all sports figures for studio appearances during the broadcasts. Members of the Sports Broadcasters Association will be on hand at all times to assist and participate in the production. Don Dunphy is another who will emcee certain parts of the show. The program also will bring back by transcription some of the greatest sporting contests of all time.

Big Blocks of Stock Sold By 3 Top ABC Officials

(Continued from Page 1)

them. The three selling were the president, Mark Woods, who reported eight separate sales amounting to 30,500 shares, he retaining only 6,500; the executive vice-president, Robert T. Kintner, sold 17,300 shares in 12 lots, retaining 16,000, and C. Nicholas Priaulx, vice-president and treasurer, dropped 14,000 shares in three transactions, retaining only 1,000.

Radio-TV Volunteer Aid To Red Cross Drive

(Continued from Page 1)

chairman, yesterday at the Waldorf Astoria Hotel.

Theme of this year's campaign will be to humanize the work of the Red Cross with both radio and TV stations dramatizing actual cases where aid or relief has been administered.

In paying tribute to the support given previous campaigns by radio and TV, Sauter outlined some of the material which will be available this year, which includes six fifteen-minute transcribed programs of name shows, musical spots, dramatized spots and special foreign language station spots.

National Red Cross Sabbath will be observed on February 26; National Red Cross Sunday on Feb. 27 and the national campaign will get under way with President Truman's broadcast message which will be heard on the four major networks and independent stations at 9:55 p.m., on Monday, Feb. 28.

AF Radar Network Proposed in New Bill

(Continued from Page 1)

air force service men for its operation.

The proposal calls for radar detection of up to 300 miles for the usual types of war planes but would not provide protection against "non-oxygen breathing" missiles or those carrying their own supply of oxygen. The Air Force proposal does not include the creation of a radar network for detecting enemy submarines on the grounds that such defense measures were navy problems.



On Guard!

This little pussycat, mascot in a New York station house, proudly guards the cop's hat and "persuader." And, come to think of it, those possessions of the policeman are symbols of the force that guards the whole community.

Time buyers are good guards too.—guards of the money their clients spend on radio advertising. They make sure they get full value for every dollar spent.

It's easy to do that in Baltimore, sixth largest market in the U. S. You just buy W-I-T-H, the BIG independent with the BIG audience.

W-I-T-H delivers more listeners-per-dollar than any other station in town, covers 92.3% of all radio homes in the Baltimore trading area. So if you're looking for low-cost sales, call in your Headley-Reed man today and get the full W-I-T-H story.

AM W-I-T-H FM
Baltimore 3, Maryland
TOM TINSLEY, President
Represented by Headley-Reed

Distributors Blamed For Set Price Cutting

(Continued from Page 1)
 take, else he'll lose his franchise. The distributors are interested only in selling and don't care what happens to the sets afterwards."
 "We no longer have a sellers' market," the manager of another store pointed out. "It's a buyers' market these days. The public is wise to the fact that there is a price war going on and is shopping around from store to store. What can the smaller dealer do to fight the big sales being run by the chain stores?" he asked, adding, "It's obvious that we must cut our prices if we intend to stay in business against such competition."

Heavy Discounts Offered
 The survey showed that the average dealer was selling radios and television receivers with price slashes of between 22 per cent and 2 per cent. The stores indicated that the usual discounts offered by distributors to independent dealers was about 28 per cent, thus allowing the outlets about three per cent on resale.

In commenting upon that margin mark-up, one store manager asked: "How are we supposed to stay in business with such a close margin when we have to pay rent, salaries and general upkeep? This slashing of prices," he added, "is reopening the whole industry and is the direct fault of the distributors for not insisting on a minimum price level. I don't understand why the manufacturers don't get the small dealers to organize for the mutual protection of the whole radio and television business."

Offer Special Inducements
 Many chains and independent stores are offering special inducements rather than straight discounts to the public. It was noted that tables and inside antennas are offered without charge in order to make a radio or TV—set sale. Others are offering free installation of TV receivers as inducements, thus saving a customer an average of \$60 for a receiver.

Contrary to the general belief, many stores indicated that they were overstocked because of distributors' insistence that they buy additional sets and thus gain a greater amount. Several store owners declared that they have dropped their agencies completely and are obtaining their receivers from overstocked dealers rather than "play all" with the distributors.
 Still others complained that the distributors are placing sets into widely stores as well as department stores with the net result that the competition is growing even more severe. "The stores which sell a variety of items can afford to sell radios and TV sets at even smaller margins of profit than we can," a store manager told RADIO DAILY.

"At any rate, the public is riding its glory because of the price war and knows it too," an independent dealer commented.

'Voice Of America' Is Heard Behind 'Iron Curtain'—Thayer

(Continued from Page 1)
 news item in detail. That, in itself, indicates that even the officials listen to us. Besides, the local radio and press are working hard to contradict our news reports from America."
 By way of example, Thayer told RADIO DAILY that an official of one Balkan nation blamed the Voice of America for the failure of its Fall sowing campaign because listeners to V of A simply refused to cooperate. "In Bulgaria," Thayer added, "we were accused of having made a national hero out of Petkov."



THAYER

Although he pointed out that Russia would not let him enter that country, Thayer estimated that the Voice of America has between four and five million listeners within the Soviet Union itself. "In Poland, there are about 950,000 shortwave receivers and that number is increasing at the rate of 50-60,000 monthly. One official of Radio Poland told me that they have four to five listeners per set," Thayer disclosed, adding, "obviously they wouldn't tell me how many of those listeners have the Voice of America tuned in nightly. On the other hand, a listener in Yugoslavia told me that he has about nine persons visit him every night to listen to the American broadcasts. One communist official admitted that any item of news becomes widely known in about

three hours after our broadcast of it."
 The large radio audiences in the Balkans, the State Department official pointed out, is attributed to the fact that their system of radio is based largely upon shortwave. "Almost every set is equipped with short wave bands, including the cheaper receivers. I found even cheap sets to be satisfactory for picking up American broadcasts," he commented.
 When questioned on the availability of supplies for the manufacture of new receivers, Thayer revealed that only one country, that of Yugoslavia, was experiencing any real difficulties. In Yugoslavia, the economic conditions are the chief obstacles. Hungary and Czechoslovakia, however, are making their own parts for themselves and for export. Russia, it is known, is turning out a half million receivers yearly.

New Musical Series Planned By VA Dept.

(Continued from Page 1)
 by the Veterans Administration and the American Federation of Musicians. Under an agreement entered into through James C. Petrillo, president of AFM, the musicians may donate their services to these recorded programs which help to keep 18 million war veterans and their dependents informed of benefits and privileges granted by the Congress.

Format to Be Changed
 The AFM collaboration with VA will involve a change in format for "Here's To Veterans" which is currently aired as a public service by 1,864 AM and FM stations. 60 per cent in Class "A" time.

Distribution of the first 13 of the new "Here's To Veterans" recordings will be made to stations, as before, through VA Information Representatives in Boston, New York, Philadelphia, Richmond, Atlanta, Dallas, St. Louis, Columbus, Chicago, St. Paul, Denver, San Francisco and Seattle. Distribution, gratis to broadcasters, will start in May, for

three hours after our broadcast of it."

When questioned on the availability of supplies for the manufacture of new receivers, Thayer revealed that only one country, that of Yugoslavia, was experiencing any real difficulties. In Yugoslavia, the economic conditions are the chief obstacles. Hungary and Czechoslovakia, however, are making their own parts for themselves and for export. Russia, it is known, is turning out a half million receivers yearly.

In referring to the plans of the Voice of America, he said that its "expansion has almost reached the point permitted by the budget." He revealed also that several more transmitter bases are now under construction. Comparing the size of staffs of the V of A with BBC, it was pointed out that the American government radio has only about one-fourth of the personnel which British organization has. Yet, V of A is broadcasting about one-half the number of hours daily as BBC.

The British budget for the current year is about 4,000,000 pounds (\$16,000,000) compared to the V of A's fiscal year operating budget of less than \$8,000,000.

The British budget for the current year is about 4,000,000 pounds (\$16,000,000) compared to the V of A's fiscal year operating budget of less than \$8,000,000.

Venezuelan Broadcaster Here To Report Fight

(Continued from Page 1)
 Caracas, because of the extreme interest of Venezuelan fight fans in Saddler.

Gillette, which owns the radio rights, has given Croquer permission to broadcast a blow-by-blow in Spanish direct from ringside. Report will be piped to Venezuela by RCA circuits and broadcast live. In addition to being carried by Radio Caracas, it will also be heard via Ondas Populares, another station in Caracas.

Will Air Track Meet

Major events of the New York Athletic Club track meet and field meet at Madison Square Garden will be aired by WMGM on Feb. 12 at three different periods: 8:45-9:15 p.m., 10 p.m. and 10:30-11 p.m.

the purpose of broadcasting beginning in June.

Meanwhile, the last 13 programs of the previous format will be delivered to stations this month, covering the period March through May.

FCC Action Clears Way For Transfer Of WTOP

(Continued from Page 1)
 offer, but the FCC last week rejected its petition that the AVCO rule be waived in this case. Thus competitive bids for WINX may be entered. The AVCO ruling for WINX-FM was waived, however, since it goes to WTOP, Inc., which is controlled by the Post. The Post thus is transferring the property from its own organization to an organization in which it is a 55 per cent stockholder.
 Final approval for the transfer of WINX-FM has not yet been given, although it is considered no more than a formality. Engineers say it will take only two or three days to arrange for complete duplication of the WTOP programming by the FM station once approval is given.

Defers Action on Schine Plea
 Carrying further its recent announcement that it will consider the fitness of the major motion picture companies to hold radio and TV licenses in the light of their anti-trust records, the FCC yesterday promised similar consideration in the case of WPTR, Albany, N. Y., which is owned by the Schine theater circuit. The station seeks a power boost from ten to 50 kilowatts.

The Commission announced that it will defer action on the request for additional power while it studies Schine's fitness in the light of the high court finding regarding Schine's circuit operations. The company was found guilty of monopolistic practices, and is in the process of being broken up by court order.

The FCC two weeks ago ordered that two TV stations controlled by corporations under the control of Paramount Pictures be placed on temporary license pending Commission study on the May decision of the Supreme Court in the Paramount anti-trust suit. The Commission has undertaken to determine to its own satisfaction the extent to which he anti-trust records of the companies should be held to bear upon their ability to operate radio and TV stations in the public interest.

Mrs. Emma Hough

Fort Worth—Funeral services were held Saturday, Feb. 5, in Oklahoma City for Mrs. Emma Hough, 84, mother of Harold V. Hough, vice-president and director of radio (WBAP, WBAP-TV) for Carter Publications in Fort Worth. Mrs. Hough and the late Thomas C. Hough, made the land run into Oklahoma in 1889 and had been a resident of Oklahoma City since.

Will Salute Boy Scouts

WINS will broadcast a "Salute to the Boy Scouts," featuring former secretary of War Judge Robert Patterson, Jackie Robinson of the Brooklyn Dodgers and New York City Councils of Boy Scouts proxy Gerald F. Beals, on Feb. 12, 10:15-10:30 p.m.

SAN FRANCISCO

A new half hour of live talent show starts over KNBC March 13 on a 52 weeks contract for the Walter N. Boysen Paint Co. The program will be called "Boysen Open House" and will feature baritone Stanley Noonan, Bill Gavin's Craftsman choral group with Eloise Rowan at the organ, and Frank Dane at the piano.

Duke Ellington and his orchestra was given the annual award of Downbeat magazine as the nation's favorite band in a special broadcast originating in the Oakland Auditorium over KNBC and the NBC network at 11:30 p.m. January 31st. KNBC's Jimmy Lyons was the emcee and the awards will be made by Ralph Gleason, San Francisco representative of Downbeat.

Anti-Network Measure Re-Introduced In House

Washington Bureau of RADIO DAILY

Washington—Rep. Harry Sheppard, California Democrat, last week reintroduced his bill of last year which would take all station licenses from networks, prohibit networking for more than one hour at a time, and forbid the ownership of any net or station by any firm which manufactures radio or transmission equipment, components or parts.

The bill was not pressed last year, and there is no reason to believe it will be pressed this year. Sheppard wants to have it on the books, however, as a weapon in the event there are legislative talks with the nets. He has long felt that radio service for his Congressional district, in the San Bernardino Mountains, has been extremely bad, and he lays much of the blame at the door of the networks.

Camels to Sponsor Games

Chicago—WBBM's 1949 football broadcasts will be sponsored by the R. J. Reynolds Tobacco Co. for Camel Cigarettes, it is announced by John Harrington, WBBM sports director. Beginning September 24, Harrington will do 11 Big 10 and inter-sectional games, through December 3. The R. J. Reynolds account was placed by the William Esty Co., New York.

ARTHUR EDDY

Public Relations — Publicity

812 Taft Building

Hollywood

Gladstone 5305 — Gladstone 9082



Mainly About Manhattan. . . !

● ● ● Peter Donald swears that early this week he overheard a well known radio comic relating: "A funny thing happened to me on my way to NBC—I switched to CBS." . . . Bob Hope may fly to Japan during Easter to entertain the troops there. . . . MCA out to corner video rights for all sports events it can lay its options on. . . . "20 Questions" starts its 4th year for Ronson tomorrow. . . . Jack Bertell off for Florida to sign up talent for the AGVA tele series to be produced by Monte Proser and packaged by Radio Artists Corp. Show has been budgeted at \$12,000 with profits to go into a fund for needy members of AGVA. . . . Ben Gross revealed in the Sunday News that Judy Canova netted some \$2,500,000 since skyrocketing upwards. . . . Red Benson has enrolled at N.Y.U. for a course in psychology. (Probly wants to learn how to handle some of those wild contestants). . . . Tip-sheets being sold claiming that the "Whispering Woman" is Lana Turner oughta be told that the clues definitely state that she is not under 40.

★ ★ ★ ★

● ● ● Paul Manning, who broadcast both German and Japanese surrender ceremonies and who practically commutes to Europe these days writing confidential reports for Big Business, has been away too long from regular radio commentating so far as this dep't is concerned. His infrequent guest appearances make sock listening and sponsors are overlooking a solid personality who can attract plenty of attention with his inside lowdown on what's going on in the capitals around the world.

★ ★ ★ ★

● ● ● PASSING BY: Dick Charles, writer of hit tunes (such as "Navajo Trail") and toplight radio director (handles "Piano Playhouse," among other things when Maggie Fisher is unavailable). One of the most eligible lads in radio, there's bound to be plenty of busted hearts along Radio Row when the news leaks out that he's getting married shortly. . . . Ellen Fenwick, one of the most telegenic lasses on the same Radio Row, who's been signed for four TV shows this week. . . . Carlo De Angelo, whose background of 14 stage productions and 3 films plus 15 years in radio directing musicals, dramatics and soaps makes him custom-built for this new medium known hereabouts as television.

★ ★ ★ ★

● ● ● Among other things we fail to understand is CBS' releasing of Morey Amsterdam after building up a host of followers on both radio and TV. His Monday nite video series hung up a Hooper of 39.5, which is classy enough to travel in any circle. Morey, in our book, is a very funny guy. If NBC grabs him, as has been reported, we wouldn't be at all surprised if they built him up big enough for CBS to throw a capital gains sheet at him.

★ ★ ★ ★

● ● ● SMALL TALK: Card from Josef Cherniavsky (out in Johannesburg, So. Africa, where he's conducting the American company of "Oklahoma") sez he'll be back in March. . . . Tommy Morton gets a return shot on "Easy Does It" on the 18th. . . . Gen'l Motors dickering with Dorothy Shay for a regular series. . . . NBC ditto'ing with Ted Straeter for a daily ayem musical package. . . . Mutual dropping its Geo. O'Hanlon ailer late this month. . . . Chesterfield ciggie outfit leaning toward a "name band" policy for their Supper Club. . . . Herb Sheldon calls the sponsor announcements on WW's stanza: car-mercials.

CHICAGO

By NAT GREEN

A picture of President Truman's inauguration photographed directly from "B" size screen of a Zenith television receiver appeared in the Chicago Herald-American of January 21. It was clear and distinct and compared favorably with other photos of the event taken on the scene.

Jean Jones, secretary to Ade Hult, Mutual v-p, is spending a week's vacation in Miami, Fla.

Three first chair men of the NBC Chicago staff orchestra — Herman Clebanoff, violin; Karl Fruh, cello, and Walter Preissing, flute, will be heard in a series of Spring chamber music concerts during February, March and April.

Polly Ann Sturgeon has returned to NBC Chicago as secretary to I. E. Showerman, NBC v-p, after service with the State Department in Washington.

Telecasts of "Personality Profiles" on WGN-TV were cancelled for January 26 and February 2 due to the illness of (Miss) Dorsey Connors, who hopes to be back on the air for the February 9 telecast.

Singer Mel (Velvet Fog) Torme and Candy Toxton, movie starlet, will be married February 12 in a ceremony at the Ambassador East Hotel in Chicago. Torme's best man will be his manager, Carlos Castel.

Carroll Layman, formerly associated with Grant Advertising Agency, Inc., in Chicago and Miami, and the T. R. Bauerle Agency, Chicago, joined ABC's central division on February 1 as an account executive. After his graduation from the University of Illinois in 1938 Layman was an announcer and writer for WDWS, Champaign, Ill.

FCC Is Asked To Clarify Non-Directional Operation

Washington Bureau of RADIO DAILY
Washington—The FCC has been asked to define non-directional operation more closely, with particular reference to the permissible limits of variation of radiated power. Petitioner was Radio St. Clair, Inc. which seeks a 500-watt daytime station on the 1590 band in Marine City, Michigan.

Petitioner's problem is, it claims one of interference with WAKF Akron, Ohio, which is on the 159 band with five kilowatts daytime non-directional, and the same power directional at night. During the day the petitioner relates, WAKR power in some directions dips as low as two and a half kilowatts, but in the Marine City direction is usually about 17 kilowatts.

Plan AFRA Convention

San Francisco—The 10th annual AFRA convention has been scheduled for August 25, 26, 27 and 28 at this city at the Palace Hotel. About 200 delegates from 29 locals will attend, it is estimated.

INVEST IN TODAY'S BOYS



Men of Tomorrow

GIVE NOW BOY SCOUTS OF AMERICA

Scouting Serves YOUth!

RADIO FUND RAISING COMMITTEE

Chairman—James Gaines, Vice-president, National Broadcasting Company
Co-Chairman—Theodore C. Streibert, President, WOR

Edith Dick, WWRL
Richard Connell, WOR
Seymour Siegel, WNYC

Theodore Cott, WNEW
Herman Bess, WLIB
Fred Lynch, ABC

Mrs. Beatrice Marschner, WOR
R. Peter Straus, WMCA
Eleanor Sanger, WQXR

Miriam Eilenbeig, WOV
William Moore, WBNX
H. Greenfield, WEVD

William E. Berchtold, Executive Vice-President, Foote, Cone & Belding
Chairman Advertising and Publishing Division

RADIO COMMITTEE (Public Relations)

Chairman, Warren Jennings, WLW

Murray Grabhorn, ABC

Frank Burke, *Radio Daily*

Robert Masson, Radio Counsel

Edward F. Thomas, Vice-President, Geyer,
Newell & Ganger, Inc.

Chairman, Public Relations Committee

SUPPORT *The* \$2,000,000 DRIVE

GREATER NEW YORK COUNCILS

BOY SCOUTS of AMERICA

NEW BUSINESS

WGN-TV, Chicago: The P. Lorillard Co., through Lennen & Mitchell, live telecast of the "Original Amateur Hour" (DuMont network), Sundays, for 52 weeks from January 16; Canadian Ace Brewing Co., through Louis Weitzman Advertising Agency, one-minute film announcements per week for 52 weeks from January 14; Peter Paul, Inc., through Platt-Forbes, a weekly one-minute film announcement for 13 weeks from January 19; General Motors Corp., through MacManus, John & Adams, Inc., a special half-hour teletranscribed variety show with Dick Haymes and Dorothy Shay for Pontiac cars, January 30; P. Ballantine & Sons, through J. Walter Thompson Co., live telecasts from New York, via CBS, of the "Tournament of Champion Fights" (boxing), Wednesdays for 13 weeks, starting January 19.

WNBT, New York: Three new clients, the BB Pen Company, Handmacher-Vogel, Inc., and the Charles A. Eaton Company, have signed contracts for one-minute and station break announcements. The BB Company has contracted for the 7:30 p.m. station break on Tuesdays for a 52-week period. Foote, Cone and Belding is the agency. The 7:45 p.m. station break, Mondays and Thursdays, has been purchased for 13 weeks by Handmacher-Vogel, Inc. to advertise ladies' suits. Agency is Zan Diamond, Inc. The Charles A. Eaton Company has signed a 13-week contract for one minute announcements on the "Easy Does It" program on Mondays and at the close of programming on Wednesdays for Eaton shoes. Ford, Nichols and Todd of Boston is the agency for the account.

KROW, Oakland, Cal.: Pelton Center, San Leandro super market, is sponsoring "Let's Go Shopping at Pelton's" three times weekly. Scheduled each Tuesday-Thursday-Saturday from 1:30 to 2:00 p.m., the audience participation show features Russ Coughlan, outstanding Bay Area radio personality, as emcee. Account was placed through Brooke, Small & Gautreaux Agency of Oakland. Rhodes Pharmacal Company, maker of Imdrin, new pain-reliever, has purchased three 10-minute programs per day. Account is handled by O'Neil, Larson & McMahon of Chicago.

Radio Journalism Course

A 15-week "Radio Journalism" course dealing with news coverage and re-write of wire service copy will be offered by the Evening & Extension Division of the City College of New York School of Business.

The classes, which will be held Wednesday evenings beginning Feb. 16, will be taught by Clifford Evans, former news director of WHLL, Hempstead.

★ AGENCY NEWSCAST ★

DOY S. DURSTINE, INC. has closed its Cincinnati office and relinquished its accounts in that territory.

DONALD O'BRIEN has joined Geyer, Newell & Ganger, Inc., to serve as economist for the agency, H. W. Newell, executive vice-president, has announced. O'Brien was formerly associated with Standard Research Consultants, a subsidiary of Standard & Poor's, where he was an analyst and consultant, specializing in business and financial analysis.

G. WILLIAM ANDERSON, JR. has joined Cecil & Presbrey, Inc. as assistant account executive on the Ronson Lighter account. He was recently with Weiss & Geller (Chicago) as account executive on Elgin-American, and previously was an assistant account executive with Foote, Cone & Belding on Toni Home Permanent and Lucky Strike.

LEHN & FINK PRODUCTS CORP., New York City, has appointed McCann-Erickson, Inc., to handle its advertising programs for O-syl, a new, non-poisonous disinfectant. The agency also handles the Hinds Honey and Almond Fragrance Cream and Etiquet deodorant accounts for Lehn & Fink in the United States, and the advertising for all Lehn & Fink and Dorothy Gray products in Mexico, Central and South America.

FRANK P. McCORD has joined Cecil and Presbrey, Inc. as research director. He was formerly at Lennen and Mitchell and McCann-Erickson. Miss Alice B. Day continues in charge of the Cecil & Presbrey Homemakers' Panel.

JOAN BELMONT has joined the staff of Roy De Groot Consultants Inc., the independent public relations counsellors. Miss Belmont served as public relations director of the American Field Service, Volunteer Ambulance Corps, during the war. In recognition of this work she was awarded the King's Medal by H. M. King George VI. She joins the staff of Roy De Groot Consultants Inc. as an associate.

MARTIN STONE ASSOCIATES, producers of radio and television programs, have moved from 10 Rockefeller Plaza to offices occupying a penthouse atop a new building at 4 West 58 Street, on the Plaza.

THE WALKER COMPANY has been named as national representative for KAKE, Wichita, Kans.

FRANCIS X. MANNING, formerly real estate advertising manager of the New York World Telegram, and prior to that an account executive with the Metropolitan Advertising Agency, has joined Flint Advertising Associates as account executive.

S. JOHN COUSINS has joined William von Zehle & Co., as account executive and member of the von Zehle plan board. An authority on typography, and designer of annual reports, some of which have won Gold Medal Awards at the Employing Printers Exhibit, Cousins formerly was associated with Wiley, Frazee & Davenport, and with Grant & Wadsworth, serving accounts in consumer, industrial and banking fields. He also has specialized in the preparation and production of commercial television and films and will direct the motion picture advertising department of the von Zehle agency.

LIBERTY LAUNDRY COMPANY, INC., Philadelphia, has appointed J. M. Korn & Company, Inc., Philadelphia, to handle their advertising. A newspaper, car card and radio campaign is being planned.

ARTHUR PINE ASSOCIATES have been appointed to handle publicity-public relations for the L'Aiglon Restaurant, New York.

DOTY EDOUARDE, TV director, Badger, Browning & Hersey, Inc.; **CHARLES J. DURBAN**, assistant director of advertising, U. S. Rubber Company, and **GEORGE MOSKOVICS**, manager sales development, CBS-TV, participated in a symposium "Television in Advertising" before the Advertising and Selling Course, conducted by the Advertising Club of New York yesterday at the Engineering Societies Building, 6:15 p.m.

DELL PUBLISHING CO., INC. announces that William H. Thomas formerly of Fawcett and Esquire, and prior to that, Chicago manager for Coca Cola, has joined the advertising department of Sports Illustrated magazine in the western office in Chicago. Clem Risk, associated for the past seven years with Parents Magazine has joined the advertising department of the Dell Group and will make his headquarters in the Chicago office.

U. S. COAST GUARD has appointed Newell-Emmett Company New York, to conduct a recruiting drive for the balance of the fiscal year, 1949, (June 30), it has been announced by Captain S. F. Gray, USCG, Chief of the Public Information Division. The appointment includes the production of a weekly radio program "Coast Guard Cadets on Parade" from New London, Conn., over Mutual (Saturday 11 a.m., NYT); the production of radio spots, recruiting literature, billboards, etc.

ALFRED PAUL BERGER COMPANY, INC., has been appointed advertising agency for Reigel & Dechter, manufacturers of "Semiteen" dresses for girls.

BEHIND THE MIKE

EILEEN O'CONNELL, recently voted "nation's most glamorous disc jockey," adds to her air duties by becoming production assistant on "County Fair."

Buildup for Jack Benny's appearance on "Ford Theater" in "Horn Blows at Midnight," March 4th, to be biggest ever given to a guest appearance. Promotion will run on and off the air.

Not too well known in the East is the terrific job Warren Hull is turning in as emcee on the Kellogg program, "Mother Knows Best," heard on 30 stations of Columbia's Pacific Coast web. Herb Moss produces the show which is transcribed here.

Jack Manning has featured role in "Light of the World."

Ted Lewis nixing long range bookings while waiting for the starting date of his video stanza being packaged by Wm. Morris.

Art Waner's ork at the Latin Quarter landed three Mutual wires a week.

Comic Alan Young applies for his final citizenship papers next week.

Dwight Weist Video Prod. have a big oil outfit interested in their "Feature Story," 15-minute TV series.

Deal brewing for Lena Horne to star at the Waldorf's Wedgwood Room.

Jack Gilford to address the Gag-writers' Convention at the Park Sheraton Mar. 31st.

Add versatile performers: Milton Herman, who does some two dozen different dialects and is one of the top gangster-type lads in radio.

Plan ASCAP Coast Meeting

Semi-annual regional meeting of ASCAP officials will be held at the Beverly Hills Hotel, Hollywood, on March 1.

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, February 11, 1949 — TELEVISION DAILY is fully protected by register and copyright

NBC APPLIES FOR UHF STATION

TELE TOPICS

ONE OF THE SLICKEST program presentations yet seen is being pitched at the network and agency crowd by Telepak, Inc., of Hollywood. Bob Longenecker and Merrill Pye, vice-presidents of the firm, have been in town for the past couple of weeks using special process strip sketches passing through a simulated receiver, and rear projection of films on a kinescope-like screen to show their wares. Their programs, most of them on film, are highly ambitious projects, as are the prices, but they have set their sights on the end of this year and on 1950 when, they hope, sponsors will have considerably higher budgets. . . . A half-hour film series based on famous short stories and produced by William Cameron Menzies is priced at \$9,000 per. "Your Witness," a mystery film show with Regis Toomey, goes for \$10,500. "Girl From Iowa," a dramatic serial starring Joan and Betty Caulfield, is tagged at around \$10,500. A thrice-weekly quarter-hour seg titled "Green Room," goes \$1,750 per show. "Opportunity Playhouse," a combined live and film half-hour variety show is \$7,500, and "Turn The Page," a magazine-type review is priced at \$12,000.

MOTOROLA, INC., has signed 27 stations for its new "Believe It Or Not" show which bows over NBC Mar. 1, 9:30-10 p.m. Agency is Gourfain-Cobb. . . . WSB-TV, Atlanta, has inaugurated an interesting gimmick on its local basketball coverage. During time-out periods, the station places a mike in the players huddle so that viewers may hear the instructions being given by the coach. . . . Canada Lee has been signed by S.K.D. Films to star in a series of 13 four-minute featurettes. . . . WBZ-TV, Boston, has skedded a series of four programs offering viewers aid in filling out income tax forms. Denis W. Delaney, Collector of Internal Revenue for the District of Massachusetts, will serve as instructor. . . . According to Stuart Hall Frank, president of Major Television Corp., the tube bottleneck has been broken and "the public can expect an unlimited supply of television sets during the coming year."

IRNA PHILLIPS, scripter of the NBC Chicago soaper, "These Are My Children," told a group of Illinois clubwomen this week that "viewing must not be a must but a temptation to the busy housewife. The housewife," she said, "should be able to follow the drama by listening and occasionally looking up from her work. What I am trying to do is present a story which does not require the listener to focus constant attention on the screen. The housewife does not have time to stop her work in the home just to follow a television drama."

Gimbel Will Sponsor Daily Show On WFIL

Philadelphia — Gimbel Brothers department store has signed with WFIL-TV for sponsorship of a new hour-long, five-a-week show to originate from the sales floor of the store. Titled "Gimbel's Television Breakfast Carnival," show will be aired from 10 to 11 a.m., Monday through Saturday, excluding Wednesday, and will be seen from Feb. 28 to Mar. 26.

Produced for Gimbel's by Robert J. Enders agency, program will feature Jack Creamer and other local AM and TV personalities as well as guest artists and celebrities.

According to David Arons, publicity chief for the store, "We have a double-barrelled purpose in taking on this tremendous job. The first is to get every television set tuned to our show. The second is to attract and excite so many televiewers that they'll flock to the store to participate in the program. . . . The novelty of seeing television at home is still an important factor to an advertiser, but we mean to exploit the last great novelty of all-audience participation in a television program."

WEWS Sells Sheldon Seg

Cleveland — The Linn Sheldon show, semi-weekly comedy series over WEWS, will be bankrolled by Rogers Jewelry Co. beginning Feb. 16. Program is aired Wednesdays and Fridays, 7:45-8 p.m. Jim Breslin directs.

Cincy Promoter Hails TV As Hypo For Box Office

Cincinnati—"Television has been a big help to us," the promoter of professional wrestling here said this week, as figures filed officially with the city disclosed that pro grappling drew nearly 35 per cent more customers in 1948—with weekly pickups—than in 1947, without regular video.

Ross Leader, whose matches are scanned weekly by WLW-T, declared that "television has created new customers for our shows. At the same time," he said, "television has caused us to lose some of our old ones, but we might have lost some of them anyway in the normal turnover. The important thing is that we've gained more at the box-office than we've lost."

WPIX Adds 2 Nights To Heavy Sports Sked

In an apparent move to corner the New York sports audience, WPIX has signed to pick up weekly boxing and wrestling matches from Eastern Parkway Arena, the city's newest fight club. Boxing from the arena will be carried Monday nights and wrestling on Tuesdays, beginning Feb. 28.

Additions give the News outlet sports pickups virtually every night of the week, with hockey Wednesdays and Sundays, boxing and wrestling from Ridgewood Grove Thursdays and Saturdays, plus Golden Gloves boxing and college basketball at irregular intervals. All sports currently aired by the outlet are commercial.

This summer WPIX will scan all home baseball games of the New York Giants, with Chesterfield picking up the tab.

Andrews, Tuckwood Join Staff Of WAAM, Baltimore

Baltimore—Russ Andrews, WFBR newsman, has been signed by WAAM for a new thrice-weekly five minute news spot which debuts Monday. Show will feature cartoons drawn by Joe Corcoran as Andrews reads the items.

Another newcomer to the WAAM staff is Don Tuckwood, who joined the production department. He formerly was with WFIL-TV and WPTZ, Philadelphia.

Satellite Of WNBT Would Operate At 529 Mc.

Washington Bureau of RADIO DAILY

Washington—NBC yesterday applied to the FCC for permission to construct an experimental ultra high frequency station in the vicinity of Bridgeport, Conn. NBC said the application was made for the purpose of continuing UHF transmission experiments conducted in Washington during the last six months on the web's WNBW. During that time WNBW operated simultaneously on 67 mc. (channel 4) and on 504 mc.

The Connecticut station, if approved by the Commission, will operate at 529 mc. with power output of 1,000 watts. Antenna gain will bring the effective radiated power up to between 15,000 and 20,000 watts.

To Test Possible Sites

In addition to further testing propagation characteristics of the UHF band, NBC is expected to utilize the new outlet to test site possibilities and other factors in the event that the FCC opens UHF for commercial transmission.

During the tests, NBC said, the Bridgeport outlet will operate as a satellite of the web's flagship, WNBT, New York. The UHF transmissions will be received on special sets built by RCA-Victor for the experiments.

Crosley Outlets Sign To Carry DuMont Shows

Cincinnati—Plans of WLW-T to carry a "substantial" schedule of DuMont network programs starting within the next month were disclosed yesterday by R. E. Dunville, vice-president of Crosley. The DuMont shows will be aired also by Crosley outlets WLW-C, Columbus and WLW-D, Dayton, when those stations begin operation in mid-March.

Crosley's affiliation with NBC will not be affected by the arrangement with DuMont, it was said.

Symes Named KTSL Chief For Sports, Spec. Events

West Coast Bureau, RADIO DAILY

Hollywood—Bill Symes has been appointed director of sports and special events for KTSL, it was announced yesterday by Willet H. Brown, executive vice-president of Don Lee web. Symes has been with Don Lee since 1946 and has handled announcing chores on the outlet's top special events and sports pickups.

Col. Album 'Risqué,' N. Y. Outlets Set Ban

(Continued from Page 1)

other numbers ranged from a ban of two by WQXR to the entire album by WGHF-FM. Agreement with WQXR on the ban of "Too Darn Hot" was noted by WMCA, WNEW, WOV, WINS, WHLI and WMGM.

There is only partial agreement however, on the "suggestiveness" of other selections from the Columbia album. Among those banned by some of the stations, but not by all, are: "Brush Up Your Shakespeare," "I Am Ashamed That Women Are So Simple," "I've Come to Wive It Wealthily," "I Hate Men," "Tom, Dick and Harry," "Where Is the Life That Late I Led," and "Bianca."

WOV was the only station to include "Wonderbar," and "Why Can't You Behave?" in the taboo list.

No Plans For LP Disks, Kapp Tells REC Diners

(Continued from Page 1)

talk during the Radio Executives Club luncheon in New York. In his address the Decca president traced the growth of the record industry and emphasized what he believed to be the importance of native American music.

When the luncheon broke up, Kapp commented that Decca is concentrating now on supplying records to the 17,000,000 owners of 78 rpm record players. He refrained from making a flat statement as to whether Decca would or would not produce records playing at other speeds although he disclosed there are no such plans now. He intimated, however, that Decca expects to wait many months before altering its present operation to see how the public finally votes in the Columbia-RCA battle.

REC president Carl Haverlin auctioned several hand made dolls for the benefit of the Save the Children Federation. The organization benefited by upwards of \$100 from Haverlin's auctioneering. Ed Dukoff, manager of Danny Kaye, paid \$35 for the first doll which was auctioned.

Wedding Bells

June Hanson, former member of the WBBM program department and in charge of the station's auditions, was married January 27 to Robert Buller in Hollywood. Miss Hanson has been employed in California as a member of the Sam Hayes Agency, producers of news, sports and television broadcasts.

Jenkins Joins Decca

Composer Gordon Jenkins has been signed as musical director for Decca Records, Prexy Jack Kapp announced this week. Jenkins is the composer of "Along Fifth Ave.," "Manhattan Tower" and "Maybe You'll Be There."

COAST-TO-COAST

KXLO Blood Bank

Lewistown, Montana — The Red Cross "Bloodmobile" on a recent visit to Lewistown found that donors were hard to get due to a natural fear which was holding them back. KXLO's manager Lee Belding offered to be one of the first donors in order to prove that there was nothing to fear in giving blood to the blood bank and further to take a microphone along with him to show that the whole thing was simple. After arrangements were made and remote lines installed, equipment set up, Mr. Belding went thru the entire process which lasted about 30 minutes and with verbal aid of a nurse described just what was going on and how it felt. The play-by-play account was tape-recorded and broadcast twice that day with response increasing with each broadcast.

WGCD News Tie-Up

Chester, S. C.—WGCD has staged a news tie-up, having swung a deal with the Tri-County Publishing Company, publishers of the Chester Reporter and The Lancaster News. Morgan J. Craig the station's general manager was instrumental in this deal, and regular 15-minute newscasts will be given over WGCD using much local news, Carolina news as well as national and international news. The station operates on 1490 Kcs.

Silver Gen. Mgr. WLNA

Hartford, Conn.—It has been announced that Ralph S. Silver, Jr., is resigning from the sales staff of WTHH to assume his new duties on March 7th as general manager of WLNA, Peekskill, N. Y. He entered the radio field in 1941 as publicity director of WPAT, and later served as program director of WMID, Atlantic City, N. J.

Glee Club on WTIC

Hartford, Conn.—The Crusader Glee Club will be heard over WTIC and the New England Regional Network on February 13th from 5:00 to 5:30 in a concert originating at Fenwick Hall, Worcester, Mass. The concert is in conjunction with the celebration of the 100th anniversary of the Holy Cross College Music Clubs.

WHBC, FM Documentary Series

Canton, Ohio—For the next eight weeks, "Canton's Balance Sheet" a new documentary radio series will be aired every Thursday evening on WHBC and WHBC-FM. The series is presented under the auspices of the public relations committee of the Canton Chamber of Commerce and is primarily intended to increase the degree of appreciation on the part of the general public for the fact that Canton is a highly developed industrial center. The programs were penned by Janet Baker Immler and will be narrated by Jack Looker.

KTRE Public Service

Lufkin, Texas—During the worst blizzard to hit Lufkin, Texas, recently, KTRE performed valuable services to its listeners. Through KTRE air announcements, schools were closed, industrial workers notified of plant closings, and over 125 public service announcements aired giving weather and temperature bulletins. Special broadcasts were picked up direct from the Lufkin Airport CAA Communications' station and the Texas Highway Departments.

WOL 'Ideal Program' Contest

Washington, D. C.—WOL's disk expert John Ball has opened an "ideal program" contest on his daily WOL-Mutual record shows. Listeners are to name the popular and semi-classical selections they would include in their versions of an ideal program. Five daily winners will be invited to share the microphone with Ball and help produce the winning show, using records chosen from a personal library of 15,000 disks. Album sets will be awarded the finalists.

WNJR Anti-Discrimination Series

Newark, N. J.—A new anti-discrimination series was recently inaugurated over WNJR which is entitled "Stories to Remember" and is designed for better inter-group understanding by showing exactly how an intelligent fight can beat prejudice and discrimination. Stage and screen notables such as Geraldine Fitzgerald, Ralph Bellamy, Melvyn Douglas and others take part in 15-minute transcribed adaptations of well-known stories written by Mackinlay Kantor, Irwin Shaw, Dorothy Canfield Fisher and others. The programs are sponsored by the Institute for Democratic Education.

WORZ Boy Scout Day

Orlando, Fla.—The station break which identified NBC outlet WORZ to listeners in Central Florida on February 5th was "This is Boy Scout Day on WORZ." From a sign-on till sign-off scouts made the announcements, got the programs on and off the air, checked engineers and took over the executive duties of manager Gene Hill and his staff. The station was commended for its "Good deed" in helping the Scouts inaugurate "Boy Scout Week."

Tom Dailey Show on KWK

St. Louis, Mo.—A new type of question and answer program which is designed especially for the younger set, called the Tom Dailey Show, featuring KWK's Tom Dailey, as the man who knows all the answers, was recently inaugurated by the station. Questions are submitted by boys and girls in the age group 8 to 18 and cover any variety of subjects including sports and homework to general information. The new program is aired 5:15 Monday, Wednesday and Friday.

"Ozzie and Harriet" Will Switch April 3

(Continued from Page 1)

(for Coca-Cola) will switch to Saturday at 7 p.m., EST, on March 12. This leaves three half-hour Sunday broadcasts to be filled with special programs between the time Jones switches and "Ozzie and Harriet" move in.

"Strike It Rich," now aired on Sunday, gets a time change on Feb. 22 when it goes into the 9:30 p.m., EST, Tuesday slot as a sustaining program replacing Morey Amsterdam. Last broadcast for Amsterdam on CBS is Feb. 15.

A new CBS dramatic package, "Broadway Is My Beat," premieres Sunday, Feb. 27, 5:30-6 p.m., EST. Legit actor Anthony Ross is expected to get the lead role as a detective.

Simmons Moving East

Hollywood—Ed Simmons, who has been in charge of the coast office of Cecil & Presbrey, moves to New York to be assistant to Jack Wyatt, radio and television director of Cecil & Presbrey. Successor has not been named. Simmons leaves Hollywood week of February 14th. Principal duty here has been as agency man on Philip Morris' "Queen For a Day."

Send Birthday Greetings To—

February 11

Barry Drew George Kerr
Josh White Sam Rothstein
Leo Steinbach Nancy M. Halson

February 12

Bob Cotton Ruth Hamlin
Lee Grant Tex Beneke
Bill Grey George Griffin
Dan Kelley Pat Hurley
Raymond Knight Curt Peterson
Philip G. Lasky Kathryn R. Leeds
Barry Wood Joe Kearns
Newton E. Meltzer

February 13

Joan Edwards Russell O. Stewart
Hal Michael
George A. Hazlewood

February 14

Peggy Allenby Jack Benny
Jessica Dragonette Art Hernes
Talbot Johns Carlton Moss

February 15

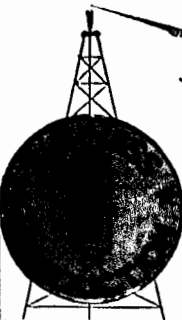
William Janney E. W. Jones
C. E. Midgeley, Jr. Charles Sutton
Hugh Wedlock, Jr. Howard Harris

February 16

Patty Andrews Douglas Arthur
Mildred Bailey Edgar Bergen
Wayne King Bert Kalmar
Dell Sharbutt Jerry Lester

February 17

Willard Botts Shirley Flynn
Coreen Gillespie Denise Keller
Eric Madriguera Robert H. King
Kenneth Walton Miriam Olferman
John McLaughlin



RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 46, NO. 31

NEW YORK, MONDAY, FEBRUARY 14, 1949

TEN CENTS

NAB BOARD MEETING OPENING TODAY

RMA Group To Study Conservation Of Tin

Washington Bureau of RADIO DAILY
Washington—RMA announced Friday the establishment of a tin conservation and allocation committee to study the possible effects of the current tin shortage on future receiver production and to recommend conservation measures where practical. President Max F. Balcom appointed a 10-man committee headed by Joseph B. Elliott, vice-president of RCA-Victor, to make the study and report to the RMA board of directors and the membership.

Committee comprises George M.

(Continued on Page 4)

General Marshall Accepts Overseas Press Club Bid

Gen. George C. Marshall, former Secretary of State, has accepted the invitation to be guest of honor at the tenth annual dinner of the Overseas Press Club of America on Friday, March 4, W. W. Chaplin, the club's president, announced Friday.

Other speakers and guests at the dinner which is to be held at the Waldorf Astoria will be Dean Acheson, Sec. of State; Wilhelm Munthe

(Continued on Page 2)

Existing Outlets Favored Over Applicants, Is Plaint

Washington Bureau of RADIO DAILY
Washington—The Deep South Broadcasting Corporation on Friday charged that the FCC has set up a precedent of preferring existing stations, even though their performance has been mediocre, over new applicants in competitive situations. The reference is to the Commis-

(Continued on Page 8)

Will Honor Reserves

Vice-President Alben W. Barkley, Bob Hope, James Stewart and Maureen O'Hara, will participate in a special ABC network program titled, "Salute to the Reserves," which will be broadcast on Saturday, Feb. 19, at 7:30 p.m., EST. Program is being presented in co-operation with the Reserve Officers Assn. to aid Recruiting Week.

Shades Of O. Welles

New kind of radio "survay" with built-in blitz action turned up in Willmar, Minn., when announcer Maurice Chargo, whose vegetable store sponsors his program over KWLM, broadcast that wild animals from a stalled circus train were loose in the streets. Chargo said he didn't think anybody listened to his show and he wanted to find out for sure. He did. Town citizens jumped head over heels into a frenzy and one fellow rushed to the police station loaded with ammunition and a rifle. When a New York station (WOR) asked Chargo in a telephone interview if he'd ever heard of Orson Welles, he answered, "Yes, I hope he won't sue me for stealing his idea." Chargo said the Willmar chief of police wanted to charge him with some law violation but the chief so far couldn't find any law that was broken.

Hope to Continue With NBC Radio-TV

Rumors that Bob Hope might move from NBC to CBS were scotched Friday when NBC issued a statement that the comic was remaining with the network and would feature in a television show next fall.

Hope told reporters on the west coast that he had a three-hour conference with Niles Trammell, president of NBC, at which time his future plans for radio and TV were

(Continued on Page 7)

Prospects Of UHF Move To Increase TV Applicants

When the FCC announces channel assignments in the ultra high frequencies—which most likely will occur before the end of this year—there is expected to be the greatest "get into tele" rush the industry has yet seen. There are 310 station applications now on file pending the end of the freeze, but the new applicants are expected to outnumber this group greatly and may go as high as the 1,000 mark.

BMB Plight Among Industry Problems To Be Considered At Session In New Orleans

FMA Charges AT&T Broke Anti-Trust Law

Washington Bureau of RADIO DAILY
Washington—FMA complained to the FCC at the week-end that the AT&T and a subsidiary violated the federal anti-trust laws and the Communications Act when they refused last December to provide wire service for special networking of a public interest program. William E. Ware, FMA president, called the telephone company's position "a

(Continued on Page 6)

FCC's Hennock, Willard To Speak At AWB Meet

Frieda B. Hennock, first woman member of the FCC, and A. D. Willard, Jr., NAB executive vice-president, will be the principal speakers at the sixth annual national convention of the Association of Women Broadcasters of the NAB, in Chi-

(Continued on Page 2)

CBS Confirms Sponsorship Of Bergen By Coca-Cola

CBS announced that the "Edgar Bergen-Charlie McCarthy Show" will be heard over CBS next fall on Sunday nights, from 8:00-8:30 p.m., EST. The program will be sponsored by the Coca-Cola Company.

New Orleans—Members of the NAB board of directors gathered at the Hotel Roosevelt the past weekend for what promises to be a most important session and one which will have bearing on the deliberations of the industry organization's national convention in Chicago next

(Continued on Page 8)

New Giveaway Show Has Oil Wells, Farms

Dallas, Tex.—A giveaway show in which contestants win oil wells, cotton farms and herds of cattle is being planned here as a gigantic promotion campaign for the Dallas area, according to plans announced by Lee Segall, president and general manager of KIXL and originator of the "Dr. I. Q." program. Proposed sponsors are the "Dallas

(Continued on Page 6)

Philly Stations Help To Ease Transit Tieup

Philadelphia—Radio stations here joined hands with large industrial and commercial firms to open their programming schedules for public service announcements on available transportation for workers during the city's crippling transit strike.

Several stations had earlier sent

(Continued on Page 4)

Movie Voices

Recorded voices of M-G-M movie stars will take over the station break chores on all WMGM programs in New York effective today, and continuing indefinitely. The station breaks, recorded on the west coast, range from 10 to 30 seconds. Among the stars recorded are Jimmy Durante, Red Skelton, Deborah Kerr, Gene Kelly and Lionel Barrymore.



Vol. 46, No. 31 Mon., Feb. 14, 1949 10 Cts.

JOHN W. ALICOATE : : Publisher

FRANK BURKE : : : : Editor

MARVIN KIRSCH : Business Manager

Published daily except Saturdays, Sundays and Holidays at 1501 Broadway, New York, (18), N. Y., by Radio Daily Corp., J. W. Alicoate, President and Publisher; Donald M. Mersereau, Treasurer and General Manager; Marvin Kirsch, Vice-President; Val Adams, Associate Editor; Chester B. Bahn, Vice-President; Charles A. Alicoate, Secretary Terms (Post free) United States outside of Greater New York, one year, \$10; foreign, year, \$15. Subscriber should remit with order. Address all communications to Radio Daily, 1501 Broadway, New York (18), N. Y. Phone WT5consin 7-6336, 7-6337, 7-6338.

WEST COAST OFFICES

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

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

CHICAGO BUREAU

At Green 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

(February 11)

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).

10 YEARS AGO TODAY

From the Files of Radio Daily United States Recording Co., has just completed a series of transcribed programs to be aired on a bi-monthly basis over 108 stations by the American Federation of Labor. . . Tests are being made by Crossley, Inc., to determine the effectiveness of the "Radiograph" a recording machine installed in homes to determine listening habits. . . Via radio, the entire world, paid homage to the late Pope Pius. Facilities of the three major networks and all local radio stations were turned over to officials of the Catholic Church for special services.

★ COMING AND GOING ★

WILLIAM S. PALEY, chairman of the Columbia directorate, left Friday for a vacation in the West Indies. He's expected to be away for about a month.

KEN BAKER, research director of NAB and BMB, and ROBERT RICHARDS, director of public relations for NAB, are in New Orleans for the meeting of the broadcaster association's directorate.

JEAN CARSON BROWN, assistant to the promotion-publicity manager of WBT, Charlotte, N. C., is spending this week in New York conferring with executives of CBS and the advertising agencies.

HERMAN FAST, manager of WKRC, Cincinnati, a visitor Friday at the offices of CBS, with which the station is affiliated.

CORT LANGLEY, assistant to the president of BMB, spent Saturday in Chicago conferring with agency executives. Today he's in Los Angeles huddling with Eugene Duckwall, of Foote, Cone & Bolding.

JOSE RAMON QUINONES, owner of WAPA, San Juan, left over the week-end for his Puerto Rican headquarters following an extended visit to the States.

LEE B. WAILES, vice-president in charge of operations for the Fort Industry Company, has left New York after a stay of several days for conferences with network officials and Tom Harker, Fort Industry's national sales manager. Wailes now is in Atlanta for a directors' meeting.

GEORGE H. JASPERT, president of WCCM, Lawrence-Lowell, Mass., was in town Friday on station business.

ABRAM CHASINS, music director of WQXR, has returned to New York from St. Louis, where he made two guest appearances as solo pianist with the St. Louis Symphony under direction of Vladimir Golschmann.

LEE LITTLE, manager of KTUC, Tucson, Ariz., a CBS outlet, conferred here Friday at the headquarters of the network.

General Marshall Accepts Overseas Press Club Bid

(Continued from Page 1)

de Morgenstjerne, Norway's Ambassador to the U. S.; Lt. General Albert C. Wedemeyer, Deputy Chief of Staff; Henry Cabot Lodge, Jr., Senator from Mass. and Major General Frederick Osborne, Deputy U. S. Representative on the United Nations Atomic Energy Commission.

General Marshall will fly up to New York from his estate in Virginia in his private plane with Mrs. Marshall.

The Overseas Press Club of America is composed of American correspondents who have served press, radio and newsreels in foreign countries. Their headquarters are at 1475 Broadway, New York.

Mobile Studio To Aid Heart Association Drive

Screen and radio stars will explain the New York Heart Assn.'s "baby orchid" campaign to the citizenry when WOR's mobile studio visits 393 Seventh Ave., the U. S. Sub-Treasury Building and Times Square tomorrow.

Special events reporter John Wingate will describe the trip to WOR listeners and its tape recording will be aired along with the Times Square direct-broadcast at 6 p.m.

Herlihy To Sub For Smith

Ed Herlihy will undertake a chore which he hasn't performed since 1934 when he substitutes on "Bob Smith's Show," a disc jockey stanza on WNBC, Mondays through Fridays, 6:35-8:30 a.m.

Herlihy will take Smith's place, beginning tomorrow, while the latter vacations.

Repeat CBS Documentary

CBS documentary unit will do a live repeat broadcast of its one-hour production, "Mind in the Shadow," on Sunday, Feb. 20, 12:30 p.m., EST. Program, a portrait of U. S. mental health needs which stars Eddie Albert, was first broadcast Feb. 2.

FCC's Hennock, Willard To Speak At AWB Meet

(Continued from Page 1)

cago, March 10-12. Miss Hennock will speak at the luncheon meeting of the AWB convention March 12, at the Drake Hotel. Willard will be heard at the luncheon meeting a day earlier.

A panel discussion on "the business of broadcasting" will be heard by the convention delegates the morning of March 11. Participants will be Harold Fair, NAB program department director; Miss Lee Hart, NAB retail coordinator, and Maurice B. Mitchell, NAB broadcast advertising department director.

Moderator will be Robert K. Richards, NAB public relations and publications department director.

Indiana Radio Stations Form Pool For Red Cross

Fort Wayne—Local radio stations have banded together to broadcast simultaneously a weekly fifteen minute program every Saturday for the local Red Cross chapter.

All of the local stations, including WOW and WOW-FM, WGL, WKJG and WKJG-FM, WFTW-FM and WANE have formed an inter-city network with the program originating from Studio A at WGL. This musical program consists of a 30-piece orchestra with all musicians donating their services. This was accomplished through the cooperation of James Barger, president of the Musicians Union Local 58. Members of the American Federation of Radio Artists (AFRA) are also donating their services with a new announcer used each week from one of the local stations. The program is written by Guy S. Harris, continuity supervisor of WGL, and is produced by Ron Ross of the production staff of WOW.

Joins WINS Staff

William B. Rahn, formerly with Burn-Smith Co., has joined WINS as an account executive, it has been announced by Wilmot Losee, WINS sales manager.



Quitting time

They've done a day's work . . . and they're going home. They'll eat. Then they'll listen to their radios. That picture was shot outside of one of the big middle west industrial plants . . . but we're using it as an example for Maryland.

We don't know what percentage of our listeners work with their hands or their heads. But we do know this:

In Baltimore, the country's 6th largest city, it is W-I-T-H that delivers more listeners per-dollar-spent, than any station in town.

If Baltimore is in your plans for next year . . . now's the time to buy time on W-I-T-H!

AM W.I.T.H FM Baltimore 3, Maryland TOM TINSLEY, President Represented by Headley-Reed

97.4%

of the population of WJR's listening area own radio sets.



**THAT'S WHY WJR, WITH 50,000
WATTS, IS POWERED FOR RESULTS...**

Michigan's Greatest Advertising Medium

Call or write
your nearest
PETRY office

WJR

CBS
50,000
WATTS

THE GOODWILL STATION, INC.

FISHER BLDG.

DETROIT

A. A. RICHARDS
General Manager

FRANK E. MULLEN
President

HARRY WISMER
Asst. to the President

RMA Group To Study Conservation Of Tin

(Continued from Page 1)

Gardner, chairman of the RMA set division and president of Wells-Gardner, Chicago; John R. Howland, Zenith; R. A. Boyce, Philco; Harvey Tullo, Emerson; Virgil M. Graham, associate director of the RMA engineering department; Harry A. Ehle, International Resistance Co., Philadelphia; J. H. Humble, Kester Solder Co., Chicago; D. S. W. Kelly, Allen-Bradley Co., Milwaukee, Wis., and Robert C. Sprague, Sprague Electric Co., North Adams, Mass.

All tin is currently under Government allocation for all industrial and commercial uses, the allocations being handled by the Department of Commerce.

Requirements Estimated

Government officials estimate that tin requirements of the radio-television industry in 1949 will be between 80 and 100 per cent greater than they were in 1948. As the amount of available tin is not expected to exceed 10 per cent of last year's allotment, they believe that the only solution will be for the industry to work out a conservation plan which will permit the allocation of tin to the most essential users.

An average television receiver, it is estimated, uses about ten times the amount of tin that a radio receiver of corresponding size requires because of the larger number of certain components in the TV set. Among the major components using tin are capacitors, condensers, wire, and connecting units. Tin also is used in solder, usually on a 50-50 basis with lead.

Radio Newsmen's Bill Introduced In Oregon

Portland, Ore.—Richard M. Brown, general manager KPQJ, Portland, spearheads the Oregon Broadcasters Association's endeavor to obtain legislation to grant radio newsmen the right to withhold sources of information. The Oregon measure is similar to that introduced by other broadcasters throughout the country. Known as Senate Bill No. 66, it was introduced by Oregon State Senator R. D. (Bob) Holmes, 15th District, in regular session.

Gets Intermountain Post

Salt Lake City—Intermountain Network, Inc., announces the appointment of John Brophy as promotion and merchandising director of the web.

A "QUICKY" OR A BANQUET—

From a sandwich-and-coffee to a delicious dinner—every meal's a treat in HOWIE'S! Club Luncheons start at 45c! Hors d'oeuvres in the YUM YUM Cocktail lounge from three to six daily. MEET IN HOWIE'S today! 6th Avenue at 52nd Street.—ADV.



California Commentary . . . !

● ● ● Frank Sinatra, if he switches to CBS, may broadcast back-to-back with Bing Crosby; at least, that's the scuttlebut around town. . . .

The Voice's parting of the ways with American Tobacco and Don Ameche's exit from the same sponsor have created a wave of rumors out here. Incidentally, Sinatra is reported to be readying a big announcement

Hollywood

in the next week or so. . . . Max Gillford, president of the Hollywood Bar Association, has been named general counsel of the Television Producers Association. . . . Frankie Laine may get the Chesterfield summer replacement. He's just been signed for seven more guest shots on the Peggy Lee show, after six weeks of guesting. . . . Armed Forces Radio Service, Reserve Unit, of which MBS' Mark Finley is the commander, is packaging television shows and its third presentation was seen on KLAC Friday evening. . . . Jerry Devine, producer-director of ABC's "This Is Your FBI," will be in New York next week for parleys with Equitable Life, his sponsor. . . . William Johnson is the new producer of the "Starring Kay Starr" show, replacing Ted Toll, who will devote his full time to the production of the daily Kay Kyser show. . . . Renzo Cesana to head up the new television production department of Masterson, Reddy & Nelson, producers of ABC's "Bride and Groom" and "Eleanor and Anna Roosevelt" programs. . . . The CBS press information, music clearance, editing and music departments have moved to a new home, the former Foote, Cone & Belding offices at 6117 Sunset Blvd.



● ● ● Those ABC-20th Fox rumors are still floating around, despite denials from all concerned. Latest report is that control will pass to the film company in 30 days, but it's anybody's guess. . . . Cathy Lewis, who was to have played "Jane" in the film version of "My Friend Irma," has been ordered to nix the role by her doctor, because of ill health. . . . Despite rumors that Harold Peary is considering television offers, Gildersleeve denies them, saying he'll listen when the right offer comes along. . . . Jack Bailey and his "Queen for a Day" troupe are back from a Texas tour. . . .



● ● ● Appointment of James McCulla as news editor of KMPC was announced last week by Jesse Butcher, assistant manager of the station. . . . Floyd Young, who has been broadcasting frost warnings over KFI for nine years, will be feted at a testimonial luncheon Wednesday at the Ambassador by the station and leading agricultural organizations in Southern California. . . . Although N.T.G. reported that Abbott and Costello would make tele shorts for Harrison Productions, it now appears that only Bud Abbott is in the deal. Abbott will produce and direct the shorts under the banner of Abbott Productions, but will not appear in them. . . . The Smith, Bull & McCreery agency has been appointed to handle the advertising for the Los Angeles Mirror. . . . Charley Bulotti, Jr., Don Lee program director, up and around again after a bout with the flu. . . . The CBS Ford Theater series will extend its stay in Hollywood until March 11, when Bing Crosby is scheduled to star in "Dixie" on that date. . . . Knox Manning's "Front Page Features" will be added to the Columbia Pacific network on April 5 on the Tuesday and Thursday broadcasts. . . . Jay Livingston and Ray Evans, whose "Buttons and Bows" was the disc jockeys delight, were tossed a testimonial dinner Wednesday night at Slapsy Maxie's to celebrate the song's passing the three-million mark in sheet sales. Paramount and Famous Music were the hosts. . . .



Philly Stations Help To Ease Transit Tieup

(Continued from Page 1)

out letters and telegrams to plants and commercial offices offering free time for announcements to the estimated 300,000 workers who would be stranded during the transportation tie-up. For example, WIP sent out 250 telegrams to personnel directors and WPEN and WPEN-FM mailed out several days ago to merchants and organizations requesting what information they would like to have announced in the interest of public service.

WIP cooperated with the City Traffic Engineer by announcing detour announcements and special street advisories throughout Friday. The station reported that 28 organizations accepted its offer to broadcast advisories to employes in the first day of the strike.

Radio news staffs were also kept busy covering mediation points, busy thoroughfares and labor centers. Street interviews with weary pedestrians were added to the overall programming schedules of many stations.

Takes WFMY Post

Greensboro, N. C.—L. O. Hutchins has been appointed commercial manager of WFMY, the News-Record FM station, it was announced early this week by manager Gaines Kelley.

He formerly held similar positions at WBBO and WBBO-FM, Forrest City; WWGP, Sanford, and WGBG, Greensboro.

Jackie Robinson Sponsored

The Metropolitan Training Center has signed to sponsor the Jackie Robinson Show heard nightly at 7:15 over WMCA. Contract will run until Robinson, star second baseman for the Brooklyn Dodgers, leaves for Spring training. The William Warren Agency is handling the account.

WBNX 5000 watts directional over New York

presents

PINE TREES And PRAIRIES

WESTERN HILLBILLY MUSICAL

8:30 P.M. To 9:00 P.M.

Mondays Thru Fridays

Write, Wire, or Call
MEIrose 5-0333

WBNX 260 E. 161st S., NYC

Will you help us alert the whole nation against a murderer?

Heart disease strikes with silent ferocity.

The American Heart Association is devoted to fighting this cruel killer.

Radio artists, speaking daily to millions of Americans, are uniquely able to assist in this battle against sudden death.

During National Heart Week (February 14th to the 21st), will you make use of the material on heart disease which has been sent to your station manager?

Will you sign off your program with: "*Open Your Heart—
Give To Fight Heart Disease*"?

**American Heart Association,
RADIO AND TELEVISION COMMITTEE**

Sylvester L. Weaver, Jr., *Chairman*
Mark Woods Edgar Kobak
Niles Trammell Frank Stanton

FMA Charges AT&T Broke Anti-Trust Law

(Continued from Page 1)
clear violation of the law, which imposes a very serious handicap upon the frequency modulation radio stations."

Nine midwestern broadcasters had planned to air from Chicago a meeting of newspaper editors and radio executives as a feature inaugurating regional FM network activities.

Ware said that "FM commercial operations have not brought large financial returns and FM stations are therefore totally unable to comply with the totally unjust and unreasonable — and therefore unlawful practices and regulations of the telephone company."

Some Unable to Broadcast

Although the program in question was aired by some of the stations, others were unable to broadcast it because of inability to secure inter-city telephone connections. Listed as making the informal complaint were Ware's station, KFMX, in Council Bluffs, Ia.; KSCJ-FM, Sioux City, Ia.; KFMV, Ft. Dodge, Ia.; KGLD-FM, Mason City, Ia.; KDTH-FM, Dubuque, Ia.; WBNB-FM, Beloit, Wisc.; WILA, Woodstock, Ill.; WKRS, Waukegan, Ill., and WEAW, Evanston, Ill.

In its letter to the FCC, FMA pointed out that Federal law provides that "it shall be the duty of every common carrier engaged in interstate communication by wire or radio to furnish such communication service on reasonable request."

The broadcasters further asserted that their application for service, while "reasonable and in the public interest," was denied. Reason for the refusal to provide the telephone lines, FMA said, was not clearly specified but presumably arose from the fact that some of the stations were linked together by air, while distances involved made telephone service necessary to bring the more remote outlets into the network.

Leonard H. Marks, Washington attorney for the association, said, "it is obvious that the refusal (to provide the service) is as obnoxious to the anti-trust laws as the refusal to inter-connect Bell facilities with non-Bell wire circuits."

Chaplin Going On Tour On NBC News Quest

W. W. Chaplin, NBC news commentator, left yesterday in advance of a mobile unit, for a three-week reporting stint for live broadcasts and tape recorded programs to be aired on "News of the World," 11:15 p.m., EST, and on other network news spots.

Chaplin will cover the Southern Governors' Conference at Richmond, Va.; Ku Klux Klan activities in Atlanta, Ga.; Umpires' School at Cocoa, Fla.; under-ocean oil drilling at New Orleans, La.; circus training at Sarasota, Fla.; and the Boston Braves baseball team at Bradenton, Fla.

★ THE WEEK IN RADIO ★

Price War Blamed On Distributors

By VAL ADAMS

RADIO and TV set dealers charging distributors with driving "little man" out of business by "unfair practices" and "laxity" in current price war. Dealers say distributors don't insist on minimum price level. According to RADIO DAILY survey, average dealer is cutting price of radio and television sets between 22 and 25 per cent.

Spot radio has grown to a \$100-million a year business, T. F. Flanagan, managing director of the National Association of Radio Station Representatives, said in Chicago. He sees a place for spot broadcasting in television but doesn't write off radio at the expense of the new art. . . . Six programs acquired by CBS in aids on other webs represent annual net time sales to Columbia of \$3,432,000. All of these figures won't turn up before next fall, however.

ABC's gross will hit \$45-million in 49, President Mark Woods predicted. Profits will be plowed back into television. . . . Frank Sinatra leaving "Hit Parade" at end of season. His reps have been talking to William S. Paley of CBS. . . . Admiral Corp. set \$8,000,000 ad budget for 1949 with \$750,000 going into television.

Radio and television's own defense of itself expected to cause House Un-American Activities Committee to withdraw its ban against most newspapers for not joining in the fight. . . . Earl M. Johnson, MBS director of engineering and station relations, elected a vice-president in charge of both departments. . . . American Tobacco cancelling the daytime Don Ameche show, "Your Lucky Strike," on CBS.

NBC readying retaliation plans against CBS which will be disclosed at closed meeting of affiliates in Chicago Feb. 28. NBC auditioning scores of young artists with TV qualities getting first consideration. . . . Use of sponsor contestants showing big increase on web shows to hypo sales of cigarettes, candy, soaps and toilet articles.

Three New York indie stations (WNEW, WQXR, WOV) cancelled Hooper service. Stations felt that Hooper's telephone questions place too much emphasis on television

audience and cause distorted listening reports. . . . Growing trend noted in time salesmen leaving network affiliate salary jobs for commission deals with smaller stations beyond metropolitan markets. Trend may eventually put all time sale jobs on commission basis.

Network and agency execs getting more concerned about lack of hard facts on television. They're upset over dozens of "surveys" which don't have a solid foundation. . . . FCC denied Bob Hope's request for 60-day delay in hearings on WHAS, Louisville, scheduled for Feb. 28. . . . Sportscaster Curt Gowdy of KOMA, Oklahoma City, (also heard on KOZY) teamed up with Mel Allen to air Yankee baseball games over WINS, New York.

Radio is discriminated against in proposed amendments to Fair Labor Standards Act, according to Richard P. Doherty, NAB employee-employer relations director. He protested to House Labor Committee which is considering amendment. . . . International Silver switching "Ozzie and Harriet" from NBC to CBS April 3. . . . Voice of America is being heard behind the "Iron Curtain" said Charles Thayer, chief of the International Broadcasting Division, upon return from two month tour of Europe.

Columbia LP record sales hit retail volume of \$8,000,000 in first eight months. Edward Wallerstein, board chairman of Columbia Records, said nearly 600,000 LP record players have been sold. . . . Capitol Records siding with RCA and will issue 45 rpm disks starting in April. Jack Kapp of Decca said his company has no plans for producing either 33 1/3 or 45 rpm platter.

Herman Greenberg retiring as sales manager for ASCAP. He'll be succeeded by Jules M. Collins, manager of the radio division. . . . Certain selections of just released "Kiss Me, Kate" record album being banned by New York stations as too suggestive. . . . FCC cleared way for transfer in next few weeks of WTOP, Washington, from CBS to Washington Post. . . . Garry Moore and "Take It or Leave It" cast going to Germany to entertain GIs.

CBS Replacement

Hollywood—A new mystery-adventure package, "Yours Truly, Johnny Dollar," produced by Richard Sanville with original music by Mark Warnow and starring Charles Russell, will replace "The Pause That Refreshes" on CBS, beginning Feb. 18, 7:30-8 p.m., EST.

Create New Novelty

Lanny and Ginger Ross, WMGM's singing husband and wife team heard Monday through Saturdays at 8 a.m., have gained new popularity through the creation of an ornamental cigarette container called "Peter Pelican."

Public Service Disk

William Green and Phillip Murray will participate in a quarter-hour transcribed program titled "Joseph in America," story of the resettlement of a displaced person in the life of an American community. Program, produced by Ted Hudes and emceed by Misha Auer, will be distributed free to 700 stations.

Joins WNBC Sales Staff

William Rich, formerly with Allied Sales Agencies, Inc., has joined WNBC and WNBT as account executive, it has been announced by the stations' sales manager, John C. Warren.

New Giveaway Show Has Oil Wells, Farms

(Continued from Page 1)

Invites You" Committee and the Variety Clubs of Texas.


To win an oil well, a person would have to be present in the Dallas Cotton Bowl, point from which the show would originate. Idea is to bring thousands of visitors to Dallas this summer. Persons attending the giveaway broadcast would pay an admission charge with all profits going to Boys' Ranch, a home for underprivileged children operated by the Variety Club.

Segall said as many broadcasts would be scheduled as necessary to give away a total of \$1,000,000 in prizes which are to be furnished by Dallas business firms. Fifty announcers with microphones will wander up and down the aisles of the Cotton Bowl picking participants for each show which will hand out a prize a minute. When a question is answered correctly sky rockets and roman candles will burst skyward to inform the crowd. The prize will be doubled every time a contestant answers correctly.

Segall stated that as many as 25 expensive limousines might be given away during one show. The committee, made up of bankers, civil leaders and newspapermen, will try to bring in the biggest names in show business to emcee the broadcasts.

Lang Represents Sponsor On 3 Different Programs

Appearing on three different programs on two stations in behalf of one sponsor during a single broadcast day is the schedule lined up for William Lang, news commentator by Doubleday & Company, Inc. through the Huber, Hoge & Son agency. Each Saturday Lang will be heard at noon on WJZ for 15 minutes plugging one of the publisher's books and at 2:15 will be heard on WOR in a program featuring records interspersed with comments on books. In the previous quarter hour on WOR, Lang will do the commercials on the John B. Kennedy program which is sponsored by Doubleday.



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, Monday, February 14, 1949 — TELEVISION DAILY is fully protected by register and copyright

HEAVY FILING FOR UHF EXPECTED

TELE TOPICS

TWO FAIRLY RECENT additions to the already overlong list of variety shows on the air are "Hotel Broadway" and "Window On the World," carried back-to-back by DuMont Thursday nite. The first, as its name implies, is set in a hotel, with Johnny Desmond as nite clerk and The Striders quartet as bellhops. The other acts, naturally, show up as guests in the hotel. As a singer and as emcee, Desmond is by far the most attractive feature. His relaxed manner and natural charm are assets that should do much to further his career before the ikes. As a vocal group the Striders are above average whether they're backing up Desmond or doing a number on their own. . . . Among the guests on last week's airing, Monica Lewis displayed the necessary physical qualifications and delivered two songs pleasantly. Stubby Kaye, billed as a comic, did nothing in his stock imitations of Lure, Greenstreet, Hepburn and a few others to deserve that appellation. Gal Ucer, Leticia, started with an unimpressive Hindu-type routine, but in the middle act, for some unfathomable reason, she fell off on a boogie kick which combined with more obvious features of Pearl Primus, Ben Gopal and Georgia Southern. . . . A program is sponsored by Whelan Drug Stores, with three film commercials for toothpaste, toothbrushes and home permanents. First two were in the middle and completely broke the continuity of the seg. Harvey Marlowe is producer-director, agency is Stanton B. Fisher.

"WINDOW ON THE WORLD," sponsored by DuM receivers, is a variety show without an emcee. Instead it uses film clips to tie the acts together. On Thursday nite the film gimmick seemed to keep the performers far apart. Clips were neither interesting nor entertaining and gave the impression that they were inserted only to allow the stagehands to complete their between-act chores. Because of this, and because of the order in which the acts were used, the entire production was badly paced. . . . First act, following a commercial opening, was Joe Laurel. His song was okay, but his hoofing was fairly amusing. Frances Langford, one of the best femme singers in the business, showed why in three outstanding numbers. . . . Peter Donald's turn on the show is a good indication of his visual appeal, he'd do better to stay in radio. His dialect jokes were real oldtimers, and were not made any funnier because Donald could not seem as well as heard. Final act, the Tonys dance team, was really exciting. . . . Program is a William Morris package, directed by Robert Gordon. Agency is Buchanan. Commercials were delivered acceptably by announcer Les Litomy.

Hope to Continue With NBC Radio-TV

(Continued from Page 1)
discussed. He added that the network had in preparation a television show for fall presentation and that his contract with Paramount Pictures was such that he was allowed to do television work outside the studios.

Details as to whether Hope's TV program would be live, on film or a kinescope recording have not been worked out. It is known, however, that Hope will bring to TV the same artists he has been using in radio and it is possible that his new television program will be scheduled opposite Jack Benny who is heard on CBS radio at 7 p.m., Sundays.

Sports Pickups Topic Of TBA Educ. Group

Scanning of intercollegiate sports, effects of video on gate receipts and other topics will be discussed at a meeting of educational members of TBA at organization headquarters tomorrow.

Kenneth G. Bartlett, of Syracuse University, and chairman of the TBA Educational Committee, said other questions to be discussed at the confab include:

How can educational institutions take advantage of TV opportunity now? What can they do to make their staffs more aware of video's educational possibilities? Is it prac-

Tom Gallery Named DuM Sales Director

Tom Gallery, public relations director of the DuMont net, has been appointed sales director of the web, it was announced Friday. Gallery has been with DuM since Jan. 2 of this year.

Humboldt J. Greig, formerly in charge of sales, has been appointed assistant to Mortimer W. Loewi, who last week assumed directorship of the web.

The switch was seen as the first move in what is expected to be a series of widespread changes in the DuMont operation following the resignation of general manager Lawrence Phillips and Loewi's assumption of the top management spot.

WENR-TV Wrestling Sold

Chicago—Courtesy Motors Sales, local Hudson dealers, will pick-up the tab for WENR-TV's weekly wrestling pickups from Rainbo Arena beginning Feb. 16. Wayne Griffin will handle description. Agency is Malcolm-Howard.

tical to encourage TV research at the local level by educational institutions?

"I doubt if the committee . . . will have all the answers to the above questions," Bartlett said, adding, "rather, I think our goal will be to see if we can set the machinery up to provide answers to these and other educational questions."

The Week In Television

Billion Dollar Volume for '49 Seen

Volume of over a billion dollars for the industry in 1949 was predicted by Joseph B. Elliott, vice-president in charge of RCA consumer products. . . . Web and agency researchers urged establishment of standards for TV research to counteract published surveys which lack valid statistical basis. . . . Application for UHF experimental station in Bridgeport, Conn., was filed by NBC. . . . Mortimer W. Loewi assumed directorship of the DuMont net following resignation of Lawrence G. Phillips as general manager. . . . Atlantic Refining Co. signed to sponsor all home games of Philadelphia Phillies and Athletics using the city's three stations on a rotating basis. . . . Shortage of cathode ray tubes caused temporary shutdown of Philco production. . . . Agreement was reached for acquisition by IT&T of Farnsworth Television & Radio Corp. . . . Camel cigs will sponsor five Golden Gloves pickups over WGN-TV and the CBS web. . . . Newly-formed Video Varieties Corp., said to be the largest TV film house in the East, absorbed the full facilities of West Coast Sound Studios, Inc. . . . Gimbel Brothers signed with WFIL-TV for sponsorship of a new hour-long show to be aired five days a week direct from the department store sales floor. . . . Television Producers Assn. of Hollywood board voted to cooperate with Independent Television Producers Assn. of New York in what was seen as the first step toward merger of the two groups.

Largest Number Of Requests To Come From Film Ind.

(Continued from Page 1)
napping when it comes to the UHF.

Just what form the movie industry's participation in TV will take is not yet clear. Some groups think that film companies should operate commercial stations similar to those now on the air. (Paramount owns two outlets, 20th-Fox has applications on file for five, Warners has applied to buy KLAC-TV, M-G-M would like a TV outlet.) Such stations, it is said, could be used to showcase the owner's stars and features.

Web-TV-For-Theaters Vital

Another possible use of video by the movies, and one that is closest to exhibitors' hearts is the construction of networks for theater use only. No one has yet worked out the exact mechanics of such a system, but it is receiving serious consideration by many in the film industry. In a recent speech before the Theater Owners of America, FCC Chairman Wayne Coy said that there probably is no legal reason why the exhibitors cannot evolve a system of TV programming especially for theaters.

Another group that is expected to be strong among the applicants is made up of those in radio not now in TV. Many indie stations are already complaining of loss of audience to tele and want to get into the visual side of broadcasting.

If, as some predict, there will be a flood of new stations on the air, the problem of saturation arises. Although all stations on the air today are losing money, there is little doubt that some day they will show a profit. What is not known is how many additional outlets an area will be able to support. TV looks like a gold rush now, but the number of successful mines may be lower than anticipated.

Ad Gals To Mull Tele At Luncheon Meet Tues.

"Television — Today's Developments" will be the subject of a luncheon meeting of the Advertising Women of N. Y. to be held Feb. 15 at the Hotel Astor.

Speakers are George L. Moskovics, of CBS; Thomas H. Hutchinson, of the School of Radio Technique; Richard Hodgson, Paramount, and J. T. Baral, Jr., Philco.

Club prexy Grace M. Johnson, of ABC, will preside. Chairman of the luncheon committee is Nan Mastin, of Davis Delaney.

COAST-TO-COAST

KNBC Dir. to Japan

San Francisco, Calif.—James Day, Director of Public Affairs and Education for KNBC and the NBC's San Francisco office, is taking leave of absence from his post for two years duty with the Allied Occupation forces in Japan, to join the Radio Unit of the staff of the Supreme Commander for the Allies in the Pacific as a radio information specialist. KNBC staff news writer, William Minette, is slated to succeed Day.

Peard Joins WBAL

Baltimore, Md.—The appointment of Leslie H. Peard, Jr., as assistant to the manager of WBAL has been announced. He was former promotion manager and a salesman at WFBR and was also commercial manager of KTBM. He has just resigned as assistant manager of WCAO to rejoin WBAL, where in 1934 he held the position of promotion manager.

Stars of WSB in Play

Atlanta, Ga.—The Atlanta's State Inc. production of "The Voice of the Turtle," will feature Don Gibson and Elsbeth Hofmann, stars of WSB and WSB-TV. Mr. & Mrs. in real life, they have appeared in Atlanta last fall in such plays as "Blithe Spirit" and "The Late Christopher Bean." Don is emceeing WSB-TV "Television Tryouts" program and Elsbeth stars in an informal interview show "At Home with Elsbeth" on WSB.

WSFA Airs Heidt Auditions

Montgomery, Ala.—Horace Heidt auditions were held in the studios of WSFA on January 29-31. Talented youth from all over Alabama reported and the winners were later presented on a special program over WSFA and WSFA-FM. Alabama winners will be presented on the Horace Heidt show to appear in Montgomery, February 17th.

To Study 45 r.p.m.

Washington—With no formal proposal yet to include the new 45 r.p.m. speed as a standard, the NAB Recording-Reproducing Standards Committee will hold a special meeting in Chicago April 9, it was said Friday. Efforts will be pushed for the adoption of standards during the NAB convention, which will then be in session. Until now the committee has been working only to set standards for 78 and 33 1/3 r.p.m. operation, it was said Friday. The Chicago meet will be the first gathering of the over-all industry committee since work toward new recording and reproducing standards was resumed at Atlantic City, during the 1947 convention of the NAB.

NAB Board Will Set Stage For Convention Next April

(Continued from Page 1)

April. While NAB spokesmen indicated that problems of AM management, sales and revenue, would dominate the discussion of the board meeting, some of the directors felt otherwise. Among the important issues which board must act upon are:

The future of Broadcast Measurement Bureau as it relates to management and the completion of the Second Study.

Public relations policies of NAB on such matters as the All-Industry presentation, Standards of Practice, and other issues.

Plans to reorganize the NAB to include the FM Association, Television Broadcasters Association, BMB and allied industry organizations as a federation.

Discussion of NAB's policies on AM and TV with board deciding how much emphasis will be placed on the television industry at this time.

Plight of BMB Issue

The plight of BMB will be thoroughly canvassed by the board which will hear a report by Hugh Terry, KLZ, Denver, and G. Richard Shafro, WIS, Columbia, S. C., on the NAB action reorganizing BMB operations at the November board meeting of the audience measurement organization. Dr. Kenneth H. Baker, research director of NAB will report on the progress of the Second Study and Hugh Feltis, president of BMB, will give a report on his drive for new members. Feltis has been asked by

Existing Outlets Favored Over Applicants, Is Plaint

(Continued from Page 1)

sion's decision last month permitting WNOE, New Orleans, to go to 50 kilowatts and turning down the Deep South petition for a new station in New Orleans.

Claiming that it would offer a vastly superior service for the city, Deep South says that the Commission, by preferring WNOE, is degrading the quality of broadcasting. Decisions such as that it complains against, says Deep South in a petition for reconsideration filed by William Fitts of Fly, Fitts and Shuebruk, "perpetuate the mediocre, the unimaginative and the timid, while freezing out those who have both the capacity and the desire to bring to the community new plans and new concepts for the public interest."

The petition also blasts at the FCC's statement that the WNOE application should be preferred because it would mean "better diversification of control of mass media communication" in Arkansas and Louisiana. This fact is challenged on a comparative basis, as well as in the light of other stations licensed by the FCC—for instance to the major nets in cities as close as Boston, New York and Washington.

Logical Medium

Washington—The NAB board, meeting in New Orleans today, will be asked to adopt a resolution calling upon radio manufacturers to buy more radio time to advertise their sets, it was learned here last week. The resolution will probably be offered by the Small Market Stations Executive Committee, which discussed the problem in session here last week.

the board to increase the membership for the Second Study from 800 to 1,000 and during his two weeks' tour of major market stations has obtained commitments from \$50,000 to \$80,000 for completion of the Second Study.

Balloting Plans Completed

It is expected that Baker will report to the board that BMB has enough finances to complete the balloting for the Second Study and that ballots will go in the mails by March 1. Completion of the balloting will mean that all the raw materials for the Second Study is ready. The next step will require additional funds for completion of the analysis and publication. This will entail an expenditure of approximately \$100,000 and this money must be raised through new subscriptions.

Present BMB membership totals 819. This does not include pending commitments obtained by President Feltis during his recent tour of key center markets.

Adv. Creators Blamed For Campaign Failures

Raleigh, N. C.—In most ad-campaign failures, "the fault lies with the creator's ineptitude," not with the magazine, newspaper or radio station that carried it and who is "almost invariably" blamed for it. Harry Singer, publisher of Media Digest, told the Advertising Club here last night.

In a sharp attack upon unfit advertising practitioners, Singer said that almost half of the \$3,000,000,000 worth of advertising run last year may prove unprofitable because "many were brought in for reasons which have nothing to do with their abilities.

"Isn't it fantastic that any amateur with \$20,000 in the bank and the 'right' friends can open up an advertising agency and compete with legitimate agencies, then secure recognition from media which are to suffer most from his incompetence," Singer added.

Erickson Promoted

Rodney Erickson, formerly producer of "We, the People," has been promoted to supervisor of programs for Young & Rubicam. James Sheldon, who has been director of the show, now has the double job of producer-director.

AGENCIES

BROOKE, SMITH, FRENCH B DORRANCE, INC., Detroit and New York advertising agency, announces the appointment of William F. Austin, Jr., and Richard Reins as vice-presidents. Austin is a creative supervisor and Reins is executive art director in the agency's Detroit division.

FRANK HARTING has been named assistant to Myron P. Kirsh radio and television executive of Kudner Agency, Inc., it has been announced by J. H. S. Ellis, president of the agency. Since 1943 Harting has been a member of the public relations staff of the agency. For several years prior to joining Kudner, he was a staff member of General Motors' department of public relations.

MCCANN-ERICKSON Rio office has been engaged to handle the advertising for Industrias de Mass Vitaminosas Ltda., local manufacturer of macaroni. For the present the campaign will be confined radio.

EXECUTIVES and department heads from Swift & Co., J. Walter Thompson, McCann-Erickson, and Needham, Louis & Brorby, advertising agencies representing the Swift account, were breakfast guests of the American Broadcasting Companies last week in Chicago's Electric Club where tribute was paid to Swift on the occasion of the company's completion of eight consecutive years' sponsorship of ABC's "Breakfast Club" program.

TOM S. WARD, space buyer with Dancer-Fitzgerald-Sample, Inc., the past year and a half, has been named to work as assistant account executive on the Oxydol account under Mr. Fitzgerald. Before joining Dancer-Fitzgerald-Sample, Ward was with William Esty Company.

SCHOENFELD, HUBER GREEN, LTD., Chicago, has been appointed to handle the advertising for WLS, Chicago.

BMB Statistics

On the eve of the NAB board meeting, BMB headquarters in New York issued a statement on the total number of subscriptions to date. Present subscriber total 819. Of that number 66% are AM; 138 FM and 13 TV stations. Four national networks and four regional comprise the balance.

New AM subscribers are WCOP, Boston and WPLH, Huntington, West Va. FM subscribers are WCOP-FM, Boston; KOMC, FM, Seattle and WPLH-FM, Huntington, West Va.

Potential number of subscribers are 2,100 AM stations, 760 FM and 54 TV stations.

RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



DL. 46, NO. 32

NEW YORK, TUESDAY, FEBRUARY 15, 1949

TEN CENTS

REALIGNMENT OF NAB GETS UNDERWAY

MA, NAB Will Host Essay Contest Victors

Washington Bureau of RADIO DAILY
Washington—The "Voice of Democracy" winners, who will spend next week here as guests of NAB, MA and the Junior Chamber of Commerce, will visit President Truman at the White House, and will be honored guests at a luncheon at which Attorney General Tom C. Clark will present the Harvard scholarships. The four winners are Richard Caves, Everett, Ohio; Charles Kuralt, Charlotte, N.C.; George Morgan, Jr., Hutchin-

(Continued on Page 6)

Former Y & R Executive Named L&M Exec. V-P

Lennen & Mitchell gets a new executive vice-president on March 1 when Bryan Houston, at one time a Y & R v-p, moves in, according to announcement by Ray Vir Den, agency president. Houston, most recently director of information for Paul Hoffman's Economic Cooperation Administration, takes over the title of executive vicepres from Louis W. Thomas who resigned last week. Houston's duties, however, will be different from those which Thomas held down, the latter being in

(Continued on Page 4)

John Shepard III Resigns As Yankee Net Chairman

Boston—The Yankee Network yesterday announced the acceptance of his resignation as chairman and member of its board of directors of John Shepard III.

Shepard was elected chairman of the board of the Shepard stores in Providence, Rhode Island, last week.

Organizational

Eugene McCarthy of CBS, chairman of the radio group of the Cardinal's Committee of the Laity, met with a group of radio and TV personalities at the Hotel Berkshire yesterday for an organizational meeting. The committee will serve with other groups in the solicitation for the 13th annual appeal of New York Catholic Charities.

Home Talent

Fort Worth, Texas—An announcement has been made by the Texas State Network that starting February 20th, a regular weekly broadcast from Texas Senators and Congressmen in Washington will be aired over its 17-station statewide web. "The Texas Forum of the Air" will be heard at 6 p.m. and on the first broadcast Speaker Sam Rayburn, Senators Tom Connally and Lyndon Johnson and Rep. Wright Patman will be heard.

Welles-Type Hoax Tragic In Ecuador

An unheralded radio dramatization of H. G. Wells' novel, "The War of the Worlds," on Saturday turned out to be South America's most costly radio production to-date with the death of six persons, the injury of at least 15 persons and the destruction of a building housing the radio station (HCQRX, Quito, Ecuador) and the newspaper El Comercio.

The panic caused by a similar broadcast by Orson Welles in the

(Continued on Page 2)

Cole Circus Makes Bid For Radio-Movie Names

West Coast Bureau, RADIO DAILY
Hollywood — Operating with a \$500,000 budget to handle radio and movie guest star appearances with the Cole Brothers circus, during the 1949 season Jack Tavlin, the show's

(Continued on Page 2)

Epoch-Making TV Films Based On Eisenhower Book

By FRANK BURKE
Editor, RADIO DAILY

The American Broadcasting Company in collaboration with Twentieth Century-Fox Film Corporation made television programming history yesterday when at a press preview they screened the first two installments of General Dwight D. Eisenhower's book, "Crusade in Europe." It marked that first time major movie producer and a TV

Committees Recommend Tele Dept. To Board And Membership Drive In AM, FM And TV Field

Georgia Radio Station Buys Baseball Club

Augusta, Ga.—The Savannah Valley Broadcasting Co., operators of WBBQ, has purchased the Augusta Tigers Baseball Club for \$58,600 and the 10-year lease of the Augusta ball park.

WBBQ proxy and general manager George G. Weiss said it is planned to utilize the station and the ball club for mutual promotion. The deal is believed to be the first time that a station has purchased a baseball club.

Dual Sponsorship Set For Dodger BB Series

F&M Schaefer Brewing Company of Brooklyn and the Post Cereals Division of General Foods will alternate sponsorship of WMGM broadcasts this season of all Brooklyn Dodger baseball games. Its the

(Continued on Page 6)

NARND Gives Support To Radio Newsmen Bills

Minneapolis—The National Assn. of Radio News Directors will press for passage of "privilege" laws for newsmen of all media to protect re-

(Continued on Page 4)

New Orleans—Realignment plan of the National Association of Broadcasters was given impetus in the past weekend when committee meetings on Sunday devoted the full day to discussions of the group activities within the organization. Members of the finance committee and the re-align-

(Continued on Page 6)

Coast Conference In 'Frisco, Feb. 24-25

San Francisco — Speakers from New York, Chicago, Seattle, Portland, Hollywood and Los Angeles are on the program for the second annual Western Radio Conference to be held here February 24 and 25, according to John C. Crabbe, program chairman.

George Jennings, director of the Chicago Radio Council, and national president of the Association for Edu-

(Continued on Page 2)

TV And Radio Executives Invited By Variety Club

Television and radio executives, along with others in show business, are eligible for membership in the New York Tent No. 35 of Variety Clubs International which is being launched during the next few

(Continued on Page 6)

Puppet's Debut

Howdy Doody, NBC's famed TV puppet, will make his first 'personal appearance' in the company of Bob Smith, his voice and master, at Macy's department store in New York on Feb. 26. The puppet will also have the assistance of Rhoda Mann, animator, and Clarabell, the silent clown, as they celebrate the opening of a "Howdy Doody Ranch."

(Continued on Page 7)



Vol. 46, No. 32 Tues., Feb. 15, 1949 10 Cts.

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

Published daily except Saturdays, Sundays and Holidays at 1501 Broadway, New York, (18), N. Y., by Radio Daily Corp., J. W. Alicoate, President and Publisher; Donald M. Mersereau, Treasurer and General Manager; Marvin Kirsch, Vice-President; Val Adams, Associate Editor; Chester B. Bahn, Vice-President; Charles A. Alicoate, Secretary. Terms (Post free) United States outside of Greater New York, one year, \$10; foreign, year, \$15. Subscriber should remit with order. Address all communications to Radio Daily, 1501 Broadway, New York (18), N. Y. Phone W15consin 7-6336, 7-6337, 7-6338.

WEST COAST OFFICES

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

WASHINGTON BUREAU
Andrew H. Olfert, Chief 6417 Dahlonaga Rd.
Phone: W15consin 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

(February 14)

NEW YORK STOCK EXCHANGE

Table with columns for stock symbols and prices. 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, Zenith Radio.

NEW YORK CURB EXCHANGE

Table with columns for company names and prices. Includes Hazeltine Corp., Nat. Union Radio.

OVER THE COUNTER

Table with columns for company names and prices. Includes DuMont Lab., Stromberg-Carlson, U. S. Television, WCAO (Baltimore), WJR (Detroit).

Wedding Bells

Charles Bill, staff announcer at WJJD, Chicago, and Billie Jenks, member of the WJJD accounting department, were married January 29 in the study of Dr. Preston Bradley of the People's Church.

COMING AND GOING

ERNEST de la OSSA, director of the personnel department at NBC, today is in Washington to address the Armed Forces Industrial College on the subject of labor-management relations.

EDWARD R. MURROW, Columbia network newscaster, tomorrow will be in Washington, D. C., on business.

SPIKE JONES and His City Slickers, now doing a series of one-night stands, will appear today in Savannah, Ga.

JEANIE BURNS, composer-lyricist, has returned from Hollywood, where she had gone to close deals with film companies for several of her films, also to discuss radio and recording deals with several West Coast singing stars.

KENNETH YOURD, Columbia network attorney, and SAMUEL DEAN, treasurer and controller of the network, are in Washington, D. C., on business.

GLORIA KING, radio and video vocalist, is in Miami, where tomorrow she will open an engagement at the Clover Club.

JOHN H. NORTON, JR., vice-president of ABC in charge of the central division, is in New York for conferences with executives of the network.

WILLIAM MURDOCK, sales manager for WOIC, Washington, is expected in New York today for huddles with WOR officials.

JAMES MELTON, tenor, will broadcast tomorrow's 'Harvest of Stars' on CBS from the auditorium of Miami Senior High School.

Welles Type Of Hoax Tragic In So. America

(Continued from Page 1)

United States in 1938 was mild in comparison to the enraged mobs which virtually destroyed Radio Quito Saturday night after it became known that the dramatization was purely fictional and not an actual attack by strange creatures from Mars. Damage was estimated at more than \$350,000.

Indictments have been drawn against the station's director of art and its dramatic director. The owner of the station and newspaper, Don Carlos Mantilla, has denied that he had any prior knowledge of the broadcast allegedly prepared by the two men.

Cole Circus Makes Bid For Radio-Movie Names

(Continued from Page 1)

general manager, and Beverly Kelley, circus publicist, are enroute to Hollywood to line up names for the coming season.

Aside from salary and percentage inducements stars will be offered a private car aboard the circus train with chef, valet or maid and a chauffeured automobile, Kelley revealed. Mitchell J. Hamilburg will book the guest stars and personally handle the tours.

Coast Conference In 'Frisco, Feb. 24-25

(Continued from Page 1)

cation by Radio, will speak with a panel of experts on the session discussing radio for the classroom to be held on February 24. Marjorie McGilvrey of Mauntain View Union High School will be chairman of this forum session.

Among other speakers to be heard are Gerald Maulsby, assistant director of public affairs for CBS in New York, and William Ladd, assistant director of radio education for the University of Washington. Under the chairmanship of Luke Roberts, educational director for KOIN, Portland, they will headline a session titled "Let's Talk about Talk."

An analysis and discussion of radio documentary will be held in a Thursday morning session headed by Inez G. Richardson of Hoover Library and Institute. The guest panel will include Stuart Novins, director of public affairs for CBS in Hollywood; Richard Bertrandias, writer-producer for KNBC in San Francisco; Edgard Willis, San Jose State College, and Stanley Donner, newly appointed director of radio for Stanford University.

Heavy Increase Noted In Can. Radio Licenses

Montreal—A heavy increase in radio licenses has been noted by the transport department.

Transport Minister Chevrier tabled in the Canadian House of Commons a return showing that in the first three quarters of the 1948-49 fiscal year, more licenses were issued than in the entire 1947-48 fiscal year.

In the period from last April 1 to Jan. 1, a total of 1,999,880 licenses were issued compared with 1,944,027 in the 1947-48 fiscal year—the 12 months ended last March 31.

Stork News

Hollywood—Jack Roarke is the father of a six-pound, eight-ounce girl born Saturday to Mrs. Roarke at the Cedars of Lebanon Hospital. Mrs. Roarke is the former Joan Lane, for several years trade press editor at CBS in New York. Father is head of the production organization bearing his name.



Spotlight

There's a gang of skaters on that ice . . . but the light is focused on the star. It's always been that way with champs.

Accustomed as we are to spotlights . . . we still feel pretty good every time smart time buyers ask "How about that independent station down there in Baltimore?"

They could only be talking about W-I-T-H, the successful independent in this big town. And the reason could only be that W-I-T-H produces more listeners-per-dollar-spent than any other station in town.

That's a big fact to keep in mind at budget time.



AM W-I-T-H FM

Baltimore 3, Maryland

TOM TINSLEY, President
Represented by Headley-Red

10 YEARS AGO TODAY

From the Files of Radio Daily

WCNW, celebrated its 13th anniversary with a broadcast from its new Manhattan studios. . . . A two-year scholarship at the RCA Institute will be offered annually by the Veteran Wireless Operators Association, according to J. R. Poppele, chairman of the committee. . . . Max Gordon, Broadway producer, will advise and assist NBC in the production of television programs. . . . General exodus of film stars from radio is believed to be directly responsible to the long-threatened crack-down on radio commentators who concern themselves with news and gossip of the film industry.

Advertisement for WIBW featuring a map of Kansas and the text 'SALES MAGIC in the "/>

UNITED NOW OFFERS

OVERNIGHT FLIGHTS TO HAWAII ***WITH THE ONLY SLEEPER SERVICE***



United Air Lines now offers overnight sleeper service to Hawaii with its famous DC-6 Mainliner 300s, which are already providing the fastest, finest flights to Honolulu on daylight schedules.

DC-6 Mainliner 300s leave the East Coast at noon, Chicago in midafternoon, to make direct connections with this sleeper flight in San Francisco. You leave San Francisco in the evening, retire in complete privacy in a comfortable, full-size berth, and awake refreshed in Hawaii the next morning.

FASTEST, FINEST SERVICE

Spacious reclining seats are available in the forward compartment of the overnight DC-6 sleeper planes for those who do not wish berths. But whether you take the day or night flight... whether you occupy a berth or not, United offers the best in air travel to Hawaii: finest meals aloft... "Service in the Mainliner Manner"... stroll-about spaciousness... pressurized-cabin comfort... and the 300-mile-an-hour speed of the DC-6 Mainliner 300, which wings its way from California to Hawaii in just 9½ hours.

Attractive, low fares

*Daily daylight service now.
Four overnight flights weekly—
starting March 3.*

*the Main Line Airway
takes you nearly everywhere*

SEE YOUR TRAVEL AGENT or visit any
United ticket office for reservations.



PROMOTION

HPL Booklet

"A Clean Sweep for a New Broom," illustrated booklet with text, designed to promote the CBS Housewives Protective League program service, was mailed this week to the Radio Sales Agency and client lists, as well as the 1,500 names on the HPL Food Brokers' List. Booklet cites the case of The Lorenz Broom Company of Southern California and the success it enjoyed in the sales of a new sponge rubber broom when the HPL promoted the product on the air.

Popularity Contest On WBMD

Program conducted by disk jockey Ralph Powers over WBMD, Baltimore, Md., is getting an overwhelming mail response to its series of popularity contests to single out various local citizens. Listeners are asked to vote for such persons as the most courteous policeman, best liked school teacher and the politest retail sales clerk. Winner in each category gets a free trip to New York and the runners up in the contest get smaller prizes.

Former Y & R Executive Named L&M Exec. V-P

(Continued from Page 1)

charge of creative production at the agency.

Vir Den also announced the promotion of John G. Schneider, veepee and copy chief, to copy director in charge of all copy activities. Schneider has been with L&M for four years.

Houston was with Y&R from 1935 to 1946, serving as a sales and merchandising specialist, account supervisor and veepee in charge of new business. In 1946 he joined Pepsi Cola Co. as executive veepee and remained there until last June. Houston worked for Tide Water Oil Company of New Jersey from 1921 to 1930 and the Standard Oil Company of Ohio from 1930 to 1935.

Theater Wing Included In WNYC Music Fete

The American Theater Wing broadcast, "Music on the Wing," will be extended as part of the "American Music Festival" on WNYC, today, 6-6:45 p.m., when young Broadway professionals will present the cavalcade of hit tunes of the 1920's up to the death of George Gershwin.

Revamping Program Sked

WGHF-FM, the New York city outlet for the Rural Radio Network, has decreased temporarily its daily broadcast period from 6 a.m. to 11:30 a.m., closing at its regular time of 9:30 p.m. James MacDonough, general manager, explained that the station is revamping its entire programming schedule during its reduced broadcasting period.



Mainly About Manhattan. . . !

● ● ● Looks like NBC has won the battle of Bob Hope and the ski-nosed comic will stay on the web next season plus doing a TV series originating in H'wood and kinescoped to the East. (NBC is also putting up a strong pitch to keep Fibber McGee & Molly from straying to greener pastures). . . . Look for Jack Benny to return to films in "Time For Elizabeth," with Benny starring and co-producing with Groucho Marx and Norman Krasna. . . . Robert Q. Lewis may take over "Sing It Again" if the giveaway loses the telephone gimmick setup via FCC. . . . Rexall prez, Justin Dart, reported mighty unhappy over Phil Harris' refusal to switch to CBS. (Harris is determined to stand on his own). . . . Much eyebrow raising in trade circles over Admiral Corp. 8 million dollar budget for video, papers and mags—but no radio outlay. . . . Petrillo has given musicians permission to donate their services to Veterans Administration recorded series, "Here's To Veterans," and name bands will be used starting in June. . . . Typographers' annual demand for more dough will give advertisers one more reason to turn to radio. . . . It's a renewal (10th year of sponsorship) for "Dr. I.Q." on NBC effective March 28th for 52 weeks. Current sponsor has had the show for 7 years. . . . J. B. Williams Co. buying "Look, Ma, I'm Acting" TV series—their first entry into radio or TV since "True or False" some years back.

☆ ☆ ☆ ☆

● ● ● A group of press agents were discussing their clients in Lindy's. "What I want," dreamed Lee Solters, "is a client who doesn't open his mouth when there's nothing in the papers." His partner, Larry Gore, yawned. "What you mean," he corrected, "is a client who doesn't open the papers."

☆ ☆ ☆ ☆

● ● ● Leonard Lyons reports that Fred Allen sat in Toots Shors' after his broadcast Sunday nite discussing his agents' proposals for the renewal of his radio program. When Allen was asked whether Bill Paley of CBS had approached him, he replied: "Paley has been going about it alphabetically. He's negotiated with Amos 'n' Andy, Benny, Bergen, Crosby, Gardner. He's skipped Allen, which means that he either can't spell or that he's run out of money." And when Fred learned that CBS had borrowed money from the Prudential Life Ins. Co., he said, "When a guy's insurance policy comes due, instead of money, he may wind up with Lum 'n' Abner!"

☆ ☆ ☆ ☆

● ● ● Prof. Quiz, radio's genial pioneer quizmaster, thinks he has solved the mystery of why housewives are better contestants than professionals, such as lawyers, newspapermen, school teachers, etc. "To a housewife," he says, "I'm just another person they have to try to outwit. All day long, they battle butchers, peddlers, store clerks, salesmen, etc. I'm just another man on a housewife's list."

☆ ☆ ☆ ☆

● ● ● SMALL TALK: Bob Novak turned in his resignation at H. B. Humphrey agency (where he produced "Great Scenes From Great Plays"). Show goes off the end of this month and returns in September. Novak, meanwhile, is being handled by MCA's Bobby Sanford who has lined up a five-a-week telebranded series plus a new talent television show. . . . Modell & Harbruck reading a two-hour TV series, 6 days a week on WJZ for Anne Russell, homemaker authority. . . . Announcer Bill Rogers looking for an architect to build a ranch-type solar house in Greenwich, Conn., where he just bought himself a 2 and 1/2 acre plot. . . . Here's an idea we wish N.Y. would "borrow." The Ford dealers in Chicago have bought a 15-minute nightly series of film highlights of the day's ball games out there.

CHICAGO

By NAT GREEN

NORMAN BARRY, "R.F.D. America" announcer, has been awarded first place among NBC announcers in the annual H. P. Davis Memorial Award contest.

John Balaban, head of the television station WBKB, has been named vice-chairman in charge of special assignments for Chicago's 1949 Red Cross campaign.

Entire crew of the WLS "National Barn Dance" program are throwing a farewell party today, February 15, for Rex Allen, who is leaving WLS to go to Republic Pictures. The doings is to be held at the Svithoid Singing Club.

Ernie Shomo, sales manager, and John Farwell, sales promotion manager of WBBM, left Sunday for a business trip to New York.

The "Virginia Gale Program," starring Virginia Clark, made its WGN debut yesterday, Feb. 14. It is a five-a-week program of home making tips and information, and will be heard at 10:45 to 11 a.m.

Barabara Moro and Eleanor Engle, young Chicago radio actresses, have gone into the millinery business. Miss Engle is hostess on WBBM's "Music Please" show.

Courtesy Motor Sales of Chicago through the Malcolm-Howard agency, will commence sponsorship of weekly wrestling telecasts from Rainbo Arena over WENR-TV on February 16. Wayne Griffin will announce, and commercials will be live telecasts.

Bill Bailey, formerly of WOWO Fort Wayne, Ind., has joined the WLS announcing staff.

Frank Murphy, who has been associated with ABC for the past year has been named guest relations head of the network's Chicago offices, replacing Henry Schaefer, who has been made night service manager.

NARND Gives Support To Radio Newsmen Bill

(Continued from Page 1)
porters for newspapers, radio, TV and facsimile from being forced to reveal their sources of information. It has been announced by the NARND board of directors.

The organization has simultaneously issued an appeal to the House Un-American Activities Committee to rescind the ban against radio, TV and newsreel coverage of public hearings on the ground that such ban sets "an unfortunate precedent which could have an adverse effect for years to come."

New Giveaway On WINS

WINS inaugurated a new "giveaway" gimmick last night in which the winner who correctly identifies the weekly sports personality on "Yankee Report to the Fans" will be given a season ticket to all home games at the Yankee Stadium. The program is aired Mondays, 7:45 to 8 p.m.

EQUIPMENT

Wise Joins Philco Corp.

Roger M. Wise, one of the nation's leading authorities on electron tubes, and his group of experienced tube engineers are joining the technical staff of Philco Corporation, which is acquiring the assets of Roger M. Wise, Inc., it was announced by William Balderston, president of Philco.

Mr. Balderston indicated that the personnel of the Wise organization, formerly located at Rockville Center, N. Y., will occupy new laboratories in the expanded modern plants of the Lansdale Tube Co.

Roger M. Wise, president of the firm bearing his name, has more than 30 years of experience in the radio industry and has been associated with the Philco engineering program since 1926. After serving as a Chief Electrician (Radio) in the Navy in World War I, he became chief engineer of E. T. Cunningham, Inc. and in 1929 joined what is now Pennsylvania Electric Products, Inc. He was made director of engineering for Sylvania in 1943 and vice-president in charge of engineering a year later, resigning in December 1945 to form his own firm of tube consultants and engineers.

RCA Appointments

Appointment of Charles P. Baxter to the newly-created post of assistant general manager of the RCA Victor Home Instrument Department was announced this week by Henry G. Baker, general manager of the department. Mr. Baxter was formerly controller of the home instrument department.

At the same time, Mr. Baker announced that George K. Bryant, formerly general plant accountant for the home instrument department, would succeed Mr. Baxter as controller.

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 4-10, 1949

TITLE	PUBLISHER
A Bluebird Singing In My Heart.....	Advanced
A Little Bird Told Me.....	Bourne
A Rosewood Spinnet.....	Shapiro-Bernstein
Brush Those Tears From Your Eyes.....	Leeds
Buttons And Bows.....	Famous
By The Way.....	Bregman-Vocco-Conn
Down Among The Sheltering Palms.....	Miller
Down By The Station.....	American Academy
Far Away Places.....	Laurel
Galway Bay.....	Leeds
Here I'll Stay.....	Chappell
Hold Me.....	Robbins
I Couldn't Stay Away From You.....	Johnstone-Montel
I Got Lucky In The Rain.....	Sam Fox
It's A Big Wide Wonderful World.....	Broadcast Music
I've Got My Love To Keep Me Warm.....	Berlin
Lavender Blue.....	Santly-Joy
Little Jack Frost Get Lost.....	Henry Spitzer
My Darling, My Darling.....	E. H. Morris
On A Slow Boat To China.....	Melrose
Powder Your Face With Sunshine.....	Lombardo
Pussy Cat Song.....	Leeds
Red Roses For A Blue Lady.....	Mills
Say It Isn't So.....	Berlin
So Dear To My Heart.....	Santly-Joy
So In Love.....	T. B. Harms
Someone Like You.....	Harms
Tara Talara Tala.....	Oxford
Underneath The Linden Tree.....	La Salle
Who Hit Me.....	Southern
You Was.....	Crystal
You Were Only Fooling.....	Shapiro-Bernstein

Second Group

TITLE	PUBLISHER
As You Desire Me.....	Words & Music
Beyond The Purple Hills.....	Goldmine Music
Bouquet Of Roses.....	Hill and Range
Candy Kisses.....	Hill and Range
City Called Heaven.....	Warren
Cruising Down The River.....	Henry Spitzer
Cuanto Le Gusta.....	Southern
For You.....	Witmark
Girls Were Made To Take Care Of Boys.....	Remick
Green-Up Time.....	Chappell
I Love You So Much It Hurts.....	Melody Lane
Just Reminiscing.....	Encore
Look Up.....	Patmar
Money Song.....	Crawford
My Own True Love.....	Paramount
Once In Love With Amy.....	E. H. Morris
One Sunday Afternoon.....	Remick
Pretty Baby.....	Remick
Sunflower.....	Famous
These Will Be The Best Years Of Our Lives.....	Robbins
When You're In Love.....	Crawford
You You You Are The One.....	Campbell

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

NEW STATIONS

New Vets Station

WMOR, new FM station promoted by a group of World War II veterans, is scheduled to go on the air late this month. A 72-foot antenna is now being erected atop the Randolph Towers building in the Loop. Station will operate at 102.7 megacycles and will have a power of 40,000 watts.

Ralph J. Wood heads the group of ex-service men who are establishing the station, and the group includes David Pivan, who is chief engineer; Jules Pewowar, program director; Sanford Wolff, legal counsel; Paul Sanders, sales manager; Steve Wood, continuity editor, and Herb Kraus, promotion. Several Chicago business and professional men, including Dario L. Tofinetti, restaurateur; Maurice Alexander, lawyer, and Prof. Nicholas Cheronis of Wright Junior College, have aided in the development of the station.

WNNJ-FM On Air

Paterson, N. J.—WNNJ-FM went on the air February 1st at 3:00 p.m. with its initial broadcast. Numerous messages were received at the station from civic leaders, state and governmental officials in New Jersey, Washington, and New York offering best wishes and fullest cooperation in WNNJ-FM's policy of maximum public service programming. The station operates at 103.5 megacycles, on a power of 20,000 watts and is an affiliate of WPAT. For the present, the FM station will be heard from 3:00 to 9:00 p.m. daily.

Joins WCBS Staff

Kim Gregory, formerly associated with the CBS news department, has joined the directors' staff of WCBS, New York, effective immediately, it was announced yesterday.

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

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

Realignment Of NAB Before Assn. Board

(Continued from Page 1)
ment committee seemed agreed that NAB should devote more time to the development of a television department. In this connection it is expected that the board will be asked to approve the hiring of a TV expert with top NAB executive status with the possible rank of vice-president.

Another aspect of the realignment plans call for a vigorous membership drive among the AM, TV and FM broadcasters. This drive was reported to have been discussed by the full board yesterday and will be launched during the coming NAB convention which will be held in Chicago next April.

Two board members were missing when the first session was called yesterday. Those unable to be present were Harry Bannister, WWJ, Detroit, and Willard Egolf, WBBC-FM, Bethesda, Maryland.

Problems incident to the Second Study of BMB and the All-Radio Representation were on the agenda for discussion by the board. Sessions are expected to continue throughout Wednesday.

Dual Sponsorship Set For Dodger BB Series

(Continued from Page 1)
second year for General Foods but the first for Schaefer which fills the spot left vacant by Old Gold.

Schaefer also signed to sponsor television coverage of all Dodger home games at Ebbets Field over WCBS-TV. Agency for the beer company is BBD&O while Y&R handles the General Foods' account.

There is still no announcement on how many announcers will be connected with radio and television coverage of the Dodgers and the holdup is believed to center somewhat on the disposition of Ernie Harwell. Red Barber and Connie Desmond will definitely be on the scene but it's understood that Barber wants to cut down on his travelling his year and may work mostly in Brooklyn. On this basis Desmond and Harwell would be the pair assigned to work most of the Dodger road games. All three sportscasters would split up the television duties.

The entire baseball picture for New York in the coming season is nearly complete now with the signing of Al Helfer to be the second man to Russ Hodges for the Giant games over WMCA. These broadcasts will be sponsored by Chesterfield. Helfer has been out in Cincinnati the last few years but from 1939 to 1941 worked with Red Barber in reporting the Dodger games over WOR. Since that time, following service in the Navy, he has done various sports assignments and also handled news jobs for Mutual.

New York Yankee games will be aired over WINS under sponsorship of Ballantine and White Owl. Announcers are Mel Allen and Curt Gowdy.

SOUTHWEST SIDELIGHTS

CLIFF WARREN, KTSA, San Antonio, "Singing Cowboy" will appear at the Houson Fat Stock Show, as a featured vocalist. Warren has just returned from the nation's capital where he participated in many functions of the Texas delegates to the inauguration.

The FCC has approved the sale of KBST, Big Springs, from the Big Springs Herald Broadcasting Co., to the Big Spring Broadcasting Co., for a consideration of \$265,000. Outlet operates on 1490 kilocycles with a power of 250 watts. William J. Wallace, general manager of KBST, is president of the new group and has a 40 per cent interest. Others include Howard Barrett, Lewis O. Seibert and R. H. Whipkey, each with 20 per cent interest.

"Mike Mysteries" has made its debut as a studio presentation each day Monday through Friday over WFAA and WFAA-FM, Dallas. With popular music featured, the story of a crime is related and the listener is given an opportunity to guess the solution before it is revealed at the end of the program.

Dr. Tate Miller, president of the State Medical Association of Texas, was interviewed by Corwin Riddell over WRR, Dallas, in a special broadcast with reference to the "Minimum Standards Bill" which is considered the most important health legislation presented to the citizens of Texas in recent years.

Bill Shomette, farm and ranch director of WOAI, San Antonio, interviewed Sylvan Pauley, president of the Wool Growers' Association and J. M. Jones, secretary-treasurer of the organization in the WOAI studios on Feb. 5 with the broadcast cut in on the NBC National Farm and Home Hour. Andy Adam, radio director for A&M College Extension Service, interviewed Sayers Farmer, president of the Texas Sheep and Goat Raisers' Association and Stanley Davis in charge of wool and mo-

TV And Radio Executives Invited By Variety Club

(Continued from Page 1)
months. The international was originally started by members of the film industry but its membership is open to all execs connected with the entertainment world.

First event in connection with the setting up of the New York Tent is a benefit premiere of Allied Artists' "Bad Boy" at the RKO Palace Theater on March 8. Proceeds will be used to cover organizational expenses for the tent. Co-chairman for the movie premiere are Charles Schlaifer of 20th Century-Fox and Robert Weitman of the Paramount Theater.

Variety Clubs' New York tent is expected to get its charter next October when the international holds its midsummer meeting here. Pending the establishment of club rooms, which may be located in the

hair investigations for Texas A&M College.

The staff of KCOR, San Antonio, went all out in the promotion of the "March of Dimes." Jimmie "Deacon" Smith, emcee of the "Tippin In" airings heard daily arranged for a March of Dimes Frolic and Boogie Woogie Ball at the Woodlake Country Club at which A. J. Johnson and his orchestra provided the music. Through special arrangements with the Colored Musicians Union, a special Jam Session was held. All proceeds were turned over by KCOR as part of the contribution for the Colored population of the city to the fund. Charles Moss, emcee of the KCOR's American Folk Time participated in a Hillbilly March of Dimes dance, which was staged at Helotes, Tex.

William Bennett, general manager of KTHT, Houston, has returned from a business trip to New York City. He also conferred with Mutual network officials in New York for which KTHT is affiliate.

Exclusive coverage of the Dallas Golden Gloves Tournament was presented over WFAA, Dallas. Ralph Widman presented the blow by blow account of the matches while color was supplied by Howard Bogarte.

Application has been filed with the FCC by KSTV, Stephenville, for permission to switch to a new dial setting. Request asks change from 1510 kilocycles to 1240 kilocycles with 250 watts power, and from daytime only operation to full time. Outlet is owned and operated by Doyle E. Collup.

Wed Howard, former staff announcer for WFAA, Dallas, has resigned to join the staff of KMOX, St. Louis, in a similar capacity.

Mrs. Delila Lewin, former national advertising manager of the Lufkin Daily News, has assumed the traffic manager position with KTRE, Lufkin, Tex. She is the wife of the KTRE manager, Richard Lewin.

Will Aid Servicemen In Building Business

Harrisburg, Pa.—Philco corporation will try to help the 30,000 members of its service division build their business, James M. Skinner, Jr., v-p in charge of service and parts told the Radio Servicemen's Assn. of Pennsylvania at a luncheon yesterday.

"The independent servicemen has been the major factor in keeping our products working," Skinner said, adding, "We are trying to cooperate in every possible way, with technical manuals and test equipment, with consultation by factory and distributor field service engineers, and with special training courses in such new fields as television."

Hotel Astor, temporary offices have been set up in the Paramount Building through the courtesy of the Chemical National Bank.

RMA, NAB Will Host Essay Contest Victors

(Continued from Page 1)
son, Kansas, and Kerron Johnson, St. Paul, Minn.

Their week in Washington will begin Monday with a tour of the city, including the Washington Monument and the Lincoln Memorial. At 11:30 they will meet the President.

The White House visit will be followed by lunch in the Senate restaurant with their home state Senators, and visits to both Houses of Congress, guided by John Edwards, ABC newsmen.

Will Salute Birthday

On Tuesday, the four young winners will celebrate the birthday of George Washington with a visit to Mount Vernon. After a continued tour of other points of interest, they will be entertained at lunch at the National Press Club, with radio and press newsmen as guests. The afternoon will be given over to a continuation on their sight-seeing tour of the Nation's Capital.

The awards luncheon, which will be attended by about 200 distinguished guests, is scheduled at 12:30 p.m. on Wednesday, in the Statler Hotel.

Thursday and Friday will be devoted to a trip to restored colonial Williamsburg, during which the winners will be entertained at a luncheon and a dinner at the Inn. The Williamsburg trip, guided by the "Voice of Democracy" committee chairman, Robert K. Richards, will close the week of entertainment.

Educational Conference Planned For Michigan

Richard Hull, president of the National Association of Educational Broadcasters, will be one of the principal speakers at the fourth annual Michigan Radio Conference to be held Friday, March 4 at Michigan State College, East Lansing.

The conference, titled "Radio Serves in a Democracy," is for the purpose of bringing about closer cooperation between radio stations and schools. Radio executives, school administrators, teachers and civic groups will attend the all-day conclave which begins at 9 a.m. in the foyer of Fairchild theater.

Joan Fontaine to Star

Joan Fontaine will star in James Hilton's dramatization of his novel, "Random Harvest," on the Hallmark Playhouse, Feb. 17, 10 p.m., EST, over CBS.

COCKTAIL CULTURE, NO!

Just an eye catcher. Wanted, a job. External: Male, 29; a smattering of exp. includes radio program, some publicity, writing, acting training, type-clerking. Internal: Ambition, ideas, talent. Salary secondary to possibilities. Write Box 212, Radio Daily, 1501 Broadway, New York City.

TELEVISION DAILY

Action of RADIO DAILY, Tuesday, February 15, 1949 — TELEVISION DAILY is fully protected by register and copyright

COLOR TELE FOR MEDICAL USE

TELE TOPICS

THE ADVANTAGES of NOT doing an hour-long show every week are best demonstrated by the one-a-month "Ford Theater." The program has done five shows to date, and every one has been an excellent production. The present timetable calls for two shows a month beginning in the fall, and a weekly schedule sometime afterward. When that happens, I hope at least two production units will be assigned. . . . So many superlatives have been applied to "Ford Theater" in this corner that it is difficult to think up new ones for Sunday nite's airing of "The Silver Cord," by Sidney Howard. Suffice to say that every facet of the production was outstanding. Meg Mundy, as Christina, and Will Hare, as Robert, turned in exciting performances. Just a shade below were Mady Christians, Karl Weber, and Louis Wheeler, and John McGovern in a bit role. Marc Daniels' effective direction made the most of Ted Mabeley's skillful adaptation and Samuel Leve's sets. Music was by Ben Ludlow. Garth Montgomery produced. . . . The only fault with the program was in the commercials, which were done live from a Ford showroom. The Ford people and their agency, Kenyon Eckhardt, must know where their sales come from, but it was most disconcerting, to me at least, to see an automobile offered not as a mode of transportation but as a fashion accessory. Don't men buy cars any more, Mr. Ford?

ROBERT ROBINS, who was instrumental in establishment of the common carrier principle for the coaxial cable back in the '30s, will re-enter the Washington arena shortly as representative for a group of independent stations and equipment manufacturers. . . . Jo Ranson and Dick Pack are collaborating on a new book, "Opportunities In Television," to be published by Vocational Guidance Manuals in the fall. . . . Bristol-Myers, for Ipana, will sponsor the CBS "Lucky Pup" show two days a week. . . . Feb. 27 has been set as the starting date for "The Lambs Gambol" on NBC, bankrolled by General Foods (Maxwell House) through Benton & Bowles. Show replaces "Meet The Press." . . . Up in Boston, the National Shawmut Bank is going into tele in a big way. Bank sponsors the INS-Telenews daily newsreel on WNAC-TV and WBZ-TV, and has just added the weekly reel on the Westinghouse outlet. . . . C. E. Hooper will outline his telecasting plans when he addresses the ATS luncheon at the Hotel Roosevelt tomorrow. . . . A new talent show, for classical artists, bows in over ABC Saturday nite. Title is "The Jacques Fray Music Room." Packaged by Fray, program will be directed by Babette Henry. . . . Torchlight Productions, a non-profit package house, has set up offices at 229 West 42nd St.

Epoch-Making TV Films Based On Eisenhower Book

(Continued from Page 1)

Twentieth Century-Fox, brought applause from 100 representatives of the press. They saw the stirring events of Germany's power drive that brought the fall of Poland, Czechoslovakia, and France; they watched Hitler, Mussolini, Goering and others strut and rave; they viewed actual pictures of the blitz over England and its devastating effects; heard the militant and reassuring voices of Churchill, Roosevelt, MacArthur, and others as they shared the history-making events that led to Pearl Harbor.

Using the documentary technique and basing the film's action on General Eisenhower's "Crusade in Europe" the series will represent the best of 160 million feet of war films obtained from various sources, Richard de Rochemont, March of Time producer, revealed. He added that the U. S. Army has 100 million feet of negative, the Air Force, 15 million, Marines, 7½ million and the Navy, 15 million feet. Other sources included O.W.L., British Information Service, and allied government agencies.

Mark Woods, president of ABC, said the series is now being offered for commercial sponsorship. It is a \$390,000 package with \$15,000 being

asked for each of the 26 installments. The sponsor, Woods explained, will have the exclusive rights for first, second and third TV runs of the series providing the series are used within a 21 month period.

Spyros P. Skouras, president of Twentieth Century-Fox, introduced the ABC president and Edward J. Noble, chairman of the board. Mr. Skouras emphasized that these "Crusade in Europe" documentaries were produced exclusively for TV and that this marked the first time a major studio had made an important feature series for video consumption.

Nine of the series have been produced. Each runs about 25 minutes and unfolds in serial form the running story of General Eisenhower's book.

Among those who gathered for the evening yesterday was Henry Luce, Time-Fortune; Douglas M. Black, president of Doubleday and Company; Robert Kintner, executive vice-president of ABC; Charles "Bud" Barry, vice-president in charge of TV with ABC; Paul Whiteman, Jack Allicoate, Abel Green, George Rosen, Ben Gross, Jack Gould, Wayne Oliver and John Cooper of the press and wire services.

Fine Grain Positive Urged For TV Movies

West Coast Bureau, RADIO DAILY
Hollywood—Substitution of low contrast, fine grain positive film for standard projection prints, and use of 35 mm. instead of 16 mm., would improve considerably the reproductive quality of motion pictures on video, according to James Gordon, 20th Century-Fox engineer, in a paper presented to the American Society of Cinematographers TV research committee.

Standard projection print has a high contrast and wide brightness range necessary for the theater but more than the tele transmitter can accommodate, Gordon said. Attempted adjustment results in empty shadows and monotonous highlights on the kinescope, he continued.

Gordon's paper, which will be published in a forthcoming issue of the ASC journal, said that when TV film producers can afford to use 35 mm. film and equipment, instead of

WCBS Signs Schaefer For Dodgers Baseball

F. & M. Schaefer Brewing Co. will sponsor pickups of all home games of the Brooklyn Dodgers during the 1949 baseball season, it was announced yesterday by David Sutton, TV sales manager for CBS. Contract calls for 77 games including 21 night contests. BBD&O is the agency.

Signing of Schaefer insures commercial status for video coverage of New York's three major league teams. The Giant games will be sponsored by Chesterfield over WPIX. Yankees schedule will be carried by WABD under joint sponsorship of Ballantine and White Owl.

In the event that a night game conflicts with CBS network commercials, the game will be carried by another station, probably WOR-TV, which goes on the air in early summer.

16 mm. reduction prints, the definition now lacking in televised films will be present.

CBS To Exhibit System At June Meet Of AMA

Philadelphia—Use of color tele for teaching surgery and medicine will be demonstrated at the annual meeting of the American Medical Association at Atlantic City in June, under a plan completed by Smith, Kline & French, Philadelphia pharmaceutical firm, and the University of Pennsylvania. Pickups will be made by CBS in cooperation with Zenith and Webster-Chicago.

Continuously for four days at the AMA meet, surgery and diagnostic and other medical procedures at the Atlantic City Hospital will be scanned in color and fed via closed circuit to Convention Hall. Similar demonstrations will be conducted by SK&F at other major medical meetings.

System Demonstrated Previously
The color setup to be used is the same mechanical system that has been demonstrated to the trade and the FCC by CBS. Two special pieces of equipment are being constructed. One is a small camera which will be mounted on a special stand so that it may be easily maneuvered over an operating table or in other positions. Light requirements for the camera are said to be well within those normally used for surgery.

The other unit is a mobile control desk 52 by 33 inches and designed for operation by a single technician. Video portion of the pickups will be carried by coaxial cable or microwave relay and audio via telephone lines. Required video bandwidth is four mc.

Twenty receivers will be set up in Convention Hall for the demonstrations.

According to Harold E. Stassen, president of the University of Pennsylvania, the school plans to incorporate color tele facilities in a projected \$10,000,000 addition to its medical center.

School Tie

Shakespeare's "Julius Caesar" in its entirety will be scanned by NBC from the Elizabethan playhouse of the Folger Shakespeare Memorial Library in Washington on April 3, from 3:30 to 5 p.m., under sponsorship of Socony-Vacuum Oil Co. Produced by the Amherst College Masquers, program will be aired in 14 cities. Charles R. Denny, NBC executive vicepres., and several Socony board members are Amherst alumni.

AGENCIES

EXTENSIVE ADVERTISING campaign to acquaint Americans with the development and progress of the Dominican Republic is about to get under way. The campaign, being sponsored by The Dominican Republic Development and Tourist Commission, is being prepared and placed by the Charles W. Hoyt Company.

COURTLAND D. FERGUSON, INC., Washington, Baltimore and Richmond Advertising Agency, announces the appointment of William R. Groome as radio director of the Agency. Groome is transferred from account executive work to head the radio department. Prior to coming to the agency, he was connected with WOOK, Washington.

W. P. BOOTH, until recently with the Biow Agency, will join Ted Bates & Company as an account executive today, February 15. Before the war he was with the Kudner Agency serving as account executive for Goodyear Tire & Rubber Company. Prior to that he was with Pedlar & Ryan for one year on the Bristol-Myers account.

SAYMAN PRODUCTS COMPANY, St. Louis, has appointed the Olian Advertising Company to handle its account. Products to be advertised include Sayman Vegetable Wonder Soap, Dojean Lanolated Soap, Sayman Salve, Sayman Liniment, and Jitterbug Insect Repellent. National magazines, newspapers, and radio will be used.

Newscaster's Campaign Changes License Law

An example of radio's weight and prestige as a community factor is demonstrated by newscaster Lyle Van's campaign via WOR against the ticket chiseling racket which brought action by the New York City Council strengthening the city's licensing law. Councilman Edward Vogel of Brooklyn admitted that his introduction of the amendment came as a direct result of Van's disclosures on the racketeering and that the adopted amendment should be called the "Lyle Van Bill."

Van teed off last year against the practice of distributing most all of the medium priced tickets for a Madison Square Garden event to brokers, thus making them unavailable at the box office. The newscaster also exposed scalping at the box office and an employee was convicted but freed on appeal because the law applied only to the licensee of amusement premises or his employees. Vogel's amendment passed by the City Council plugs this loophole by applying the law to any person working on licensed premises.

On a WOR broadcast, John M. Canella, City Commissioner of Licenses, commended Van for his public service efforts in bringing the ticket situation to light.

COAST-TO-COAST

Shoppers Series On WFIL
Philadelphia, Pa.—A new series featuring Howard Jones, disc jockey, will be broadcast each Monday, Wednesday and Friday over WFIL. The series is entitled "Mrs. Philadelphia Goes to Market" and will be broadcast from a well-known super market in the Philadelphia area with Jones interviewing shoppers in an informal quiz. Persons interviewed who answer questions correctly will be awarded store merchandise as prizes.

Durham Emcee Over WONS
Hartford, Conn.—The local representative of the Connecticut Chronicle, Ernie Durham is the first Negro radio emcee in Hartford's radio history. Durham will preside over the "Bop Club" each Friday from 11:15 p.m. to midnight on WONS and he will spotlight the new music idiom, be bop and progressive jazz. Durham expects to feature such exponents of "bop" as Dizzy Gillespie, Charlie "Yardbird" Parker, Ted Dammeron, Ella Fitzgerald, Sarah Vaughan, Billy Eckstine, Illinois Jacquet, Woody Herman and Stan Kenton.

Career Clinic For WKBN
Youngstown, Ohio—Career guidance is the basis of WKBN's student series, "Career Clinic" aired Saturday mornings at 10:30. A guest speaker is invited to each program to participate in outlining his or her profession to the student body of the school from which the "Clinic" airing originates. Program Director Baldwin Harper and Sports-caster Don Gardner of WKBN, who are speech teachers in the high schools of Youngstown and vicinity, work hand-in-hand to produce the program with the co-operation of students.

WWSW Has Camera Club
Pittsburgh, Pa.—The "Peoples Camera Club of the Air" was launched recently on WWSW and subsequent "radio meeting" will be aired every Friday evening from 7 to 7:15 p.m. Meeting on the air will feature a board of experts from various fields of photography who will discuss pros and cons of picture-making methods and answer questions submitted by club members. Fred Jayner will act as moderator.

WNJR News Staff Moves
Newark, N. J.—The News Department of WNJR, formerly quartered in the Newark News Building, has been permanently re-located in the newsroom of the station's studios at 91 Halsey Street. Although the department has been physically removed from the newspaper, it still will utilize the 500-man local, state, national and international news-gathering facilities of the Newark News in addition to its regular UP and INS wire services.

Marx Heads B. S. Troop 3
Oklahoma City, Okla.—Jerry Marx, handicapped KOMA newscaster, heads one of the most unique Boy Scout Troops in America and the only one of its kind in Oklahoma, Troop No. 3, with 22 members who, like Marx, are crippled, and have little chance for outside activity such as games and hikes. But Marx explains that special substitute work is authorized by national headquarters so they can become achievement scouts. He also points out that the boys will go through all scout work that is possible.

WISN "Red" Faced Announcer
Milwaukee, Wis.—Said the WISN announcer "Moderator of 'Your Question, Please' is Miss Gertrude Puelicher, widely known author, communist (columnist), speaker and civic leader."—Radio-wise Miss Puelicher stifled a laugh and picked up her cue. The only thing "Red" around the studio was the announcer's face. The program, which will shortly celebrate a year of broadcasting, is a panel discussion of teen-age problems and is a public service of WISN in co-operation with Junior Achievement, Inc. P.S.—The announcer is still employed.

KCKN Plays Records Backwards
Kansas City, Kans.—"Naming the title of a record played backwards" is a new full-hour prize giveaway feature to be heard on KCKN each Saturday for 52 weeks. The names selected at random from the greater Kansas City telephone directory are called by phone while the program is on the air. Those called have the opportunity of identifying the records which are played backwards and qualify for prizes. Chuck Woods, sales representative for KCKN, developed the program idea.

KECA Shore Party
Hollywood, Calif.—Tape recordings made during a recent cruise aboard the submarine U.S.S. Carbonero by some KECA staff members were made into a half-hour broadcast which was aired recently on that station. Heard on the program were descriptions of the activity aboard a submarine as it cruises on the surface, then prepares to dive, plus interviews with crew members, giving the "shore party" audience the feeling that they actually experienced a dive aboard a sub.

WTRF Joins "Heart" Campaign
Wheeling, W. Va.—MBS affiliate, WTRF joined with the American Heart Association to promote the present heart fund. Disc jockey Bud Schenck, 1290 Club Prexy, assisted by Paul Howard, arranged contest giving away large jackpot of merchandise donated for this purpose by business houses. To be eligible participants must include in their entry a donation to the American Heart Association.

NEW BUSINESS

WCBS, New York: United Fruit Company, through BBD&O, has purchased participations as follows: three per week, Monday, Wednesday and Friday in the 6:00-7:45 a.m. Jack Sterling program; two per week, Tuesday and Thursday in the 5:30-6:00 p.m. "Hits and Misses" program, and one participation on Saturday in the 9:15-9:45 a.m. "This Is New York" program. Chrysler Corporation for De Soto cars, purchased nighttime station breaks, one daily, Monday through Saturday, starting March 2 and extending through March 19, also through BBD&O.

Maggi Co., Inc., subsidiary of The Nestle Co., has renewed its participation contract for another 13 weeks on the Margaret Arlen program, Monday, Wednesday and Friday, 8:30-9:00 a.m., EST. Joseph Martinson Company, for Martinson's Coffee, has renewed its sponsorship of the 7:45 a.m. News with Harry Clark through May 28. Martinson's Coffee sponsors the news show on Tuesday, Thursday and Saturday.

WJZ, New York: Italian Swiss Colony Wines, a product of National Distillers Products Corporation, starting Monday, Feb. 28, will sponsor Don Gardiner-News three times weekly from 7 to 7:10 a.m., EST. This completely sells out this five times weekly early morning news program which is sponsored by the Title Guarantee & Trust Company on Tuesday and Thursday mornings. Platt-Forbes, Inc., is the agency for Italian Swiss Colony Wines which will sponsor Gardiner every Monday, Wednesday and Friday morning under an initial 17-week contract starting February 28.

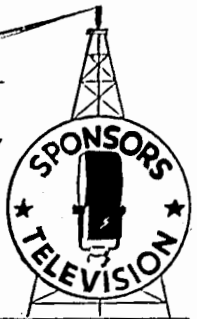
WOR, New York: "The Newsweek Periscope," a news program compiled by the editors of Newsweek magazine, returned in a new series, February 7. It will be heard Mondays following from 7:30 to 7:45 p.m. Beginning Monday, March 7, the program will be sponsored by Seaman Brothers for White Rose Tea. The contract was placed through the J. D. Tarcher Company, advertising agency.

WNAC, Boston: Five firms have signed up for renewal for participations in the Louise Morgan morning program beamed to homemakers. They are: Ploikin Brothers, specialty shop, for 104 announcements each Wednesday and Friday for the next 52 weeks through Hirshon Garfield, Inc.; Richard E. Thibaut, (Thibaut Wallpaper), for 84 announcements Monday through Friday through May, 1949 through Jackson & Company; Studio Shop, specializing in gifts and furniture, each Wednesday morning for 52 broadcasts through John C. Dowd, Inc.; National Renting Service for 26 announcements—each Tuesday and Friday morning through April, 1949 through the Harold Lewis Agency.



RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



COL. 46, NO. 33

NEW YORK, WEDNESDAY, FEBRUARY 16, 1949

TEN CENTS

WEBS PLAN BROTHERHOOD WK. SALUTE

4-A's Start Campaign For 2% Cash Discount

Only nine per cent of the individual radio stations are allowing the 2 per cent cash discount to national advertisers, according to the 4-A's, and the association's committee on media relations once again is turning on the heat to encourage more stations to follow suit. The committee, headed by Ben Duffy of BBD&O, points out that business failures have climbed to a new post-war peak and maintains that the 2 per cent cash discount is a credit safeguard for the advertising industry.

Duffy's committee took note of the

(Continued on Page 8)

Radio-TV Com. Set For Catholic Charities Drive

Plans for radio and TV participation in the solicitation of the funds by the Cardinal's Committee of the Charity in the Catholic Charities 30th Annual Appeal, were announced yesterday by Eugene J. McCarthy of CBS, chairman of the radio-TV committee.

McCarthy, who succeeds Arthur Hull Hayes, also of CBS, as this year's chairman named the membership of the industry committee who

(Continued on Page 3)

Advertising Women Aid Cancer Soc. Fund Drive

Nancy Craig of ABC has been named head of the radio committee of the Advertising Women of New York, Inc. to enlist 5,000 women to staff 400 information and collection booths for the American Cancer Society fund drive, April 4-30.

The committee will aim its appeal

(Continued on Page 2)

Eye Appeal Added

As a means of providing record dealers with "eye appeal" methods of merchandising, advertising and promoting the new 45-r.p.m. discs, RCA-Victor will soon place upon the market its product in seven bright colors: ruby red for classicals, midnight blue for semi-classicals, jet black for populars, lemon drop yellow for children, sky blue for international, grass green for westerns and cerise for folk music.

Also in order to spike the potentialities of "eye-appeal" in merchandising, the records will be packaged in transparent cellophane envelopes. The new color scheming is also expected to aid dealers in filing discs in the various classifications and to reveal at a glance the inventories of the stores.

Four Networks' Feb. 20-27 Programs To Emphasize Tolerance Theme; 'Gandhi' Dramatization Set

CBS Loan Payments Not Required Till '57

CBS is not required to start paying back its 15-year \$5,000,000 loan from Prudential Insurance Co. until Jan. 15, 1957, according to information filed with the Securities and Exchange Commission. On that date Columbia is subject to initiating the retirement of the note in eight annual payments of \$625,000 each, one-

(Continued on Page 8)

Dramatic presentations will highlight National Brotherhood Week observances by the networks, Feb. 20-27.

ABC will air "Within Our Gates," a dramatization of the life of Charles Evans Hughes, in cooperation with the National Conference of Christians and Jews on Feb. 26, 8-8:30 p.m., EST. The show will originate in Philadelphia.

NBC has set aside a half-hour period for a special Brotherhood Week dramatic program in co-operation

(Continued on Page 3)

Mutual Outlet Drops Iowa Programming

Mutual found itself without an affiliate in Des Moines, Iowa, this week when KCBC arbitrarily dropped their programming on Monday upon learning that the network was planning a new affiliation with KIOA early in March.

The network, according to reports, notified KCBC of plans to terminate the contract five months ago and started negotiations with KIOA. KCBC is a 1,000 watt station, 1390 kilocycles while KIOA is 10,000 watts daytime and 5,000 watts night, 940 kilocycles.

At MBS headquarters yesterday

(Continued on Page 2)

FMA One-Day Clinic At Commodore Apr. 1

"What's What in FM" will be the general topic of the one-day FMA Clinic April 1, President William Ware said yesterday as he announced that the meet will be held at the Commodore Hotel. The group will hear from Ted Leitzell, Zenith public relations head, on the cur-

(Continued on Page 6)

Death Of Radio Actress Shock To Web Circles

Veteran radio actress Patricia Ryan, age 26, died in her sleep early yesterday morning after being stricken the night before on NBC's "Cavalcade of America" broadcast of "Valentine for Sophia" in which she played the role of a young wo-

(Continued on Page 8)

Philly Radio Business Holds Up During Strike

Although general retail business is off around 40 per cent as a result of the transportation strike in Philadelphia, radio stations yesterday reported that business was near normal with only a few cancellations as a result of the traffic tieup.

Walkout of the taxicab drivers Monday night gave the newsrooms of radio stations and TV broadcasters a new angle in their strike cov-

(Continued on Page 2)

Pope's WHOM Sets Up New Recording Company

WHOM, New York foreign language station owned by Generoso Pope, is entering the recording and transcription business with a newly formed subsidiary called Coastal Re-

(Continued on Page 3)

AWB To Merge With NAB Under Reorganization Plan

New Orleans—Plans to reorganize the Association of Women Broadcasters as a department of NAB; appointment of committees to study the International Allocations of Frequencies and consideration of the affairs of Broadcast Measurement Bureau highlighted the first day's session of the NAB board of directors at the Hotel Roosevelt on Monday.

Acting on the information that the

AWB board had already approved consolidation with NAB, the board provided additional funds to make the plan effective, including a sum to provide for travel of an AWB executive committee to Washington for advisory sessions. The plan also provides for election of AWB district chairmen in the 17 NAB member districts, with executive committee members to be selected from

(Continued on Page 3)

Public Service

Salt Lake City—When the state highway patrol's transmitter for KUHP caught fire and burned during the blizzard of last week, KDYL rushed emergency facilities to both city and state police to keep communications alive. KDYL provided a 500-watt transmitter which was used over a 40-hour period to locate stranded motorists.

Family Affair

Mary MacArthur, 18-year-old daughter of Helen Hayes and playwright Charles MacArthur, will appear with her mother in a featured role in "The Damask Cheek" on CBS's "Electric Theater" on Sunday, Feb. 27, 9:00 to 9:30 p.m., EST. The half-hour program is an adaptation of John Van Druton's comedy of manners. Joseph Stauffer produces.



Vol. 46, No. 33 Wed., Feb. 16, 1949 10 Cts.

JOHN W. ALICATE : : Publisher

FRANK BURKE : : : : Editor

MARVIN KIRSCH : Business Manager

Published daily except Saturdays, Sundays and Holidays at 1501 Broadway, New York, (18), N. Y., by Radio Daily Corp., J. W. Alicate, President and Publisher; Donald M. Mersevan, Treasurer and General Manager; Marvin Kirsch, Vice-President; Val Adams, Associate Editor; Chester B. Bahn, Vice-President; Charles A. Alicate, Secretary. Terms (Post free) United States outside of Greater New York, one year, \$10; foreign, year, \$15. Subscriber should remit with order. Address all communications to Radio Daily, 1501 Broadway, New York (18), N. Y. Phone WIscn5in 7-6336, 7-6337, 7-6338.

WEST COAST OFFICES

Al Sleen, Manager
6425 Hollywood Blvd. Phone: Gladstone 8436
WASHINGTON BUREAU
Andrew H. Older, Chief 6417 Dahlonega Rd.
Phone: WIscn5in 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

(February 15)

NEW YORK STOCK EXCHANGE

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

NEW YORK CURB EXCHANGE

Table with columns: High, Low, Close, Net Chg. Rows include Hazeltine Corp., Nat. Union Radio.

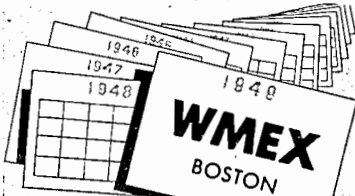
OVER THE COUNTER

Table with columns: Asked, Bid. Rows include DuMont Lab., Stromberg-Carlson.

Stork News

A seven-pound son, Charles Thomas, was born to Mr. and Mrs. Charles Rothers January 29 at St. Anne Hospital, Chicago. The father is engineering supervisor of the remote operation of WGN-TV, Chicago.

INS has served



FOR 9 YEARS

★ COMING AND GOING ★

FRANK MARX, vice-president of ABC in charge of engineering; GEORGE MILNE, director of technical operations; JAMES MIDLEBROOKS, chief facilities engineer; ROBERT MORRIS, radio facilities engineer; JOHN PRESTON, chief allocations engineer; and G. EDWARD HAMILTON, transmitter engineer for WJZ-TV, will return today from Camden, where yesterday they witnessed the testing of a new transmitter.

ERWIN SHOMO, of CBS Radio Sales in Chicago, has returned to the Windy City following a few days in New York.

OTTO BRANDT, national director of station relations for the American network, has returned from the West Coast.

JOHN W. O'HARROW, commercial manager of WKZO, Kalamazoo, and WJEF, Grand Rapids, has arrived from Michigan for huddles with the national reps. of the stations.

WILLIAM C. GROVE, president and station manager of KFBC, Cheyenne, Wyo., an outlet of the American network, is in New York on station business.

RICHARD W. HUBBELL, radio and television consultant, will leave this week-end by plane for the West Coast on business. On March 1, following his return to New York, he'll depart for Europe, where he'll visit Paris and London in the interest of clients in the radio, television and newspaper fields.

EARL H. SMITH, general manager of WLCS, Baton Rouge, La., was a visitor yesterday at the New York offices of ABC, with which the station is affiliated.

LES RYDER, general manager of WCED, Du Bois, Pa., is back at the station following confabs in New York with officials of the Columbia network.

CLIFFORD C. RANDALL is in town. The president of WMAW, Milwaukee affiliate of ABC, conferred yesterday at the headquarters of the web.

CHET THOMAS, manager of KXOK, St. Louis, was welcomed yesterday at the New York headquarters of ABC, of which KXOK is an outlet.

Advertising Women Aid Cancer Soc. Fund Drive

(Continued from Page 1) to radio celebrities and to the wives of radio personnel and industry workers. The committee includes in its membership: Jane Tiffany Wagner, NBC director of education; Dorothy Ann Kemble, MBS director of continuity acceptance; Mary McKenna of Benton and Bowles; Evelyn Lee Jones of Donahue and Coe; Helen Kowalsky of Benton and Bowles, and Adele Hunt, WPAT director of women's activities.

Hope Aids Drive

Contributions of \$8,049 rolled in from a triple combination March of Dimes Appeal by WTAM, WTAM-FM and WNBK, Cleveland, Saturday night January 19, midnight to four a.m. The first time AM, FM and TV have teamed up for a similar drive in Cleveland.

Drum majoring a top-talent parade of local radio and TV stars, with all Cleveland stations cooperating, Bob Hope got into the act at 2:30 a.m.

Philly Radio Business Holds Up During Strike

(Continued from Page 1) erage. Wire recorders were used for on the spot interviews with Philadelphians hit by the taxicab strike as well as travelers arriving at Union Station.

Commercial departments of the radio stations took steps this week to strengthen their schedule of national spot business anticipating that a prolonged strike might impair commercial operations.

Mutual Outlet Drops Programming In Iowa

(Continued from Page 1) in New York it was announced that the web would be without a station for programming in Des Moines until next Sunday when KIOA is scheduled to take over the affiliation.

Aiding S. A. Drive

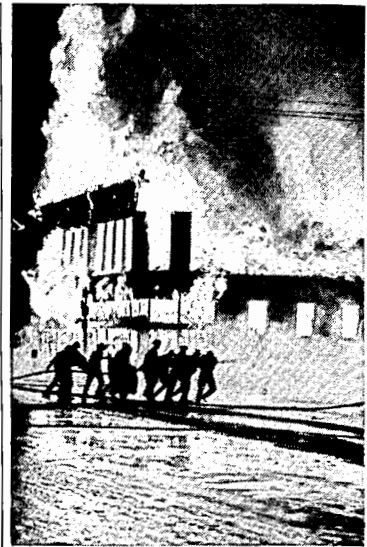
Edward Murrow, CBS commentator, and Martin Block, the "Make Believe Ballroom" disc jockey, have been named Chairman and Vice-Chairman of the Radio Division for the current Salvation Army fund drive. Block is expected to make a special appeal to his WNEW fans on behalf of the Salvation Army. The current drive, which extends through March 5, seeks \$1,100,000 from Greater New York to support sixty spiritual and welfare services.

Brown On WNEW

John Mason Brown, critic and columnist of the Saturday Review of Literature, will appear on WNEW's "The Author Speaks His Piece" tomorrow at 9 p.m.

AVAILABLE

Currently employed, station general manager many years' experience, successful station administration, seeks change. Anxious to connect with progressive station AM or TV. Preferably network affiliate; will consider new station if adequately financed. Available 30 days and free to locate anywhere. Box No. 213, RADIO DAILY, New York 18, N. Y.



Fire! Fire!

That cry went out too late for this one. By the time the firemen really got to work, about \$1,000,000 worth of property had been lost in smoke and flames.

Which goes to prove that the time to cry "Fire! Fire!" is before the conflagration gets under way . . . while there's still a chance to put it out before serious damage is done.

And the same thing applies to sales in today's market. The smart time to do something about sales is before any trouble really gets under way.

In Baltimore there's a simple way for radio advertisers. 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 station in this big town. It covers 92.3% of all the radio homes in the Baltimore area.

So if you want low-cost results from radio in Baltimore, call in the Headley-Reed man and get the W-I-T-H story 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

Senator Burton K. Wheeler, Chairman of the Interstate Commerce Committee, was informed by a delegation of broadcasters that the industry was opposed to pending legislation calling for reduction in membership of the FCC. . . . A Massachusetts bill creating a state radio commission and "providing for the licensing and regulation of radio stations by the commonwealth" is being discussed by legislators and broadcasters. . . . Negotiations between WOR and AFRA officials are expected to be concluded with the signing of agreement calling for the same scale as effective on CBS and NBC sustaining and commercial programs.

NAB Completes Plan To Incorporate AWB

(Continued from Page 1)

is group by the NAB president. Forney Rankin, NAB international advisor to NAB president Justin Miller, reported on the difficulties being encountered in reaching agreements on policy matters affecting world frequency allocations. Rankin emphasized the importance of firm action by broadcasters of the United States in seeking the development of a U. S. government policy regarding our frequency and power requirements before the next conference of the North American Regional Broadcast Agreement. The ARBA conference is scheduled to meet in Toronto in September and is expected to reach decisions which will have important effect on broadcasting in this and other nations of the Western Hemisphere.

Following action by the board Judge Miller appointed two committees to study international problems one dealing with allocations, the other to recommend policy on NAB's future participation in the Inter-American Assn. of Broadcasters.

Committees Named

The allocations committee includes: T. A. M. Craven, Everett Billard, Calvin J. Smith, Richard Shafto and H. W. Slavick.

I. A. A. B. Policy Committee membership: Clair McCollough, Campbell Arnoux, Gilmore Nunn, Mark Hanna, Edward Breen.

At a special luncheon, the board heard reports on I. A. A. B. activities from Goar Mestre, president of I. A. A. B. and owner of CMQ, Cuban network; and Emilio Azcaraga, Mexican broadcaster and I. A. A. B. vice-president.

Kenneth H. Baker, NAB director of research, now on loan to the Broadcast Measurement Bureau, reported to the board on the present status of the bureau. The bureau, is now preparing for its second study. Dr. Baker said 650,000 ballots for the Second Study will start going into the mail March 1. He predicted that final reports of this year's study will be ready for members by mid-October.

The board also heard a report on the "All-Radio Presentation" by Gordon Gray, chairman of the independent committee working on the project; and these committee members: Victor Ratner, CBS vice-president, and Lewis Avery, partner in Avery-Knodel, radio representative firm.

After hearing report, the board commended the ARP committee's

Consolation Prize

Charles Nothory, program director of KRIS, Corpus Christi, awarded a prize of \$64 to Harold T. Morton who was to appear on "Take It Or Leave It" but didn't. It seems that Garry Moore, emcee of the program, received an avalanche of letters protesting the notification of contestants in advance that they are to appear on the program. Morton was notified in advance that he was to appear and answer a question last Sunday. The practice of notifying contestant is to be discontinued.

Radio-TV Com. Set For Catholic Charities Drive

(Continued from Page 1)

will participate in the fund solicitation. He also disclosed that the membership will seek to raise \$50,000 toward the \$2,500,000 goal set for the 1949 campaign.

New members of the committee are James Sauter of Air Features, Inc.; William R. White, ABC; Adam Young, Jr., and Tom Malone, both of Adam Young, Jr., spot sales organization; Charles "Bud" Barry, v-p in charge of TV at ABC; Frank Burke, editor, RADIO DAILY; Walter Murphy, Columbia Records, Inc.; John McNeil of WNJR; Bart McHugh and John Dugan of Music Corporation of America.

Other members of the committee include James V. McConnell of NBC, vice-chairman; Charles Bennis, NBC-Radio Recording division; Joe Bier, WOR-Mutual; Fred Coll, Coll & Freedman, Inc.; Jack Costello, AFRA; Uncle Jim Harkins, Fred Allen program; Edward J. Herlihy, AFRA; John Reed King; Edgar Kobak, Mutual Broadcasting System; Richard Kollmar; Cyril Langlois, Lang-Worth Features; Thomas J. McDermott, N. W. Ayer & Son, Inc.; James McGarry, BBD&O and C. Nicholas Priaulx, ABC, and Edward A. Byron, of "Mr. District Attorney."

Sign New Contracts

Hollywood—Screen Publicists Guild has signed new contracts with ABC and CBS. ABC pacts call for an average increase of 13 per cent retroactive to December 1 and CBS contracts average a wage boost of 10 per cent retroactive to January 1.

plan to set up under corporate structure the new corporation. When established, it will proceed with production of an all-industry plan for promoting radio as a selling medium. The project also will be carried to listeners, through civic organizations and related groups, illustrating the impact of radio in America as a mass medium.

Third day session of the board today will deal with problems relating to international allocations and realignment of NAB functions to provide for expanded electronic services, including television.

Pope's WHOM Sets Up New Recording Company

(Continued from Page 1)

Recording Co. Fortune Pope, executive vice-president and general manager of WHOM, emphasized the fact that Coastal work is not confined to the foreign language field but will handle all types of recording and transcription jobs.

Tom Kelleher has been appointed manager of the new company. He was formerly with World Broadcasting, WOR Recording, and most recently with Spot Radio Specialists.

Coastal has already started turning out its first orders. The company is located in WHOM's new quarters on West 52nd Street where complete recording facilities have been installed.

Radio Stars Aiding Crippled Children Appeal

Chicago—The National Society for Crippled Children and Adults, Inc., of Chicago, announces that eleven radio stars have transcribed two brief Easter seal messages for the society, to be distributed to more than 1,000 state and local societies to be used on local radio stations during the Easter seal campaign. Bob Hope has been named honorary chairman of the radio division in the 16th annual nationwide Easter seal sale, which opens on St. Patrick's Day and closes Easter Sunday.

Webs Plan Programs For Brotherhood Wk.

(Continued from Page 1)

with the National Conference on the same day at 2 p.m., EST.

The Eternal Light will offer "Gandhi," a dramatization from Herrymon Maurer's book, "Great Soul," on Feb. 20, 12:30-1 p.m., EST, over NBC.

Eddie Cantor will narrate a special documentary program from Hollywood in keeping with the general theme of Brotherhood Week on MBS, 10:30 p.m., EST.

CBS will broadcast a dramatic program, "Neither Free Nor Equal," combining the best elements from last year's series of WCCO, the Columbia-owned station in Minneapolis. Nelson Rockefeller, the chairman of National Brotherhood Week, will participate in the WCCO-originating show, Feb. 20, 1:30-2 p.m.

"Community Brotherhood," the story of the New Haven, Conn., neighborhood project, will be aired by ABC on Feb. 21, 9:30-10 p.m., EST.

New WFBR Series

Baltimore—Washington columnist and novelist Holmes Alexander will return to his native city to begin a new series with newscaster Lou Corbin, "Come on and Hear," on WFBR, Feb. 19, 10 p.m.

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

KGW and KGW-FM
PORTLAND, OREGON
COMPLETE SCHEDULE
SIMULTANEOUS SERVICE
REPRESENTED NATIONALLY BY EDWARD PETRY & CO.



Carrier pigeon to clipper ship to telegraphed reports to wirephotos — the speed of news reporting for centuries has moved closer to immediacy.

now it's television

Tonight at 7:45 EST, the new technique in televised news takes the world in stride—the NBC Television

Newsroom produces the Camel News Caravan.

Here is journalism in living sight and sound for millions of viewers in 15 network cities.

Here is the ideal news vehicle.

For news that beats them all, Camel has chosen

NBC—America's No. 1 Television Network.

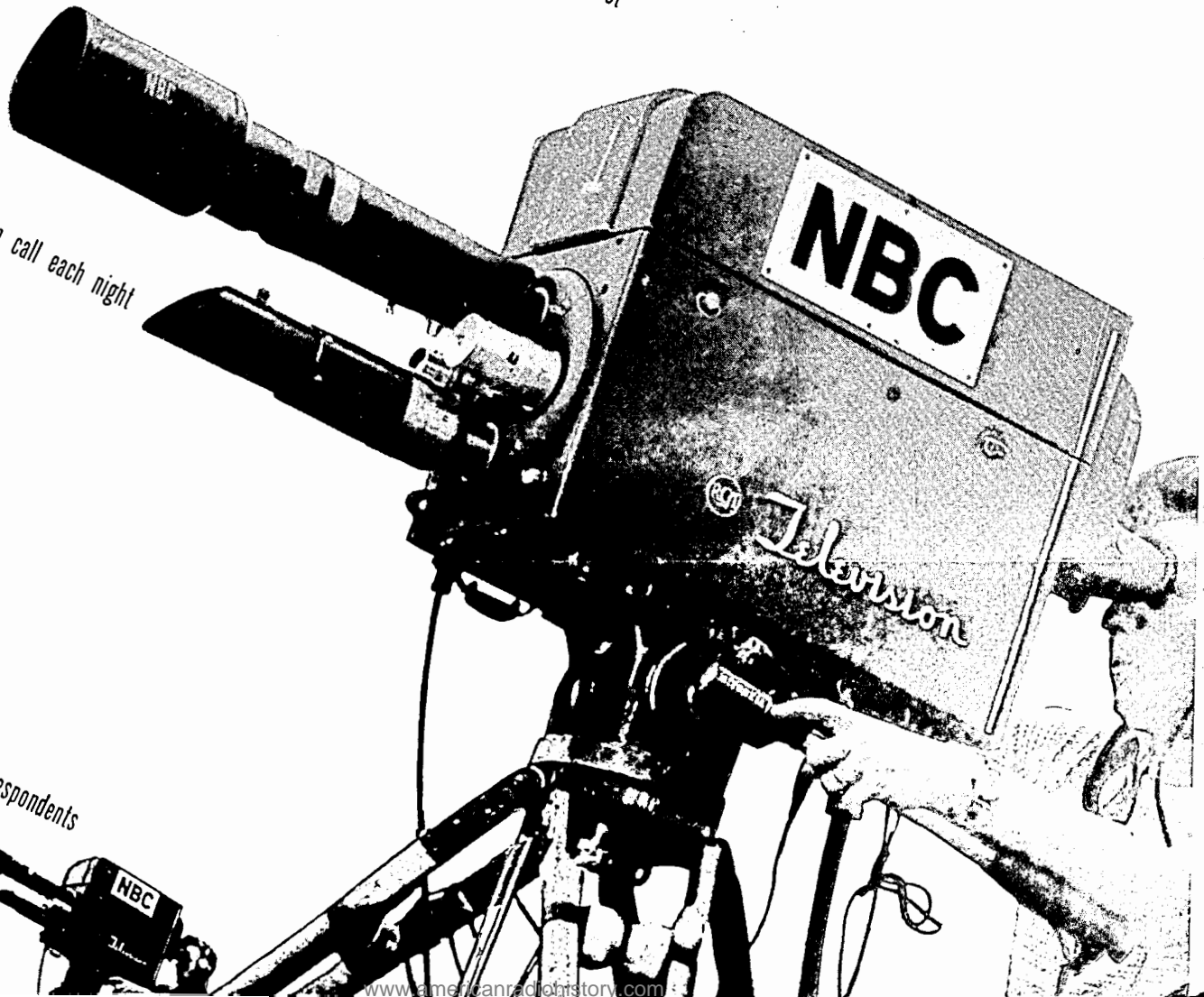
The largest network news department in broadcasting—plus this

38 cameras, 16 mobile units



newsreel coverage alone—plus films from Europe, Africa, Far East, South America and Near East

NBC television affiliates on call each night



and reporters, plus correspondents

CHICAGO

By NAT GREEN

EDGAR KOBAK, president of Mutual, was in Chicago late last week for meetings with Mutual officials and account executives. Earl M. Johnson, vice-president in charge of engineering and station relations, was in for meetings with Mutual affiliates, and A. A. Schechter, vice-president in charge of news, stopped off between trains on his way west. Dick Puff, director of research, also was at the Chicago offices for several days.

Jules Herbeuoux, in charge of NBC television in Chicago, spent several days in New York, reportedly seeking an appropriation for additional studio space because of the heavy demands of WNBQ.

Quin Ryan, veteran radio man, has been named editor of the Chicago Herald-American and it is reported the paper plans week-end and Sunday coverage of radio in the near future.

"Back Stage With Barry," starring singer Barry Wood, will debut on WGN-TV and the CBS network on March 1 under sponsorship of Household Finance Corporation. Also starting on WGN-TV on March 1 will be the mystery radio series "Suspense," originating in New York.

The "Dr. I. Q." show will begin its 10th year of commercial sponsorship on the NBC network March 28 when Mars, Inc., signs a 52-week renewal. Show is aired on 135 stations.

Gene Wilkey, program manager at WCCO, Minneapolis, attended business meetings at WBBM last week. Also visiting the WBBM studios were Sig Michelson, WCCO news director, and WCCO's famous newsmen and emcee, Cedric Adams.

FMA One-Day Clinic At Commodore Apr. 1

(Continued from Page 1)

rent nation-wide dealer-station set merchandising campaign; from Everett Dillard, head of the Continental net and former FMA president, on the current count of FM sets and the outlook for future production; from Herbert Georges, general manager of WHEB-WFMI-FM, Portsmouth, N. H., on technicals of working programming into station sales needs.

There will be other speakers also, as well as discussion on listener characteristics, case history reports on audience-building programs and reports on special co-operative campaigns including dealers, manufacturers, advertisers and broadcasters.

FOOL'S PARADISE: 1949

Caught your eye? Wanted, a job, you tell me what. Externals: Male, 29; a batch of exp. including radio program, some publicity, writing, acting training, type-clerking. Internals: Talent, ideas, ambition. Consider meagre salary for future earnings. Write Box No. 212, RADIO DAILY, 1501 Broadway, New York 18, N. Y.



Mainly About Manhattan. . . !

● ● ● **AROUND TOWN:** Is CBS mulling an expansion into radio manufacturing direction a la RCA? . . . Add new ways of hiding out: A guy went on "Share the Wealth" last week and gave his right name and address. The following day the FBI was around to see him. (He'd been 'wanted' for years). . . . ABC now trying to get into the act. They'd like to grab off Al Jolson from NBC. . . . Louis Sobol off for Florida. . . . The Monday papers carried the ad this way: "CBS presents dog show tonight featuring Mel Allen and Dennis James." . . . Al Heller deal with the Giants (as No. 2 man with Russ Hodges) handled by our old pal, Chick Vincent. . . . Morey Amsterdam, who received \$300 per when he last appeared at the Roxy in 1936, will net \$5,000 from the same house when he opens there on the 22nd. . . . "Quizzing the News," one of ABC's better stanzas, slated for the axe because a sponsor hasn't latched on yet. . . . "Theater Guild of the Air," which was rumored moving from ABC to another web, will stay put under the terms of a new 26-week contract. . . . Bob Hawk will emcee the opening Lambs Television Gambol on NBC Feb. 27th with such stars as Fred Waring, Gene Tunney, Guy Kibbee, Bobby Clark and Jay Jostyn. . . . Sam Slate going to Hollywood for a special BBC children's program.

★ ★ ★ ★

● ● ● **IMPRESSIONS:** Marie Wilson: Irmaginative. . . . Gypsy Rose Lee: Stare of stage and nite clubs. . . . Mr. & Mrs. North: Clue factory. . . . Abe Burrows: Tune goon. . . . Boston Blackie: MYSTORY. . . . The Whistler: Long stranger. . . . Irving Berlin: Tin Pan Allah.

★ ★ ★ ★

● ● ● **SMALL TALK:** Vic McLeod, ace television producer for NBC, gets the assignment to do the new Ripley show bowing in on March 1st. . . . Walt Disney, quietly experimenting with his cartoon subjects as video fare is said to believe he has found them excellent—altho' reducing color reels to black and white isn't completely perfect as yet. . . . Dwight Weist doing TV spots for Simmons beds. . . . Lou Levy and Alan Courtney readying a TV series, "Inside Tin Pan Alley," presenting brand new compositions from top songwriters plus featuring a novice team each week. . . . Both an oil firm and steel company are interested in sponsoring the half-million dollar ABC TV series, "Crusade in Europe," based on Ike's book, with telecast slated to begin early in March. . . . Recommended: WMCA's two hard-hitting public service shows, "Inside New York" and "New World A-Coming." First show exposes defects in New York's services (schools, health dep't, divorce laws, etc.), while latter deals with problems of minority groups. Larry Menkin, new at the station, is responsible for both.

★ ★ ★ ★

● ● ● **THE MORNING MAIL:** "Dear Sid," writes Alan Sands, from H'wood. "Television is going to open up a whole new field for writers. I've just gotten the assignment to lay out an outline and do a script on the opening of a quarter-million dollar fur salon in H'wood which is being televised by remote. Can you imagine being a gag writer for a mink?"

★ ★ ★ ★

● ● ● **MAIN STREET SEEN-ery:** At Sardi's, Kitty Carlisle being called by her Hart-interest. Here, Kitty. . . . Menasha Skulnick, of the Yiddishocracy, at the Fireside Inn. . . . The intermissionaries at the St. James Theater praising Ray Bolger's military-like precision hoofing. There's something about a Bolger.

★ ★ ★ ★

AGENCIES

TANNHAUSER & CIA, shirt and pyjamas manufacturer in Porto Alegre, Brazil, has appointed McCann-Erickson's Rio de Janeiro office to handle their advertising. . . . J. ALLAN MITCHELL has joined the radio commercial writing staff of McCann-Erickson, Inc., it has been announced by Lloyd O. Coulter, vice-president in charge of radio and television. Mitchell had previously been associated with Compton Advertising, Inc., for more than six years.

ELKIN KAUFMAN, vice-president of William H. Weintraub and Company, has announced the appointment of Kay Daly to the Weintraub agency. Miss Daley, who will be serving various Weintraub agency clients in a creative capacity, was formerly an account executive with Foote, Cone & Belding.

C. JOHN CROCKETT, classified advertising manager of the New York Herald Tribune, has been appointed manager of food advertising, a newly created division of the newspaper, it has been announced by Alfred Stanford, advertising director. Felix Dyckoff, formerly with Young & Rubicam and Compton Advertising, will succeed Crockett as classified advertising manager. Both executives assumed their new positions February 1.

J. KENNETH WHITE has joined Biow as account executive. Formerly he was an account exec at Federal Advertising and prior to that was associated with McCann-Erickson.

ROY S. DURSTINE agency has been appointed to handle advertising for Prestige, Inc., manufacturer of hosiery for women.

D. H. COGAN, president of Ai King Products Company, Inc., announces the appointment of the Joseph Katz Company to handle all advertising and promotion for Ai King television sets, radio receiver and wire recorders.

GARRY J. CARTER OF CANADA LIMITED, Toronto, has moved its executive staff to new quarters at 5 Avenue Road, maintaining its downtown office at 394 Bay Street for its art, copy and production departments.

1966 *Henri* 1949
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, February 16, 1949—TELEVISION DAILY is fully protected by register and copyright

VARIETY, DRAMA MOST POPULAR

TELE TOPICS

PREMIERE OF "IDENTIFY," a new sports quiz on ABC Monday night was not well viewed and dull listening—mainly because it was dropped from the same time slot as a dozen other quiz-type shows. Even this handicap could have been overcome, however, if the stale format had been well handled. It wasn't. . . . Setup is something like this: Bob Elson, sitting at desk, reads questions about sports to a three-man panel. He also changed the still pix which were thrown in occasionally. He read the commercial (for Paris suspenders) and operated the gadget that demonstrated the "exclusive swing-back" feature of the galluses. He did everything in a hurry, sounding as though he were trying to cram as many words as possible in the 15-minute show. Panel members (Johnny Lujack, John Carmichael and Judge Thomas Courtney) were merely another bunch of guys answering questions, and did nothing to justify their appearance. Because the still pix were used as illustrations, not as an integral part of the program, they were dull. . . . A good many of the faults can be eliminated in future productions. Better choice of questions, bad on interesting movies, not stills, should be the first step. Add a more leisurely pace and less reliance on script by the emcee, and a more informed, articulate panel, and you should have a fairly interesting show.

INTERPRETATION of famous stories through dances is the format of a show being built by J. Walter Thompson for WABC-TV. Program will debut on CBS in the near future. Tentative title is "Through the Crystal Ball." . . . General Electric will drop "Riddle Me This" at the end of its current CBS cycle. . . . Fulton Lewis, Jr. will do a simulcast of his daily MBS quiz stanza beginning Feb. 21. He'll be on WABC-TV when that station goes on the air around June and will be offered to other Mutual affiliates with tele operation. . . . Bert Lytell will be honored by the Club of Baltimore for "the best performance of 1948 on television." Governor Fiston Lane of Maryland will present a call with a plaque Saturday at the Hotel Jefferson in Baltimore. . . . First Telesports will do 13 open-end "Better Living" spots to be aired over WPIX, through H. L. Hunt Agency. . . . Hal Roach, Sr., is due in N. Y. Monday to make the agency deals with his video films. . . . Torchlight Productions, the newly-formed nonprofit package house claims among its sponsors Henry Jaffe, Charles S. Johnson, Max Lerner, Roi Ottley, Eleanor Roosevelt, Miss Untermyer, Walter White and William L. White. David Kapralik is proxy, and White, vicepres.

Knode Now Assistant To Smith At NBC-TV

Thomas E. Knode, director of the NBC press department, has been named administrative assistant to Carleton D. Smith, director of TV operations, it was announced yesterday by Smith. Knode was named press director on Oct. 7, 1947. He had been assistant manager since Jan. 29, 1945.



KNODE

Knode joined NBC as a news editor in Washington in 1938 after having served three years with the United Press there as a reporter, then radio news editor. In 1940, he was appointed director of the Washington NBC news department.

He left the network in March, 1942, to enter the Army as a second lieutenant of Infantry. DSC winner, he was retired as captain.

In October, 1943, Knode returned to NBC and was named manager of the press department in Washington.

ATS Meet Today

Monthly luncheon meeting of the American Television Society will be held in the Hotel Roosevelt today at 12:15 p.m. Speaker will be C. E. Hooper, who will discuss TV audience research and outline plans for his Telerating service.

TV Sports Research Urged By TBA Group

Education Committee of TBA, at its quarterly meeting yesterday, urged colleges to conduct research, particularly at the local level, to determine the facts on tele's effect on intercollegiate sports attendance. The move is necessary, the committee said, because there are not sufficient facts available despite statements from various quarters that television pickups have hurt the gate.

The group expressed the belief that TV increases attendance at sports events, but pointed out that even if research proves otherwise, the public service rendered would more than offset any loss in revenue.

A sub-committee will be named to work out research methods to be applied in local communities during the football season.

Pulse Study Shows Also Decrease In Sports

Comedy-variety shows outrated all other program types in the New York area during December and January, according to the Pulse, followed by drama, children's shows, quiz and sports, in that order. Total of 39 quarter-hours were devoted to variety segs in December, with an average rating of 22.8. In January this increased to 40 quarter-hours, with average rating of 25.7.

More Time To Music
Less time was devoted to sports, feature films, newscasts and film shorts in January than in December, but there was an increase in the time for music and westerns, Pulse reported.

Top January ratings follow: Drama, 20 quarter-hours, average rating 20.0; children's shows, 67 quarter-hours, average rating 15.0; quiz, 21 quarter-hours, average rating 14.2; sports, 151 quarter-hours, average rating 12.5.

Of the total 927 quarter-hours aired during January, sports made up 151; music, 115; feature films, 95; westerns, 85, and news, 72.

Breakdown comparing the two months follows:

	DEC. 1948	JAN. 1949		
	No. ¼ Hours	Avg. Rat'g	No. ¼ Hours	Avg. Rat'g
Sports	204	11.9	151	12.5
Feature Films	113	5.7	95	6.3
News	104	4.8	72	5.0
Music	97	5.5	115	5.2
Film Shorts	73	4.3	66	4.0
Kid Shows	68	13.6	67	15.0
Westerns, Serials	60	6.2	85	6.7
Women's Programs	43	5.2	33	4.0
Comedy-Variety	39	22.8	40	25.7
Interviews	28	6.2	28	6.8
Quiz Shows	20	12.8	21	14.2
Drama	15	18.8	20	20.0
Forums, Discussions	15	7.3	18	6.6
Fashions	10	5.1	11	4.9
Sports News	9	8.1	13	7.0
Religious	8	2.6	11	2.0
Hobby Programs	6	5.7	4	6.8
Comedy Episodes	6	5.4	6	6.9
Mr. & Mrs. Shows	3	5.5	3	5.8
Beauty	2	2.7	2	3.7
Food & Cookery	2	7.0	2	5.3
Washington News	—	—	37	2.0
Special Events	—	—	4	3.9
Misc.	17	6.7	23	5.8
TOTAL	942		927	

Progress Report No. 16

WDTV, Only Station In Pittsburgh, Has 80% Of Air Time Commercial

Pittsburgh—Although WDTV, the DuMont owned and operated outlet here, has been on the air for only a little more than a month, general manager Donald A. Stewart reports that more than 80 per cent of air time is commercial. This enviable status is due to the fact that WDTV is the only station now in operation in Pittsburgh and is the connecting point between the east and mid-west networks. Thus the station takes the choice commercials of ABC, CBS and NBC as well as DuM, and keeps local operating expenses at a minimum. This, of course, is a temporary condition, but it will be in effect for a year or two because of the freeze on applications.



STEWART

In addition to some 27 hours of nighttime programming, WDTV has begun taking daytime shows from WABD, New York. Schedule runs from 10 a.m. to 1:30 p.m. and from 2:30 until 3:30 p.m. Monday through Friday.

At the end of the first month of operation—the station began programming on Jan. 11—WDTV has either national or local commercials or network sustainers commercials, he added, do not include several special programs or orders received for shows beginning Mar. 1. About 16 national accounts are carried by the station plus 22 local advertisers.

Knight Joins KFI-TV As Remote Director

Los Angeles — Paul Knight has joined KFI-TV as director of remote programming. He replaces Robert Livingstone, who has been transferred to the station's studio production staff as producer-director.

Knight has ten years experience in tele, having served with WMAR-TV, Baltimore; WPTZ, Philadelphia, and WQXZV, Chicago.

CBS Loan Payments Not Required Till '57

(Continued from Page 1)

eighth of the principal sum, to be paid each year on Jan. 15.

Interest on the loan is 3½ per cent per annum or \$175,000 a year. Columbia is to pay the interest to Prudential on a twice a year basis, Jan. 15 and July 15. The first interest payment is due next July 15. The \$5,000,000 loan is payable in full on Jan. 15, 1964. In case of an extension, the interest rate would be increased to 6 per cent a year.

Except for Amusement Enterprises, Inc., Columbia's latest report filed with the SEC makes no mention of financial indebtedness for recent talent acquisition. Under Exhibit B, the web's consolidated mortgage schedule as of Jan. 20, 1949, all entries are real estate holdings except for Columbia Records and Amusement Enterprises. Furthermore, Columbia states: "Neither the company nor any of its subsidiaries has outstanding any funded or current debt, except the funded and current debt secured by the mortgages and the pledge described in Exhibit B."

Death Of Radio Actress Shock To Web Circles

(Continued from Page 1)

man who suffers from blinding headaches.

The actress complained of a pain in the back of her head during the performance and was not able to continue with her lines until the very end of the dramatic show. In the interim, her parts were read by actresses Alice Reinheart and Agnes Young. Miss Ryan was cast in the role opposite Glenn Ford in a radio adaptation of Nathaniel Hawthorne's Valentine romance.

After the performance, Miss Ryan was taken to a dressing room, attended by a physician and sent home. Her husband, George Robert Gibson, found her dead in bed in the morning.

Burial will take place on Friday morning from Walter Cooke's Funeral Home at 117 West 72nd Street.

Miss Ryan has been a regular member on CBS's "Let's Pretend" program for the past 19 years and also played the part of Kathleen, the girl friend of Henry Aldrich, on NBC. She is also widely known for her parts in "My True Story" on ABC, and "Real Stories from Real Life" on MBS.

Miss Ryan was born in London and was brought to America when only six weeks old. She started her radio career at the age of four.

HUNGRY RADIO EXECUTIVES

find man-size portions of delicious food at every meal in HOWIE'S, where the club-lunches start at 85¢! Man-size drinks, too, in the YUM YUM Cocktail lounge—hors d'oeuvres from three to six every day. Meet in HOWIE'S, 6th Avenue at 52nd Street.—ADV.

COAST-TO-COAST

New Continuity Chief At WMID

Atlantic City, N. J.—Janet Angel has joined the staff of WMID in charge of continuity and traffic. She was recently employed at WLAG, La Grange, Ga., where she held a similar position. Prior to that was a continuity writer for Bernard Sackett, television agency in Philadelphia.

CKCO Inaugurates Two Programs

Ontario, Canada—Two new daytime programs were recently inaugurated on CKCO. Both programs feature 'live talent' and are heard Monday through Friday. The first is "The 8:30 Show with Val Lebeau" and is a program of lively music for morning listening featuring Val Lebeau and his sextette. The second is entitled "Consolations" and this 15-minute program of organ stylings features Eleanor Ryde in a program designed especially for those who are confined to their homes or beds.

New Series On WOL

Washington, D. C.—WOL recently inaugurated a new series of Monday broadcasts "Luncheon with Bab Lincoln at the Mayflower," featuring as their first guest Mrs. George Mesta, leading diplomatic hostess in the Nation's Capital. The broadcasts will be held weekly in the Mayflower's lounge and are sponsored by a leading Washington department store, which simultaneously presents a weekly fashion show in the lounge, in connection with the WOL show. Doug Mitchell is announcer.

Kelehan Sales Mgr. At KIOA

Des Moines, Ia.—The appointment of James Kelehan as sales manager of KIOA has been announced. Kelehan was vicepres and sales manager of KWDM and was formerly associated with the Musitone Company.

WXRA Aids Xmas Club Volume

Kenmore, N. Y.—WXRA, 1000-watt outlet heard at 1080 kcs., proved that radio can be used successfully to increase Christmas Savings Club accounts. For several weeks prior to Christmas, advertising emphasis was placed on Christmas Club accounts and according to the First Federal Savings and Loan Association, Kenmore, N. Y., an 80 per cent increase in the number of Christmas Club accounts was the result of the commercials.

"Quiet" On Boston Blackie

Bakersfield, Cal.—"Boston Blackie" was on the air, about to give the solution of another crime, when Inspector Faraday, the always-suspicious cop in the series, shouted, "I want some quiet." And quiet it was for 32 minutes, except for the constant ringing of KERO telephone phones, with irate listeners calling to find out why it was so quiet . . . and no solution. After two tubes were replaced in the transmitter, solution was aired.

Bashein Joins WVET

Rochester, N. Y.—Hank Bashein, formerly associated with CBS short-wave in New York as script writer and record librarian for the State Department's Voice of America operation for two years, has been named director of publicity and promotion for WVET. He has also been on the staff of WNYE and has a background of free-lance production and direction.

Lord & Taylor On WNJR

Newark, N. J.—The opening ceremonies of the new Lord & Taylor store in Millburn, N. J., were broadcast by WNJR with speeches by executive members of the organization highlighting the program. Carl Ide of the station's special events staff was heard as emcee of the program.

Lipson Joins WJBK

Detroit, Mich.—According to recent announcement, Harry R. Lipson has joined the sales staff of WJBK and WJBK-TV. For the past three years he has been associated with CKLW and brings to WJBK 23 years experience in the field of advertising, public relations and radio. Mr. Lipson is an active member of the Detroit Aircraft Club.

(Continued from Page 1)

fact that the four major networks do allow a cash discount which is said to be slightly different from the type offered by other media. The webs make "the first two points of any discounts to which the advertiser may be entitled" contingent upon prompt payment.

The committee announced, however, that its primary concern is with individual stations. Of the newer FM stations, only 8.1 per cent allow the 2 per cent cash discount. The 4-A group said that out of 4 television stations listing rates at the end of 1948, only two per cent allow the discount.

Another thing the committee seeks to promote among all media is longer protection on advertising rates. According to the committee, few media have yet made any effort to restore a longer protection period.

WOR Serves Coffee


WOR, which is trying to bar the door to professional contestants who show up regularly at giveaway programs, is extending a more accommodating hand to studio guests. The Barbara Welles show which coffee and cakes are served during the broadcast. Dunhall's restaurant supplies the catering.

Big Catch

Is it possible for a sportmen's program to catch 4,200 letters in one week. . . 10,000 requests for a booklet in six weeks. . . 45,000 letters in one year? Sure it's possible! KDKA's "Hunting and Fishing Club" (Saturdays at 6:15 PM) has done just that. The big attraction is Harris Breth. . . popular outdoor authority whose articles, talks, and broadcasts are followed closely by members of western Pennsylvania's 750 rod-and-gun clubs. To catch this eager, interested audience, 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

REQ. PROBLEM MAY REACH PRESIDENT

Harry S. Ackerman V-P CBS On West Coast

Harry S. Ackerman, CBS director of programs, Hollywood, has been named a CBS vice-president and director of network programs in Hollywood, it was announced yesterday by Frank Stanton, president of the network. Ackerman will be in charge of all network transcontinental programs originating on the west coast.

It was also announced that Arthur Hill Hayes, who has served as general manager of WCBS, New York, since 1940, is now enroute to San Francisco.

(Continued on Page 5)

U. S. Army Officers To Tour NBC Radio-TV Dept.'s

Seventy five officers from the U. S. Armed Forces Information School, Carlisle, Pa., will be taken on an all-day tour of NBC headquarters tomorrow and at noon will be entertained at a luncheon given by network executives at the Hotel Roosevelt.

Tomorrow morning the officers will be greeted by Charles P. Hammond, NBC vice-president, and will view the network's documentary "The American Scene."

(Continued on Page 5)

Plagiarism Suit Ends; To Coast Jury Today

West Coast Bureau, RADIO DAILY
Los Angeles—The plagiarism suit Jack Rourke against Rexall Drug Company, N. W. Ayer & Son and Helen Hall Taylor, West Coast radio head of N. W. Ayer, goes to the jury today in Superior Court.

Rourke charges that True Boardman, veteran radio and screen writer, "lifted" his material in "The American Scene."

(Continued on Page 5)

Milestone

ABC's "Headline Edition," which Taylor Grant edits and narrates, will celebrate its 1,000th broadcast tonight at 7 p.m., EST. Program began March 7, 1945. Three of the names heard on the premiere broadcast will make a return appearance tonight—Gen. Lucius D. Clay, Franklin D. Roosevelt, Jr., and Alvin Josophy, ex-Marine combat correspondent.

TV Viewpoint

Philadelphia—"Television cannot materially hurt AM radio; it is basically a new and wholly different medium of entertainment and advertising. Radio, however, can help television, without detriment to itself, by stimulating interest in telecasts," Patrick J. Stanton, president of Radio Station WJMJ, declared in a broadcast on Ruth Chilton's Radio-TV program.

Transfer Of WTOP Formalized In Capital

Washington Bureau of RADIO DAILY
Washington—A 45-minute session of signing papers was terminated yesterday by transfer of WTOP, 50-kilowatt station here, from CBS to WTOP, Inc., a new corporation in which CBS owns 45 per cent and the Washington Post 55 per cent of the stock. Signatures were by CBS President Frank Stanton and Post Publisher Philip Graham, with an even dozen lawyers witnessing.

The Post is still owner of WINX, Washington, but yesterday's transfer is conditioned upon its either selling or silencing WINX by the end of July.

Jo Dine Heads NBC Press; Kalmus Also Promoted

Jo Dine—Josef C. Dine, as listed on the NBC personnel directory—was named director of the National Broadcasting Company's Press Department yesterday by Sydney H. Eiges, vice-president in charge of the department.

(Continued on Page 2)

May Ask Pres. Truman To Intervene In Proposed Power Increase To 150 Kw. By Mexican Station

Truman To Speak On R. C. Program

Washington Bureau of RADIO DAILY
Washington—President Truman will address a special Red Cross message to the nation Feb. 28, on a half-hour radio program launching the 1949 American Red Cross fund campaign, the organization announced yesterday.

The President will speak from the White House at 9:56 p.m. (EST) during the last four and one-half minutes of a half-hour broadcast originated by the organization.

(Continued on Page 8)

Women Invited Abroad As Guests Of KOWH

Thirty midwest women headed by Mary Foster, women's commentator of KOWH, Omaha, will arrive in New York on Monday on the first leg of a 30-day trip to Europe sponsored by the Nebraska Consolidated Mills. The women will visit Munich and other European cities.

(Continued on Page 4)

Frances Wilder To Head N. Y. Research Offices

Appointment of Francis Farmer Wilder as director of the East Coast offices of Social Research, Inc., leads the list of five promotions announced yesterday by Dr. Burleigh Gardner.

(Continued on Page 2)

Washington Bureau of RADIO DAILY

Washington—It was reported here yesterday that President Truman may be asked to intervene directly with President Aleman of Mexico if the San Luis Potosi station now on five kilowatts on the 540 band goes to 150 kilowatts, as it plans. The matter has already been proposed to the President.

(Continued on Page 5)

ANA Board Creates Radio & TV Group

ANA's board of directors yesterday formally okayed the purpose and scope of the organization's new Radio and Television Committee which is chaired by Albert N. Halverstadt, manager of Procter & Gamble's radio and media division. William N. Connolly of S. C. Johnson & Sons, who is ANA board chairman, will head the committee.

(Continued on Page 5)

Record Attendance At BMI 5th Course

Interest in BMI's Model Library Course by stations around the country has grown so much that BMI was forced to permit 26 persons to attend the fifth two-day workshop, held this week, instead of adhering to the usual limit of 15. Visitors came all the way from Montreal to attend.

(Continued on Page 8)

NAB Board Votes Confidence In BMB Second Study Plans

New Orleans—Members of the NAB board of directors meeting at the Hotel Roosevelt yesterday adopted resolutions of confidence in the management of Broadcast Measurement Bureau and its plans for the Second Study. The board also adopted a second resolution urging continuance of the audience measurement from year to year in whatever form deemed most advisable.

NAB Reports, weekly news organ

of the NAB to its members, soon will take on a "new look." By action of the board of directors, the "Reports" will be eliminated and supplanted by a new and more effective publication service to be known as the "NAB Member Service." Action of the board was taken after a report by Campbell Arnoux, chairman, special board committee on "Reports." Serving with Arnoux were Howard

(Continued on Page 5)

Annual Dinner

Ninety members of the staff of WOR who have been with the organization 10 years or more will gather at the annual dinner of WOR's Ten Year Club at the Hotel Statler in New York City on Monday, Feb. 21. Evening's festivities will include cocktails, dinner, dancing and a program of entertainment arranged by Nat Abramson.

RADIO DAILY



Vol. 46, No. 34 Thur., Feb. 17, 1949 10 Cts.

JOHN W. ALICOATE : : Publisher

FRANK BURKE : : : : Editor

MARVIN KIRSCH : Business Manager

Published daily except Saturdays, Sundays and Holidays at 1501 Broadway, New York, (18), N. Y., by Radio Daily Corp., J. W. Alicoate, President and Publisher; Donald M. Mersereau, Treasurer and General Manager; Marvin Kirsch, Vice-President; Val Adams, Associate Editor; Chester B. Bahn, Vice-President; Charles A. Alicoate, Secretary. Terms (Post free) United States outside of Greater New York, one year, \$10; foreign, year, \$15. Subscriber should remit with order. Address all communications to Radio Daily, 1501 Broadway, New York (18), N. Y. Phone WIscensin 7-6336, 7-6337, 7-6338.

WEST COAST OFFICES

Al Steen, Manager
6425 Hollywood Blvd. Phone: Gladstone 8436
WASHINGTON BUREAU
Andrew H. Older, Chief 6417 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

(February 16)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
ABC	8 1/8	8	8	+ 1/8
Admiral Corp.	165 3/8	161 1/8	165 3/8	+ 3/8
Am. Tel. & Tel.	146 7/8	145 1/8	146	+ 3/4
CBS A	19 1/2	19 1/2	19 1/2	+ 3/8
Farnsworth T. & R.	17 1/8	13 3/4	17 1/8	+ 1/8
Gen. Electric	36 5/8	36 1/4	36 3/8
Philco	34	34	34
RCA Common	11 7/8	11 3/4	11 7/8	+ 1/8
Stewart-Warner	12 1/4	12 1/4	12 1/4	+ 1/8
Westinghouse	23 3/4	22 3/4	23	- 1/8
Westinghouse pfd.	95 1/2	95 1/2	95 1/2	+ 3/4
Zenith Radio	27	26 3/4	27

OVER THE COUNTER

	Bid	Asked
DuMont Lab.	13	14
Stromberg-Carlson	14 1/2	16
U. S. Television	13 1/8	13 1/4
WCAO (Baltimore)	20	25
WJR (Detroit)	6 1/2	7 1/2

Fortune Pope To Aid Drive

Fortune Pope, general manager of WHOM, has been appointed to the radio-TV division of the Cardinal's Committee of the Laity in the Catholic Charities 30th Annual Appeal, Eugene J. McCarthy, committee chairman, announced yesterday. Mr. Pope will have charge of the foreign language station solicitation in the New York area.

INS has served

WMEX
BOSTON

FOR 9 YEARS

★ COMING AND GOING ★

ARTHUR HULL HAYES left yesterday for San Francisco, where he'll assume his new duties as vice-president of CBS in charge of operations in that area.

GRAEME ZIMMER, radio director for Syndicate Theaters, Inc., WCSI, Columbus, Ohio, and WWNI, Wabash Ind., will spend next week in Chicago on business. The following week he'll be in New York.

ARTHUR GODFREY, following his CBS program today, will leave for Miami Beach, where he'll spend the week-end. He'll be back in New York Monday.

GRAYCE O'DELL, J. F. McLONEY and HARVEY STRUTHERS, all on the Chicago staff of CBS Radio Sales, are in New York studying operations at WCSB.

NORMAN LIVINGSTON director of commercial program operations for WOR, has left on a four-week trip to Hollywood to survey new radio and television talent and program possibilities.

CLARENCE DOTY, executive assistant to the ABC vice-president in charge of owned-and-operated stations, and **RALPH DENNIS**, the network's national spot sales manager, are in Boston on a business trip.

KEN BAKER, research director of NAB and BMB, has returned from New Orleans, where he attended the NAB board meeting.

JOHN O'CONNELL, account executive on the station relations staff of Associated Program Service, who has been on a business trip in upstate New York, is expected back in town today.

ELINOR INMAN, director of religious programs at CBS, leaves today for Williamsport, Pa., where she'll attend the Second Pennsylvania Religious Radio Workshop.

NED BROOKS, national affairs editor of "Sunoco 3-Star Extra" on NBC, is back at his headquarters in Washington, D. C., after having visited and reported on the blizzard areas of the Midwest.

Frances Wilder To Head N. Y. Research Offices

(Continued from Page 1)

ner, executive director of the firm. Other promotions announced were John W. Parsons, to post of associate director; Earl L. Kahn, director of field studies; Harriet Moore, director of psychological services and William H. Harrison, Jr., director of supervisory training and development.



MRS. WILDER Social Research, Inc., in 1948. During the past year Mrs. Wilder has been associated with the west coast offices of the research firm.

Jo Dine Heads NBC Press; Kalmus Also Promoted

(Continued from Page 1)

press. Dine, formerly trade news editor of the department, succeeds Thomas E. Knode, who was named administrative assistant to Carleton D. Smith, the network's director of television operations.

Simultaneously Eiges announced a realignment of the department and the promotion of Allan H. Kalmus and Samuel Kaufman to the newly-created posts of television manager and special services manager, respectively, both reporting to Dine.

Before joining NBC as trade editor in 1946, Dine was on the editorial staff of Tide Magazine. His experience prior to that included 10 years as a reporter on the Worcester, Mass., Post and Telegram.



During the war he served with the 36th Division in Italy, France and Germany as a rifle company commander, and at the time of his discharge he held the rank of major. He holds two Silver Stars, two Purple Hearts, the Combat Infantryman's Badge and the Bronze Star. A native of Boston, he attended Boston University. He is married and resides in New York.

Kalmus, formerly television editor, will supervise publicity on NBC television programs and policies. Kaufman continues as exploitation editor, and also will have responsibility for planning and coordinating all special publicity campaigns.

10 YEARS AGO TODAY

From the Files of Radio Daily

Radio, newspaper advertising and display matter will be used by the National Association of Retail Grocers in its local campaigns to win new patronage.... The Farnsworth Television & Radio Corporation has filed a registration statement with Securities and Exchange Commission covering 60,000 shares of common stock, \$1 par, involving \$4,950,000 based on the filing fee.

MANAGER WANTED: Recently established FM radio station enjoying national reputation and large following in large eastern seaboard city requires a station manager with class A professional and business experience plus strong sense of public affairs and relations. Present station manager leaving for an overseas assignment. State minimum salary and date available. Box No. 215, RADIO DAILY, 1501 Broadway, New York 18, N. Y.

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



Taking it easy

This strange looking bird is a Malayan Wood Ibis. And he's now taking a little nap. Believe it or not, that's the way this queer fellow sleeps.

There's a simple way, too, for time buyers to take it easy and get results in the rich Baltimore market. They just buy W-I-T-H, the BIG independent with the BIG audience.

Yes, sir! W-I-T-H delivers more listeners-per-dollar than any other station in town! It covers 92.3% of all the radio homes in the Baltimore trading area.

And don't forget, Baltimore is the sixth largest market in the country.

So if you're looking for lowest cost sales in Baltimore, W-I-T-H is your best buy. We say so. Advertisers say so. Time buyers say so. Call in your Headley-Reed man today and get the full W-I-T-H story from him.



W.I.T.H.

Baltimore 3, Maryland

TOM TINSLEY, President
Represented by Headley-Reed

Teleguide Magazine "OSCARS"

go to WBAL-TV



• **Favorite Personality**
NICK CAMPOFREDA
 star of "Hi-Jinks" seen daily at 12:15 P.M. Nick also sportcasts "Looking at Sports" each weekday evening.



• **Favorite Comedian, M.C. and Variety Show**
MILTON BERLE
 scored as top M.C. and top comedian via the Star Theatre—the top variety show. Telecast at 8 P.M. Tuesdays.



• **Favorite Male Singer**
BOB BERRY
 co-stars as featured vocalist on "Hi-Jinks" and is host of the "Open House" WBAL-TV each Tuesday and Thursday.

- FAVORITE *local program*
- FAVORITE *personality*
- FAVORITE *variety show*
- FAVORITE *female singer*
- FAVORITE *male singer*
- FAVORITE *emcee*
- FAVORITE *children's show*
- FAVORITE *comedian*
- FAVORITE *news analyst*

Teleguide Magazine's survey of programs and personalities proves the greatest shows in Television are on WBAL-TV — Channel 11.
WBAL-TV Means Business in Baltimore.

N B C Affiliate

Nationally Represented by Edward Petry & Co.



• **Favorite Local Program . . . THE HI-JINKS SHOW**
 with Nick Campofreda, Gloria Halliday and Bob Berry—seen and heard on WBAL-TV Monday thru Friday at 12:15 P.M.



• **Favorite Female Singer**
GLORIA HALLIDAY
 is the featured vocalist on "Hi-Jinks", and is the hostess on "Open House" each Tuesday and Thursday evenings.



• **Favorite Children's Show**
HOWDY-DOODY
 with Bob Smith won an overwhelming vote for a children's show. A WBAL-TV feature Monday thru Friday at 5:30 P.M.



• **Favorite News Analyst**
GALEN FROMME
 covers the local, national and international scene in "Let's Look at the News", Monday through Friday.

NEW BUSINESS

KNBH, Hollywood: Three new clients, Foreman & Clark, Freeman & Freeman, Hudson dealers, and the General Electric Supply Corp., have signed contracts. Foreman & Clark, Pacific Coast clothing chain, becomes the first local firm to sponsor a KNBH package show. They have contracted for the 9:00 to 9:15 p.m. Tuesday spot for a 52-week period. The program will be the Jack Lane emceed "Guess Who?" show (formerly "Film Fan Fun," 8:30 p.m., Mondays). Dan B. Miner Co. is the agency for the account. The program started Tuesday, Feb. 15. Freeman & Freeman, Hudson dealers, have contracted for the "NBC Newsreel" in the 7:50 to 8:00 p.m. Tuesday spot for a 13-week period. Sponsorship began Tuesday, Feb. 15. Erwin-McHugh is the agency. General Electric Supply Corp., through Ross, Gardner & White, have contracted for two 20-second station breaks per week at 7:15 p.m. Sundays and Tuesdays. The contract is for 52 weeks.

WDZ, Tuscola, Ill.: One-time, one-hour Farm Roundup show for Montgomery Ward Farm Store, Decatur; quarter-hour weekly musical for Byers Appliance Company, Decatur; three-time weekly announcement campaign for Mercer Real Estate Company, Decatur; half-hour "Bulldog Drummond" series for Barding Trailer Sales, Decatur; six-times-weekly announcement campaign for Associated Sales Company, Chicago; quarter-hour musical, twice-weekly, for Jones Implement Company, Decatur; ten-minute participation, five days a week on "You Ask For It" request program, for Lloyde Piano Company, Champaign, Illinois; ten-minute participation on "Jack Quinn Show" for Gibson Furniture Company, Mattoon, Illinois, five days weekly.

Women Invited Abroad As Guests Of KOWH

(Continued from Page 1)

and Nurenberg in Germany and will also stop off in France, Italy, Switzerland, Holland, Belgium, England and Ireland. J. Howard Cowan, feature writer of the World-Herald, owners of KOWH, is also accompanying the party, B. C. Corrigan, manager of KOWH-KOAD, announced.



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.



Windy City Wordage. . . !

• • • Joseph T. Petrillo, nephew of the stormy James C. who doesn't like disc jockeys, is the new secretary to Dave Garroway, one of Chicago's leading platter spinners. . . . Russ Park, assistant farm program director of WLS, is leaving the station to

Chicago take up farming on one of his father's farms near Mechanicsburg, Ill. . . . Arnold Carlson, Mutual account executive, is recuperating from an appendectomy at St. Francis Hospital, Evanston, Ill. . . . WLS chief announcer Jack Holden, survivor of a recent near-tragic auto accident, bought a new car and, having some minor trouble with it, he stopped at a garage to have it remedied, "How'd you like to see a wreck we just brought in?" inquired the attendant. "The guy who escaped from this one sure was lucky." Jack stepped over to look at the wreck—and it was his own car, which he hadn't seen since the wreck.



• • • The emcee of a Chicago telephone quiz show made a phone call the other day and the youngster who answered said neither his mother nor dad was at home. Asked how old he was, the lad said eight. "How would you like to try our question, 'Who is the president associated with the March of Dimes?'" asked the emcee. "Sure," said the boy. "It is Franklin D. Roosevelt." Nonplussed, the emcee asked the lad's name and he was told "Richard Wexler." He had dialed the home of one of the Quiz Kids.



• • • A life-sized cut-out of "Straight Arrow," the All-American Indian, was recently placed just inside the Mutual network's promotion department, and for the first few days department visitors were in constant retreat until they made up their minds the Redskin wasn't real. . . . Tom Moore, emcee of "Ladies Be Seated," is having a lot of fun with the "Granny Be-Bop" contest on ABC. But just how silly can these contests become! . . . Dorsey Connors is back on WGN-TV as conductor of "Personality Profiles" after a long period of illness. . . . Jim Hurlbut, WMAQ newsman, has had triple honors conferred upon him. He is the first recipient of the Chicago Marine Reserve of the Year award presented by the Ninth Infantry battalion for outstanding service by Marine reservists, and he also has been presented with honorary memberships in the Chicago Patrolmen's Club and the Chicago Police Sergeants Association in recognition of his efforts to credit good police work by Chicago's finest.



• • • Local radio folks are skeptical of the success of the first television beauty contest in Chicago, launched last week on WGN-TV to discover "Miss Tavern Pale of 1949." Skepticism stems from the method of choosing the winners. Viewers cast ballots for their favorites by mailing in a post card, giving the name or number of the contestant. Ballots and ballot boxes have been installed in all taverns having video sets, and, say the radio folks, chances are that over-zealous partisans of the contestants may send in many phony ballots, forestalling a fair decision and increasing suspicion of the methods used on many give-away programs.



BEHIND THE MIKE

JANE BARTON, up in Albany N. Y. State radio public relations director, will be needing an AF card at the rate the femme broadcasters are going up there. In a week she was interviewed by Betty Parry, on WXXW, Beth Lee, WPTR and Mary Aileen Ranney, WROW. However, if we know Jan and we think we do, she still prefers the typewriter to the mike.

WMCA's Joe Franklin signed a repeat shot on WNET's "Television Screen Magazine."

Guy Lebow's WPIX sports show have jumped into first place in a channel's mail pull.

Eric Blythe, most photograph male model, who appeared with Robert St. John and Dorothy Sarn on "Quizzing the News" last week will make a commercial television film for Pathoscope Co. as a result.

Paul McGrath, one of the featured performers in "The Big Knife" starred in the first play ever to be televised.

New dinner time celebrity interview series being set to originate Garrison's via local indie.

Realtor Walter Shirley films one-minute movie for video use, plug Mastic Acres, 8,000-acre development.

WWRL and the Daily Mirror are gaging in a time for space exchange with paper plugging its new Barn by cartoon.

DuMont forced to expand its studio facilities to accommodate a overflow crowd of women swarming to Dennis James' "Okay, Motherstanza."

WMCA Will Broadcast Address

U. S. Senator Irving M. Ives will dress at the annual banquet of the Sons of the Revolution of New York State on Feb. 22 will be broadcast exclusively by WMCA at 10:15-10:30 p.m. from the Waldorf-Astoria Hotel.

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
MEMY GREENFIELD, Mgr. Director
117-119 W. 4th St. N.Y. 19

ANA Board Creates Radio & TV Group

(Continued from Page 1)

said formation of the committee "will enable us to step up our activities in the radio and television fields sufficiently to make sure advertisers' needs are met."

From all indications, broadcasters are going to face heavy discussion with the ANA's new committee in the future. One of the group's first jobs will be to look into the question of rate levels set by broadcasters, shifts in radio audiences caused by television and the increasing number of AM stations. Connolly said, "it is our responsibility to make our views on this score known to broadcasters."

Another thing the committee will investigate is just what types of measurements radio advertisers need to best plan their campaigns in the medium. Connolly said the measurement of radio under the auspices of BMB left many important questions as yet unsolved.

Paul West, ANA president, said that Jack Kurie, ANA vice-president of media and research, was responsible for both the Advertising Research Committee and the Radio and Television Committee. Kurie will be assisted by Kirk Jewett, formerly in the media research department at J. Walter Thompson, who has joined ANA to assist principally in radio matters.

Meantime, the independently incorporated Radio Council of National Advertisers is turning in its charter and President Thomas H. Brown, Jr., has resigned and will join C. E. Hooper in March as vice-president in charge of advertiser relations. Prior to his connection with the Radio Council, Brown was executive assistant to H. M. Dancer, president of Dancer-Fitzgerald-Sample, and before that was secretary and general counsel for the American Home Products Corp.

Young Actor To Tour

Twelve-year-old radio and TV actor Allen Martin, Jr., will start his transcontinental tour with the Theater Guild's "I Know My Love," starring Alfred Lunt and Lynn Fontanne, on Feb. 19. He is the son of WPIX news director, Allen Martin, Sr.

NAB Board Votes Confidence In BMB Second Study Plans

(Continued from Page 1)

Lane, Chicago; Willard Egolf, Bethesda, Md.; and the following staff members of the association: C. E. Arney, Jr., secretary-treasurer; Robert K. Richards, director of public relations and publications, and James Dawson, assistant director of that department.

Under the NAB "Member Service" plan, association members will receive a weekly management news letter plus the regular "FCC Actions." These will be supplemented, when needed, by special reports from departments of the NAB.

Purpose of the new system is to make the printed materials of NAB available to membership through an overall service plan intended to reduce the amount of the material, make it more precise in nature and more useful to members.

Departments which will participate in the Member Service publication enterprise include employee-employer relations, broadcast advertisers, engineering, legal, program. Research department and special service department activities, which supplement those of all other departments will be reported through the regular releases of the respective departments with which they work.

The department of public relations and publications will supervise issuance of NAB member service.

In actions concluding the three-day session, the directors voted to employ two new staff members, one a governmental representative, the other a television expert.

The governmental representative, by action of the board, will be instructed to represent the broadcasters in all matters of legislation to come before the present session of the Congress.

The television expert's assignment

will be to perform services for television members of the association.

Justin Miller, NAB president, will employ the two new staff members.

An amendment to current NAB by-laws which would make it impossible for any board member to serve more than two consecutive terms on the association's governing body will go to the membership soon with an appended statement indicating that the board voted 19 to 2 in opposition to it. The proposed amendment was presented by William Smullin of Eureka, Calif.

The Breen amendment to the by-laws, if acted upon favorably by the membership, would deny the right now possessed by the board, under by-law provisions, to promulgate standards of practice or codes will go to the membership with a special explanation and expression of the board voted upon at the current session.

The report of the board committee to consider the structure of NAB, of which Clair McCullough, Lancaster, Pa., is chairman, was returned to committee for further consideration and recommendations after favorable action upon a motion by Campbell Arnoux of Norfolk, Va.

The BMB resolutions of the board put to rest rumors of dissension regarding the function of the organization. While two or three of the board expressed some criticism of past service all voted for the completion of the Second Study and continuance of the research service.

Need of TV research data was also discussed by the board members. It was the consensus of opinion that with the growing importance of TV that more facilities should be developed for giving the industry research service.

Name Ackerman V-P Of CBS On West Coast

(Continued from Page 1)

Francisco to take over his new post as vice-president in charge of CBS operations in the San Francisco area.

In his post as Hollywood v-p, Ackerman will continue to supervise production of such CBS package programs as "My Friend Irma," "Our Miss Brooks," "Life with Luigi" and "My Favorite Husband."

New board of directors for KQW, San Francisco, in which CBS acquired full ownership yesterday, are Frank Stanton, chairman, and Joseph H. Ream, Adrian Murphy, Howard S. Meighan and J. Kelly Smith. Board of directors then elected the following officers of Pacific Agricultural Foundation, Limited: Stanton, president; Meighan, Smith and Arthur Hull Hayes, vice-presidents; Julius F. Brauner, secretary; S. R. Dean, treasurer; Kenneth L. Yourd, assistant secretary; George B. Stadtmuller, assistant treasurer.

U. S. Army Officers To Tour NBC Radio-TV Dept.'s

(Continued from Page 1)

film, "Behind Your Radio Dial." This will be followed by a talk by Sydney H. Eiges, vice-president in charge of the press. Others to speak will be Francis C. McCall, news and special events director, and Edward M. Kirby, former chief of the U. S. Army radio branch.

A two-hour tour of NBC's television facilities is planned for the afternoon under the guidance of William Burke Miller, night television manager. Later they will be taken on a guided tour of the studios in the RCA building.

Will Play Herbert Suite

Victor Herbert's "Suite for Cello with Orchestra—Opus 3," not publicly performed since Jan. 8, 1887, will be given its first radio performance by the Queens Symphony Orchestra over WWRL, Feb. 18, 10:10:30 p.m.

Frequency Problem May Reach Truman

(Continued from Page 1)

tested by the State Department, but the Mexicans have not agreed to curb their plans.

It is said that friends of President Aleman own the station.

In the meantime, WPIK, Alexandria, Va., filed this week an application for night hours on the 730 band, one of the channels thus far held to daytime only use by agreement with Mexico. WPIK was the first of the daytime petitioners group to file individually. The group last month asked the FCC to void the agreement as no longer binding, and to assign nighttime hours to the stations involved.

Quick Action Unlikely

It is not likely that the FCC will react directly to the petition before March 29, the final date on which Cuba will have to announce its assent if NARBA is to remain in force. All other signatories have already agreed to retain the regional agreement.

Plagiarism Suit Ends; To Coast Jury Today

(Continued from Page 1)

writing the Rexall Summer Theater heard over NBC last Summer and the Summer before.

Rourke appeared on his own behalf. Witnesses for the defense included Taylor, Boardman, Marge Kerr, of N. W. Ayer; Tom Lane, of Rexall, and Len Carey, of BBD&O.

Boardman has been known in radio for many years as the writer of such programs as Lux Radio Theater, Screen Guild Theater, Silver Theater, Hollywood Star Theater and others.

Counsel for the defendants is Clarence Runkle, partner in the law firm of Crider, Runkle and Pilon. Rourke is represented by Daniel Weber and Edward Feldman.

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.

There Is No Substitute FOR EXPERIENCE
 In a medium as new as television, there is bound to be mistakes and a good bit of floundering. The trial and error school may be good enough for some businesses, but in advertising that technique has lost clients. There is no substitute for experience and in the light of that statement, I would like to hear from an advertising agency that could use a man young but not too young in years but with many years of experience in show business. I know theatre from both in front and behind the footlights. I know talent, casting and the technical aspects of the business. I want to go with an agency that wants to go places in television. Write RADIO DAILY, Box 214, 1501 Broadway, N.Y.C.

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

ENCORE Material

JUST REMINISCING

(Still In Love With You)

Recorded by Jo Stafford, Jack Fina,
Ray Noble

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

On Records and Transcriptions

The Lively and Sparkling

**"MADEMOISELLE
HORTENSIA"**

RYTVOC, Inc., 1585 Broadway, N. Y.

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:**—Arthur Godfrey was responsible for the success last year of "She's Too Fat For Me" . . . his Columbia waxing of "I'm A Lonely Little Petunia" (In An Onion Patch) is bound to make this a hit for Rytvoc Music . . . now the red-headed CBS showman has latched onto another novelty "All Right Louie, Drop The Gun" grabbed for a number one plug by Leo Feist. . . ● Murray Wizell has dropped his plans to open his own pubbery to become professional manager for Porgie Music . . . firm has a commercial ballad, "You're Mine," written by Glen Moore. . . ● Charming song stylist Ronnie Gilbert, currently featured at the Sky Room of the Wilton Hotel in Long Beach, California, is a natural for video . . . our West Coast spy writes that almost half of the cash customers are radio and motion picture scouts. . . ● Ork Pilot Chick Foster and his band open March 22 at the Aragon Ballroom in Chicago . . . this musical aggregation is headed for the top. . . ● Could the ABC 'Mystery Tune' be a drinking song, written about 100 years ago by a Welshman named Jack Parry? . . . ● At 1 p.m. yesterday we happened to tune in on "The Warren Hull Show" featured across the board on CBS-TV . . . with smooth ad lib chatter by Hull, former 'Vox Popper' and lovely pianist-songstress Sunny Raye providing the music, this half-hour is easily one of the best programs in television . . . this John Hundley production rates an evening spot. . .

☆ ☆ ☆ ☆

● ● ● Choice Music starting on a new ballad, "Need You" written on the coast by Lew Porter, Johnny Lange and Johnny Broderick. . . ● All Radio Row saddened by the sudden death of Pat Ryan. . . ● That's a clever little novelty just published by Village Music . . . number is "The Face On The Toy Balloon," clefted by Sid Prosen, Spencer Williams and Charles Reade. . . ● NBChanter Jack Kilty and Jack Spencer have formed their own agency, Artists Management Associates. . . ● Lon Clark doing a fine announcing job on the "Jack Carson CBS show." . . . ● We like the spritely and droll music dispensed via NBC by the Spotlighters, a vocal and instrumental trio currently featured at the Hickory House. . . ● Sherman Billingsley's daughter, Jacqueline, getting raves for her "Young Widder Brown" emoting. . . ● Julio La Motta has been added to the contact staff at Forster Music . . . firm is working on "My Best To You." . . . ● Michael Fitzmaurice will be featured with Glenn Ford on "Armstrong Theater," CBS Saturday. . . Mike is one of radio's better thespians. . . ● J. J. Robbins & Sons will publish the scores from three new musical shows including "Gentlemen Prefer Blondes," (songs by Julie Styne and Leo Robin); "Happy Dollar," (songs by William Friml and John LaTouche); "He and She" (songs by Ogden Nash and Vernon Duke) . . . ● Jewel Music has a fine waltz ballad, "Don't Gamble With Love," written by Peter Tinturin. . .

☆ ☆ ☆ ☆

● ● ● **ON AND OFF THE RECORD:**—Columbia's Album of Cole Porter's "Kiss Me Kate" score, in our estimation, ranks with the all-time best . . . featuring the voices of Alfred Drake and Patricia Morison, supported by the original Broadway cast, this item will sell for years . . . deejays will have censorship trouble because of the 'blue' lyrics but the juke boxes will garner the nickels in bucketfuls. . . ● With his "Cruising Down The River" the recording 'sleeper' of the new season, Blue Barron and his Orchestra have another interesting M-G-M item in "You're So Understanding" slipped with a rhythmic novelty, "Mississippi Flyer." Latter was written by Don Marcotte, one of the Windy City's most popular tunesters . . . deejays and jukes alike will use this one plenty. . . ● Tenorole Clark Dennis offers a pair of Irish ditties in his latest Capitol platter . . . top side is the standard "Rose of Tralee" backed with "Molly O'Reilly" . . . (aside to Clark) ask Abe Olman at Robbins for (From The Bottom of My Heart) "The Top of the Mornin' to You."

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

(Nyo! Nyo!)

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.

"UNTIL"

DORSEY BROS. MUSIC, INC.

1619 Broadway, New York 19, N. Y.

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, February 17, 1949—TELEVISION DAILY is fully protected by register and copyright

BOOSTER STAS. PLANNED—WOODS

TELE TOPICS

THIS WEEK it was Phil Baker's turn to demonstrate that there is only one Milton Berle. As guest emcee on "Texaco Star Theater" Tuesday nite, Baker offered material that fell flat even with the studio audience, and such groups are notorious for yucking at the slightest provocation. Only once during the hour did he participate in anything remotely resembling comedy, and that was a heckling routine with Benny Rubin. It was Rubin, however, who drew most of the laughs. To foul himself up completely, Baker repeatedly cleared his throat, twice to underline every bad gag, and these unpleasant sounds became terribly annoying after the first few minutes. . . . With one exception, the acts on the show were of high caliber. The Skating Macks, four roller skating acrobats, were exciting; Beatrice Kay turned in a good job on her old time songs; Fred and Sledge showed an above average tap routine, and Herb Shriner's monologue, which ran seven minutes, was very funny. The exception was the closing spot occupied by Marion Harris, Jr., and Baker. Both their song routine and feeble attempts at humor were a waste of time. . . . Sid Stone's commercial pitch was better than it's been in a long time. Even though it was based on an ancient burlesque black-out. Stone and a gal assistant turned it into a pretty good piece of business.

CROSLEY is about to take the TV plunge on behalf of its receiver line, and is considering Danny Thomas for a show. Benton & Bowles handles the account. . . . "Studio One" resumes its bi-weekly series on CBS Sunday nite with Valerie Bettis starring in "Holiday." Two weeks later they'll do "Julius Caesar" in modern dress. Producer Tony Miner is adapting Shakespeare's tragedy and Paul Nickell will direct. . . . WJBK-TV, Detroit, last nite inaugurated a public service series which other stations, particularly those in newly-opened video areas, would do well to emulate. Titled "Television Round Table," program explains the workings of receivers and answers questions on reception problems. Service managers of the various set distributors serve as guest experts. Program is the idea of Richard E. Jones, general manager of the station. Ed McKenzie is moderator. . . . Joseph Rudnick, head of Sunset Appliance Co., reports that his firm's sponsorship of amateur hockey over WPIX has boosted business about \$25,000 weekly. Guy Lebow describes the action and also handles commercials. . . . New package firm of Roberts & Burton has set up offices at 18 East 41st St. and has three shows ready to move. . . . Variety acts now in, or alumni of, the American Theater Wing, may be appearing on one of the big network vaudeo segs soon.

Four New Live Shows Scheduled By WPIX

Four new studio shows have been scheduled by WPIX, headed by "Four Star Talent Search," a half-hour amateur program offering a cash prize and a week's engagement at Bradley's nitory to the winner. Debut is set for Friday, 8 p.m.

Over 7,000 applications already have been received from prospective contestants. Eddie Nugent, director of the show, is auditioning. Judges will be Lou Rolnick, owner of Bradley's, and legit producers Stanley Gilkey, Bernard Hart and Herman Levin. Joe Bolton will emcee.

Series of 15-minute recitals by classical musicians will be aired Sundays, 6 p.m. under title "Concert Previews." George Copeland will be heard on the opener, Feb. 20, and subsequent artists include E. Robert Schmitz, Edmund Kurtz, Carlos Salzedo, Erica Morini and Norman Delo Joio. Clay Yurdin will direct.

"Powerhouse," new five-a-week sports show featuring Jimmy Powers will debut Sunday, 7:15 p.m. Aired Thursday through Monday, program will be directed by Clark Jones in association with Ray Barrett.

Fourth seg, "Dance With Me," combines dance exhibitions and instruction by Louise Holden and Charles Columbus. Show debuts at 7:10 tonight, moves to 7:30 next Thursday. Nugent will direct.

WAMS Charges WDEL Delays Tele-CP Processing

Washington Bureau of RADIO DAILY
Washington — Attorneys Welch, Mott and Morgan yesterday filed with the FCC a petition for WAMS and WAMS-FM, Wilmington, Del., charging that WDEL, Wilmington, has been dilatory in processing its TV construction permit, and asking that the FCC take away the WDEL channel and grant it to their client. At the same time, they filed a petition challenging a petition by WFAA, Dallas, that the FCC take away the permit of KBTU, a Welch, Mott & Morgan client, because of unreasonable delay in construction. But it was explained that the WAMS petition is filed simply as a suggestion to the Commission, with no claim of legal standing. A member of the law firm likened it to an *amicus curiae* filing, explaining that the suggestion of delay on the part of WDEL is offered as something the

Public Service

Chicago—Consecration of three Bishops of the Roman Catholic Church will be scanned by NBC from Holy Name Cathedral here Monday, March 7, from noon to 3:45 p.m. It was announced yesterday, Samuel Cardinal Stritch will officiate at the solemn pontifical mass of consecration. Pick-up will be supervised by Julien Horbuvoaux, TV manager of the NBC central division, and Rev. John McCarthy will act as narrator.

148% Receiver Boost Reported In L. A.

West Coast Bureau, RADIO DAILY
Los Angeles—Receivers in the Los Angeles area now total 89,337, an increase of 148 per cent during the past three months, according to a survey by the Southern California Radio & Electrical Appliance Association. About 91 per cent of the total sets are located in Los Angeles County, with an estimated one receiver for every 15 families. About one-quarter of all sets in the area are said to be in upper income homes; 65 per cent have been purchased by middle income families, and 10 per cent are owned by the low income group. Seven stations are on the air in Los Angeles.

ABC, Prexy Says, Also Plans To Scan Opera

The possibility that stations in large metropolitan areas may soon apply for booster transmitters to provide coverage of nearby small towns and fringe areas was voiced yesterday by ABC president Mark Woods in a Town Hall lecture on "The Present and Future of Television."



WOODS

Broadcasters currently are considering the use of boosters as adjuncts to their existing stations, he said. Paper work to iron out the problems of such operation has been going on for some time, but a policy decision by the FCC is required before actual construction can begin.

Woods said also that ABC "hopes to work out plans to televise the performances of the Metropolitan Opera every Saturday next season."

In response to a question from the audience, the ABC chief said that a complete electronic system of color tele will be available in ten years, but emphasized that it will not replace black and white transmissions any more than color has replaced monochrome motion pictures. Color will be used only when it definitely adds something to the program, he added.

Replying to another question, Woods said that film repeats of programs will be more numerous than repeat radio broadcasts because of the rapid rate at which set ownership is progressing bringing with it entire new audiences.

Despite its rapid growth, he continued, TV will not entirely replace radio as an entertainment medium, because the latter may be heard even while other work is being accomplished.

3850 Sets In Frisco

San Francisco—Preliminary estimates of sets in the Bay Area by KPIX places the total at 3,850, an increase of 10 per cent over the Jan. 1 figures. KPIX is the only station on the air in northern California.

Martin Joins WPIX

Frank Martin, Jr., has joined the WPIX news and special events staff, effective this week. He was formerly a reporter for the Binghamton, N. Y. Sun and is a graduate of Columbia.

Record Attendance At BMI 5th Course

(Continued from Page 1)

Atlanta and several television stations were represented.

Those attending the fifth Model Library Course included Roger Wayne, WHLI, Hempstead, N. Y.; Donald W. Niemann, WMTR, Morristown, N. J.; Mrs. Stella Thompson, WKDA, Nashville, Tenn.; Lawrence Molinaro, WVAR, Norristown, Pa.; Henry Clark, WEAV, Plattsburg, N. Y.; John C. Stidman, WMAR, Baltimore; Ransom W. Edwards and William Elliott, president and general manager, WLIZ, Bridgeport, Conn.

Miss B. Jacobs, DuMont Television, New York; Jeanette Reichardt, WPIX, New York; Robert C. Harnish and Robert Stetler, WLAN, Lancaster, Pa.; Richard F. Crans, WKIP, Poughkeepsie, N. Y.; Fred Barr, WWRL, Woodside, N. Y.; Clyde Moon, BMI Canada Ltd., Montreal; Robert M. Peebles, WKNE, Keene, N. H.; Grant Douglas, WEEX, Easton, Pa.

Stefan George, WGPA, Bethlehem, Pa.; Dorothy DiMaio, WEAN, Providence, R. I.; Leonard Matt, WDAS, Philadelphia; Mrs. Margaret E. Oury, Mrs. Dorothy Noel, Mrs. Betty Gropelli, WERI, Westerly, R. I.; June Kingsbury, WCON, Atlanta, Ga.; Audrey Griffin, WTTM, Trenton, N. J.

COAST-TO-COAST

Lanphier Reelected President

Milwaukee, Wisc.—Charles J. Lanphier, manager of WFOX, was reelected president at the annual stockholder's meeting of the Wisconsin Broadcasting System, Inc., operators of WFOX. The station has been on the air since August 15, 1946 with 250 watts, daytime hours of operation and a frequency of 860 kcs.

"Esso" Ten Years On WCSC

Charleston, S. C.—On February 27th, "Your Esso Reporter" sponsored four times daily over WCSC and WCSC-FM celebrates 10 years of continuous broadcasting on the station. It has been estimated that during the 10 years well over ten million words have been broadcast, with the total time consumed in broadcasting approximated at 1,120 hours during 13,400 broadcasts.

Gentile Back At WJBK

Detroit, Mich.—According to recent announcement, Larry Gentile resumes his late evening request show via WJBK, on February 21st after an absence of 13 years from the station where he began his radio career. The "Larry Gentile House Party" will be heard from 11:00 p.m. to 2:00 a.m. Monday through Saturday.

WJEF's Dr. Dunbar Honored

Grand Rapids, Mich.—Dr. Willis Dunbar, dir. of public affairs of the Fetzer Broadcasting Company, heard daily on WJEF and WKZO with a program of news commentary and as moderator of numerous programs presented each week in the public interest, has been selected as an honorary member of the League of Women Voters of Grand Rapids.

Murrow Heard From WTAG

Worcester, Mass.—Edward R. Murrow, CBS news analyst, will make his coast-to-coast broadcast on February 23rd direct from the studios of WTAG and FM. He is scheduled to be in the city as a featured speaker at the 75th anniversary banquet of the Worcester Chamber of Commerce later that evening. Also on the chamber's program will be quiz-master Bob Hawk of the WTAG-CBS "Bob Hawk Show."

Child-Book Crusade On WNJR

Newark, N. J.—The "Newark Crusade for Worthwhile Children's Books Week" endorsed by educators, citizens and officials of Newark, and sponsored by the Girl Scouts, teed off on a recent "Lunch With Nan" program over WNJR. The campaign, it is believed, will be another constructive step in the battle waged against juvenile delinquency.

President To Speak On R. C. Program

(Continued from Page 1)

ginating in Chicago at 9:30 p.m. (EST). He will be presented by Red Cross President Basil O'Connor.

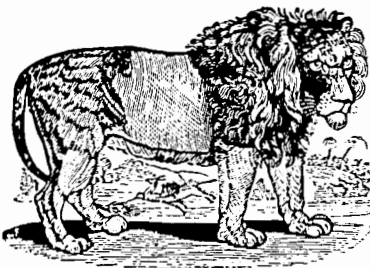
Mr. Truman's message will be heard on the four major networks. The remainder of the broadcast, including an address by Gen. Dwight D. Eisenhower, will be carried by the ABC network only.

Helen Hayes, Jas. Stewart Included
This earlier portion of the program, broadcast from Chicago's Medina Temple before an expected 6,000 persons attending a Red Cross fund campaign rally, will feature an original dramatic narrative starring Helen Hayes and James Stewart, with special music by Wayne King and his orchestra.

The narrative, in tone-poem form, is a vivid portrayal of the story of the Red Cross and its meaning. Radio producer Homer Fickett, well-known director of the Theater Guild of the Air, will produce the program. Participating stars are volunteering their services.

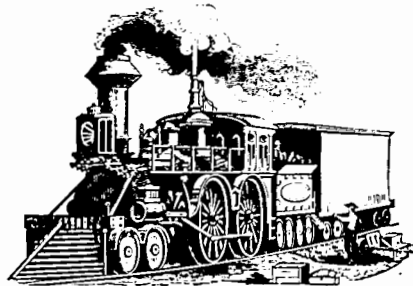
By presidential proclamation March has been designated "Red Cross Month" and March 1 will mark the official opening of the Red Cross campaign for \$60,000,000 needed to continue the organization's service to the nation during the next fiscal year.

IT MAY NOT HAVE OCCURRED TO YOU, but



WOR is like a lion

You see, it continues to be the *first* major station in New York when it comes to carrying the majority of the highest-rated local programs.



WOR is like a locomotive

because, year in and year out, WOR pulls more than a million letters from people in 47 of the country's 48 states.



WOR is like a great sale

for WOR attracts more families, during the day and during the night, than any other station in the United States.

NOTE — no matter how you measure WOR's effectiveness,

and we heartily recommend *any* method, WOR gets you *there* fastest, at less cost and with greater results.

— heard by the most people
where the most people are

COMING! WOR-Mutual's magnificent new television station, WOR-TV, channel 9. Watch for it.

WOR



RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



DL. 46, NO. 35

NEW YORK, FRIDAY, FEBRUARY 18, 1949

TEN CENTS

NAB TO SEEK CLOSER LINK WITH GOV'T

Job Hope Bows Out Of Deal For WHAS

Washington Bureau of RADIO DAILY—Washington—Bob Hope has decided to withdraw his bid to purchase WHAS and WHAS-TV, Louisville, attorney Leonard Marks said here yesterday. The application for leave to withdraw will be filed Monday at the FCC, and Marks would not say yesterday what reasons would be given.

It is known, however, that Hope was unable to be on hand for the hearing scheduled to be held here February 28, and it is believed this (Continued on Page 2)

Radio-TV Shows Causes Godfrey To Drop Theaters

Arthur Godfrey's strenuous two weeks engagement at the Capitol theater in New York with the "Talent Scouts" stage show plus his CBS radio and TV commitments caused him to cancel his personal appearance dates in other cities including the Oriental Theater, Chicago, Feb. 1. Colonel Stoopnagle will take over the emcee job for the stage appearances of the unit including the Children (Continued on Page 6)

Special Program Planned For Chicago Stations

Chicago—"The Word," a specially written dramatic script by Irma Hillips, will be broadcast simultaneously on WGN, WBBM and WMAQ Sunday (Feb. 20), 9:30 to 10 p.m., ST, and will be available to other Chicago stations on transcription for delayed broadcasts.

The broadcast, presented under the auspices of the National Conference (Continued on Page 2)

Congress 'Vets' Honor Richards

Washington—G. A. Richards, chairman of the board of WJR, Detroit; WGAR, Cleveland, and KMPC, Los Angeles, last night was awarded a distinguished service plaque at the annual dinner for Veteran Members of Congress, sponsored by the Veterans of Foreign Wars at the Hotel Mayflower. The award to Richards was presented by the Michigan State commander, Ohio Beaudoin, for outstanding service to veterans and for the generous donation of time to all worthy patriotic organizations, veterans and public service projects. National Commander-in-Chief Lyall T. Beggs also congratulated Richards for the exceptional patriotic work performed by WJR, Detroit, on behalf of the Veterans of Foreign Wars and all veterans.

Clinchy Announces Brotherhood Awards

Winners of the 6th annual Brotherhood Week Radio Awards and the first television citation have been announced by Dr. Everett R. Clinchy, president of the National Conference of Christians and Jews.

As its first tribute to "the powerful medium of television," the Conference has awarded the New York Daily News TV station, WPIX, a merit citation for the program, "Television Chapel," for "its outstanding contributions during the past year to mutual understanding and respect (Continued on Page 8)

Code Adherence Necessary, Kobak Tells Trade Press

Expressing alarm over the failure on the part of some broadcasters to comply with the new NAB Standards of Practice, Edgar Kobak, president of Mutual, held a frank and informal press luncheon at the Waldorf Astoria Hotel yesterday. The occasion was the Mutual president's periodical conference with the press on matters pertaining to the industry.

Kobak spoke of "character in

Board Will Confer With Top Officials On Domestic And World Problems; Plans 'Primer' On Int'l Affairs

Bills in Eight States Recognize Newsmen

Eight states have under consideration bills that would privilege radio and television newsmen from revealing their sources of information, Tom Eaton, new director of WTIC, Hartford, Conn., and chairman of the standards committee of the National Association of Radio News Directors, revealed yesterday. The states are Colorado, Connecticut, Indiana, Minnesota, Nebraska, New Jersey, New York and Oregon.

NARND has been actively campaigning (Continued on Page 2)

Lawrence Takes Stand On Boston Council Action

Boston—Craig Lawrence, general manager of WCOP, wrote Mayor Curley yesterday challenging the action of the Boston City council in adopting a resolution charging that radio crime stories contributed to (Continued on Page 2)

Hellman To Represent Educational Broadcasters

Edwin Hellman, director of radio station WBOE, Cleveland, Ohio, pioneer educational FM station, has been appointed official representative (Continued on Page 4)

New Orleans—In an effort to encourage early solution of international radio problems directly affecting American Broadcasters, the board of directors of the NAB, at the conclusion of its meeting here Wednesday, announced it would seek audiences with top Federal officials in executive departments of the Government, of the Congress and the President of the United States.

Action was taken in unanimous approval of a report of the special (Continued on Page 3)

N. Y. Radio Campaign Swamps Heart Fund

Radio has proved again not only its overwhelming influence during broadcasting periods but also its drawing power as an after-effect in last week's "Valentine Baby Orchid" campaign of the New York Heart Assn.

The response to the appeal aired by New York city stations was so great that the "Valentines" are still (Continued on Page 8)

WQXR Plans Giveaway On Musical Program

WQXR will get on the "giveaway program" bandwagon on Feb. 28 when it inaugurates a new series, "The Home Music Quiz," to be aired 2:45-3 p.m., Mondays, Wednesdays and Fridays.

Listeners who send in on a postcard (Continued on Page 6)

Att: Hedda Hopper

Hartford, Conn.—WONS' Claire Gibson, known for her fantastic hats, recently auctioned her "Valentine Special" for the benefit of the Heart Campaign. It brought \$200 from Mayor Cyril Coleman and Harry E. Sloan, industrialist. How they're going to divide the doily creation, be-ribboned with red cupids and hearts, still remains to be seen.

(Continued on Page 8)



Vol. 46, No. 35 Fri., Feb. 18, 1949 10 Cts.

JOHN W. ALICOATE : : : Publisher

FRANK BURKE : : : : : Editor

MARVIN KIRSCH : Business Manager

Published daily except Saturdays, Sundays and Holidays at 1501 Broadway, New York, (18), N. Y., by Radio Daily Corp., J. W. Alicoate, President and Publisher; Donald M. Mersereau, Treasurer and General Manager; Marvin Kirsch, Vice-President; Val Adams, Associate Editor; Chester B. Bahn, Vice-President; Charles A. Alicoate, Secretary Terms (Post free) United States outside of Greater New York, one year, \$10. foreign, year, \$15. Subscriber should remit with order. Address all communications to Radio Daily, 1501 Broadway, New York (18), N. Y. Phone WIseconsin 7-6336, 7-6337, 7-6338.

WEST COAST OFFICES

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

WASHINGTON BUREAU

Andrew H. Oiler, Chief 6417 Dahlgren St. Phone: Wisconsin 3271

CHICAGO BUREAU

1417 Ashland Bldg. 155 N. Clark St. Nat Green 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

(February 17)

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: Nat. Union Radio, Bid, Asked. Row: Nat. Union Radio 3 1/2, 3 1/2.

OVER THE COUNTER

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

10 YEARS AGO TODAY

From the Files of Radio Daily FCC announced distribution of forms to licensees of standard broadcast stations for use in reporting their financial qualifications. . . . The 69th annual convention of the American Association of School Administrators in Cleveland, February 25-March 2 will be broadcast by NBC, which has arranged a series of daily broadcasts.

WINZ

★ COMING AND GOING ★

DAVIDSON TAYLOR, Columbia network vice-president and director of public affairs, is expected back today from the Virgin Islands, where he spent a four-week vacation.

RAY HEATHERTON, master of ceremonies heard on CBS, tomorrow will be in Buffalo, N. Y., originating point of his National Guard Military Ball broadcast.

HARRY WISMER, American network sports-caster, who was visiting in New York this week, left yesterday afternoon for Washington, D. C.

RENE KUHN, heard over WNBC with her mother, Irene Kuhn, on "The Kuhns," broadcast Saturdays, left yesterday aboard the S. S. America for London, where she'll be assistant press officer for the United States Information Service.

VAUGHN MONROE and the members of his band will broadcast tomorrow from North Texas State Teachers College, Denton.

TOM PAGE, agricultural director at WNBC, leaves Sunday for a field trip and lecture engagements at Syracuse, N. Y.

JOHN COOPER, director of radio for INS, off for Minneapolis, where he'll attend the third annual radio news short course which begins February 18 at the University of Minnesota.

RICHARD REDMOND, assistant to the vice-president and director of television at CBS, will leave today for Columbus, Ohio, on business.

FORTUNE POPE, executive vice-president and general manager of WHOM, left yesterday by plane for a short vacation in Palm Beach, Florida.

MATTY RADIN, director of sales for the Sightmaster Corp., is in Chicago on business. He plans to remain in the Windy City for about a week.

Bills in Eight States Recognize Newsmen

(Continued from Page 1) painging for privilege laws for newsmen of all media February 1, when the board of directors unanimously voted to support such a bill in the New York state legislature.

In their survey the organization found that bills were introduced in two states—Maine and Massachusetts—to privilege newspaper and wire service reporters only. Chairman Eaton of the NARND committee is taking steps to have the bills amended to include radio, TV and facsimile newsmen.

Eaton expressed optimism about the passage of the bills in the eight states where radio newsmen are included.

Special Program Planned For Chicago Stations

(Continued from Page 1) ence of Christians and Jews, will be directed by Ed Kahn of the WGN production department, and will feature a dozen of Chicago's top radio actors and actresses in the dramatic cast. Special music has been composed by Robert Trendler, assistant musical director of WGN.

Bob Hope Bows Out Of Deal For WHAS

(Continued from Page 1) might have been the thing which caused him to withdraw.

Still competing for the Louisville property are the Crosley Corporation, licensee of WLW, Cincinnati, which negotiated the deal originally at a price of \$1,925,000, and Fort Industries Company, which posted with the FCC its offer to match the Crosley bid.

After Fort Industries and Hope both offered to match the Crosley bid, Crosley petitioned for waiver of the AVCO rule in this case, but was turned down by the Commission.

Lawrence Takes Stand On Boston Council Action

(Continued from Page 1) the delinquency in the recent "Buddy" MacQuarrie case. Lawrence pointed out that Judge Connelly did not blame radio programs for the boys action but that he was a weak boy made weaker by melodramatic movies and comic books. The Boston broadcaster is asking the council to table its ruling condemning crime shows on radio.



How to cool off

Polar bears have one method. They just dive into the pool and take a swim.

Time buyers who are hot and bothered about a sales problem in the rich Baltimore market have an equally efficient way to cool off. They just buy W-I-T-H, the BIG independent with the BIG audience. This will positively solve the problem.

Yes, sir! It's as simple as that! You see, W-I-T-H delivers more listeners-per-dollar than any other station in town! It covers 92.3% of all the radio homes in the Baltimore trading area.

So if you're looking for low-cost sales in Baltimore, W-I-T-H is your best buy. We say so. Advertisers say so. Time buyers say so. Call in your Headley-Reed man today and get the full W-I-T-H story from him.



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.

AGENCIES

THE BOLLING COMPANY, station representatives, celebrated its second birthday by the addition of 10 men in two offices, and added 10 stations to its list. John Stebbins, well known in Chicago, radio circles, joined the Chicago office of the company as account executive. James Cunnison joined the New York office in television sales. Announcement of WROW, Albany, joining the Bolling list was made this week, while the announcement of WILM, Wilmington, was made last week. The company has moved its Chicago office to new quarters at 15 North Michigan Avenue.

EDWARD PETRY & COMPANY, radio and television station representatives, announces that Edward E. Coughlin, formerly of the New York Times and Weed and Co., has joined their New York sales staff.

CARL CANNON has joined the radio department of The Branham Company. Cannon was formerly in charge of station relations and sales promotion departments of NBC. Prior to that, he was assistant manager of WBSN, Birmingham.

WPAT Gets Power Boost

The FCC yesterday okayed the application of WPAT, Paterson, N. J., for a power boost from one to five kilowatts unlimited on the 930 cycle band.

Send Birthday Greetings To—

- February 18
 - Vivian Brown Earl George
 - Jimmy Durante Helen Leighton
 - Bruce Kamman Bill Cullen
 - Margaret Richardson
- February 19
 - Tom Dawson Connie Gates
 - John W. Swallow Frank Wilson
 - Margaret Morris Stan Kenton
 - John Andrew
 - Edward P. Shurick, Sr.
- February 20
 - Jane Colbert Judy Frost
 - Curtis Roberts Bruce Wendell
 - Dick Post Burt McMurtrie
- February 21
 - Ethel Beckwith Roy de Groot
 - Anglo Cocomello
- February 22
 - Bess Johnson Gene Hamilton
 - John McGovern Phil Lord
 - Robert Weede Kenneth Roberts
 - Clifford Lubkert Grace Johnson
- February 23
 - Don Kerr Thomas L. Thomas
 - Jean Chalmers Tom Hallonquist
- February 24
 - Dora Johnson Joe Laurle, Jr.
 - Bert Lytell John Neff
 - Robert A. Schmid Joe Sage

Closer Link With Government To Be Sought By NAB Board

(Continued from Page 1)

board committee on international radio affairs. The report was submitted by Michael Hanna, WHCU, Ithaca, N. Y., as committee chairman. The policy adopted by the board provides:

(A) That a special board committee of engineers, will seek an audience immediately with the chairmen of the Senate and House of Representatives Interstate and Foreign Commerce Committees and the chairman of the FCC in an "attempt to resolve unsettled conditions prevailing in American frequency allocations." The president of the NAB, Justin Miller, would sit with the committee in such conferences, according to the board action.

(B) That the president of the NAB will seek conferences with the President of the United States, the Secretary of State, the FCC chairman and "whatever Congressional committees he may deem necessary" to accomplish the same purpose.

(C) That a plan for an all-radio planning council, to be made up of top policy representatives of Government and the broadcasters will be formed to "insure the continuing exchange of information between the Government and broadcasters concerning these important problems."

Assigned to Hanna, Richards

Development of the council plans was assigned Hanna, and Robert K. Richards, NAB director of public relations and publications.

The committee also recommended, and the board approved, a proposal for immediate preparation of a "primer" on international affairs to be distributed among the association's members. Purpose of this primer is to explain in concise language to individual American broadcasters, the importance of international allocation problems on their individual operations and upon the service of U. S. radio listeners.

The primer, said the board, will cover such subjects as radio's stake in high frequency conferences, particularly United States interest in the North American Regional Broadcast Agreement conferences now scheduled to take place in Canada in September; the relationship of American broadcasters to such organizations as the United Nations and UNESCO and to the World Wide Radio Network; the relationship of the Inter-American Association of Broadcasters.

These studies will be brought up to date quarterly. The primer, the board agreed, will be prepared jointly by the NAB engineering, international and public relations departments.

The board acted in these areas after hearing the special committee's report that "failure to take action now in a conclusive manner conceivably could mean serious disruption of American broadcasting service to listeners."

The committee's other actions,

also acted upon favorably by the board, included:

(1) Decision to send an NAB delegate to the UNESCO conferences to be held soon in Cleveland.

(2) Decision that NAB "Members, board, officers and staff" should "encourage the use of international broadcasting frequencies by free-enterprise radio."

In a final resolution, the board said: "The board endorses the courageous work of the Inter-American Association of Broadcasters in the interests of free radio, in the establishment of national broadcasting associations in the various countries of the Americas and the promotion and encouragement of the free enterprise system of broadcasting in this hemisphere."

The board praised IAAB for its work to date and pledged continuing support.

Earlier board members had heard a report from Goar Mestre, Cuban broadcaster and IAAB president, and Emilio Ascarraga, Mexican broadcaster and IAAB vice-president, on that association's activities. NAB is a member of IAAB.

Besides Hanna, the following serve on the international committee: Gilmore Nunn, Lexington, Ky.;

BEHIND THE MIKE

JERRY STRONG, WINX morning man and disc jock, has received more than 600 manuscripts in his contest to find a theme song for his daily "Strong's Corner" luncheon program. Winner will be announced in two weeks.

Fortune Pope has invited a large group of luminaries to appear on WHOM programs in connection with "Brotherhood Week."

Ray McKinley's work begins another month's engagement at Frank Dailey's Meadowbrook.

Mitchell Grayson, director of "Big Sister," has been appointed to the staff of Sarah Lawrence College as consultant in radio.

A delicatessen, opines Herb (20 Questions) Polesie, is a place where wurst comes to wurst.


Chas. Irving returns to his alma mater, U. of Minnesota, to play Falstaff in "The Merry Wives of Windsor" from Feb. 25th through March 6th.

Campbell Arnoux, Norfolk, Va.; Clair McCollough, Lancaster, Pa., and Edward Breen, Ft. Dodge, Ia.

The engineering committee which will seek meetings with Congressional and administrative leaders include: Richard Shafto, T. A. M. Craven, Everett Dillard, H. W. Slavick and Calvin J. Smith.

• figures • wins • faces • facts •

faces • facts • figures • wins • faces • facts



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.

wins • faces • facts • figures • wins • faces • facts

WINS
50KW NEW YORK

CROSLY BROADCASTING CORPORATION

SOUTHWEST

RAOUL A. CORTEZ, president of **KCOR**, San Antonio, has returned to his desk following a trip to Washington and a visit with President Harry Truman. Cortez spoke to the President on behalf of the Latin-American farm labor problem.

A special corner of the **WFAA**, Dallas newsroom was taken over by **George Hicks**, ABC network commentator, for his daily morning network broadcast which originated here while Hicks was in Dallas. A special teletype was installed in the **WFAA** newsroom for special material. Dallas Reserve Officers held a luncheon for Hicks, many of whom knew Hicks while he was broadcasting in Europe in World War II.

A new series of programs titled "Breakfast in the Blue Ridge" has made its debut over **WOAI**, San Antonio, and will be heard Tuesday, Thursday and Saturday mornings for a quarter hour. Programs will feature **Lulu Belle** and **Scotty** and are sponsored by the **Carey Salt Co.**

A new series of thrice weekly quarter-hour programs is being aired over a special network of stations under sponsorship of the **Humble Oil & Refining Co.** Programs originate in the studios of **KTRH**, Houston, and are titled "Stop For Music." A highlight of each broadcast is a news commentary styled "Something Extra In The News" with **Kern Tips**, well known southwest sportscaster for **Humble**.

Hellman To Represent Educational Broadcasters

(Continued from Page 1)

ive of the National Association of Educational Broadcasters to the Second National Conference of the U. S. National Commission for UNESCO, **Richard B. Hull**, director of station **WOL**, Ames, Iowa, and president of the **NAEB**, announced yesterday.

Hellman will attend the conference of the United Nations Educational, Scientific and Cultural Organization in Cleveland, Ohio, March 31, April 1 and 2. This conference, authorized by the law creating the U. S. National Commission, is planned to give information on UNESCO's current program and on the work being done by organizations' institutions, communities and individuals in the United States in support of that program, and to stimulate activity in next 2 years.

The first conference was held in Cleveland 2 years ago. National and local activity in building the world community will be featured at the conference.

AVAILABLE

Currently employed, station general manager many years' experience, successful station administration, seeks change. Anxious to connect with progressive station AM or TV. Preferably network affiliate: will consider new station if adequately financed. Available 30 days and free to locate anywhere.

Box No. 213, RADIO DAILY
1501 Broadway New York 18, N. Y.



Mainly About Manhattan. . . !

• • • Our report last week about **Ralph Atlass** purchasing **WMCA** confirmed. **Norman Boggs**, of **WLOL**, Minneapolis, will be named as general manager. . . Staff at **CBS** notified yesterday that "there's no truth to the report of **Frank Stanton** resigning as prexy of the web." . . . **Vic Damone** is in line for the **Hit Parade** when **Sinatra** vacates. Incidentally, there's talk of changing the format so that the show will be more telegenic. . . At least one member of the **FCC** is said to be in favor of permitting color television next year and you can bet the family jewels that it will be okayed by 1952. . . **AFL** planning to plunk down a half a million bux for radio activities. . . **Buddy Clark's** **Carnation** show may move over to **CBS**. Unhappy with current time slot. . . **Allred Drake** and **Victor records** feuding. . . **Lefty Gomez** being considered by the **Yanks** to take over the telecasting assignment, with **Bill Slater** pulling out this season due to other commitments. . . **Bob Adams** flying to the coast to cut an audition record with **Frank Morgan**, serializing "The Man Who Came To Dinner." . . Before talking off for **H'wood**, **Irving Hoffman**, the fabulous columnist, critic, caricaturist and man-about-town, phoned to point out that two of the top 15 on the **Hooper** chart are **Hummert** properties, natch—"Mr. Keen," with 17.1 and "Mystery Theater" at 16.7.

☆ ☆ ☆ ☆

• • • **VIEWS AND REVIEWS:** Whatever happened to the oldie which runs like this: "Where'd you get that voice?" "It's a gift." "Well, give it back." Or: "I want to match wits with you." "Okay, let me check mine first so we can start even." Well, believe-it-or-not, **Mr. Ripley**, they both showed up on the **Texaco** TV show Tuesday night in the **Phil Baker-Benny Rubin** spot. Oh, **Milton, Milton**. Hurry back before even **Mr. Hooper** deserts your show.

☆ ☆ ☆ ☆

• • • One thing we've always liked about **Henry Morgan** is that he doesn't take himself any more seriously than he does his sponsors' products, when and as he lands them. **Hank** confided to us last night at **Tools** that he was taking on a daily 15-minute TV series (in addition to his new Sunday p.m. air series) but added that he's working on a plan whereby he'll only be seen on the screen twice a week. Figures that's about all the average audience can take, but we're inclined to disagree. **Morgan's** easy, effortless style and brand of humor wear well with any audience, and this observer, for one, can take him in large doses.

☆ ☆ ☆ ☆

• • • **PASSING BY:** **Tom Gallery**, new sales manager at **DuMont**. Former silent screen star, fight promoter and more recently business manager of the **Yanks**, **Tom** is one of the best-liked figures in the biz today. . . **Edith Dick**, manager of **WWRL**, and probably youngest femme station manager in the country. Started as part-time secretary and studied radio technique and engineering at night. . .

☆ ☆ ☆ ☆

• • • **AROUND TOWN:** **Irene Kuhn's** talented daughter, **Rene**, sailing for London on the **S.S. America** to work at the embassy in London. Her title will be Assistant Press Officer of the United States Information Service there. . . **Mutual's** **Floyd Mack** flying to Paris today to record the **Maurice Chevalier** series. . . Before settling on **Curt Gowdy**, former Wyoming basketball star, as **Mel Allen's** No. 2 man with the **Yanks**, the ball club scouted some 200 names (at least 25 of them locals) but couldn't find anyone to match **Gowdy's** play-by-play radio background. . . Video version of **ABC's** "Stop the Music" slated for an April preem. . . **Frankie Laine** pactured for 7-week series on "Supper Club" starting late in April.

CHICAGO

By NAT GREEN

L EX BARKER, new movie Tarzan will guest on the "National Bar Dance" on **WLS** Saturday night, Feb. 19.

A. (Sandy) Stronach, ABC's television manager in New York, in Chicago this week for a look at the central division tele setup.

Larry Kurtze, public relations man, advises he has withdrawn from the direction of "Telefashions show," scheduled to start on **WBKB** March 6, due to basic differences of opinion with the producers of the show, **Ros Dunn** and **Stanley Joel**, as to just what rehearsal and air procedure should be.

William W. Boyne has been elected vice-president of **Zenith Radio Corporation** of New York.

Mary Neal, who has been secretary to **John Harrington** at **WBBM** wrote a script on **H. G. Wells** which was accepted by **WBBM** and will broadcast February 15.

Leslie Nichols, Mutual network commentator since 1941, joined the **WGN** news staff this week as new director.

Dave Moore, assistant director of public relations for **WBBM**, has been named radio chairman for the current **Red Cross** campaign.

WMAQ's program "Destination Freedom" has been given an award by the **South Central Association** of Chicago for its "splendid contribution toward the advance of democracy."

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—WPX
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! THE buy in New Orleans!

NEW ORLEANS ABC AFFILIATE

WDSU

Represented by the
John Blair Company

Informative! — Indispensable!

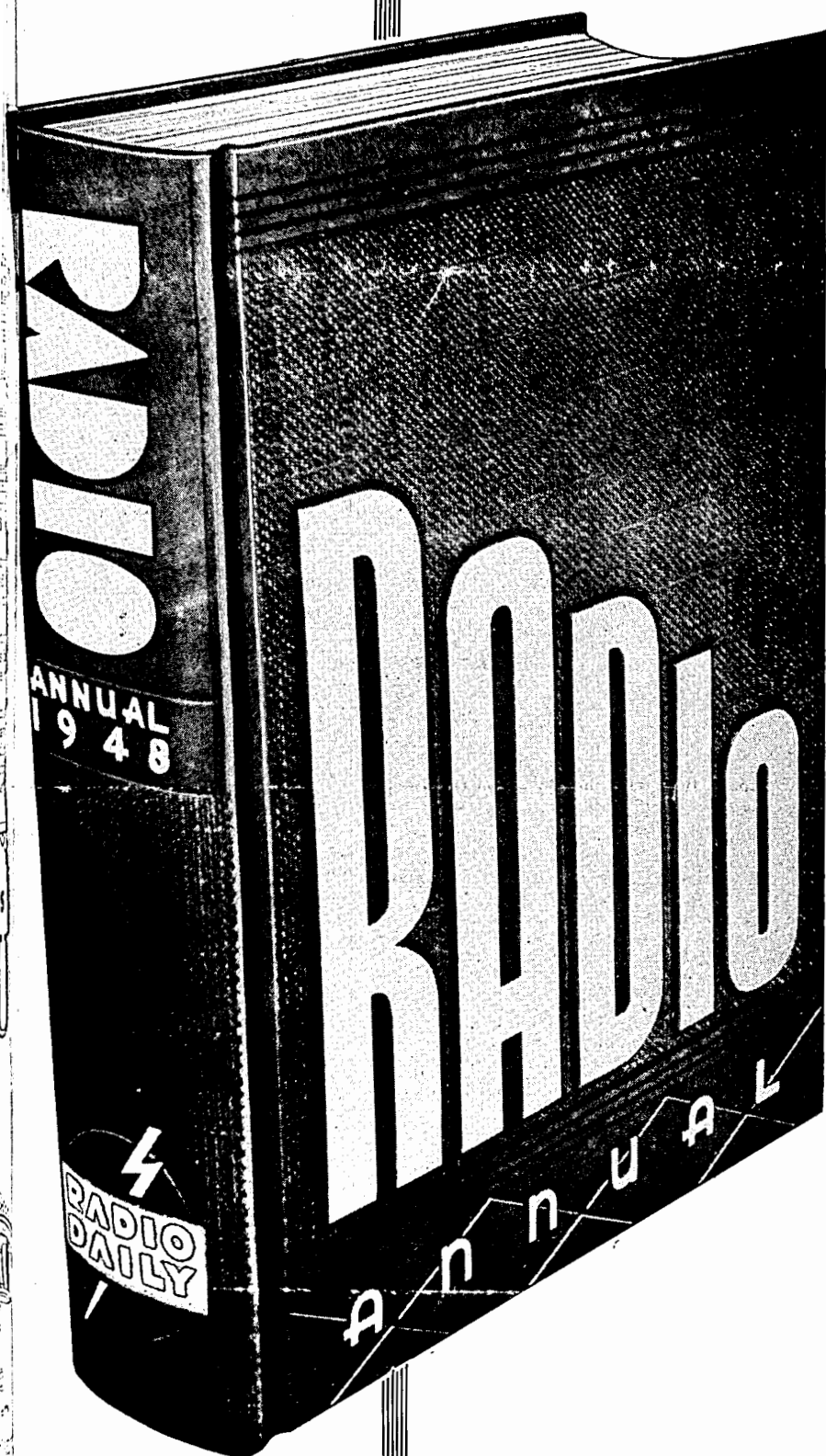
★

**YOUR COPY
of the
1949
RADIO
ANNUAL
is in
Final
Stages
of
PREPARATION**

★

**Forms Are
Going
to
Press
Daily**

LAST MINUTE ADVERTISING ACCEPTED



PROMOTION

Co-Op With Web Show

Local promotion of the special "Big Town" broadcast over the NBC network on Tuesday Feb. 8 to point up the nationwide warning of reckless driving was given all out support in San Antonio with the San Antonio Police Department, Bexar County Safety Control, U. S. Army Public Information and Ground Safety officers at various local army posts and airfields, and local merchants co-operating with Louis E. Smith, merchandising manager for WOAI, San Antonio. Spectacular displays of wrecked automobiles were placed at various street intersections throughout the city by the local police department. Posters calling attention to careful driving and the broadcast of "Big Town" over WOAI on Tuesday were displayed on the wrecks. Articles on safety appeared in all camp newspapers and also calling attention to the broadcast.

HPL Sales Booklet

"A Clean Sweep for a New Broom," illustrated booklet, designed to promote the CBS Housewives Protective League program service, have been mailed to the Radio Sales agency and client lists, as well as the 1,500 names on the HPL Food Brokers' List. Booklet cites the case of The Lorenz Broom Company of Southern California and its success in the sales of a new sponge rubber broom when the HPL promoted the product on the air.

Radio Judges Named In \$100,000 Contest

Norman Corwin, Arch Oboler and Eric Barnouw will be judges for radio scripts entered in the first annual \$100,000 contest sponsored by The National Five Arts Award, Inc. The Normandy Pen Company finances the contest, which will offer awards and fellowships for the best creative efforts in five different categories—songs, plays, short stories, radio scripts and motion picture synopses.

Entries in the song contest will be judged by Benny Goodman, Duke Ellington and Dick Haymes. It's the plan of the sponsor to see that all prize-winning entries will get an actual performance in their particular mediums.

Contest closes next July 31. Requests for information, rules and regulations can be obtained from The National Five Arts Award, Inc., 715 Fifth Avenue, New York.

MANAGER WANTED: Recently established FM radio station enjoying national reputation and large following in large eastern seaboard city requires a station manager with class. A professional and business experience plus strong sense of public affairs and relations. Present station manager leaving for an overseas assignment. State minimum salary and date available. Box No. 215, RADIO DAILY, 1501 Broadway, New York 18, N. Y.

PICTURE OF THE WEEK



Producer Hal Roach and his new TV star, Joy Lansing, inspect clips of the comedy series which Roach has produced for television distribution. The producer arrives in New York on Monday to screen the product for agencies and sponsors.

Radio-TV Shows Causes Godfrey To Drop Theaters

(Continued from Page 1)
Chicago date. Godfrey left yesterday by plane for a weekend in Florida and will return to his morning program on CBS on Monday.

Will Explain Project

The drive to send children of deceased veterans to college will be explained on WMCA's "This Is Our Town" program, Feb. 26, 9:45-10 a.m. by Dr. Sigmund A. Siegel, chairman of the Scholarship Fund of the Press, Advertising and Radio Chapter of the American Veterans' Committee.

Writes "NBC Polka"

Kurt Maier, Czechoslovakian pianist, has composed the "NBC Polka," based on the network's chimes. It has been published by BMI and will be recorded tomorrow by RCA Victor with Maier accompanied by an orchestra.

WQXR Plans Giveaway On Musical Program

(Continued from Page 1)
card the correct titles of music played on the program and the "best" rhyme including the words "WQXR" and "the best in music" will be sent tickets to the Radio City Music Hall.

Joins Godfrey Program, Troupe

The ability of Jim Dolan, 20-year-old Long Island tenor, a first place winner on the Arthur Godfrey Talent Scouts program has been doubly recognized in that he has been added to the cast of Godfrey's 10:30 a.m. show on CBS, to be heard daily until March 10, and has also been made a member of the Godfrey touring troupe which will open shortly at the Adams Theater in Newark, N. J.

Patsy Kelly Is King Guest

Patsy Kelly and Penny Edwards will guest on John Reed King's "Best Girl" program over the Mutual network Tuesday, Feb. 22.

EQUIPMENT

Automatic Splicer

An automatic splicer for cutting and editing magnetic tape which accomplishes the operation in approximately 10 seconds compared to from one to five minutes required at present to do the job by hand, has been developed and is being produced for professional use in the radio and recording field by the Elken Manufacturing Company of Hollywood. The Elken Company was incorporated especially for the manufacture of the new splicer by two men well known in Hollywood radio and motion picture musical circles. They are Elliot Daniel, composer of "Lavender Blue," "Blue Shadows on the Trail," etc., and Ken Darby, leader of "The King's Men," vocal group on the Fibber McGee and Molly radio program.

Westinghouse Promotes Baker

F. E. Baker has been appointed manager of the specialty transformer department in the Westinghouse Transformer Division at Sharon, Pa., according to a recent announcement by Mr. J. K. Hodnette, vice-president in charge of the transformer division. Baker in his new position will be responsible for development, manufacturing and sales of transformers for control, radio and radar machine tools, electronic heating, railway signalling, and similar general purpose and specialty applications. Baker succeeds C. H. Bartlett, who was recently appointed manager of power transformer sales for the Transformer Division.

Atlass On WMCA Board

Ralph L. Atlass, v-p and general manager of WIND, Chicago, has been elected to the board of directors of WMCA.

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, February 18, 1949 — TELEVISION DAILY is fully protected by register and copyright

FCC TO MULL PIX TELE ACTIVITY

TELE TOPICS

A COUPLE of weeks ago there appeared on this page a story in which several researchers warned against the fairly common practice of projecting survey results in cases where the base for the study is not representative. The other day there arrived in the mail from the Crowell-Collier Publishing Co. a report on a survey entitled "The Market for Television Sets Among Readers of The American Magazine," together with a press release describing the report. The seven-page report is complete and very well presented. It makes no extravagant claims and points out in the foreword that the families surveyed "have better than average income, and of course are not representative of U. S. families as a whole." Despite the fact that the survey only represents a portion of the magazine's subscribers, and despite the fact that subscribers to any magazine are a typical group, the head on the release reads: "AMERICANS EAGER FOR VIDEO BUT HESITANT ABOUT BUYING." The false projection is repeated in the lead sentence as follows: "While Americans may be avid about television from a program viewing standpoint, they aren't quite as eager to rush out and buy a set." The tip-off comes in the sub-head which states that the survey shows a "Need For Greater Advertising and Promotion of Sets by Manufacturers." Who's kidding whom?

TED STEELE and his 16-piece tele band bow in over DuM Sunday nite, 6:30-7 p.m. preceding the high-rated "Amateur Hour." Another addition to the web lineup will be a new daytime soap opera, "A Woman To Remember," which will be scanned across the board, 3-3:15 p.m. beginning Monday. Series is scripted by John Haggart and directed by Bob Steel. John Raby and Patricia Wheel play the leads. . . . Frank Paris, puppeteer for the WPIX "Pixie Playtime" stanza, will be cited by the New York Heart Fund for his work in promoting puppetry and puppet-making as therapy for children afflicted with rheumatic heart conditions. This is the second award for the station this week, the other being the first TV citation by the NCCJ. . . . In addition to their four quarter-hour daytimers a week on WNBT, the Three Flames begin a half-hour weekly nighttime show on the station beginning Feb. 23, 10:30 p.m. . . . The Quiz Kids, now aired over WNBQ, will be expanded by the sponsor, Miles Labs, to WWJ-TV, Detroit, and WNBK, Cleveland, on March 1. . . . Charles W. Christenberry, Jr., has set up a new production house at 33 W. 58 St. Karen O'Sullivan heads dramatic activities of the firm which is known as Tele-Theater Productions. . . . WOIC, Washington, begins a daytime sked totaling six hours, 45 minutes weekly, taking shows from CBS.

WPIX-Ups Pollak To Prog. Manager

James S. Pollak, film manager of WPIX, has been named program manager of the News outlet, it was announced yesterday by Robert L. Coe, station manager. Film operation has been made a part of the program department and Pollak will supervise all programming activities. At the same time, Coe announced that Adrien B. Rodner has joined the WPIX staff as program coordinator, to act as liaison between the sales and program departments. Rodner was formerly president of Television Advertising Productions, Inc., and previously, in charge of special radio and tele campaigns for Commonwealth Edison Co., Chicago. Pollak has been in charge of the WPIX film department since he joined the station a year ago. A former motion picture executive, he created the outlet's newsreel and was responsible for obtaining exclusive rights to the Korda film series.

WOAI On Air Soon

San Antonio—Hugh Halff, president of Southland Industries, Inc., licensee of WOAI (AM), has revealed that the firm's TV outlet may be on the air here by fall. Construction will get under way this week on the base of a 560-foot antenna and tower adjacent to the WOAI downtown studios. Steel for the tower has been promised by May or June, he said. The city building inspector has is-

ABC, Dr. Back Start Survey Of New Technical Standards

A program designed to establish new standards for lighting, lenses and utilization of camera equipment has been inaugurated by ABC in co-operation with Dr. Frank G. Back, inventor of the Zoomar and Balowstar lenses, it was announced yesterday by Frank Marx, web veepee in charge of engineering. Web's new studio plant on West 66th Street, will be made available to Dr. Back for use as a field testing laboratory. "Because of television's rapid growth, the industry has thus far had no opportunity to develop to the fullest a satisfactory method of testing lenses, cameras and lighting systems for their utmost potential," Marx said. "There does not yet exist a satisfactory system of letting a television operator test a

"Gloves" Sponsor
Boston—Hacker Brewing Co., of Lawrence, will sponsor the three-day finals of the New England Golden Gloves over WBZ-TV beginning Monday, it was announced yesterday by station and Lowell Sun Charities officials. Originating in Lowell Auditorium, pickups will be fed to WBZ-TV headquarters via five microwave relay stations and one coaxial loop.

Burke, Mansfield Join WAAM; Up Chaseman

Baltimore—James Madison Burke has joined WAAM as assistant chief engineer. A former instructor at the Commercial Radio Institute, he previously served with Westinghouse and as chief engineer for WQAM, Miami. Another addition to the WAAM staff is Barry Mansfield, scenic designer who joins the station Monday. He formerly was with the Stevens Oceanside Theater, Miami Beach, and the Fairhaven Summer Theater, Fairhaven, Mass. Joel Chaseman, who joined the outlet in October as an announcer, has been promoted to producer. He will continue announcing chores for the Loyola basketball pickups. He also secured a \$100,000 permit for construction, including some minor improvements to the present studio, he said.

Defers Action On Warner Buy Of Coast Stas.

Washington Bureau of RADIO DAILY
Washington—The FCC yesterday announced that it has deferred action on the proposed purchase of KLAC-TV, Los Angeles, and AM stations KLAC, Los Angeles, and KYA, Palo Alto, by Warner Bros. until it can decide whether the film company is fit to hold the licenses for these stations in the light of the Supreme Court decision of last May in the government anti-trust suit against the leading motion picture companies. This move was expected since the FCC's announcement three weeks ago that it was planning to look into the qualifications of Paramount to hold TV licenses in view of the Supreme Court's action. Seller of the Los Angeles and Palo Alto stations is Mrs. Dorothy Thackrey, New York publisher and owner of WLIB, (AM) New York. Price for the three stations is set at \$1,045,000, but it is indicated that nearly half that amount has already been advanced by Warner Brothers to Mrs. Thackrey.

Paramount Answers FCC
The FCC failed to state the case fully and fairly, Paramount Pictures said yesterday, when in its findings on the relationship between Paramount and the Allen B. DuMont Laboratories, Inc., it failed to point out that DuMont minutes show no attempt by Paramount to dictate DuMont policies. The Commission findings are deficient also in that they do not credit Paramount's attempt to sell its DuMont stock, the FCC was told in a petition filed by Paramount in exception to the December ruling of the FCC that Paramount does in effect control DuMont.

The Commission ruling meant the dismissal of three pending Paramount and two pending DuMont TV applications, on the ground that Paramount already had two stations and DuMont three, bringing the total number of stations under Paramount control to five.

Objections Expected Monday
Paramount Vice-President Paul Raibourn told the Commission last year his company wanted ten million dollars for its DuMont stock for which it laid out in the neighborhood of \$164,000 a decade earlier. Dr. DuMont said he would like to retire the Paramount interest, but that he could not meet the price. DuMont has also taken exception to the FCC finding, and is expected to file its objections Monday.

Mutual Prexy Urges Support For 'Code'

(Continued from Page 1)
the provisions of the new Code and is endeavoring to live up to it.

Turning to the trend in business, Kobak declared he was worried as to whether there is enough advertising around to support four AM networks and five TV webs. "I'll have the answer to this one in 10 years," he added.

Co-ops Profitable

Co-operative programs were characterized as "profitable operations" by the speaker. He added that Mutual now had 20 co-ops and that the web was negotiating with both Frank Sinatra and Dinah Shore for this type of network program.

In confirming the cancellation of Mutual's subscription to Broadcast Measurement Bureau, as of April 1, Kobak said the industry's audience measurement service had been "badly managed."

At one point he told of the web's expenditures in sending a crew to Paris to produce a series of fashion ET's using French stars, and their plans to offer the series as co-op programs for department store sponsorships. He said that one large department store had already signed for the series.

Discusses MBS in TV

Asked about Mutual's role in television, Kobak agreed that the network had been two years late in getting into the TV web programming field but this delay had been advantageous to them. He added that Mutual would benefit from all the experimental costs of developing national networks that have already been charged off by other networks.

Kobak spoke with pride of some of the television operations of affiliates. He referred particularly to the Don Lee station in Los Angeles, WGN, Chicago, WNAC, Boston, and the new Bamberger station in Washington, D. C.

In closing Kobak admonished broadcasters not to sell AM broadcasting short. He believes that AM radio will continue as long as people have ears. "You know you can get awfully tired looking at pictures," he added.

Heads Tax Executives

George R. Ruppel, Assistant Comptroller of the Mutual Broadcasting System, was elected president of the New York Chapter, Tax Executives Institute, Inc., at the annual meeting of the organization at the Hotel Statler last night. The T. E. I. is an organization whose membership consists of tax managers for the country's leading industrial corporations.

YUM YUM MAY BE BABY TALK

but you get he-man drinks in HOWIE'S YUM YUM Cocktail lounge—and hors d'ouevres from three to six every day! 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.

COAST-TO-COAST

WREN Receives Legion Award

Topeka, Kans.—The American Legion's 1948 national radio citation was recently awarded to WREN for exceptional distinguished public service in Kansas. The station received the award on the recommendation of the Legion's State Executive Committee in recognition of "Outstanding co-operation with the American Legion in the presentation of programs for the betterment of community, state, and nation." Special emphasis was made for broadcasting and assistance of several friendship trains by WREN.

Renfro Addresses Seminar

St. Louis, Mo.—"Radio As An Advertising Medium" was the subject of a recent address before the Vocational Information Seminar on Advertising delivered by Harry K. Renfro, public relations director for KXOK at the John Burroughs School. Topic of the Seminar was "The Field of Advertising—Its Social Significance and Its Importance In Our Economy."

"Iolanthe" On WSOU-FM

South Orange, N. J.—On February 20th students of Seton Hall College will take the speaking roles in Gilbert and Sullivan's operetta "Iolanthe," which the classical department of WSOU-FM will broadcast in full from 2:30 to 4:30 on Sunday afternoon. Music for the performance will be supplied on records by the famous D'Oyly Carte Opera Co. of England. Director is Ronald Sommer.

Soil Conservation Contest

Denver, Colo.—Under the joint sponsorship of K LZ and the Denver Post, a second annual soil conservation contest for Colorado has been started with five \$500.00 cash prizes to be awarded, at a series of local banquets throughout the state in October and November. The contest, designed to pay attention to individual farmers and ranches and to soil conservation districts in Colorado for excellent work, will be under the direction of the K LZ farm reporter, Lowell Watts, and Ralph Partridge, farm editor of the Denver Post.

WJW Has Safety Contest

Cleveland, Ohio—The Jack Armstrong Safety Contest, an annual affair held in conjunction with the Grotto Circus, is being heard over WJW. As far as the Cleveland Police Department is concerned, the contest comes at a most opportune time, as the CPD is in the middle of a safety drive in Cleveland. The 50 boys and girls sending in the best safety slogans win tickets to the circus. The word of safety is spreading around Cleveland via the form of cards in stores and schools and the radio show on WJW.

WWSW Starts Student Forum

Pittsburgh, Pa.—In the first of a series of programs designed to facilitate the frank discussion of our foreign policy problems, University of Pittsburgh students will endeavor to answer the important question, "Does Our Chinese Policy Jibe With Our European Policy?" This first program will be aired on February 21st and future forums will feature under-grads from each of the local institutions of higher learning. Dr. J. Warren Nystrom, will act as moderator for the series.

Staff Changes At KGLO

Mason City, Iowa—An announcement has been made to the effect that Herbert R. Ohrt, manager of KGLO-KGLO-FM has been named executive veepee of Lee Stations, including Mason City outlets WTAD-WTAD-FM, Quincy, Ill. H. B. Hook, public relations and promotion manager of Lee Stations, will assume the additional duties of managing KGLO.

"Gratitude" Recordings On WTIC

Hartford, Conn.—The World Wide Broadcasting Foundation has advised WTIC that recordings of the Hartford reception of the French Gratitude Train are shortwaved to France. The recordings were supplied by WTIC at the request of the Foundation, which plans to make similar broadcasts of ceremonies in other states via short-wave station WRUL at 17.755, 15.35 and 11.74 megacycles. The Hartford reception was the first in the series.

Piercefield Sports Dir. WCSI

Columbus, Ind.—Julian Piercefield has been appointed to the position of sports director for WCSI, according to recent announcement. He replaces Dick Jackson, who has resigned to take a radio job in Harrisburg, Pennsylvania.

KIOA To Join MBS

Des Moines, Iowa—A recent announcement has been made to the effect that on March 13th, KIOA will become the Des Moines affiliate of MBS, replacing KCBC which previously held that franchise in the Iowa Capital City. KIOA operates with 10,000 watts daytime power and 5,000 watts nighttime power, on 940 kc.

O'Hanlon Heading East

Hollywood — George O'Hanlon winds up his current radio series over the Mutual network on March 1 and then hops off for New York where the comedian will resume his "Behind the Eight Ball" programs in television as well as on the air.

Bernard Schubert, producer of the show, has set several personal appearances for the Warner Bros. comic and is conducting negotiations for the sponsorship of O'Hanlon on AM and TV shows to emanate from New York.

Clinchy Announces Brotherhood Awards

(Continued from Page 1)
among people of diverse background."

Radio awards for "contributions to mutual understanding and respect among all the American people" were made to:

ABC for its series, "Child's World;"

CBS for its programs, "The Friend and Peter Stuyvesant," "The Dreyfus Case" and "For This We Live;" Armed Forces Radio Service for its "Miracle in Brooklyn,"

Jewish Education Committee of New York for its "World Over Playhouse," and

Stations: WNBC, New York; WHO, Des Moines; WEAN, Providence; WIOD, Miami; WROW, Albany; KLZ, Denver, and WWDC, Washington, for their "meritorious contributions throughout the year to the cause of brotherhood."

N. Y. Radio Campaign Swamps Heart Fund

(Continued from Page 1)
being mailed out to contributors. Also, adverse weather conditions in Hawaii and the far west have delayed shipments of orchids to the city in time for St. Valentine's Day. The expanded staff of the Heart Assn. has been working day and night to catch up with the orders.

To-date, the association has received 54,000 orders for orchids in addition to bulk orders for about 10,000 more. Contributions are still pouring in, a spokesman for the association reported to RADIO DAILY yesterday, and this despite the fact that New York city radio stations stopped announcing the heart drive more than a week ago. Approximately 25,000 contributions had been received by last Friday, only four days after stations began plugging the drive.

Named KNX Librarian

Los Angeles—Nancy Basche, KNX mail room supervisor, has been appointed to the newly-created post of KNX record librarian, it was announced yesterday. Sheila O'Malley replaces Miss Basche as KNX mail supervisor.

ARTHUR EDDY

Public Relations — Publicity

812 Taft Building

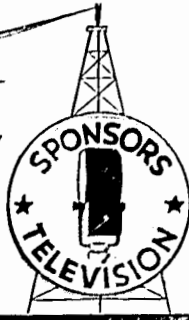
Hollywood

GLadstone 5305 — GLadstone 9082



RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 46, NO. 36

NEW YORK, MONDAY, FEBRUARY 21, 1949

TEN CENTS

AUTOMOTIVE BIZ LEADS SPOT FIELD

Coaxial Expansion Scheduled For May 1

Additional channels on the Bell system's TV network between Philadelphia and Chicago will be available about May 1, it was announced by the AT&T long lines department Friday.

New coaxial lines will expand on May 1 to include a total of three west-bound and one east-bound channel. On that date two of the west-bound channels will operate on a 24-hour schedule while the third will be available only after 6 p.m.;

(Continued on Page 6)

Wins Plagiarism Award; Defendants Ask New Trial

West Coast Bureau, RADIO DAILY Hollywood—An award of \$15,000 in the \$200,000 plagiarism suit given by a jury in Superior Court to Jack Rourke of Jack Rourke Productions, Inc., who charged that True Boardman had used his material in the writing of "Rexall Summer Playhouse," will be appealed by attorneys for Boardman, N. W. Ayer agency and Rexall Drug Company, co-defendants in the action, Clarence

(Continued on Page 6)

Sightmaster Reports Large Order Of Glass Tubes

Placement of an order for 3,500 of the all-glass type 15-inch cathode ray tubes with DuMont Laboratories, Passaic, N. J., was reported Friday by Michael L. Kaplan, president of Sightmaster, Corp. Kaplan said that 22 per cent reduction in the price of DuMont 15-inch glass tubes which was recently announced will

(Continued on Page 2)

REC Luncheon

Walter White, executive secretary of the National Association for the Advancement of Colored People, will address the Radio Executives Club luncheon at the Hotel Roosevelt in New York on next Thursday. His topic will be "The Negroes in Radio." Entertainment will include the Jubilo Singers, Josh White and Maxine Sullivan.

Record Grosses On Bob Hope Tour

Hollywood—Hitting what is probably an all-time high in show business, Bob Hope and his troupe of performers are back in Hollywood after chalking up a \$650,000 gross in a tour of 35 cities in as many days. The whirlwind trek—creating a new kind of show business—was made by chartered United Airlines DC-6 and stretched through 16 states.

Tour broke all previous Hope records, far exceeding his last nation-wide trek in 1946. Playing 41 performances in arenas, football stadiums, theaters and auditoriums, show had a top as high as \$6.10 in some cities, and played to a total of over 200,000 people.

Receiver Production Down Slightly In Jan.

A falling off in production of radio and TV sets was reported for January by RMA member companies, although it was no more of a drop than was to be expected following the holidays. TV receiver production fell off by 40,000 sets

(Continued on Page 6)

ABC, DuMont Plan Pool For Washington Dinner

ABC and the DuMont TV network will pool their facilities on next Thursday from 10:30 to 11 p.m., to televise the Jefferson-Jackson Day

(Continued on Page 2)

Heavy Increase Forecast For Radio-TV By Station Reps And Agencies, New York Survey Reveals

WJZ Business Upped; 11 Accounts Added

Reporting an increase in business of 18 per cent for the month of January as compared to the same month a year ago, Murray Grabhorn, ABC vice-president in charge of owned and operated stations, Friday reported that 11 new accounts were added to WJZ billings for the first month of 1949.

Four of the new accounts inaugurate their schedules this month. The American Cigarette and Cigar Com-

(Continued on Page 2)

Growth Of FM Audience Reported In Milwaukee

Milwaukee—Figures received by WTMJ-FM from the Milwaukee Journal Consumer Analysis of the Greater Milwaukee Market for 1949 reveal that 39,438 families own radio receivers capable of tuning in FM

(Continued on Page 2)

TV Seminar Planned For Next Month At OSU

The Television Seminar will be the main feature of the Fifth Advertising and Sales Promotion Conference, operated by the Ohio State University in cooperation with the

(Continued on Page 2)

Station reps and advertising agencies expect a boom in national selective advertising business in both radio and television, with the automotive industry spearheading the trend, during the present period of "increasing unemployment and equalization of supply and demand factors,"

(Continued on Page 8)

Decca Plans Series Of FM Record Programs

Decca Records in collaboration with WABF, New York FM station, will conduct a series of experimental recorded programs on a weekly basis starting March 3rd for the purpose of improving the quality of recorded musical programming of FM stations. Programming schedule calls for a seven-hour Decca record show each Thursday to be known as "The Decca Program."

Jack Knapp, president of Decca, in announcing the new undertaking.

(Continued on Page 4)

WMAQ Spot Business Heaviest In History

Chicago—The highest local and spot sales billings in WMAQ's history were reported for the month of January by Oliver Morton, NBC Central Division national spot sales

(Continued on Page 6)

Transit Radio Expansion Begins In Several Cities

Expansion of Transit Radio operations from seven cities to 12 within the next few months and the eventual speed of the mobile FM radio service to 30 cities where negotiations are under way was announced Friday by William Ensign, eastern manager for the company, in New York.

FM receiver installations in transportation systems are now in operation in Cincinnati, Houston, Wilkes

Barre, Huntington, West Va., Topeka and Washington, D. C. Other cities in which either bus or street car installations are being made are Kansas City, Des Moines, Tacoma and Worcester, Mass.

Cincinnati leads the list of cities with installations, Ensign said. There are 400 receivers installed in busses there and are operated on a full daytime schedule. St. Louis is next

(Continued on Page 6)

Statistical

Broadcast Measurement Bureau announces 822 subscribers, an increase of 3 since February 10, as of February 17. Present subscribers number 662 AM and 139 FM stations. Thirteen television stations, four nationwide networks and four regional webs complete the list. New subscribers are: KVRH Salida, Colo.; WINC and WRFL Winchester, Va.

FCC Gets RMA's Proposals For Utilizing UHF

TURN TO PAGE 7



Vol. 46, No. 36 Mon., Feb. 21, 1949 10 Cts.

JOHN W. ALICOATE : : : : Publisher

FRANK BURKE : : : : Editor

MARVIN KIRSCH : Business Manager

Published daily except Saturdays, Sundays and Holidays at 1501 Broadway, New York, (18), N. Y., by Radio Daily Corp., J. W. Alicoate, President and Publisher; Donald M. Mersereau, Treasurer and General Manager; Marvin Kirsch, Vice-President; Val Adams, Associate Editor; Chester B. Bahn, Vice-President; Charles A. Alicoate, Secretary. Terms (Post free) United States outside of Greater New York, one year, \$10; foreign, year, \$15. Subscriber should remit with order. Address all communications to Radio Daily, 1501 Broadway, New York (18), N. Y. Phone WTscosin 7-6336, 7-6337, 7-6338.

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

WASHINGTON BUREAU
 Andrew H. Oiler, Chief 6417 Dahlgren Rd.
 Phone: Wisconsin 3271

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

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

FINANCIAL
 (February 18)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
ABC	8 1/8	7 7/8	7 7/8	+ 1/8
Admiral Corp.	16 5/8	16 1/4	16 1/2	+ 1/8
Am. Tel. & Tel.	147	146 3/4	147	+ 1/8
CBS A	19 3/8	19 1/8	19 3/8	+ 1/8
Farnsworth T. & R.	17 1/2	17 1/4	17 1/2	+ 1/8
Gen. Electric	37	36 5/8	36 7/8	+ 1/8
Philco	34 5/8	34 1/4	34 3/8	+ 1/8
RCA Common	12	11 7/8	12	+ 1/8
RCA 1st pfd.	70 3/4	70 3/4	70 3/4	+ 3/8
Stewart-Warner	12 1/2	12 1/4	12 1/4	+ 1/8
Westinghouse	23 3/4	23 1/2	23 1/2	+ 1/8
Zenith Radio	27 5/8	27 1/2	27 5/8	+ 1/8

OVER THE COUNTER

	Bid	Asked
DuMont Lab.	13 1/2	14 1/2
Stromberg-Carlson	14 1/2	16

10 YEARS AGO TODAY

From the Files of Radio Daily
 The net earnings of Western Electric and its subsidiaries for the year ended December 31st, last, amounted to \$5,734,000. . . . To promote the principals of Democracy and freedom, a national radio campaign has been launched over NBC, CBS and 160 independent stations by the National Conference of Christians and Jews. . . . An "ionosphere" service to provide forecasts of radio transmission conditions has been inaugurated by the Bureau of Standards.

AVAILABLE
 Currently employed, station general manager many years' experience, successful station administration, seeks change. Anxious to connect with progressive station AM or TV. Preferably network affiliate; will consider new station if adequately financed. Available 30 days and free to locate anywhere.
 Box No. 213, RADIO DAILY
 1501 Broadway New York 18, N. Y.

★ **COMING AND GOING** ★

KENNETH E. RENNEKAMP, president of WKRZ, Oil City, Pa., and **CLIFFORD L. HOLLENBAUGH**, commercial manager of the station, conferred Friday at the New York offices of their national representatives.

HOWARD MEIGHAN, vice-president and general executive of the Columbia network, left over the week-end for a short vacation in the South. He is accompanied by **MRS. MEIGHAN**.

EDWARD R. MURROW, news analyst for CBS, will broadcast today's program from WBDO, Orlando, Fla.

DUDLEY TICHENOR, general manager of WNAO, American network outlet in Raleigh, N. C., arrived in New York last Friday, accompanied by **JONATHAN DANIELS**, of the station's staff.

CHUCK ACREE and the members of his CBS "Hint Hunt" program company, are originating their program at Ft. Pierce, Fla.

BERT LOWN, vice-president of Associated Program Service in charge of station relations, left yesterday on a business trip through the Southwest. He'll be back around March 20.

JOHNNY LONG and the members of his band, having completed eight recordings in New York, have left for upstate New York.

MILTON BACON, assistant to the manager of WCBS, today will address the College Women's Club at Massena, N. Y.

SPIKE JONES and his City Slickers today will make a one-night stand in Columbus, Ga.

WJZ Business Upped; 11 Accounts Added

(Continued from Page 1)
 pany began its 10 week schedule of participations in Kiernan's Korner, Allen Prescott and Pat Barnes on Feb. 1 and Richard E. Thibaut, Inc., is participating four times weekly in The Fitzgeralds' program. Yesterday contracts were closed with the Ultra Chemical Works for participation four times weekly in the WJZ broadcasts of the Fitzgeralds beginning March 7. Six other new accounts began their schedules of participation broadcasts during January.

TV Seminar Planned For Next Month At OSU

(Continued from Page 1)
 advertising organizations of Ohio, scheduled for March 17 and 18. Dr. Kenneth Dameron is general chairman of the conference. The conference, opening on March 17, will consider the specific problems of what advertising can do to maintain a high level of competition; the varying effectiveness of media in a buyer's market; the size of advertising budgets; how to make ad copies more fruitful and the place of research in a buyer's market. The Television Seminar will convene late afternoon of the first day, with representatives of network stations and Ohio advertisers taking part. The last day of the conference, March 18, will be a clinical session discussing and reviewing papers, presented at the previous session. The meeting will close with a joint luncheon session with the Columbus Advertising Club. Co-sponsors of the conference are the Ohio Newspaper Association, the Ohio Association of Broadcasters and leading advertising clubs of Ohio.

ABC, DuMont Plan Pool For Washington Dinner

(Continued from Page 1)
 dinner at the Statler Hotel in Washington at which President Harry Truman and Senator Howard McGrath, chairman of the National Democratic Committee, will be the principal speakers. The ABC network will carry the program both on radio and TV and will pick-up a portion of its radio program from San Francisco where Vice-President Barkley will speak. It is expected that the Vice-President will make an advance film of his remarks for presentation on television.

Growth Of FM Audience Reported In Milwaukee

(Continued from Page 1)
 programs. This figure is based on answers received January 2, 1949, to questions in the 26th annual Consumer Analysis survey conducted by The Journal. It is also based on 244,954 families in Milwaukee county. The survey showed that 16.1 per cent or 39,438 families have radios with FM. Of these, 45.7 per cent or 18,028 had purchased their sets during 1948. The Consumer Analysis also indicated 4.9 per cent or 12,003 families expect to buy an FM receiver in 1949.

Dann Succeeds Dine As NBC Trade Press Ed.

Michael Dann, NBC press department staff writer, has been appointed trade press editor, it was announced Friday by Jo Dine, director of the network's press department. Dann, who joined NBC in July, 1948, succeeds Dine, whose promotion was announced last Thursday. Prior to coming to NBC, Dann was New York publicity director for the New Haven Railroad.

Sightmaster Reports Large Order Of Glass Tubes

(Continued from Page 1)
 be passed along in price reductions on television receivers to customers when the company's new models come out in about a month.

No Paper Tomorrow
 Tomorrow is Washington's Birthday, honored throughout the nation as a legal holiday. In observance of the day, RADIO DAILY will not be published.



He Likes An Audience

Jo-jo, the 2-year old chimp in the picture, is unhappy. He loves bananas, but nobody's watching him eat this one. And without an audience, life just doesn't seem worth living to poor Jo-jo.

Radio advertisers are pretty much that way, too. Except that they want a BIG audience at a LOW cost.

Maybe that explains the phenomenal success of station W-I-T-H in Baltimore, the BIG independent with the BIG audience. For W-I-T-H delivers more listeners-per-dollar than any other station in town. It covers 92.3% of all the radio homes in the Baltimore area.

So if you're not using W-I-T-H now, and you want low-cost results, call in that Headley-Reed man today and get the whole wonderful story.

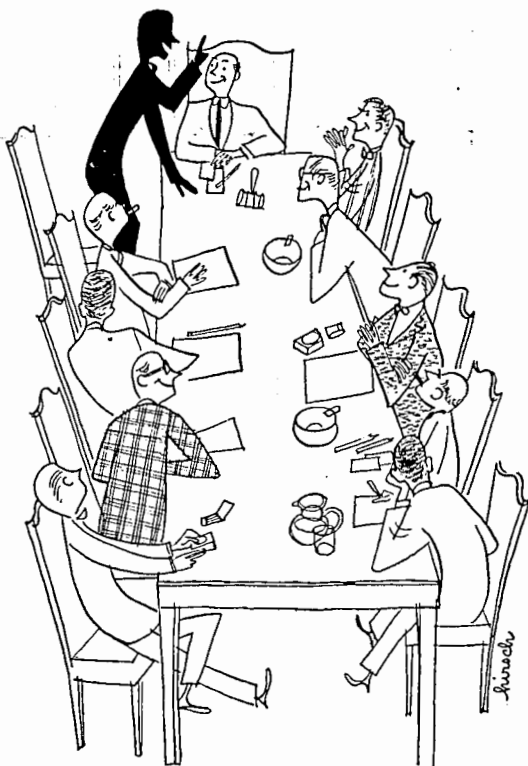
AM  FM

W-I-T-H

Baltimore 3, Maryland

TOM TINSLEY, President
 Represented by Headley-Reed

Our new man Jamison...is a very bright guy

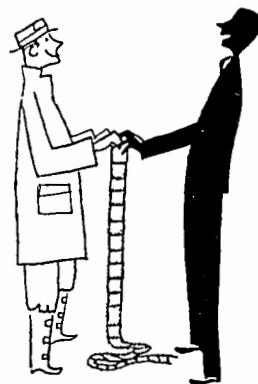


Man to man...or on his feet before a large and influential group of broadcast advertisers...our man Jamison is an expert salesman. That's because he sells creatively. He sells an idea and a way of doing things advertising-wise that invariably proves enormously helpful to the advertiser who buys it. For example...

Only last week, Jamison's business friend, Advertiser X, who manufactures skid chains, was complaining about the high cost of time and space.

"X," said Mr. Jamison. "The basic trouble with your stuff is that you've been placing it, at considerable expense, in places where the skid is scarce...in places where they never heard of snow. Yours—in fact—is a product that should be promoted at the local and seasonal level only. It is a natural, I might say, for spot radio, some of which I will try to sell you now at a considerable saving over what you have been paying for other less efficient media." He then went on to suggest (just as a starter) a series of spot programs and announcements preceding the arrival of predicted bad weather in various important markets around the country.

Advertiser X is selling plenty of skid chains these days...and Weed and Company is doing more business for *all* of its clients than ever before.



Weed

and company

*radio and television
station representatives*

new york • boston • chicago • detroit
san francisco • atlanta • hollywood

SOUTHWEST

AMONG the Texas radio men to speak before the annual University of Oklahoma Radio Conference to be held Mar. 3 to 5 are Seymour Andrews of WBAP-TV, Fort Worth, who will discuss the subject "Getting Started in TV." James Curtis, president of KFRO, Longview, will speak on "Getting Business for Small Stations" while Sid Pietzsch of the WFAA, Dallas news staff will lead a news clinic.

John Wilson, production manager of KIXL, Dallas, and chief announcer, gave a talk before the Park Cities-Dallas Rotary Club last Friday.

The FCC has granted the assignment of the license of KNUZ, Houston, to a new partnership using the same company name, the Veterans Broadcasting Co. Tom J. Harling Jr., gives up his holding in the group. Max H. Jacobs and Douglas B. Hicks retain their 26 per cent interest each in the company and are joined by Bailey Swenson and Leon Green who will each have a 24 per cent interest in the outlet. The two newcomers, Swenson and Green, will put \$15,000 into the station.

During the Texas Open Golf Tournament held in San Antonio, Sammy Snead, defending champion, made a guest appearance on "Prelude To Evening" on WOAI. He was interviewed by Jerry Lee, WOAI program and production manager. Snead told about playing golf with the Duke of Windsor last summer at the Greenbrier in White Sulphur Springs, where Snead is pro.

Foy Willing and The Riders of the Purple Sage have replaced John Hicks and his "Hill Billy Hits" heard over the Texas State Network three times each week. Programs originate in the studios of KFJZ, key station of TSN in Fort Worth and are sponsored by the Williamson & Dickey Co., for Dickey Work Clothes.

WBNX 5000 watts
directional
over New York

presents

**PINE TREES
And
PRAIRIES**

WESTERN HILLBILLY
MUSICAL

8:30 P.M. To 9:00 P.M.
Mondays Thru Fridays

Write, Wire, or Call
MElrose 5-0333

WBNX 260 E. 161st S., NYC



California Commentary . . . !

• • • Del Sharbutt's Century Theater Group is whipping up a series of special one-act plays for local video demonstration and, if successful, will have them kinescoped for national programming through Gene Lester Television Productions. . . . It looks as if ABC has a winner in the return of "Pat Novak For Hire," which bowed Feb. 13. For almost three hours after the show went on the air, calls came in from listeners who passed out verbal orchids. . . . Because of motion picture commitments, the "Kenny Washington Show" on KMPC has been postponed until April. Show was to have started last Saturday. . . . Five stations of the Arizona Network, NBC affiliates, have been added to the list of member-stations of the Broadcasters Program Syndicate. . . . The Screen Directors Guild radio show, heard every Sunday evening, on the NBC Theater, attained a 10.8 rating in its third week, comparing favorably with long-standing dramatic shows. . . . Irene Dunne will receive the "Women's Voice" award as an outstanding woman of 1948 on a special KMPC broadcast. . . . KHJ's chief home economist, Norma Young, starts her 13th year of broadcasting with the "Happy Homes" program on March 1. . . .



• • • Brad Evans, a newcomer, is being rumored about as the replacement for Frank Sinatra on "Hit Parade," when Sinatra moves over to CBS. . . . The GE House Party has added Charlotte and Raleigh, N. C., Cincinnati, Omaha and Des Moines to its Spring tour. . . . Connie Haines and the Page Cavanaugh Trio have inked papers to co-star in and record a 52-week series of quarter-hour programs in behalf of the U.S. Marines, with platters set for airing on full ABC network and indie station coverage of more than 900 outlets. . . . Jack Carson will wind up his vaudeville tour in mid-March and return to Hollywood. . . . Jimmy Wakely is planning a new tour, covering 25 cities and starting April 1. . . . Martin Wagner is trying to breathe again after winding up the Bob Hope tour for which he was manager. . . . Bryan S. "Dinty" Moore will handle the legal affairs of ABC's Western division, replacing Donn Tatum. . . .



• • • Paul Radin, vice-president of William Kester & Co., is in New York to meet with CBS television executives preliminary to signing agreements with the network for the Writers' Theater in Television, a co-operative group headed by Emmet Lavery, Allen Rivkin, John Larkin, Jerry Horwin and Radin. The agreement will call for a guaranteed number of half-hour originals for television, but the point of origin has not been determined. . . . The ABC sales promotion staff tossed a farewell party for Jack O'Mara, who is leaving the Pacific network to head up the Hooper Pacific Coast office. . . . Local gag: Marie Wilson (Irma) says that when her television set got out of order, she called the nearest bartender. . . . Radin may be reeling a little, but it's far from licked. A new comedy show being built for summer replacement has a writing staff budget of \$1,500 a week—and for a sustaining feature. Until video can match those prices, radio will remain hale and hearty. . . . Gossip around town is that this may be the last season that Phil Harris will be heard on the Jack Benny show. The split, if it comes, will be due to Harris needing more time for his own program. . . . Evans Plummer, veteran magazine editor, has joined the Rubens Musical Workshop as an associate and will develop television talent and shows.

AGENCIES

VARIOUS CLINICS of the Advertising and Selling Course, conducted by the Advertising Club of New York, today will have the following speakers: Sales Promotion: Robert J. Ingram, executive v-p, Drug Merchandising Service, "Drug Products Promotion"; Better Selling: Carey E. Tharp, manager management and research service, Policy-holders Service Bur., Metropolitan Life Ins. Co., "The Fields of Selling"; Copy: George L. Miller, vice-president, Doyle, Kitchen & McCormick Inc., "Fundamental Appeals and Principles in Copy Construction"; Radio: Philip Frank, formerly executive secretary, Broadcast Measurement Bureau, "Audience Measurement"; Advertising Production: Charles V. Morris, vice-president, Reinhold-Gould Inc., "Elements of Advertising Production," and Research: Howard A. Stone, vice-president, Daniel Starch & Staff, "Research—an Accurate Pulse Beat of the Public."

COURTLAND D. FERGUSON, INC., Washington, Baltimore, Richmond advertising agency, has appointed Walter J. Kerwin as television director of the agency. Kerwin has been connected with the art department in the Washington office of the agency for the past couple of years. Prior to coming here, he served as a captain of Infantry in the European theater of operations, where he was wounded twice and decorated.

DONAHUE & COE, INC. announces that Robert Carley has joined the agency's executive staff. Carley comes to his new assignment from Cecil & Presbrey, Inc., where he was a vice-president. Previously he had been associated with Batten, Barton, Durstine & Osborn, Inc. and with the National Broadcasting Company.

WILLIAM L. MORRISON, formerly of Prentice-Hall, Inc., and General Baking Company, has joined O'Brien & Dorrance, Inc., specialists in sales promotion, as office manager.

Decca Planning Series Of FM Record Programs

(Continued from Page 1)
pointed out that recorded programming of FM has been limited to the confines of classical and semi-classical material. "To encourage enlarging of the FM scope in the presentation of recorded material, we intend to make full use of the entire Decca catalog. Sections of our program will be devoted to special children's presentations taken from our vast selection of children's records, folk music, "Songs Of Our Times," classic jazz, Latin American music, FRRR English recorded classical works, and other special musical and spoken-word series to be culled from the Decca catalog."

WWJ-

First all the way!



WWJ History One of Firsts

Radio, FM and Video
All Led the Way

The history of WWJ-The Detroit News and its "offspring"—WWJ-FM and WWJ-TV—has been a history of Firsts. WWJ was the first station in America to broadcast regularly scheduled programs of entertainment.

WWJ-FM was the first Frequency Modulation Station in Michigan.

WWJ-TV was the first television station in Michigan and the whole country west of the Atlantic seaboard.

Here are some of WWJ's firsts:

Aug. 20, 1920—WWJ started operating.

Aug. 31, 1920—First election returns for Governor.

Sept. 4, 1920—First dancing party with music by radio.

Sept. 6, 1920—Results of the Dempsey-Miske fight broadcast.

Sept. 23, 1920—First vocal radio concert.

Oct. 5, 1920—First World Series scores broadcast.

December, 1921—First broadcast of church chimes, from St. Paul's Episcopal Cathedral.

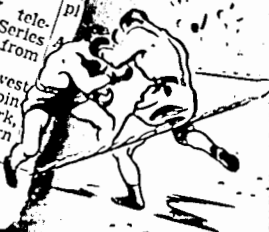
WWJ helps police capture fugitive.

Feb. 10, 1922—First complete symphony concert broadcast by radio, Ossip Gabrilowitsch directing.

WARING MAKES BOW

March, 1922—WWJ broadcasts news to snowbound North Michigan.

May, 1922—Fred Waring's Pennsylvanians make first broadcast on WWJ.



May 28, 1922—First orchestra organized especially for broadcasting — The Detroit News Orchestra, 16 pieces.

June 9, 1922—Thomas E. Dewey makes first radio bow, as barytone.

June 18, 1922 — First Radio Wedding — Wendall Hall, the bridegroom. "Redheaded Music-Maker" as the bride.

Feb. 13, 1925—WWJ joins NBC.

March 1925—WWJ broadcasts the Coolidge inaugural.

October 1936—WWJ moves into its new studios across from The Detroit News.

May 1941 — WWJ establishes the first FM station in Michigan, WENA, since renamed WWJ-FM.

Oct. 23, 1946—First TV in Detroit. Experimental programs to Convention Hall.

March 4, 1947—WWJ-TV begins televising experimentally.

May 9, 1947—The Detroit News Spelling Bee televised first time.

FIRST BASE BALL

June 3, 1947—WWJ-TV starts commercial operation. First base ball game telecast (by Ty Tyson) — Tigers-Yanks.

June 4, 1947—Carnival on Ice. Olympia.

June 6, 1947 — Boxing at the Olympics.

June 19, 1947 — Midget Auto Races

July 12, 1947 — Henry Ford Memorial Races.

July 26, 1947—Soap Box Derby.

Aug. 12, 1947—Mack Park wrestling.

Sept. 5, 1947—Lions' pro-football broadcast.

Sept. 27, 1947—U. of M. football.

Oct. 19, 1947—Olympia Hockey.

Nov. 23, 1947—Catholic Theater's "Apple of his Eye."

Dec. 17, 1947—Roller hockey.

Dec. 24, 1947—Bowling.

Christmas Mass, from St. Aloysius.

Jan. 6, 1948—First telecast of City Council Meeting.

Jan. 8, 1948—Rose Bowl film shown.

Feb. 22, 1948—WWJ-TV starts 7-day-a-week operation.

FIRST SYMPHONY TELECAST of the Detroit Symphony in the Music Hall.

June 6, 1948—Polish.

July 9, 1948—Olympic Swimming.

Sept. 1, 1948—First Community Chest program to be televised.

Sept. 20, 1948—The Midwest network is launched with WWJ-TV telecasting the inaugural program emanating from St. Louis.

Sept. 26, 1948—WWJ-TV feeds Cleveland the Tiger-Boston game because of the great interest in the crucial battle. Again the network is used.

Oct. 8, 1948—WWJ-TV telecasts the first World Series games, Oct. 8, 9 and 10, from Cleveland.

Jan. 11, 1949 — East-Midwest network inaugural program, joining WWJ-TV with New York, Washington and other eastern cities.

FIRST IN MICHIGAN . . . Owned and Operated by THE DETROIT NEWS

National Representatives: THE GEORGE P. HOLLINGBERRY COMPANY

ASSOCIATE AM-FM STATION WWJ

WWJ-TV

NBC Television Network

Transit Radio Plans Expansion Of Service

(Continued from Page 1)

with 210 installations and new ones being added at the rate of 100 per month.

Contracts are made with one FM station in each city where deals are effected with transportation systems, it was explained. The FM station programming covers a wide range of sponsors, most of whom are local advertisers. Program schedules cover all the peak hours of bus and street car transportation travel. In programming, music seems to be the most acceptable to the commuters. In addition they are offered short news summaries, time signals and weather reports. Cincinnati and Houston have added live talent to the broadcasting schedules with short feature story telling periods.

Broadcasters allied with the mobile FM service have found it to be the commercial gimmick which has made their stations a success, Ensign said. Some broadcast on full daytime schedules and sign off when the peak transportation hours are past. The same programs transmitted to the mobile units are available to all owners of FM receivers in the communities served.

WMAQ Spot Business Heaviest In History

(Continued from Page 1)

head. January sales record exceeded those of November and December when the upward spiral of sales began. The sales for the last month were 31 per cent higher than for the same period last year, the report added.

Wins Plagiarism Award; Defendants Ask New Trial

(Continued from Page 1)

Runkel, attorney for the defendants, indicated Friday. Runkel will file a motion for a new trial.

The jury voted nine to three in favor of Rourke, according to reports, with ten men and two women serving as jurors.

Named Program Dir. of WISN

Milwaukee—George A. DeGrace, Jr., has been appointed promotion director of WISN, it has been announced by G. W. Grignon, general manager.

DeGrace was formerly executive secretary of the Marquette University Alumni Association and assistant director of the 1948 Corporation, a civic organization.

Kessler L. I. U. Lecturer

A. E. Kessler, who handles public relations for United States Television Mfg. Corp. and other accounts, is conducting a spring semester course in public relations at Long Island University. He initiated the course at L. I. U.

★ THE WEEK IN RADIO ★

NAB Board Votes Confidence In BMB

By VAL ADAMS

NAB BOARD of directors meeting in New Orleans voted confidence in management of BMB and its plans for Second Study. In a second resolution, NAB officers urged continuance of the audience measurement from year to year in whatever form is deemed most advisable. . . . NAB to add two new staff members—a government representative and a television expert.

4-A's trying again to get more stations to grant two per cent cash discount. Association said only nine per cent of individual stations are allowing the discount to national advertisers. . . . Bob Hope remaining with NBC. A television show is being planned for next fall. . . . When the FCC opens UHF—probably before the end of this year—it'll bring the greatest "get into tele" rush the industry has seen yet. Largest single group of new permit seekers is likely to be made up of motion picture companies.

Joseph B. Elliott, vicepresident of RCA-Victor, is chairman of the tin conservation and allocation committee set up by RMA. Group will study effects of tin shortage on current receiver production and recommend conservation where practical. . . . CBS finally announced Edgar Bergen will be sponsored by Coca-Cola next fall, Sundays at 8 p.m., EST.

Directors of Association of National Advertisers formally okayed purpose and scope of newly set up Radio and Television Committee. Purpose is to make sure advertisers' needs are met in radio and television. Committee is chaired by Albert N. Halverstadt, manager of P&G's radio and media division. . . . WBBQ, 250 watt MBS affiliate in Augusta, Ga., purchased Augusta Tigers Baseball Club for \$58,600 and got 10-year lease on the ball park.

ABC and 20th Century-Fox previewed first two installments of television film, "Crusade in Europe," based on Gen. Eisenhower's book. The 26 weeks package is priced at \$390,000. . . . Association of Women Broadcasters will be reorganized as a department of NAB. . . . "What's What in FM?" is topic of one day FM clinic to be held in New York April 1.

Harry S. Ackerman, CBS director of programs in Hollywood, named a

vice-president. Arthur Hull Hayes left WCBS, New York, to take over as veepee in charge of CBS operations in San Francisco. Web now has full ownership of KQW in the Bay City. . . . President Truman may be asked to intervene if a Mexico station at San Luis Potosi on the 540 band goes to 150 kw as it now plans.

Jo Dine promoted to director of NBC's press department. He'd been trade press editor. Other press department appointments involved Allan H. Kalmus as television manager and Samuel Kaufman as special service manager. . . . Thomas E. Knode moved out of NBC press to become administrative assistant to Carleton D. Smith, director of television operations.

WHOM, New York foreign language station, entered recording and transcription business with subsidiary called Coastal Recording Co. Firm handles all types of recording work and is not confined to foreign language. . . . Veteran actress Patricia Ryan, 26, died Feb. 15 after being stricken the night before during the "Cavalcade of America" broadcast on NBC. . . . MBS temporarily lost an outlet in Des Moines when KCBC dropped web programming after learning that Mutual planned to take on KIOA March 1.

CBS not required to start retiring \$5,000,000 loan from Prudential until Jan. 15, 1957. Loan is for 15 years and until '57 Columbia just pays the interest alone, unless it wants to make some prepayments. . . . Bob Hope withdrawing bid to purchase WHAS, Louisville. Two competing bids remain—Crosley and Fort Industries.

Eight states considering bills that would privilege radio and television newsmen from revealing sources of information. . . . Edgar Kobak, MBS president, expressed alarm over failure of some broadcasters to comply with NAB code. Said he felt broadcasters were slipping in good taste. . . . Boston City Council adopted resolution charging that radio crime stories contributed to delinquency in the recent "Buddy" MacQuarrie case. Craig Lawrence, WCOP general manager, wrote Mayor Curley challenging the action of the council and asked the resolution be tabled.

Coaxial Expansion Scheduled For May 1

(Continued from Page 1)

between Monday and Friday the single east-bound channel will only be available for television transmission after 6 p.m. However, under a newly announced arrangement, this circuit will be placed in operation for television transmission at any time on Saturdays and Sundays—which make it possible to bring week-end events, for example, to the television audience in the eastern areas.

Essay Winners To Va.; Will Repeat Their Talks

Washington—The four "Voice of Democracy" winners will repeat their prize talks Thursday in the old Virginia capital, Williamsburg, where Patrick Henry delivered his famous "give me liberty or give me death" address 184 years ago. Another feature of the student tour will be a dinner Thursday evening at historic Williamsburg Inn, with dignitaries from the state and from Washington, including Virginia's Governor Tuck.

Receiver Production Down Slightly In Jan

(Continued from Page 1)

from the December total to 121,235 sets. This was, however, a weekly average of 30,310, only slightly below the December average of about 32,235 weekly. (The December total was figured on a five-week basis, the January total on a four-week basis.)

Only 709,633 receivers of all type were turned out, including 147,737 FM or FM-AM combinations. The rate of FM production was 21 per cent above the 1948 average weekly production for sets with FM band.

Washington Bureau of RADIO DAILY
Washington—Expanding emphasis upon TV and shifting receiver market conditions will be studied at the annual RMA "spring conference" to be held March 15-17 at the Stevens Hotel, Chicago, RMA said Friday. Nation-wide advertising proposal, TV service and TV antenna problems, possible expansion of RMA statistical section, and plans for the annual convention to be held at the same hotel May 16-19 will be considered.

BBC Official Introduced As No. American Director

Norman Luker, formerly head of talks department of British Broadcasting Company in London, was introduced as the BBC's North American representative at a cocktail party at the Gotham Hotel Tuesday night by W. R. Reid, North American representative, who returns to England on Friday after six years service with BBC here.

Luker, formerly of the Royal Air Force, visited the United States during World War II and for a time was stationed in Canada. He is intrigued by the formats of the giveaway shows and their high ratings and thinks the picture produced by the American television broadcasters be of high quality and comparable to British TV pictures.

Thomas Leaving WLW

Cincinnati—Frazier Thomas, radio man for WLW, and heard over WINS, New York, has resigned effective March 5. He has been an entertainer with the Crosley Broadcasting Corporation since 1946. Thomas, who will set up headquarters in New York, is planning a series of radio and TV package shows designed for agency and network consumption.

Irving Plays Falstaff

Charlie Irving, announcer-actor director, left last Saturday for Minneapolis where he will play the role of Falstaff in the "Merry Wives of Windsor" during the University of Minnesota's centennial festival, Feb. 25-March 6. Irving graduated from Minnesota in 1934. During his absence, Charlie Schenck will handle directing chores for "This Nora Drake" on CBS.

TELEVISION DAILY

tion of RADIO DAILY, Monday, February 21, 1949 — TELEVISION DAILY is fully protected by register and copyright

FCC GETS UHF PROPOSALS OF RMA

TELE TOPICS

NEW YORK'S Municipal Broadcasting System has taken over studio and office space at 500 Park Ave. to house its new unit which will make documentaries for the city government for airing on one of the commercial stations in New York. Studio space is 120 feet square and 35 feet high. . . . Pilot Arthur Godfrey will be behind the mike for the CBS coverage of the aviation exhibit at the Sportsman's Show at Grand Central Palace tomorrow night. . . . Emerson's first television set will be released this week. It's a combination console retailing at \$529.50. . . . San Antonio Television Co. has received an extension of time from the FCC for construction of KEYL-TV. . . . World Veevo has packaged a new audience participation show titled "Charity Bazaar," featuring as contestants workers for various well-known charities.

BASEBALL DEPT.: Bill Veeck, president of the Cleveland Indians, is building a weekly tele show which will debut on WEWS Feb. 23, 10-10:15 p.m. under sponsorship of the General Electric Supply Co. G-E dealers of northeastern Ohio. Veeck and sportscaster Bob Neal will emcee the weekly stanza which will be titled "Bill Veeck's Report to the Fans." Program will feature a sports quiz, interviews with the players and an entertainment spot. "We want all our fans to know how the Indians line up this year and I think this one of the best means I know of to get the information across," Bossman Veeck said. Show will be directed by Jim Breslin. Deal was set through the Lang, Fisher and Ashower agency. . . . Baseball immortal Rogers Hornsby has been signed by WENR-TV to call the play-by-play on the station's coverage of the Chicago Cubs home games. Goebel Brewing Co., of Detroit, is the bankroller, through Brooke Smith, French & Dorrance.

CIRCULATION DEPT.: The Milwaukee Journal Consumer Analysis of the Greater Milwaukee Market for 1949 reveals that 24,176 families, or 10.4 per cent of the total for the area, expect to buy a receiver this year. Total of 9,553 families in the county now own sets. Total set figure for the WTMJ-TV coverage area is 4,187 as of Jan. 1. . . . The first joint survey by WBZ-TV and WNAC-TV reveals 45,120 sets in the Boston coverage area, including Greater Boston, eastern Massachusetts, southern parts of New Hampshire and Maine, but not Rhode Island or Connecticut. Of the total, 40,860 sets are in homes. . . . Cincinnati, a one-station town, now has over 15,000 sets, according to a Crosley survey. Circulation is expected to boom in the next few months when the Cincinnati Times-Star and the Scripps-Howard outlets go on the air.

Baseball Program Sold In Cleveland

Cleveland — Cleveland Indians President Bill Veeck—who built a world championship baseball team—now is building a weekly television show around it. The show, titled "Bill Veeck's Report To the Fans," will have the tribe president appearing "live" on each telecast. Program will debut on WEWS at 10-10:15 p.m. Wednesday, Feb. 23. It will be seen at the same time on subsequent Wednesday nights.

G. E. Is Sponsor
Sponsored by General Electric Supply Co. and GE Radio and Television dealers of Northeastern Ohio. Sportscaster Bob Neal will co-emcee with Veeck and Jim Breslin will direct for WEWS.

ASCAP Tele Agreement Extended Through March

Washington Bureau of RADIO DAILY
Washington—Robert P. Myers of NBC, chairman of NAB's new television music committee, has announced an extension through March of the current arrangement television broadcasters have with ASCAP for use of ASCAP music on TV. The committee will begin discussions with a newly appointed committee of ASCAP at a meeting this

KGO-TV Testing
San Francisco—KGO-TV, now ABC television station in the Bay area, will begin testing at 1 p.m. today on channel 7. Gayle V. Grubb, general manager of KGO and KGO-TV announced. Test pattern will be transmitted between 1 and 5 p.m. daily. Regular programming is expected to begin in May.

Camel Ciggies Buys Boxing On DuMont Web

R. J. Reynolds Tobacco Company for Camels Friday closed a deal with the DuMont TV network for sponsorship of professional boxing from the Arena in Philadelphia on Monday nights from 10 p.m., until sign-off. Boxing show will originate with WFIL-TV and will be carried by WAED, New York; WAAM, Baltimore; WGN-TV, Chicago; WEWS, Cleveland; WJKB, Detroit; WDTV, Pittsburgh and WOIC, Washington. Tom Moorehead will do the commentary. William Esty is agency.

Thursday concerning the use of ASCAP music for TV. Complete composition of the NAB committee, which will include representatives of television nets and stations will be announced soon.

The Week In Television

Heavy Filing For UHF Stations Expected
Flood of new TV applicants is expected as soon as the FCC announces opening of the UHF bands, probably before the end of the year. Largest number of requests expected to come from the movie industry which has in view a TV network system for theaters. . . . CBS, in cooperation with a Philadelphia pharmaceutical house and the University of Pennsylvania, will stage a demonstration of color tele for medical and surgical use at the American Medical Assoc. convention in June. . . . Comedy-variety shows outrated all other program types in a N. Y. Pulse survey which showed also a decline in number of sports, feature films, news-casts and film shorts on the air. . . . Stations in metropolitan centers may soon apply for booster stations to cover fringe areas, according to ABC prexy Mark Woods. . . . FCC deferred action on proposed purchase of three stations by Warner Bros. pending investigation into fitness of movie firms to hold TV licenses. . . . Program designed to establish new standards for lighting, lenses and utilization of camera equipment was inaugurated by ABC in cooperation with Dr. Frank Back, inventor of the Zoomar lens. . . . Tom Gallery, public relations director of DuMont, was appointed sales director of the web. . . . James S. Pollak, film manager of WPIX, was promoted to program manager. . . . Thomas E. Knode, director of the NBC press department, was appointed administrative assistant to Carleton D. Smith, director of TV operations. . . . F. & M. Schaefer Brewing Co. signed to sponsor Dodgers baseball over WCBS-TV, insuring commercial status for coverage of all three New York teams.

Asks Freeze - End, Utilization Of All Possible Bands

Washington Bureau of RADIO DAILY
Washington—Calling for greater speed by the FCC in providing a nation-wide competitive monochrome TV system, an RMA committee on Friday submitted to the FCC its proposal for prompt lifting of the present freeze order, with utilization of the UHF to follow in order to provide maximum service throughout the country. This would mean expanded service to the public by TV receivers already on the market and in homes and with the least possible delay, RMA said.

RMA's president, Max Balcom, headed the RMA group, which first approached the FCC informally in December. The report submitted last week was drawn up by the same group. It was the work of Dr. Allen B. DuMont president of DuMont; Dr. W. R. G. Baker of GE; H. C. Bonfig of Zenith; Frank M. Folsom of RCA; Paul Galvin of Motorola and L. F. Hardy of Philco.

The recommendations follow:
(1) Where practical without undue interference, utilize the 12 VHF channels in those areas where stations are now operating or are under construction, and extend the use of these channels to other areas as soon as possible.

(2) Utilize sufficient UHF channels for monochrome television so that the cities capable of supporting television and not having any or adequate VHF channels can have competitive service. In general this would require a minimum of four stations per service area.

(3) Arrange the assignments so that VHF and UHF coverage will provide a minimum of overlap.

(4) Release promptly a plan of allocation for the VHF and allow this plan to be put into effect at once to permit the establishment of further VHF stations, even though the final allocation details for the UHF assignments may not be complete at that time. The propagation data, including the advantages of synchronization, now available for the VHF is adequate for preparation of such a VHF allocation plan.

(5) Provide that monochrome television in the UHF channels shall use the same standards as those employed in the VHF channels.

WXYZ Sells Wrestling
Detroit—E. & B. Brewing Co. through W. B. Doner agency, has assumed sponsorship of pro wrestling pickups from Fairview Gardens over WXYZ-TV. Contract is for 16 weeks.

COAST-TO-COAST

Dept. Store Radio Sked

Milwaukee, Wisc.—In order to promote famous national brands featured at Ed. Schuster & Company, Milwaukee department store has added six hours to its weekly radio schedule, bringing the store's radio time to over 17 hours a week on Milwaukee stations. New programs on the Schuster schedule are heard on WMAW, WEMP, WMLO, WTMJ.

What's In A Name?

Atlanta, Ga.—Bill McCain, emcee on the early morning telephone quiz show "Party Line" heard over WAGA, was dialing Atlanta exchanges recently asking "In what foreign country is there a river named for Theodore Roosevelt?" He had no success getting a correct answer until he called a number listed under the name, "Marks." Mrs. Brazil answered. The question drew a blank at first, but rather than give up, Mrs. Brazil decided to try the first name that came to mind. "Brazil" she said. Brazil was the answer and she's \$27.00 to the good to back up her statement that "there's a heap of money in a name."

WIBG Public Service

Philadelphia, Pa.—WIBG and FM recently offered the station's facilities to the Phila. Bd. of Education, as well as to Catholic School authorities, from 9 a.m. to 3 p.m. daily for the use of the school's systems during the current Phila. Transportation strike.

WHDH Boosts Power

Boston, Mass.—WHDH last week boosted its transmitting power from 5,000 to 50,000 watts, becoming the second radio station in Boston to operate on 50,000 watts. The new WHDH transmitter is located 10 miles southwest of Boston, in Needham, Mass.

WPEN Perry Como Contest

Philadelphia—In co-operation with Pan-American Airways and Perry Como, WPEN is conducting an essay contest, the first prize being a Pan-American Airways flight for two to Lake Como, Italy, with a two-week stay there as guests of the Italian Government. Details of the contest are given each day on WPEN's 950 Club by emcees Joe Grady and Ed Hurst, following the playing of Como's record "Far Away Places."

WTAM Safety Program

Cleveland, Ohio—WTAM recently presented a timely 30-minute documentary program on Traffic Safety which was a true-to-life picture of actual case records of the Cleveland Traffic Bureau and Traffic Court. The program presented an appeal for greater traffic safety during the rest of 1949. It was directed by Edward Wallace and written by Sanford Markey.

Boom In AM, TV Spot Biz Expected In Automobile Field

(Continued from Page 1)

last week's RADIO DAILY survey has indicated.

"Advertisers will undoubtedly turn more to national and regional spot advertising in order to obtain immediate results during the present period of business uncertainties," T. F. Flanagan, managing director of the National Assn. of Radio Station Representatives, declared.

The survey showed also that selective advertising is expected to lead all other media in television for four basic and generally-accepted reasons: (1) the heavy cost of coaxial cable charges, (2) the small number of TV sets tuned in on newly-opened stations discourages networks, (3) the heavy cost of production of network shows compared to local programming and (4) stations prefer spot because their financial returns to network TV are very small.

Although most people "in-the-know" hesitated to make flat predictions, the consensus was that spot radio is now in a good position to increase its volume of business because "national advertisers can go into national selective where they need it most and at a relatively small expenditure."

Brokaw Comments

Fred C. Brokaw of Paul H. Raymer Co. pointed out, however, that "there are too many loose statements on the state of business because there are no central facts available. We have reached a time," he added, "when radio stations are up against a new situation which is entirely different from the competitive times of the thirties. Radio is now full-grown with more stations competing for business."

Brokaw agreed with other station reps that the "automotive industry is the one now going into selective radio in a big way."

"Red Hot Right Now"

According to Frank M. Headley of Headley-Reed Co., "spot advertising for the automotive industry is red hot right now." The representative of his company in Detroit, Harold V. Barrett, recently stated that the sales and advertising managers of the various companies "are very much radio-minded and very definitely feel that radio will become a part of their advertising plans this year."

A check of the advertising agencies bore out this belief. A spokesman for McCann-Erickson declared "there is very definite a trend now by Chrysler toward the selective type of radio advertising." At present, local Chrysler and Plymouth dealers are sponsoring a combined series, "The Animal World" and "The American Way" over 150 stations, Mondays through Fridays. "It is hoped that the Chrysler division will soon start one-minute spot announcements on a selective basis," the spokesman commented.

Ruthrauff & Ryan, Inc., reported

that Dodge will center all of its radio activity on national spot advertising. An official of the agency said the extensive campaign will include spots on a national selective basis of one-minute, one-half minute and one-quarter minute, three times a day and five times a week, on about 300 stations.

Spot on TV Outlets

Major television sponsors, the survey showed, include not only the automotive industry but also manufacturers and distributors of cigarets and television sets and brewers. The brewers are expected to turn their full attention to radio sometime in April when baseball will take the limelight on video. At the present time, the national advertisers of beer include Budweiser, Pabst, Schlitz, Blatz and Ballantine, it was learned from the U. S. Brewers Foundation.

Among the cigaret manufacturers, the American Tobacco Company is currently using 27 TV stations for one-minute national selective spots for Lucky Strike. Don McClure of N. W. Ayer reported that Lucky Strike is contemplating an expansion of this program.

CBS Sales Representatives Visit WCBS In New York

Six representatives of CBS Radio Sales office from out of town Friday wound up a two-day visit to station WCBS, New York, where on Tuesday and Wednesday they sat in on the station's broadcasts and surveyed general operations of the AM outlet. The six representatives attending were Grayce O'Dell, J. F. McLoney and Harvey Struthers, CBS Radio Sales, Chicago; William B. Ogden, Radio Sales, Detroit; Henry Flynn, Los Angeles and Jack Brumback, San Francisco.

KOIL Is National Winner In Favorite Story Contest

Omaha, Neb.—KOIL has been named the \$500 winner of the national "Favorite Story" contest of the Frederick W. Ziv Co., it was announced by Samuel Glueck, Ziv's director of promotion.

As part of its promotion of the contest, KOIL used signs in taxicabs, in department stores, ads in newspapers and high school publications and radio time on Creighton University's campus radio station.

Will Shortwave Program

The State Department's Voice of America will shortwave English and foreign-language versions of WQXR's four Wednesday-night forum programs of February, "Challenge to Democracy," in which noted speakers have been participating.

NEW BUSINESS

WWBZ, Vineland, N. J.: DiPaolo Clothes, men's clothing stores in Camden, N. J. and Vineland, has signed a 52-week contract for new broadcast. DeClement Motors and Joyce Hosiery of Hammonton and Camden, N. J. have signed for participating spots on "All Sports Parade." Hudson Motors has placed participating spots on "Woodchopper Ball" through Brooke, Smith, French and Dorrance, Inc. First Home Missionary Church of Middletown, Del. signed contract for 52 weeks of remotes directly from the church, 2:00 to 2:30 p.m. Sundays.

WNBC, New York: Mennen Co. has renewed its sponsorship of the 7:45-8 a.m. portion of the "Bob Smith Show" under a 52-week contract through Duane Jones Agency. Procter & Gamble has purchased a 52-week schedule of station breaks for "Tide" to run through Dec. 30, 1949. The breaks have been set for 9 a.m. and 11 p.m., Mondays, Wednesdays and Thursdays, and 4:30 p.m., Sundays.

Separates Call Letters In Announcing AM-FM

WQXR management has suggested to other stations that they follow suit in separating their AM and FM call letters and dial settings on station breaks in order to avoid confusing "some persons who have been known to remark that they don't need an FM set because they are getting FM programs on their regular radio sets."

Such misunderstanding, WQXR executives have explained, has led them to adopt a new format for station identification, i.e., "WQXR, New York, 1560 on your dial and WQXR FM, 96.3 on FM sets." In another effort to clarify the AM and FM picture in the minds of the public, the station is broadcasting a series of spot announcements pointing out the advantages of owning an FM set and its availability on the market at reasonable prices.

Miami Station Gets Brotherhood Award

Miami—WIOD has received word from Willard Johnson, national program director of the National Conference of Christians and Jews, that it is being awarded a citation of Distinguished Merit.

WIOD, the only radio station in the South to receive the award this year is being cited for the program "The Miami Roundtable," the long-sustained radio program in the history of the National Conference.

The citation will be presented by James M. LeGate, general manager of WIOD, by Dr. Everett R. Clinch, president of the National Conference of Christians and Jews, at a ceremony Saturday, February 26th, at the WIOD studios, to be broadcast at 6:45 p.m.

STATE DEPT. RADIO CHANGES VETOED

Port Quits; Crosley To Purchase WHAS

Washington Bureau of RADIO DAILY
 Washington—FCC was told Monday that the economic outlook is not bright enough to warrant going into a hole to purchase WHAS, Louisville, its FM affiliate and its TV permit. Thus the way was cleared for H. Crosley Corporation, licensee of WW, Cincinnati, to buy the property for \$1,925,000, since the Fort Industry Company and Bob Hope have both withdrawn.

Fort Industry declared Monday a statement filed with the Com-

(Continued on Page 8)

Mercer Gets Promotion With NBC Recording Div.

Donald J. Mercer, manager of the Masaurus and Sales, branch of NBC's radio and recording division, has been named director of the radio recording division, it was announced by John H. MacDonald, administrative vice-president in charge of finance. Mercer succeeds Robert W. Fedheim, who is resigning effective March 1 to become sales manager for the World Broadcasting System, Inc., an affiliate of Frederick Z, Inc.

Telecoin Exhibition Opens In N. Y. Today

Telecoin Corporation's four-day introductory showing of its Telecoin institutional television system opens today at the Hotel Shelton in the North Lounge and on the balcony of the hotel's swimming pool.

The four-unit, life-size, reflection-projector system is adaptable for projection on screens up to 63 sq. ft.

(Continued on Page 2)

New ABC Studios?

Chicago—It was learned on Monday that negotiations are in progress between American Broadcasting Company and the owners of the Chicago Coliseum and Sixteenth Street Armory for purchase of buildings by ABC. If purchase goes through it is said the network will sublease most of space but will build studios in the South Hall of the Coliseum.

Hot Session Forecast For NBC Affiliates

Hot session is forecast when NBC affiliates gather in Chicago next Monday and Tuesday for a two-day session. Some affiliates, according to reports, are concerned over local prestige losses resultant from opposition stations getting the CBS name shows. Others are critical of the emphasis being placed on television in publicity and exploitation and point out that there are AM areas that will not get TV for a long time. NBC executives, however, will go to Chicago armed with answers and some important announcements concerning the web's future programming plans.

Promotion Drives Disappoint Sponsor

Emphasizing the decline in quality and quantity of promotion campaigns by network affiliates throughout the country, Kenyon & Eckhardt agency executives Monday made awards in the annual Ford promotion contest and then told trade paper judges that the returns this year fell short of last year.

During the 1947 promotion 86

(Continued on Page 8)

WMCA Personnel Cut In First Realignment

New developments are shaping up fast at WMCA, New York, where Norman Boggs just moved in as general manager, and about seven

(Continued on Page 8)

Crosley To Promote Sports For TV Station Programs

Cincinnati—In a move that may set a pattern for the industry, the Crosley Broadcasting Corporation moved into the sports promotion business over the weekend with the announcement it has filed incorporation papers for Telesports, Inc., with authorized capital of \$100,000.

The incorporators include James D. Shouse, chairman and president of Crosley Broadcasting; Robert E. Dunville, vice-president and general

Hoover Commission Rejects Suggestion To Set Up Voice Of America As Separate Operation

Kenway Heads Com. For Brand Names Day

The 3rd annual all-day conference of Brand Names Foundation, Inc., of New York City will be held on April 12 at the Waldorf-Astoria Hotel.

ABC v-p Ivor Kenway will serve as chairman of the "Brand Names Day—1949" committee, it was announced Monday by RCA prexy Frank M. Folsom, chairman of the Foundation's board.

Included on the committee will

(Continued on Page 8)

Sign 14 Advertisers For Paramount Outlets

Fourteen advertising contracts for time on KTLA, Los Angeles, and WBKB, Chicago, with four advertisers buying time on both stations, were announced Monday by George T. Shupert, director of commercial

(Continued on Page 2)

NIAA Nominate Officers; Dolan Slated For Prexy

East Chicago, Indiana—Bernard M. Dolan, manager of marketing, Peter A. Frasse & Co. of New York, heads the slate of new officers as president of the National Industrial

(Continued on Page 8)

Washington Bureau of RADIO DAILY
 Washington—The Hoover Commission on Organization of the Executive Branch of the Government revealed Monday that it has rejected the recommendation of its task force that the international broadcasting and other international informational activities of the State Department

(Continued on Page 4)

TV Tube Prices Down, Receivers May Follow

The reduction in price of the 15-inch, all-glass, direct-view cathode ray tubes by the DuMont Laboratories is considered by the industry as a concrete step toward list-price cuts in receivers.

Announcement of the reduction came from I. G. Rosenberg, general manager of the cathode ray tube division. The cut, which represents a 22 per cent slash, was made pos-

(Continued on Page 4)

Lombardo Show Via ET On WNBC For Trommer

Plans to sponsor "The Guy Lombardo Show" over WNBC starting Wednesday, March 16, from 7:30 to 8:00 p.m., were announced yesterday by Federal Advertising Agency, Inc., in behalf of John F. Trommer, Inc.

(Continued on Page 2)

New Gimmick

Newark—Tony Pastor will attempt to give away his band on the Hal Tunis show this afternoon, as one of the prizes in WVNJ's \$5,000 prize contest. Pastor will call a person and ask a question. If answered correctly, he and his band will play for them at a party dance of whatever charity organization the winner may name.

RADIO DAILY



Vol. 46, No. 37 Wed., Feb. 23, 1949 10 Cts.

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

Published daily except Saturdays, Sundays and Holidays at 1501 Broadway, New York, (18), N. Y., by Radio Daily Corp., J. W. Alicoate, President and Publisher; Donald M. Mersecau, Treasurer and General Manager; Marvin Kirsch, Vice-President; Val Adams, Associate Editor; Chester B. Bahn, Vice-President; Charles A. Alicoate, Secretary. Terms (Post free) United States outside of Greater New York, one year, \$10; foreign, year, \$15. Subscriber should remit with order. Address all communications to Radio Daily, 1501 Broadway, New York (18), N. Y. Phone W1sconsin 7-6336, 7-6337, 7-6338.

WEST COAST OFFICES

6425 Hollywood Blvd. Phone: Gladstone 8436

WASHINGTON BUREAU

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

CHICAGO BUREAU

1417 Ashland Blvd. 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

(February 21)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
ABC	8	7 3/4	7 3/4	- 1/8
Admiral Corp.	16 3/4	16 5/8	16 3/4	+ 1/4
Am. Tel. & Tel.	147 7/8	147 5/8	147 5/8	- 1/4
CBS A	19	19	19	- 1/2
CBS B	18 7/8	18 7/8	18 7/8	- 1/4
Farnsworth T. & R.	1 7/8	1 3/4	1 3/4	- 1/8
Gen. Electric	36 3/8	36	36 3/8	+ 3/8
Philco	34 1/2	34 1/8	34 1/2	+ 3/8
RCA Common	11 3/4	11 1/2	11 3/4	+ 1/8
Stewart-Warner	12 1/2	12 3/8	12 1/2	- 1/4
Westinghouse	23 3/8	23 1/8	23 3/8	+ 1/4
Westinghouse pfd.	94 5/8	94	94	- 1 1/2
Zenith Radio	27 1/4	27 1/4	27 1/4	- 1/4

NEW YORK CURB EXCHANGE

Hazeltine Corp.	14 1/4	14	14 1/8	- 3/8
Nat. Union Radio	3 3/8	3 1/4	3 1/2	- 1/4

OVER THE COUNTER

	Bid	Asked
DuMont Lab.	13 1/4	14 1/4
Stromberg-Carlson	14	15 1/2

Staff Stork News

Peter David Rosten, 7 pounds 7 ounces, was born to Irwin and Florence Rosten at Unity Hospital, Brooklyn, on Friday, Feb. 18. Father is a staff writer on Television Daily and writes a daily column, "Tele Topics."

INS has served



FOR 11 YEARS

Telecoin Exhibition Opens In N. Y. Today

(Continued from Page 1)
feet in area, i.e., seven by nine feet. The installation utilizes 49 electronic vacuum tubes and an optical principle in which the picture is thrown on a 14-inch parabolic mirror and projected through a specially-designed picture corrector on the screen a few feet distant. The exhibit will be open daily from 10 a.m. to 10:30 p.m.

Lombardo Show Via ET On WNBC For Trommer

(Continued from Page 1)
brewers of White Label beer and ale. Program is transcribed and was purchased from the Frederick W. Ziv Company which controls the Lombardo package.

Stephan Dies Suddenly; Well Known Radio Editor

Bob Stephan, widely known radio editor of the Cleveland Plain Dealer, died suddenly from a heart attack in his home at 9713 Clifton Road, Cleveland, Sunday night. Stephan was one of the country's oldest radio editors in point of service and was frequently quoted. He is survived by his wife, Ruth, and one son, Robert. Funeral arrangements have not been made.

10 YEARS AGO TODAY

From the Files of Radio Daily

The American Federation of Radio Artists will present a code governing working conditions and wages paid artists by the electrical transcription industry as soon as details arising from the recently signed agreements between AFRA and the agencies are cleared up. . . . FCC revoked the license of KUMA at Yuma, Arizona, effective April 1st. . . . It has been learned that within the next month, NBC will begin marketing "Junior Sound Effect" kits for children on a nation-wide scale. . . . Television will be shown on theater screens in London for the first time on a large scale when BBC televises programs to the Marble Arch Pavilion theater.

Sign 14 Advertisers For Paramount Outlets

(Continued from Page 1)
operations of the Paramount TV network.

The sponsors purchasing simultaneous spots on both stations are: Ronson Art Metal Works, Inc., Newark, N. J., through Cecil & Presbrey, Inc., 104 Ronson Lighter spots, twice weekly, for 52 weeks; Philip Morris & Co., Ltd., through Biow Co., five spots per week renewal for 26 weeks; American Tobacco Co., through N. W. Ayer & Son, for renewal of five Lucky Strike spots per week for 13 weeks, and Botany Worsted Mills, Passaic, N. J., through Alfred J. Silberstein-Bert Goldsmith, Inc., for one spot per week for 13 weeks.

Liggett & Myers Tobacco Co. has taken a 52-week renewal on two-weekly Chesterfield cigaret spots on KTLA through Newell-Emmett Co. E. L. Courmand Co. has signed for 13 one-minute participations, through Clayton, Inc., for Walco Televue Lens on KTAL's regular Wednesday telecast of wrestling matches. A renewal of 13 weeks on the same station for one-minute Polaroid Television Filter spots, once weekly, has been taken by Pioneer Scientific Corp., through Clayton, Inc.

The contracts signed for time on WBKB include: The Unique Art Mfg. Co., through Grant Advertising, Inc., for a renewal of one spot per week for 13 weeks; Benrus Watch Co. for 15 announcements per week for 52 weeks through J. D. Tarcher & Co., and The Kelvinator Division of Nash-Kelvinator Corp., through Geyer, Newell & Ganger, Inc., for a repeat of its 1948 schedule and one-minute spots before and after baseball games of the Chicago Cubs.

Joins WHLI Sales Staff

Edward D. Fitzgerald has joined WHLI and WHLI-FM, Hempstead, L. I., as account executive. He was formerly assistant manager of Hotel Governor Clinton, N. Y. C.

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 St.
HENRY GREENFIELD, Mgr. Director N. Y. 19



Pampered Persia

You're looking at a portrait of one of the most precious cats in the world—a pampered Persian—highly treasured by its owner. They wouldn't part with it for love or money.

Lots of radio advertisers feel just that way about W-I-T-H in Baltimore. Once they've discovered how this BIG independent produces such low-cost sales they stick to W-I-T-H year in year out. They won't part with W-I-T-H for love or money. W-I-T-H provides its BIG audience at amazing low cost. It delivers more listeners-per-dollar than any other station in town. It covers 92.3% of all the radio homes in the Baltimore trade area. And it does all this at bargain rates!

So if you're not already using W-I-T-H in Baltimore, call your Headley-Reed man and get the full story today!



W-I-T-H

Baltimore 3, Maryland

TOM TINSLEY, President
Represented by Headley-Reed

1906 1949

Henri
CONFISEUR

FRENCH RESTAURANT
LUNCHEON from \$2.00
DINNER from \$3.00
COCKTAIL BAR

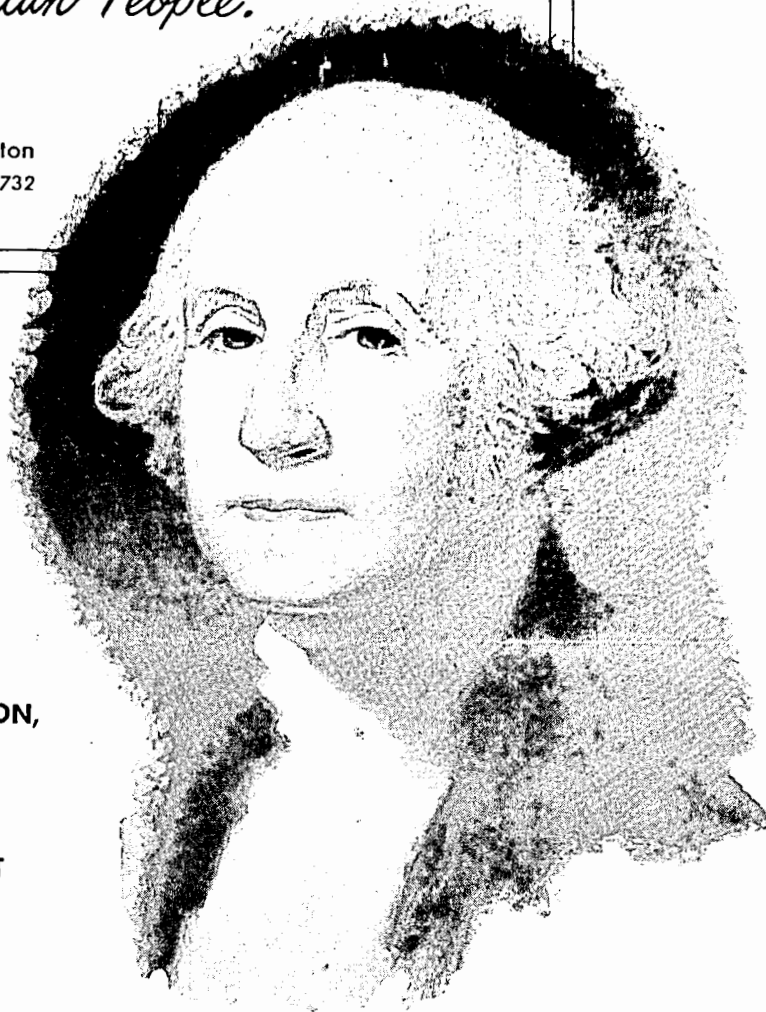
Famous French Candies
15 East 52nd St.
AIR CONDITIONED

*The preservation of the sacred fire
of liberty and the destiny of the
Republican model of Government
are justly entrusted to the hands
of the American People."*

from the MAXIMS of George Washington
born February 22, 1732



**YOU'RE RIGHT, MR. WASHINGTON,
AND AS AMERICANS, WE ARE
DOING OUR LEVEL BEST TO BE
WORTHY OF THIS SACRED TRUST**



50,000 WATTS
CLEVELAND

50,000 WATTS
DETROIT

50,000 WATTS (DAYS)
LOS ANGELES

WGAR ★ WJR ★ KMPC

G. A. RICHARDS, CHAIRMAN OF THE BOARD

THE GOODWILL STATIONS

Hoover Group Nixes State Dept. Air Plan

(Continued from Page 1)

ment be separated from the department. The task force had proposed transfer of the Voice of America from the department "to a government corporation or Presidential agency."

It was recommended, however, that "for the time being at least, close policy guidance by the State Department" be maintained.

The Commission itself, chaired by the former president, recommended that the program be kept under State Department auspices "in default of any other satisfactory location in the executive branch."

The need for freeing the assistant secretary of state for public affairs to serve as "a high-level staff adviser and chief of press and other public relations for the Secretary of State" was recognized. The Commission held, however, that effective reorganization within the State Department can accomplish this objective.

"One possibility," it said, "is the creation of a new post under the assistant secretary of a 'general manager' to whom would be assigned full operational authority and responsibility for the 'Voice of America' and such other portions of the foreign information program as are primarily operational in character."



Mainly About Manhattan. . . !

● ● ● WMCA officials state that Ralph Atlas was elected to the Board of Directors, but deny he's purchased the station. . . DuMont building what will be the largest television factory in the world in East Paterson, N. J. . . Irving Hoffman relays the story about Mrs. Wm. Paley entertaining some women friends on her terrace during the recent cold spell. Ever the perfect hostess, she appeared on the terrace and said: "Who wants fur coats?" . . . Mae West readying a TV series based on Advice to the Lovelorn idea. (Who knows the answers better than La West?) . . . It takes 56 people to put on "Stop the Music" in theaters. Weekly nut on the show is \$10,000 and giveaway prizes average about \$22,000 weekly. . . Morey Amsterdam has shelved 20 lbs. Incidentally, his 6-year-old lad, Gregory, is readying a TV show of his own billed as the world's youngest comic. . . Jack Bertell back from a quick trip to Fla. with a sudden tan and two musical comedy scripts for Hildegard. . . The Three Suns are titling their book, "A Trio Grows in Brooklyn." . . Bill being readied for N.Y. State Legislature to forbid installation of video sets in autos. . . An out-of-towner asked Leo Lindy if all the B'way comics gathered there when they ate. "Lindy's," grumbled the restaurateur, "is the place they gather when they're not eating."



● ● ● Paul McGrath reports it. Two youngsters were playing games together. "Let's play store," said the first, "I'll be the storekeeper and you be my customer." "No," replied the second. "Prices are too high. Let's play radio program and I'll give away a million dollars."



● ● ● SMALL TALK: Gary Stevens, director of "Luncheon at Sardi's" and "20 Questions," off on an 8,000 mile, cross-country goodwill tour of Mutual stations. . . Moulton H. (Monk) Farnham, copy chief of Blaine-Thompson and former account exec with McCann-Erickson, has joined with Roger Wade, commercial film producer, to form a new firm specializing in commercial films for TV. . . Gino Salici, of the famed puppeteer clan, dining at the Fireside Inn, was being flattered because his puppets seem so human. "Puppets are people with strings," explained Salici, "and people are puppets without them." . . Some of the press agents were discussing an actress who had just attempted suicide and was saved at the last minute. "What a stunt," enthused Mannie Greenfield. "Her press agent certainly has guts." . . Reddest face in town today prob'ly belongs to Bill Berns after his "Acted Out" stanza Sunday nite. Wha' happen'd, Bill? . . . Baseball short, which Earle Ferris sold to Colliers, is being reprinted in the March Reader's Digest. . . "These Are My Children," daytime serial now on WNBQ, Chicago, may go network under Gen'l Mills' sponsoring. . . Ralph Edwards about to file suit against a mid-west tip-sheet claiming to reveal identity of "The Whispering Woman." . . When WOR enters the TV field, Johnnie Guarneri suggests they call it the Viewtual Broadcasting System.



● ● ● IMPressions: Milton Berle: A-comic bomb. . . Howdy Doody: Lucky puppet. . . Arthur Godfrey: Jesterfield. . . Boston Blackie: Snooper dooper. . . Betty Hutton: Little Bo Pep.



● ● ● MIKE MEMORIES: Russ Columbo and Bing Crosby slugging it out vocally in the built up "battle of the baritones" back in '31. . . (About the time that 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).

TV Tube Prices Down, Receivers May Follow

(Continued from Page 1)

sible by price cuts on part of the glass blank suppliers combined with lower production costs.

Another important producer of 15 inch tube sets, the U.S. Television Manufacturing Corp. reduced the price of their sets by several hundred dollars at the beginning of this year in anticipation of the tube reductions.

The Sylvania Electric Product Co., Inc. contemplates no reductions in prices of the ten and 12 1/2 inch products which it turns out. Robert H. Bishop, vice-president said that costs have not been lowered sufficiently to permit price cut yet.

Sixteen-inch metal tubes, which provide the same 125 square-inch picture as the 15-inch all-glass tube are still 20 per cent cheaper, but some trade sources feel it has not yet been thoroughly tested.

Stork News

A six - pound, 12 ounce boy, Andrew Block Heyward, was born to Mr. and Mrs. Louis "Deke" Heyward at Doctor's Hospital, New York, Feb. 19th. Wife is the former Sylvia Block. Father at present writing CBS-TV's "Make Mine Music" and DuMont's "Hotel Broadway."



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.



ETHEL THORSEN'S FASHION PAGE WABD—Wed.—4:45 P.M.

"A New Fashion In Fashion Shows"

Walter Winchell: Recommended: Ethel Thorsen's fashion show via DuMont.

Dorothy Kilgallen: Top: Ethel Thorsen's Nordic charm on her TV fashion show.

Ed Sullivan: Video viewers oh-ing over DuMont eyeful, Ethel Thorsen.

Ben Gross: Television presents its own candidate for the title of "Miss Beauty and Brains of 1949." If you'd like to see what makes her click, just take a look at her weekly show. You'll get an appealing eyeful.

Harry Hershfield: Of things sartorial, there is definite genius in the designs and performance of Ethel Thorsen.

**TODAY
IS THE
DAY**



for Dayton, Ohio and **WHIO-TV** *CHANNEL 13*

*Dayton's First Television
Station Goes on the Air*

with 28 hours of Television program-
ming per week . . . on a regular com-
mercial schedule. . . Ask a Katz Agency
representative a b o u t a v a i l a b i l i t i e s .



Represented Nationally by
The Katz Agency, Inc.



Mercury, "messenger of the gods," was slow compared with Ultrafax—which moves at the speed of light.

This messenger delivers a million words a minute

Recently, at the Library of Congress, a distinguished audience saw documents flashed across Washington by a new means of communication . . . and reproduced *in facsimile*.

This was Ultrafax in action—a super-fast television communications system developed at RCA Laboratories. Reproductions of *any* mail—personal, business, or military . . . including police descriptions, fingerprints, bank drafts, government records—can travel at 186,000 miles a second!

Material to be sent is placed before an RCA "flying spot" scanner, and transmitted by ultra-high frequency radio signals. Miles away the pictures appear on a picture tube and are photographed. Negatives are ready for printing or projection in 40 seconds.

Eventually, when Ultrafax comes into commercial use, a complete Sunday paper—every word, every picture—may cross America in 60 seconds . . . a letter in the twinkling of an eye.

Science at work . . .

Ultrafax is but *one* of scores of major achievements pioneered at RCA Laboratories. This leadership in science and engineering adds *value beyond price* to any product or service of RCA and RCA Victor.

Examples of the newest developments in radio, television, and electronics may be seen in action at RCA Exhibition Hall, 36 West 49th Street, N.Y. Admission is free. Radio Corporation of America, Radio City, N. Y. 20.



RADIO CORPORATION of AMERICA

World Leader in Radio — First in Television

TELEVISION DAILY

Section of RADIO DAILY, Wednesday, February 23, 1949 — TELEVISION DAILY is fully protected by register and copyright

CROSLY PROMOTES SPORTS FOR TV

TELE TOPICS

TWO INSTANCES the past week-end point out how carelessness and bad taste can mar what otherwise would be good TV entertainment for the American home. One was the audible use of profanity between scenes on the NBC pickup of the Princeton Triangle Club show on Saturday night. Incident occurred when a miscue brought up the lights on a full stage set of a minstrel scene before the principals were ready. Off stage voice of a director, cameraman or other technician was heard registering his disgust. The other incident occurred on the "Act It Out" program on WNBT when flippancy on part of some of the professional participants focussed attention on the use of a word describing a man's rump.

THE QUESTION of whether or not a fight promoter's contract with a landlord which extends the privilege of broadcasting boxing bouts also permits televising the fights has been settled by a Baltimore court. R. C. Embry, vice-president of WITH, reveals. Judge E. Paul Mason of the Circuit Court of Baltimore ruled that the term "broadcasting" covered television as well as AM, FM radio and that the operators of the Coliseum, Baltimore sports arena erred in not allowing the fight promoters to televise his bouts. Court further ruled that the promoter had a right to sell the television rights without paying the landlord any portion of it.

EDDIE CONDON, who emceed the jam session on NBC, could take a few lessons from Josh White, the colored guitarist and commentator, on how to project real informality in a TV musical presentation. White with his guitar and an intimate way of talking took TV viewers of WNBT on a musical trip to New Orleans on Sunday night. The music and commentary was interspersed with film and slides dramatizing pictorially the charm of New Orleans and its Mardi Gras. White's singing and playing were reminiscent of Beale Street, Memphis, and the night spots of New Orleans. His vocalizing was enhanced by the spirited singing of a male choral group.

ARTHUR GODFREY is remaining in Miami this week on the advice of physicians. As a result his Talent Scouts program on TV last night was cancelled and a substitute will conduct his full hour Chesterfield show on WCBS later in the week. . . . J. Leonard Reinsch, of the Cox stations, Atlanta, took a plane to Dayton, Ohio, yesterday to be present for the WHIO-TV opening. . . . Executive changes in ABC's TV department forecast a 20th Century-Fox TV specialist slated to join the network. . . . Station KFRC-TV starts construction in San Francisco within the next 30 or 60 days.

WHIO-TV Will Open In Dayton Today

Dayton, O.—WHIO-TV goes on the air today to start a 28-hour-a-week schedule with 25 per cent of its time sold commercially, it was announced by general manager Robert H. Moody.

National Brotherhood Week will be the theme of the station's initial show which will be attended by J. Leonard Reinsch, general manager of the Cox stations; James M. Cox, Jr., president, and Dr. Frank Stanton, CBS prexy.

"There are 5,100 TV sets now in operation" in this city, Moody reported, adding that between 75 and 100 receivers are being installed every week. He pointed out that "the demand for sets exceeds the installation" because of the scarcity of trained installation men.

WAAM Quiz Show Sold

Baltimore—Better Ice Cream Co. has signed with WAAM for sponsorship of "Let's Pop the Question," telephone quiz, Friday nights. Theodore Newhoff agency placed the account. Program was developed by WAAM program director Ted Estabrook, and features Judd Whiting and Judy Bennett.

New Daytimer On WGN

Chicago—"Women's Magazine of the Air," a three-a-week daytimer sponsored by Hyland Electrical Supply Co., bows in over WGN-TV Feb. 28. Featuring Ruth Crowley and Rush Hughes, program is skedded from 4 to 4:30 p.m. Barbara Corning directs.

KFI-TV To Triple Program Schedule

Los Angeles—KFI-TV will triple its operating hours March 1 and become all all-daytime station. General manager W. B. Ryan announced yesterday. The station, which has been programming approximately three hours nightly Wednesday through Sunday will be on the air six hours daily from noon to six o'clock, thus becoming the first station in west to present daytime programming on a regular schedule and the first station in the nation to operate wholly during the day. Unlike tele stations now operating daytime, KFI-TV will use no time-filling devices but will present programming through the entire 42 hours weekly. A new rate card will be issued on the basis of \$150 an hour.

Another For Lucas

CBS-TV's "Dione Lucas's Cooking Program," adds a second sponsor when the California Wine Growers Association joins the Scott Paper Company on Thursday, March 3, in sponsorship of the series. Advent of the Wine Advisory Board, representing the California Wine Growers, into television, marks the first farm industry to employ video as a medium of cooperative, industry-wide education.

Offer TV Documentary

Washington—Production of a TV documentary film about ECA activities in Europe were revealed yesterday in an ECA report to Congress. It was reported also that all ECA films made in Europe will be available for TV.

'Telesports' Set To Promote TV Sports Shows

(Continued from Page 1)

vides for potential activities ranging from play production and exhibitions to the handling of musical copyrights and publication of books.

A primary interest of Telesports, Inc. according to Dunville, will be to encourage the development of a wider roster of athletic events, and to assure the availability of the events for television. No deal has yet been made on a site for the programs, but several are under consideration, it was said. Dunville added that the establishment of Telesports, Inc., represents a move to augment, rather than necessarily supplant, the sports television shows which WLW-T, Cincinnati, now offers its audiences.

Events promoted by Telesports, Inc., would be available for telecasting on all three Crosley video stations. These, in addition to year-old WLW-T, include WLW-D, Dayton, and WLW-C, Columbus, both of which are scheduled to go on the air in March. Under the terms of the charter, athletic shows promoted by Telesports, Inc., could also be made available to other radio or television stations, and other rights could be assigned as the management wished.

Capitalization of the firm is on the basis of a maximum of 1,000 shares of stock with par value of \$100 per share.

Plan Chicago TV Show

Chicago—The second annual National Television and Electrical Living Show has been set for September 30 through October 9 and will be held at the Chicago Colliseum, it is announced by Axel Kahn, president of the Electrical Association, sponsors of the show. Harry Alter is again chairman of the show, and Arthur Holland of the Malcolm-Howard Advertising Agency is in charge of public relations and advertising.

Heads Ra-Tel SW Office

Ra-Tel Representatives, Inc., has appointed Ken Sibson to head up the firm's new Southwestern office in Dallas, Tex. Sibson, who has been in radio since 1930, opened the national sales office of Taylor-Howe-Snowden in Dallas in 1940 and the next year took on the added duties of managing director of the Lone Star Chain. On returning from military service during the war, he joined the staff of WFAA, Dallas.

Press-Time Paragraphs

Ascap Extends Time

Washington—The deal with TV broadcasters for use of ASCAP music on television has been extended for an additional 30 days from March 1, it was announced by Robert P. Myers of NBC, chairman of the National Assn. of Broadcasters' Television Music Committee.

Named Program Manager

Cleveland—Joseph A. Jenkins has been appointed program manager of WNBK, it was announced by Charles C. Bevis, Jr., manager of the NBC television station. Jenkins was formerly executive producer of television at WBEN-TV, Buffalo, N. Y.

Department Store Tieup

Baltimore—WAAM, Bendix Television & Radio Co. and Hecht Bros. department store will cooperate in a TV exposition of one week, beginning Feb. 28th, on the 4th floor of the store at which the "Let's Pop the Question" quiz show will be televised twice daily, 2:15 p.m. and 6:45 p.m.

Promotion Drives Disappoint Sponsor

(Continued from Page 1)
affiliates of NBC participated in the Ford Theater promotion contest which was held in conjunction with the program's fall opening. The past year, covering a period of three months, October, November, and December, 70 CBS stations participated in the tieup.

First honors this year goes to KTUC, Tucson, Arizona, with Lee Little's campaign being judged by the trade press editors as the most original and comprehensive. KTUC will receive a Ford station wagon as the winner of the contest. Citations of honorable mention went to KUTA, Rapid City, S. D. and WWL, New Orleans.

Fort Quits; Crosley To Purchase WHAS

(Continued from Page 1)
mission that it is desirous of proceeding with its TV construction in Detroit, Toledo and Atlanta, and of pushing its TV applications in Wheeling and Miami. As for the WHAS deal, it said it had arranged financing, but that it is now skeptical about the wisdom of proceeding in the light of its "analysis of probable trends in the economic picture nationally."

Hope had withdrawn a week earlier, thus leaving the Commission the task of deciding whether to permit the turnover of the property to Crosley, with no competing bids.

Specialty Shop Buys Recorded Spot On WQXR

The Tailored Woman, Fifth Ave. specialty shop, sponsoring WQXR's classical disc jockey program, Mondays, "Listening With Jacques Fray," under new 52-week contract through Charles H. Furey of Peck Advertising Agency and Eugene K. Denton, store president.

Record Hunter, Lexington Ave. disc shop, started 13-week sponsorship of "World of Music," Fridays, on WQXR on Jan. 28. Contract handled through Hart Lehman Advtg. Agency and George Atkinson, WQXR account exec.

Sterling To Aid R. C.

Jack Sterling, early morning emcee on WCBS, will do a like chore at the kickoff rally for the community volunteers of the Brooklyn Red Cross 1949 Fund Drive to be held at the Brooklyn Academy of Music, March 1, 2 p.m.

NIAA Nominate Officers; Dolan Slated For Prexy

(Continued from Page 1)

Advertisers Assn., approved by the nominating committee and the board, for presentation at the annual convention set for June 13-15 in Buffalo, New York.

The nominees for eight vice-presidential posts, announced by NIAA prexy and v-p of Edward Valves, Inc., of this city, William A. Marsteller, are: J. F. Apsey, Jr., advertising manager, Black & Decker Mfg. Co., Towson, Md.; W. A. Bates, advertising manager, The Steel Company of Canada, Ltd., Montreal; W. D. Creley, manager of marketing, Telechron, Inc., Ashland, Mass.; Edward Hurlburt, advertising manager, The Ritter Co., Rochester, N. Y.; Dar Johnson, Hyster Co., Portland, Ore.; W. B. Montague, district sales promotion manager, Westinghouse Electric Co., Pittsburgh; A. R. Tofte, advertising manager, Allis-Chalmers Mfg. Co., Milwaukee; Milford R. Waddell, Black, Sivals & Bryson, Inc., Kansas City, Mo. Bates and Hurlburt are incumbents and Creley is currently secretary-treasurer. Adin L. Davis, advertising manager, Worthington Pump & Machinery Corp., Harrison, N. J., was nominated to succeed Creley as secretary-treasurer.

Rollins Honors Murrow

Winter Park, Fla.—Edward R. Murrow, Columbia network news analyst and commentator, on Monday, Feb. 21 was the recipient of the Doctor of Humanities degree from Rollins College, here. The presentation was made by Hamilton Holt, president of the institution. It is the third collegiate degree conferred on the CBS newsmen.

WMCA Personnel Cut In First Realignment

(Continued from Page 1)

jobs are being cut out this week in an initial realignment of the station's operation. The Nathan Straus indie has reportedly been going in the red during the last year although its gross billings have shown no decline. This is believed to be one reason why Boggs was brought in as general manager and Ralph Atlas hired as consultant, but eventually this could turn out to be only part of the story.

Combine Publicity And Promotion

WMCA's publicity department is being combined with promotion, headed by Howard Klarman who has been promotion director, while Ted Wornor, publicity director, leaves at the end of this week. In addition to handling publicity, Wornor has been producer and director of the nightly Jackie Robinson show which terminates this week when the Brooklyn Dodger leaves for spring training.

Another job being cut out is the one held by Rhoda Cantor, script writer. Mail room personnel is being reduced also.

Speculation in the trade is running hot on whether Atlas is looking toward purchase of WMCA. Straus himself chooses not to comment on the rumors, feeling that remarks either way would merely throw fuel on the fire. Best guess at the moment is that the answer to the question will have to await a series of future developments.

Kenway Heads Com. For Brand Names Day

(Continued from Page 1)

be: J. Sherwood Smith, president, Calkins & Holden; George T. Sweetser, publisher, Esquire, Inc.; Lawrence E. Moses, advertising manager, Phillips-Jones Corp.; H. Ford Perine, merchandising director, "Life" Magazine, who was chairman of the Brand Names Day Committee in 1948, and Vern G. Carrier, assistant advertising manager, Esso Standard Oil Co.

Harris Address UPA

Les Harris, radio director for Benton & Bowles, will deliver a talk to the United Parents Association today on the subject, "A Program Is Born." The address, tracing the history of a commercial program from the time the idea is conceived until it goes on the air, is the first of a series to acquaint members of UPA with the practical aspects of commercial radio. Meeting today will be held in NBC Studio 3A.

New CBS Series

A new CBS dramatic series, "Broadway's My Beat," will debut on Feb. 27, 5:30-6 p.m., EST, with Anthony Ross signed for the leading role of plainclothesman Danny Clover, Peter Lyon as writer, John Dietz as director, Lester Gottlieb as producer and music under the direction of Robert Stringer.

Listen, Florence!

Florence *does* listen, too!

Florence, Oregon.. Aberdeen, Washington.. Salem, Oregon.. Longview, Washington.. Eugene, Oregon .. these are but five of 55 cities and towns in Oregon and Washington blanketed by continuing KEX audience-promotion. 50,000-watt KEX reaches a tremendous slice of the great Pacific Northwest market. *More important*, these powerful promotions guarantee enthusiastic audiences eager to patronize KEX advertisers. No wonder KEX has become such a star salesman in the West! Oregon's only 50,000-watt station can sell for *you*, too. Check with Eldon Campbell at KEX, or with Free & Peters.

50,000 WATTS
ABC AFFILIATE
PORTLAND, ORE.

KEX



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

TO A TRANSCRIPTION SALESMAN—

● Preferably headquartering in Atlanta, calling on radio stations, advertisers, and their agencies in the South-eastern states, we offer an opportunity for a substantial income. Our program features are being bought by stations and advertisers in all sizes and types of markets. Our plan for cooperating with stations reduces sales resistance to a minimum, but we want a man who can slug in the clinches. We have no objection to the representatives of other programs.

RADIO FEATURES, INC.
75 E. WACKER DRIVE
CHICAGO, ILL.

KGW and KGW-FM
PORTLAND, OREGON

COMPLETE SCHEDULE
SIMULTANEOUS SERVICE

REPRESENTED NATIONALLY BY EDWARD PEIRY & CO.

RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



DL. 46, NO. 38

NEW YORK, THURSDAY, FEBRUARY 24, 1949

TEN CENTS

AVCO RULE TO GO; FCC HAS NEW PLAN

Blanket Coverage For Demo. Dinner

Washington Bureau of RADIO DAILY
Washington—The nation will be covered as by a blanket tonight when President Truman and Vice-President Barkley address the faithful at Jefferson-Jackson dinners in Washington and San Francisco. In addition, some 1,500 diners at Washington's Hotel Mayflower will be given a practical demonstration of RCA's new large-screen TV equipment in action.

The speeches will be carried on
(Continued on Page 8)

Will Sponsor Games On Texas State Web

Fort Worth—Sponsored by the Magnolia Petroleum Co., Texas high school basketball playoffs, under auspices of the Texas Interscholastic League, will be broadcast over the 3-station Texas State Network March 5 and 12, TSN headquarters, Ft. Worth, has announced.

March 5th broadcasts will be heard both afternoon and evening, featuring playoffs in the Class AA,
(Continued on Page 6)

Supreme Court Asked To Uphold FCC Action

Washington Bureau, RADIO DAILY
Washington—The FCC yesterday asked the Supreme Court to review the lower court decision reversing its revocation order against the license of WORL, Boston. The U. S. Court of Appeals ruled in November that the FCC had exceeded its authority in ruling the station off the air on the basis of misrepresentations regarding the stock ownership
(Continued on Page 8)

TV Holdout

Ringling Brothers-Barnum & Bailey circus will be a TV holdout when the circus opens the season at the Madison Square Garden in April, according to reports. Circus executives are reported dissatisfied with the price offered for sponsorship and some are of the opinion that the black and white TV pickup fails to do justice to the circus pageantry.

New BMB Rumor

Rumors that Hugh Feltis, president of Broadcast Measurement Bureau, will resign upon the completion of the BMB Second Study were current in New York yesterday. Feltis, reported to be a \$25,000 a year man, is said to be under contract until December, 1949, and he recently expressed himself as duty bound to complete the Second Study. In event Feltis steps out there is a possibility that the C. E. Hooper organization will work out a deal to take over the audience measurement organization.

Pearson Comments On Truman Remarks

ABC news commentator Drew Pearson defended his criticism of President Truman's military aide, Maj. Gen. Harry S. Vaughan for accepting the Order of San Martin decoration from Argentina's "dictator" Peron with the declaration that "if Mr. Truman is trying to discourage the right of fair comment, then he, too, has another think coming."

The Chief Executive had told
(Continued on Page 6)

Noe Answers Deep South In Row Over N. O. Band

Washington Bureau, RADIO DAILY
Washington — James A. Noe told the FCC this week that the petition of Deep South Broadcasting Corporation for rehearing in its contest
(Continued on Page 2)

'Frisco Listeners Group Survey Children's Programs

San Francisco—A report on a ten-month intensive study of children's radio programs broadcast in San Francisco has just been made by the Radio Listeners of Northern California.

After commending twelve programs "because they were found to enrich the child's life," the report went on to list sixteen (16) others as below par, and ten others "to be so filled with terror and violence,

Calls For Advertising Of Station Sales 4 Months Ahead Instead Of 60 Days; Oral Argument On Shift Assured

Radio And TV Plans For Red Cross Set

Radio and TV networks and Indies have mapped out plans for observance of March 1 as "Red Cross Day" to be followed by a month-long fund drive, it was announced by the American Red Cross national headquarters here.

President Truman and General Eisenhower will be heard on the "kick-off" show over ABC on Feb. 28, 9:30-10 p.m. The National Council of Protestant Episcopal
(Continued on Page 2)

Voice Of Democracy Awards Made By Clark

Washington Bureau of RADIO DAILY
Washington — Attorney General Tom C. Clark yesterday awarded checks for \$500 and citations to the four young winners of the "Voice of Democracy" contest sponsored jointly by NAB, RMA and the
(Continued on Page 8)

Protestant Group Plans New Radio-TV Programs

The Protestant Radio Commission will inaugurate two new series of radio shows, a series of live TV programs and a group of TV films
(Continued on Page 6)

Washington Bureau of RADIO DAILY
Washington—Proposing to do away with its controversial "AVCO ruling," the FCC yesterday served notice that it plans to adopt a new procedure calling for the advertising of all applications for new stations; changes of frequency, power, hours, antenna pattern or removal; trans-
(Continued on Page 3)

Freed-Eisemann In TV Receiver Field

Four new 16-inch metal-picture-tube television consoles, one of which utilizes 32 tubes, two with 40 electron tubes and one with 43 tubes, were introduced yesterday to the trade press at the Ritz-Carlton Hotel by Freed Radio Corp., manufacturers of Freed-Eisemann radio-phonographs.

The DeLux Chippendale console includes a 16-inch-viewing tube TV
(Continued on Page 6)

Heavy Sked Of Spots Placed On N. Y. Stations

An intensive schedule of radio spot announcements covering ten New York metropolitan area stations seven days a week for a thirteen week period has been set by River Brand Rice Mills, Inc., for
(Continued on Page 2)

Expeditors

Dr. Clayton T. Griswold, director of the department of radio and television of the Presbyterian church in the U.S., has written a booklet titled, "Religious Radio Expeditors," emphasizing better liaison between ministers and the radio and TV stations. He asks leaders in each community to know radio management and programs.



Vol. 46, No. 38 Thur., Feb. 24, 1949 10 Cts.

JOHN W. ALICOATE : : : Publisher

FRANK BURKE : : : : Editor

MARVIN KIRSCH : Business Manager

Published daily except Saturdays, Sundays and Holidays at 1501 Broadway, New York, (18), N. Y., by Radio Daily Corp., J. W. Alicoate, President and Publisher; Donald M. Mersereau, Treasurer and General Manager; Marvin Kirsch, Vice-President; Val Adams, Associate Editor; Chester B. Bahn, Vice-President; Charles A. Alicoate, Secretary Terms (Post free) United States outside of Greater New York, one year, \$10; foreign, year, \$15. Subscriber should remit with order. Address all communications to Radio Daily, 1501 Broadway, New York (18), N. Y. Phone Wisconsin 7-6336, 7-6337, 7-6338.

WEST COAST OFFICES

Al Steen, 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

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

FINANCIAL

(February 23)

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, Zenith Radio.

NEW YORK CURB EXCHANGE

Table with columns: Bid, Asked. Rows include DuMont Lab., Stromberg-Carlson.

OVER THE COUNTER

Table with columns: Bid, Asked. Rows include DuMont Lab., Stromberg-Carlson.

Launching New Agency

Chicago—Morris S. Silver, formerly treasurer and general manager of the William Morris Agency, is returning to the agency field on March 1 when he will head the All-States Promotive Attractions with offices at 203 North Wabash Avenue. He will be associated with Armand Donian, president of the None Better Ice Cream Company.

INS has served

Advertisement for KHJ Los Angeles featuring a calendar and the text 'FOR 11 YEARS'.

★ COMING AND GOING ★

STAN LOMAX, sportscaster, yesterday was in Ithaca, N. Y., where he spoke at the annual senior smoker of Cornell University, and broadcast his WOR program from Willard Straight Hall on the campus.

PAUL McGRATH, host on the "Inner Sanctum" program, is back from Boston, where he has been playing in the out-of-town performances of "The Big Knife," which makes its bow on Broadway tonight.

J. F. CROSSIN, national sales director of United States Television Corp., is in Detroit on a merchandising trip. A. E. KESSLER, who handles the company's public relations, has returned from a trip to Coatesville, Pa.

EDWARD R. MURROW, Columbia network newscaster, and BOB HAWK, quizmaster, are in Worcester, Mass., for the Centennial Celebration of the city.

CHUCK ACREE and the members of his "Hint Hunt" program company heard on CBS, are appearing today and tomorrow in West Palm Beach, Fla.

GERALD MAULSBY, assistant director of public affairs at CBS, left yesterday for San Francisco to attend the Second Annual Western Radio Conference. In the Golden Gate city he'll meet Stuart Novins, public affairs director of KNX, who'll come up from Los Angeles for the confab.

ERIC SEVAREID, Washington newsmen of CBS, in New York on business for a few days this week.

MARJORIE MORROW, casting director for the Columbia network, will leave tomorrow for a three-week vacation, which she'll spend in the Virgin Islands.

ARTHUR GODFREY, now in Miami, is expected back in New York Monday.

MIKE JABLONS, of Gainsborough Associates, has returned from a business trip to Washington, D. C.

JAMES MELTON, tenor of the CBS "Harvest of Stars" program, is back in New York following a four-week concert tour.

Radio And TV Plans For Red Cross Set

(Continued from Page 1) Churches will sponsor a Red Cross dedicatory broadcast, Feb. 25, 8-8:30 p.m. on MBS's "Great Scenes from Great Plays."

About 1,800 stations, thus far, have asked for the series of six 15-minute transcriptions of network star presentations of Bob Hope, Bing Crosby, Jack Benny, Dennis Day, Phil Harris and Alice Faye, and the American Album of Familiar Music.

Heads WQXR Promotion

Mary Rice Anderson has been named promotion director of WQXR to replace Charles W. Christenberry, Jr., who has resigned to enter television. Miss Anderson was formerly promotion manager of American Legion Magazine and did similar work for the Nashville, Tenn., Banner and the Tennessean.

Noe Answers Deep South In Row Over N. O. Band

(Continued from Page 1) for 50 kw operation in New Orleans states no valid reason for reconsideration. Noe's WNOE was given permission to increase its power, with Deep South turned down in its bid for a new station.

Noe said the "personal attack" upon him by Deep South, as well as the claims regarding plans of the two applicants, included nothing not already considered by the Commission.

Heavy Sked Of Spots Placed On N. Y. Stations

(Continued from Page 1) Carolina Rice, through Donahue & Coe, Inc.,

The new series utilizes one minute jingles. The jingles will be heard on WNBC, WJZ, WOR, WMGM, WNEW, WMCA, WAAT, WWRL and WFAS.

10 YEARS AGO TODAY

From the Files of Radio Daily

Lewis A. Weiss opened the testimony for the Don Lee System before the FCC investigating committee on monopoly and chain broadcasting, reviewing difficulties confronting broadcasters over demands of the musicians' unions, performing rights societies and other worker organizations, which he described as "semi-parasitical" in nature. . . . The likelihood that Fort Wayne will become a center for experimental work in developing television on a commercial scale was predicted by persons interested in the sale of Capehart, Inc., Fort Wayne to Farnsworth Television and Radio Corp. . . . Introduced in the Senate by Sen. Wallace H. White, Jr., was a bill completely revising the Communications Act of 1934 and setting up an eleven-man FCC to administer the regulatory agency which it is proposed will be split into two divisions.



Peace 'n quiet

This fellow's figured out one way to get peace and quiet. He's just folded up by the roadside and gone to sleep.

But that won't do down here in Baltimore. Business is brisk. Competition is tough. You've got to make every advertising dollar count in this rich market—the 6th largest in the U. S. A. Still, there's a way for time buyers to have peace and quiet without going to sleep on the job.

They just buy W-I-T-H. W-I-T-H isn't the most powerful station in town. But dollar for dollar, it's the best buy. W-I-T-H delivers more listeners-per-dollar than any other station in town. It covers 92.3% of all the radio homes in the Baltimore area.

That's why more and more smart time buyers are putting W-I-T-H way up high on their schedules. Are you using this BIG independent with the BIG audience? If not, better call in that Headley-Reed man today.

Advertisement for WEVD radio station, featuring a large 'WEVD' logo and text: '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'.

Advertisement for W-I-T-H radio station, featuring a logo with a face and text: 'AM W-I-T-H FM Baltimore 3, Maryland TOM TINSLEY, President Represented by Headley-Reed'.

AGENCIES

VARIOUS CLINICS of the Advertising and Selling Course, conducted by the Advertising Club of New York, today will have the following speakers: Sales Promotion: Walter B. Bruce, advertising mgr., H. C. Bohack Inc., "Promoting a Food Product"; Retail Selling: Eugene Van Houten, Eugene Van Houten Associates, "The Human Equation in Selling"; Copy: Alfred Eichler, copy executive, The Biow Co., Inc., "Continuing Advertising and the Five Basics of Mass Selling"; Radio: E. E. Midgley, sales service manager, Columbia Broadcasting System Inc., "Time Buying"; Advertising Production: Roy Tillotson, director, general publicity department, Union Carbide and Carbon Corp., "Production Preparation—Layout, Art, Copy"; Research: Allen Sikes, service manager, Bureau of advertising, American Newspaper Publisher's Assn., "A Medium Studies Copy Appeals."

JOHN D. SCHEUER, vice-president and general manager of William H. Weintraub & Company, has announced the appointment of Lee Morse Rich as media director for the agency. Rich is a former executive of the 4 A's and comes to the Weintraub agency from Albert Frankenthaler Law, where he was director of media for the past two years. He also has been a staff executive, handling media for the American Association of Advertising Agencies.

SHELDON VAN DOLEN has joined the New York sales staff of Weed Company, national representatives. He was formerly associated with MGM and the American Broadcasting Company.

BRING CLEAR HOSIERY has appointed John C. Dowd, Inc., as its Eastern Advertising Agency. A comprehensive program involving various media will soon be released. W. Buckingham is the account executive.

D. H. COGAN, president of Air King Products Company, Inc. announces the appointment of Joseph Katz Company to handle all advertising and promotion for Air King television sets, radio receivers and wire recorders.

BATTEN, BARTON, DURSTINE OSBORN, INC., effective April 1, 1949, has been appointed to handle the advertising of the division of state publicity, New York State Department of Commerce.

Do Sevorsky On WCBS

Maj. Alexander P. de Sevorsky was scheduled to be heard this morning in a visit to the Margaret Arlen show on WCBS. The air scientist and engineer is now expounding a new theory on the possibilities of atomic warfare.

FCC To Drop AVCO Ruling; Draft Of New Plan Released

(Continued from Page 1)

fer, except where there is no substantial change; and renewal. Industry pressure for removal of the AVCO requirements was met, thus, by an alternative which lawyers here felt, as they hurriedly scanned the new rules yesterday, might prove to be even more onerous than the procedure to be discarded. "The important change in procedure involved in the new proposal is the elimination of the competitive bidding feature. Advertisement will perhaps result in more frequent objection at the local level to applications, but the FCC will not be in the position of choosing between two or more applicants for a station, when one of those applicants has negotiated a price for the property. If the one party who has negotiated the deal is found to be qualified, he will be permitted to consummate the deal even though there might be others as well, or better, qualified who would like to make such a deal.

Rule Adopted in 1945

The AVCO rule, adopted in 1945 at the time Victor Emanuel's huge Aviation Corporation bought WLW, Cincinnati, calls for the posting for a 60-day period of any price agreed upon for the sale of a radio station. Other parties willing to match the price agreed upon would be permitted to apply in competition during the 60-day period, with the FCC then to decide which of the applicants should be awarded the right to buy from the standpoint of the public interest.

An oral argument on the new regulations is assured, with statements or briefs to be accepted by the Commission until April 4. It was pointed out yesterday that currently pending applications will continue to be processed under present practice until a cut-off date yet to be named, thereafter to be subject to the new rules.

Provision For Amendments

If the contemplated changes are adopted, renewal of applications would be filed at least four months (instead of 60 days as at present) before the expiration date of the license. Applications requesting tacilities of existing stations would be accepted only during the 90-day period following the initial advertisement of such filing. Applications could be dismissed without prejudice as a matter of right on request up to 30 days prior to the date set for hearing. After the expiration of the 30-day period, no application may be dismissed without prejudice.

Amendments could likewise be made as a matter of right up to 30 days prior to the date set for hearing; after that time amendment could be made only for cause shown in a position to amend. No petition to amend would be accepted after a proposed decision is issued.

When an amendment involves a change of frequency, power, hours, antenna pattern, location, or change

of control, a new file number would be given as of the date of the amendment; and the advertising procedure would again be required.

Mutually exclusive applications would be required to be filed within 90 days after the initial advertisement of the first applicant. Applications involving interference with other applications on hand would not be entitled to comparative consideration unless filed within the 90-day period.

Hennock, Sterling Absent

Commissioners Hennock and Sterling did not participate in the vote to abolish AVCO and offer the new rules, which vote was taken Monday of this week. Commissioner Hyde favored issuance of the proposed new rules "only for the purpose of obtaining comments and view of interested persons on this subject as a possible means of dealing with the large backlog of cases pending before the Commission," the FCC said, while Commissioner Jones had some reservations regarding cut-off dates.

The Commission explained, regarding advertising of applications, "Such advertisement shall be made by inserting a notice at least twice a week for three successive weeks in a newspaper of general circulation

PROMOTION

Distributor Advertising

A year-round basic co-operative advertising plan has been developed and expanded to further encourage and assist Webster-Chicago distributors in conducting essential local advertising programs by their dealers, it is announced by S. T. Seaman, advertising manager for Webster-Chicago, manufacturers of wire recorders, record changers and phonographs. An advertising budget is assigned to each of the 17 territories. In this manner a well-planned local campaign by the dealer can be conducted throughout the year, and not restricted to periodic, concentrated drives.

that circulates in the community in which the proposed station is to be located. If the applicant prefers, he may cause the newspaper notice to be carried only once a week for three successive weeks and in addition he may cause such notice to be broadcast once a week for three successive weeks (between the hours of 8 a.m. and 10 p.m.) over a broadcast station located in the community in question. If the application is for authority to change the location of an existing station, the same advertisement procedure shall also be followed in the community in which the station is presently located."

Feedbox

While sports commentators everywhere *speculated* on the site of the 1949 Army-Navy football fracas, KYW's Harry Robert *told the inside story*: the signed contract for the game already reposed in the pocket of Philadelphia's Mayor Samuel. Immediately after this story broke on Harry Robert's nightly program* it was relayed by wire services.. and, with source fully credited, picked up by outlets all over the country. Yes, you can count on KYW to be first.. with news, with listeners, and with results. For sales opportunities *straight from the feedbox*, check with Harvey McCall at KYW, or with Free & Peters.

*11:05-11:10 Mon. thru Fri.; 6:15-6:30 Sat.

**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

LOS ANGELES

By AL STEEN

FRED JORDAN has been elected executive vice-president of Erwin, Wasey, in charge of the agency's Los Angeles operations. He formerly was with Buchanan.

"Cisco Kid" now is being heard locally on both KMGH and Don Lee's KHJ. Long heard over the Mutual outlet, the strip now has a late evening airing on the Metro station.

Dorothy Lamour takes her "Sealtest Variety Theater" to Houston on March 17 for the St. Patrick's Day broadcast. The show will be a feature of the opening ceremonies for the new \$20,000,000 Shamrock Hotel.

American Tobacco is reported to be still interested in a daytime strip on CBS despite the cancellation of "Your Lucky Strike."

Lucian Davis has been pinch-hitting for Cy Howard in the direction of "My Friend Irma." Cy has been a flu victim. . . . Bill Phreanor, formerly manager of KYOR, San Diego, and KBUC, Corona, has been named sales manager of KCMJ in Palm Springs.

Parkyakarkus is talking a deal with the newly formed Transcription Broadcasting System for a summer show.

Larry Finley Productions now is handling distribution of "The Smiths in Hollywood," 30-minute comedy transcription show. Louis Cowan formerly handled the program.

Serge Krizman has been appointed art director and facilities manager for KFI-TV, replacing Lumir Nathausser, resigned.

Spade Cooley will hit the national video networks in April with a half-hour variety show, to be kinescoped from his Saturday night KTLA show.

Al Burton, writer-producer of KLAC-TV's "Tele-Teen Reporter," is bringing out a new show titled "Campus Cabana," a half-hour musical variety, which will be seen opposite the Milton Berle kinescoped offering from New York. The kids claim it's the only way to prove that "live shows" in Hollywood can compete with the best New York has to offer. Hank Mann, old-time Keystone comedian, will make his tele debut in Grant-Realm's "The Million Pound Banknote" for "Your Show Time."

Stork News

Born February 12 to Mr. and Mrs. Don Saraceno, a daughter, Judy Lynne. The father is a member of ABC's sales department in Chicago.

OFFICE SPACE FOR RENT

1 Block from Radio City
Several furnished offices with private bath (on 3rd floor) for rent. Telephone switchboard and cleaning service is available.

HOTEL ABBEY



Windy City Wordage. . . !

● ● ● Colonel Stoopnagle, radio humorist, takes over today (Thursday) as emcee of the Arthur Godfrey Talent Scouts Show opening at the Oriental Theater for a week's run. Pressure of New York radio and television commitments keeps Godfrey in the east. . . . The National Television Conference to be held in Chicago March 7-9 is attracting a lot of interest and it looks as if the gathering will be the largest in video history. . . . Dramatic and musical programs from the BBC will be heard exclusively in the Chicago area over the new FM station WMOR. . . . Harold Stokes, ABC's program manager in Chicago, is currently on the lookout for some hefty gals—none less than 230 pounds. He's changing the format of WENR-TV's "Vaudeo Varieties" and plans to theme it along old vaudeville lines, with the key part of the program a "beef trust" line.

Chicago

● ● ● By special arrangements with the Chicago offices of RCA, television sets will be installed in every Catholic school and convent throughout the Chicago area for the special telecast on March 7 of the consecration of three bishops of the Roman Catholic Church. The consecration will be telecast over the NBC network.

● ● ● Johnny Desmond, baritone, will sub for vacationing Jack Owens of the "Breakfast Club" during the week of February 28. . . . Leonard Hicks, proprietor of Key West's Casa Marina Hotel, is planning to use Chicago radio stations to promote his Florida hostelry. . . . John Harrington, WBBM news and sportscaster, will give the Irish Club of Aurora, Ill., a behind-the-scenes picture of some of the biggest sports and news stories of the past decade on St. Patrick's Day, when he addresses the club. . . . Bert Wilson, WIND sports director, interrupted his two-month vacation to return to Chicago to do the International Outdoor Sports Show, which opened a two-week run at the International Amphitheater this week, and when it closes he'll hurry back to Catalina Island. . . . Ruth Crowley, who will be featured on the new WGNTV video show "Women's Magazine of the Air," starting February 28, is former women's editor of the Chicago Sun-Times and syndicated writer on women's affairs. Her co-editor, Rush Hughes, is a veteran disc jockey, newsmen, writer and announcer.

● ● ● Fans viewing WBKB telecasts have been amused by some odd conflicts that occur between ticker tape news and music that is played in the background. The other afternoon the novelty tune "I'll Be Glad When You're Dead, You Rascal You" was playing when across the screen came details of a gory North Side murder. On another occasion the ticker tape was describing a funeral procession when the background music happened to be "Merrily We Roll Along."

● ● ● The parents of Eddie Hubbard, disc jockey, live in Baltimore, and they have besieged Eddie with requests to come home more often, which Eddie can't do because of his heavy radio and video schedule. Now, since east and midwest are hooked up via coaxial cable and Hubbard's WENR-TV show, "Vaudeo Varieties," went full network, Eddie has presented his parents with a tele set and he pays them a visit every Friday night via television.

SOUTHWEST

THE "Mrs. Tucker's Smile Programs" started its 17th year of the air with a new format recently. Broadcasts originate in the studio of WFAA, Dallas, and are aired by member stations of the Texas Quality Network. Programs feature Jimmy McClain, the former "Dr. I. Q.," as master of ceremonies and Mary Tommy and Bobby Tucker, played by Dorothy Bell, organist and pianist; Ivan Wayne, tenor, and Jim Burdette, respectively.

A March of Dimes-Vaughn Monroe radio contest was conducted over five of the Dallas outlets to aid in the fight against polio. Winner were selected on the basis of best letters stating why the March of Dimes should be supported. Lettice contained contribution to the campaign. Winning contestants were awarded tickets to the Monroe personal appearance concert here and autographed albums. Monroe also presented a large library of his own records to the Scottish Rite Cripple Children's Hospital in Dallas.

So large was the demand for tickets to see the broadcast of the "Theater Guild of the Air" recently in Dallas that tickets were distributed for the dress rehearsal to enable more persons to see the stars in action. Present for the broadcast which originated through WFAA, Dallas, from the State Fair Auditorium to the ABC network, was large staff of technicians as well as commentators, actors and announcers. Homer Fickett was the director of the production "Beyond the Horizon" by Eugene O'Neill. Other here included Carol Erwin, production executive; Harold Levey, musical director; Arthur Arent, who wrote the radio adaptation; Keer Crockett, sound effects; Paul Gree ABC engineer; George Hicks, commentator; Norman Brokenshire, announcer; Roger Pryor, narrator, and Lawrence Langer, Theater Guild executive. Those taking part in the play included Richard Widmark, Beatrice Pearson, John Lund, Merle Maddern, Edwin Jerome, Barr McCollum, Betty Green Little and Roger Pryor.

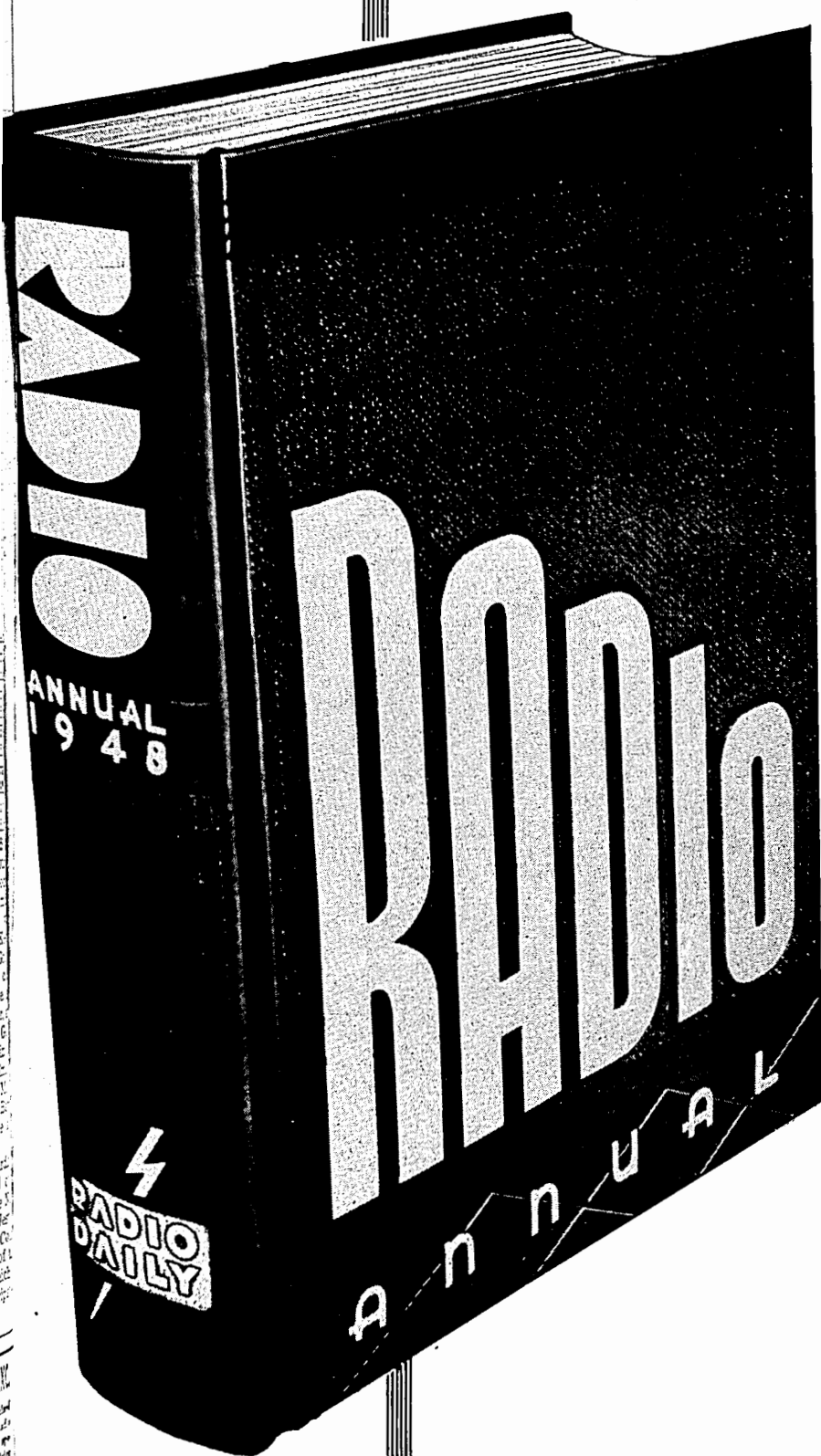
A special broadcast on Cardinal Mindszenty's trial was aired over the stations of the Texas State Network last Sunday. Governor Jesse the Mayor of Austin, Supreme Court Justice Hart, Father Maguire of the Newman Club and Louis J. Reich D.D., Bishop of Austin, participated in the program.

RCA INSTITUTES, INC.

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

Our graduates have 1st Class Telephone License. We solicit your inquiry. Address Placement Manager, RCA INSTITUTES, Inc. 850 W. 44th Street, New York 14, N.Y.

A Gold Mine Of Information



★

The
1949
**RADIO
ANNUAL**
Will Soon
Be Available
To Subscribers
of **RADIO DAILY**

★

**Forms Are
Going
to
Press
Daily**

LAST MINUTE ADVERTISING ACCEPTED

'Frisco's Listeners Study Child Programs

(Continued from Page 1)
 lows: "Children—that is, persons under the age of 16—comprise one sixth of the population of San Francisco, or 128,224 young people. San Francisco's radio stations appear to attach little importance to this section of the population, for, together, they devote a total of only 3 per cent of their broadcasting time to playing recordings of jazz, jive, crooning, bebop and boogie woogie.

"Only 31½ hours per week are allotted to children—the builders of tomorrow's world—while 425 hours weekly are reserved for the disc jockeys.

"During ten months of intensive study of children's programs broadcast in this area, RLNC's Children's Committee found only 12 out of 40 to be worthy of recommendation."

Twelve Programs Cited

The twelve programs which were recommended and okayed by the committee were Tell It Again (KQW), Signposts for Young Scientists (KNBC), Children's Corner (KSAN), Gold Rush Days (KQW), Mr. President (KGO), Standard School Broadcast (KNBC), Youth Asks the Government (KGO), Story Teller (KFRC), Youth Symphony (KFRC), Schoolcast (KGO), Gene Autry (KQW), Story to Order (KNBC).

In conclusion, the report deplored: (1) the widespread tendency among broadcasters to pander to the lowest instincts of children with sensationalism and violence in order to boost sales of merchandise, (2) the practice among broadcasters to shunt many of the better children's programs off to hours when most children are unable to listen, (3) the violation of the broadcasters' solemn oath to the Federal Communications Commission to use the ether for the public benefit—in return for the free use of the air waves.

Protestant Group Plans New Radio-TV Programs

(Continued from Page 1)

and will continue its transcribed children's program, "All Aboard for Adventure," it was announced Monday by Dr. Paul C. Payne, v-p of the commission.

The radio programs will consist of half-hour church music concerts sung by the Collegiate Chorale under the direction of Robert Shaw and a series of programs dealing with mental health and pastoral counseling to be produced in cooperation with the Commission of Mental Health of the Federal Council of Churches of Christ in America.

"We are providing funds for experimental live television programming to be ready within 30 days," Dr. Payne disclosed. A series of TV films, which are also planned, will be distributed free of charge.

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 11-17, 1949

TITLE	PUBLISHER
A Bluebird Singing In My Heart.....	Advanced
A Little Bird Told Me.....	Bourne
A Rosewood Spinet.....	Shapiro-Bernstein
As You Desire Me.....	Words & Music
Brush Those Tears From Your Eyes.....	Leeds
Buttons And Bows.....	Famous
Down By The Station.....	American Academy
Far Away Places.....	Laurel
Galway Bay.....	Leeds
Here I'll Stay.....	Chappell
Hold Me.....	Robbins
I Got A Gal In Galveston.....	Republic
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.....	Sanlly-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
Powder Your Face With Sunshine.....	Lombardo
Pussy Cat Song.....	Leeds
So In Love.....	T. B. Harms
So Tired.....	Glenmore
Someone Like You.....	Harms
Streets Of Laredo.....	Famous
Sunflower.....	Famous
Tara Talara Tala.....	Oxford
These Will Be The Best Years Of Our Lives.....	Robbins
You Was.....	Crystal

Second Group

TITLE	PUBLISHER
By The Way.....	Bregman-Vocco-Conn
Cuanto Le Gusta.....	Southern
Dreamer With A Penny.....	George Simon
Everywhere You Go.....	Lombardo
For You.....	Witmark
Gather Your Dreams.....	Porgie
Girls Were Made To Take Care Of Boys.....	Remick
Green-Up Time.....	Chappell
Grieving For You.....	Feist
I Couldn't Stay Away From You.....	Johnstone-Montei
I Get Up Ev'ry Morning.....	Leeds
I Got Lucky In The Rain.....	Sam Fox
I Wish Somebody Cared Enough To Cry.....	London
It's Magic.....	Witmark
Johnny Get Your Girl.....	Bourne
Just Reminiscing.....	Encore
My Own True Love.....	Paramount
No Orchids For My Lady.....	Leeds
Underneath The Linden Tree.....	La Salle
When You're In Love.....	Crawford
Who Hit Me.....	Southern
You You You Are The One.....	Campbell

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

Pearson Comments On Truman Remarks

(Continued from Page 1)

the Reserve Officers Association on Sunday night that "any s. o. b." who thinks he can cause him to discharge any member of his staff "by some smart aleck statement over the air or in the paper has got another think coming." This was assumed to be a direct attack on Pearson's Feb. 6th broadcast in which he charged that Maj. Gen. Vaughan partly nullified American money spent to help democracies throughout the world and Mr. Truman's words about saving democracy when he accepted Peron's decoration.

Freed-Eiseman Corp. In TV Receiver Field

(Continued from Page 1)

receiver, an AM-FM radio and a complete phonograph for playing all three types of records with a dual-speed automatic changer for standard 78 r.p.m. records and 33½ r.p.m. microgroove recordings plus a separate changer for the wide-spindled 45 r.p.m. discs.

The consoles will be on the retail market early in March at prices ranging from \$625 to \$1,295.

Statement By Freed

In announcing Freed Radio Corp.'s entrance into the television field, Arthur Freed, prexy, disclosed that the company's entire engineering and production efforts would be devoted to TV models with the 16-inch metal tube. "The 16-inch metal tube," he predicted, "will dominate the television market in the very near future when prospective purchasers have an opportunity to see it in operation on a properly designed television chassis."

He pointed out that the cabinets of the new consoles were so designed as to meet the resistance of women buyers who object to the "low eye-level of the television picture in most existing cabinet designs which requires a disorderly rearrangement of furniture directly in front of the receiver." The Freed-Eisemann cabinets range from 41" to 53" in height in order to avoid the necessity of changing the location of furniture in a room.

Will Sponsor Games On Texas State Web

(Continued from Page 1)

A & B divisions of the interscholastic league. Total of 4¼ hours broadcasting will be heard over the entire Texas State Network.

City conference playoff of the league featuring Ft. Worth, Dallas, Houston & San Antonio high school basketball teams will be aired Saturday evening, March 12, over KMAC San Antonio, KTHH Houston, WRR Dallas, and KFJZ Ft. Worth. Ratcliffe Advertising, Dallas, is agency for the account.

TELEVISION DAILY

Section of RADIO DAILY, Thursday, February 24, 1949 — TELEVISION DAILY is fully protected by register and copyright

UNION FIGHT ON TV PRODUCTION

TELE TOPICS

IN AN OFF-THE-CUFF SPEECH in San Francisco, Lewis Allen Weiss, president of the Don Lee net, came back at the movie boys who have been insisting that their product is the panacea for all of tele's problems. Inter-city links, via coaxial cable and microwave "will be the methods, not movies, which will make networks effective," he said. Weiss said that the co-ax between San Francisco and Los Angeles should be ready to carry programs within a year, and that the transcontinental cable should reach L. A. in two years. While in a predicting mood, he said also that color tele will arrive within three to five years. . . . In closing, Weiss ruefully spoke of the great differences in the quality of programming on the two coasts, and referring to a comment attributed to a leading performer said, "Any resemblance between television as we see it out here and the way it is produced in New York is purely coaxial."

WALTER PRITCHARD EATON, of the Yale drama school faculty, has won the first Chevrolet award of \$250 and a scroll for his play, "The Purple Doorknob," which was aired on the "Chevrolet on Broadway" series over NBC on Nov. 1. Because Eaton is out of town, Faye Emerson, who starred in the production of his play, will accept the award for him on the show this Monday nite. Edward E. Bates, president of the Local Chevrolet Dealers Association, will make the presentation. At the close of the show, a three-minute excerpt of the prize-winning play will be aired via kinescope recording.

RCA VICTOR has added 13 stations to the original 14 carrying the daily "Kukla, Fran and Ollie" series. New outlets will get the show on recording. . . . The Don Ameche talent hunt show, which is being dropped next month by American Tobacco, is being offered by Bernard L. Schubert, head of Radio Artists Corp., as an across-the-board simulcast for an early evening half-hour. . . . Louis Weiss has acquired TV rights to a series of Johnny Mack Brown and Bob Steele hosiery operas from A. W. Hackle, of Supreme Pictures Corp. . . . "Tomorrow's A Wonderful Day," one of the first films produced in Israel, will be scanned by ABC Saturday, 7:30-8:30 p.m. . . . Time purchases by manufacturers of foundation garments have shown that the unmentionables can be advertised on tele without the usual expanse of epidermis which usually accompanies eirdle ads in magazines. A show on WNBW, Washington, employs a fully-clothed model who, they say, is wearing one of the sponsor's products, while a stanza on WGN-TV, Chicago, limits visual commercials to torso dummies.

Seek Suspension Of AT & T Relay Rates

Washington Bureau of RADIO DAILY
Washington—The FCC was asked yesterday to suspend the AT&T relay tariffs for TV along the Atlantic Coast which are slated to go into effect March 1 on the ground that the modified tariffs "do not in any way correct the inequities and discriminations complained of" earlier by the petitioners—TBA, DuMont and Philco. In a joint petition the three 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."
They asked for a Commission hearing on the matter.

WMAR-TV Rate Increase

Baltimore — Increase of 20 per cent in the rates of WMAR-TV will go into effect Mar. 1. Night-time rate will be \$300 an hour instead of \$250. Advertisers using the station as of Mar. 1 will be protected on periods used without interruption until Sept. 1.

DuMont Hits FCC Findings Re Cleveland, Cincy, Para.

Washington Bureau of RADIO DAILY
Washington—The Allen B. DuMont Laboratories told the FCC this week that the Commission is mistaken in its conclusion that the public interest will be served by severance and denial of the DuMont TV applications in Cleveland and Cincinnati. In addition, DuMont challenged the Commission's finding that Paramount Pictures exercises substantial control over the DuMont organization.
"Additional hypotheses rather than actualities" were considered by the Commission in its determination of Paramount control, DuMont said, referring to "the possibility of proxy struggles within the Class A stock.

Going Up
Delivery of the first units of a specially designed and built 16-element, sleeve-dipole antenna system to complete the installation of the new CBS-TV five kw. transmitter was made yesterday to the network transmitter site atop the Chrysler Building. The combined equipment will enable the New York TV station of CBS to radiate the maximum signal permissible under FCC regulation.

Westinghouse Files For Ft. Wayne Sta.

Westinghouse Radio Stations, Inc. yesterday filed with the FCC an application for a video outlet to be located at Fort Wayne, Ind. New station would be affiliated with WOWO and WOWO-FM, firm's radio outlets there.

Statement by Conley
General manager J. B. Conley said, "We are applying for Channel 2 and propose using a three-way superturnstile antenna system mounted on a 464-foot guyed tower. This will provide an effective radiated power of 15,000 watts. Overall height of the tower and antenna will be 548 feet above ground. The installation will be located in the southwestern section of the city."
Westinghouse owns WBZ-TV in Boston and has applied also for video stations in Pittsburgh and Portland, Ore.

NABET And IATSE Make Claim To Jurisdiction

The running jurisdictional battle between IATSE (International Alliance of Theatrical Stage Employees, AF of L) and NABET (National Association of Broadcast Engineers and Technicians) over various categories of TV production staffers broke out into the open yesterday when NABET president John R. McDonnell accused IA of holding up labor peace in the industry.

McDonnell's statement was issued as a result of a meeting of the NABET board called to deliberate "a case before the NLRB in which the IATSE is an intervenor." The case involves NABET contracts with ABC and NBC covering certain lighting personnel whom IA has claimed in its jurisdiction. Hearings were postponed until March 15 so that the two unions might reach agreement.

According to McDonnell's statement, "NABET officers met with the IATSE and discovered in addition to the question of lighting in television the IATSE now demands additional work that normally is in NABET's field of technical operation. . . ."

Spokesmen Give Opinions
A spokesman for the IA said that his union deserves jurisdiction in the field in question and cited the union's coverage of props and lighting in the motion picture and legitimate theater.

McDonnell said that IA's "exhorbitant demands" upon NABET "have made peace in the television industry impossible in the foreseeable future." He added that his union will not "accede to such demands and NABET will defend with vigor its right and the rights of radio and television men."

KFI-TV Ups Krizman To Art Director Post

Los Angeles—Serge Krizman, for the past two months a member of the KFI-TV art department, has been promoted to art director and facilities manager, it has been announced by manager Haan Tyler. Krizman replaces Jumar Mathauser, who has resigned.
Before joining KFI-TV, Krizman was art director for Contemoo Productions. Previously he handled lighting and set and costume design for the Century Theater Group and was a technical adviser with 20th Century-Fox.

EQUIPMENT

Announce Philco Appointments

Appointment of three new regional sales managers, who will serve with two managers already holding similar positions to head up the Philco sales organization in the major geographical areas of the country, was announced by John M. Otter vice-president and general manager of sales, Philco Corporation.

Stuart A. Falk, east-central sales manager with headquarters in Cleveland, will handle the company's Allegheny and Eastern sales divisions. C. E. Lindstrom, new eastern sales manager with offices in New York City, will be responsible for Philco sales in the Atlantic, Capital and New England divisions. John E. Ramsey, southern sales manager in Atlanta, will supervise the company's Delta, Southern and Texas sales divisions.

Emerson Price Change

Announcement was made by Charles Robbins, vice-president in charge of sales, that the Emerson Radio Phono-radio Console combination, model 604, hitherto priced at \$89.95 will retail at \$119.95 commencing March 1st. Mr. Robbins indicated that the increase in price was in conformance with the plan instituted at the time the model 604 was released early in January. At that time the trade was informed, that in commemoration of Emerson Radio's 10 millionth radio, the phono-radio console would be sold at \$89.95 for a limited time. That time limit has now expired and the set will retail for \$119.95 starting the beginning of next month.

Indoor Antenna

A small indoor television antenna which can be used with most sets has been made available by Motorola, Inc. of Chicago, it was announced Friday. The antenna is of the dipole type, and is fitted to a weighted base. It can be shortened or lengthened for best reception. Connection to the set is made through a 300 ohm line, which is common to the majority of commercial television receivers. The antenna will sell for \$5.95.

Stork News

Sam Elfert, program director at WLIB, New York, and his wife are parents of a son, named Jason Louis, born at Beth Israel Hospital Feb. 20. Baby weighed 8 pounds and 4 ounces. Mother is the former Dena Eisner who previously was on the staff of the New York Post.

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

COAST-TO-COAST

WFIL Links With College Stations

Phila., Pa.—A recent announcement has been made that the formation of The Philadelphia Inquirer Collegiate Network has linked WFIL with three college stations. The four-station system will connect by land lines WFIL facilities with those of Temple University's WRTI, University of Pennsylvania's WXPB and Swarthmore College's WSRN, each of which is a wired-wireless station broadcasting in the immediate college areas. The network was formally dedicated by Dr. Robert L. Johnson, president of Temple, on a special broadcast on February 22nd.

KWPC Broadcasts Convention

Muscataine, Iowa—KWPC moved its microphones into the room of a city Republican convention recently to broadcast the entire proceedings. The convention lasted for 90 minutes. Dick Cheverton, program director, along with News Director Roy Luce, offered commentaries on the proceedings. The station also plans to cover the city election, with staff members stationed at various polling places to flash results to the newsroom for immediate broadcasting and predictions.

Alabama Welcomes 'Thank U Train'

Montgomery, Alabama—France's "Thank You" train came to Alabama on February 11th, and was welcomed with a military parade in the state capital. The highlights of the parade were recorded for later broadcast by WSFA's special events staff, and the station's 10:15 p.m. news broadcast featured presentation speech of the French government's representative, Lionel Vasse, Consul-General of New Orleans, and the acceptance speech of Governor Folsom.

Voice Of Democracy Awards Made By Clark

(Continued from Page 1)

Junior Chamber of Commerce. The award came during the nationwide NBC broadcast originating at a luncheon for the winners in Washington's Hotel Statler.

On hand for the presentation luncheon were the Senators and Congressmen of the victors, members of the FCC and other Washingtonians prominent in radio and government.

The four victors were Kerron Johnson of St. Paul, Minn., George Morgan of Hutchinson, Kans., Charles Kuralt of Charlotte, N. C., and Richard Caves of Everett, O. They are slated to visit Mt. Vernon today, continuing a week's visit here which began with their reception at the White House Monday, their being honored from the floor of the House of Representatives, and a visit to historic Williamsburg, Va.

WJPS 'Let's Grow Up'

Evansville, Ind.—In an endeavor to consider every audience segment, WJPS is showing "the lost orphans of radio," the young listeners of three years and older, how to learn by having fun through educational and intelligent entertainment which is brought them week-day noons on "Let's Grow Up." The program is conducted by two mothers of pre-school age youngsters introducing to the youngsters simple, everyday things in life they encounter through stories, poems and original songs which invite listener participation.

"Roundtable" On WLBH

Mattoon, Ill.—"The Roundtable" WLBH's Sunday afternoon half-hour public service feature, put all nine nominees for Mayor on a recent program. Ray Livesay, station manager and moderator of the program, interviewed each nominee for one minute, after which the nominee was given two minutes to state his qualifications and platform for the office.

Staff Changes At WHAM

Rochester, N. Y.—Former staff announcer and writer at WCTC and WGR, Bernard Ryan, Jr., has joined WHAM as staff announcer. Ross Weller, who left the station in 1947 to join WBEN, has returned to WHAM as emcee of "Cinderella Weekend" and station announcer.

Harper Gen. Mgr. WNOR

Norfolk, Va.—When WNOR, Norfolk's newest full-time independent station, hits the air waves approximately April 1st, Earl Harper will assume the position of general manager. He began his radio career as sports announcer with WDSU in 1926. Harper has announced that WNOR will be Norfolk's Family Station with special emphasis on music, news and sports.

Supreme Court Asked To Uphold FCC Action

(Continued from Page 1)

as revealed by the station statement. The Commission pointed out that two years earlier the Supreme Court had to overrule the Court of Appeals in the case of WOKO, Albany, N. Y., where the high tribunal upheld the Commission's right to revoke on the ground of willful misrepresentation. The lower court found insufficient evidence to hold the misrepresentation in this case to be willful. The Commission quoted the dissenting opinion of Justice Edgerton in the lower court, who held that even if the false information were offered through negligence or recklessness, they would still demonstrate "that the applicant does not possess the necessary character qualifications of a licensee of a radio station, and that the public interest, convenience and necessity will therefore not be served by a grant of a renewal of license to the applicant."

BEHIND THE MIKE

CARL BRISSON'S opening at the Waldorf-Hysteria this week will be one of the top-hattractions of the show season.

Tommy Morton forced to cancel his "Easy Does It" TV appearance last week because, in addition to his own dancing role in "Lend An Ear," he's also been filling in for the ailing singer, Bob Dixon, and dancer, Bob Scheerer, and is practically on the verge of a collapse himself.

Al Schacht's proposed "Sports Quiz" has lined up an imposing list of Sports World greats as guests including Joe DiMaggio, Bucky Harris, Joe McCarthy and Ted Williams. Sports cartoonist, Willard Mullin, will be on the permanent panel.

WHOM's new recording and transcription subsidiary (Coastal Recording Co.) a bigtime operation.

Paul McGrath, a click in "The Big Knife," set for a series of TV guest shots.

Rosoff's Restaurant on 43rd street is marking its 50th anniversary this year, making it one of Times Square's real landmarks.

Tip to TV producers: Ruth Weisel, who operates the Sea Shore Restaurant, is a natural for video guest shots. Young and lovely, she's a portrait painter of note.

That Faye Emerson sketch on Ed Sullivan's "Toast of the Town" Saturday nite was scripted by Mori Lewis.

Blanket Coverage Set For Democratic Dinner

(Continued from Page 1)

all four AM nets, with the Don Lee division of MBS delaying its coverage on the West Coast for an hour, presenting a transcription of the live program at 8:30 coast time.

The Continental FM net will also carry the program, as will WINX Washington independent.

DuMont will pick up for a pooled TV broadcast to be carried by the NBC and ABC-TV nets and to go into the mid-west on the coaxial cable.

RCA-Victor will put three of its life-size TV screens into the Mayflower and two smaller sets to enable diners there to watch President Truman as he speaks two blocks away at the Statler.

Radio Writers: Don't Jump!

Need fresh ideas? No time for research? The Idea Library can save you!

4-page weekly editions are jam-packed with thoroughly researched continuity suggestions, quiz categories and other material. Saves you many headaches at only \$10.00 each month, less than \$2.50 an issue.

For details and FREE issue, write

STUDIO SCRIPT SERVICE

P.O. Box 243, Radio City Station
New York 19, N. Y.

RADIO LISTENING GETS HIGH RATING

Lat Union In Radio With 13 Programs

The United Hatters, Cap and Millinery Workers Union, AFL, has entered the national radio scene for promotion of union label goods in cooperation with business with the production of 13 dramatic programs of 15-minutes each for broadcast on a sustaining or local "union label spots" sponsorship basis, it has been announced by Nathan Zatkun, promotion director of the union.

The program, "Turning Points," dramatize highlights in the lives of notable persons and feature Holly-

(Continued on Page 3)

Radio Treats Negro Well, NAACP Sec'y Tells REC

Radio was complimented yesterday for its considerate treatment of the Negro race by Walter White, executive secretary of the National Association for the Advancement of Colored People, who said that "radio has gone further than movies" in this respect. White, speaking at a luncheon of the Radio Executives Club in New York, commented that radio has pictured the Negro in such a way as to equalize him with all others.

Broadcasting, the NAACP secretary

(Continued on Page 3)

January Production Off In AM-Only Category

Washington Bureau of RADIO DAILY — Production of AM-only home receivers last month was less than twice the total turnout of FM receivers, FMA reported yesterday on the basis of an analysis of FMA production figures. FM-AM

(Continued on Page 3)

Distinction

For the first time since the inception of the annual Nobel Peace Prize, two radio commentators from the same network—ABC—have been nominated for the year's top award. The Nobel committee announced in Oslo, Norway, that Mrs. Eleanor D. Roosevelt and Drew Pearson, the only Americans nominated, were among those under consideration for the 1949 Award in recognition of their efforts toward world peace during the past twelve months.

News-Slant Charge Justified—Richards

Washington Bureau of RADIO DAILY — Washington—In a petition filed here yesterday by his attorneys, G. A. Richards, president of KMPC, Los Angeles; WJR, Detroit, and WGAR, Cleveland, admitted issuing instructions to newsmen of his Los Angeles station which could be construed as having called for the "slanting" of news. He asked the opportunity to appear personally before the full

(Continued on Page 6)

Acme Gets Foreign Rights To Finch Fax Equipment

The Acme Electronic Division of NEA Service, Inc., has been named exclusive European sales and distribution agent for facsimile equipment, for use by newspapers and radio stations, of Finch Telecommunications, Inc., it was announced jointly by NEA prexy Fred S. Fer-

(Continued on Page 4)

Fortune Magazine Survey Gives Radio Impressive Lead Over All Other Leisure-Giving Activities

'Hit Parade' Moving To New York for TV

American Tobacco Co. will switch "Your Hit Parade" back to a New York origination point in April, it was learned yesterday, and plans are being made to put the show on television. BBD&O and American Tobacco execs have been holding a series of all-important conferences this week to chart the future course of the show.

When the show comes back to New York two new announcers will take

(Continued on Page 2)

Pearson Will Answer President Over ABC

Washington Bureau of RADIO DAILY — Washington — ABC Commentator Drew Pearson said last night he plans to voice a "dignified answer" to President Truman during his regular ABC newscast Sunday evening. Although he was not named directly

(Continued on Page 2)

Newspaper Making Bid For Station In Texas

San Antonio, Texas—A late bidder for KTSA is the Express Publishing Co., which has filed a request with the FCC for transfer of control of the outlet.

Already on file is the request of

(Continued on Page 2)

Revealing that radio listening is America's favorite leisure activity, Fortune magazine yesterday released the results of a nation wide survey which was conducted by Elmo Roper, researcher. The survey disclosed that 51% of the people interviewed got their greatest diversion by

(Continued on Page 3)

NAB Lists Speakers For Engineering Meet

Washington Bureau, RADIO DAILY — Washington — With the emphasis heavy on TV, NAB yesterday announced the complete agenda for its third annual broadcast engineering conference, to be held in Chicago April 6-9 as part of the annual NAB convention. Luncheon speakers include William L. Everitt, head of the electrical engineering department of the University of Illinois, and Dr.

(Continued on Page 6)

WGAR Broadcasts Tribute To The Late Bob Stephan

Cleveland — WGAR, this city, broadcast Wednesday afternoon a special fifteen-minute memorial for Robert S. "Bob" Stephan, late radio and television editor of Cleveland Plain Dealer, who passed away suddenly Sunday night. Program included messages of condolence from

(Continued on Page 3)

250 Expected To Attend NBC Affiliates Meeting

Two hundred and fifty executives representing National Broadcasting Company and its 170 affiliated stations will gather at the Hotel Stevens in Chicago on Monday and Tuesday for a special affiliates convention called by Niles Trammell, president of the network.

The New York delegation of network officials headed by President Trammell and Charles R. Denny, executive vice-president, will leave for Chicago tomorrow. Sydney Eiges, vice-president in charge of press relations, will accompany the party.

Radio programming policies will be discussed by Trammell and Denny at the opening session Monday morning. Following luncheon there will be a closed meeting of representatives of affiliated stations and at

(Continued on Page 2)

'Survival' Theme

"Survival in a Changing World" will be the theme of the Annual Radio Conference of the University of Oklahoma which will be held at Norman and Oklahoma City, March 3-5. The announcement states that the conference will discuss current problems of operation and the transition to television. Among the speakers will be Maurice Mitchell, NAB.

For Posterity?

Bill Todman and Mark Goodson, co-producers of CBS' "Winner Take All," "Hit The Jackpot" and "Beat The Clock" quiz programs, have signed a contract with Crown Publishing Co. for the authoring of a new book based on their radio quizzes to be titled "Winner Take All Home Quiz Book." No estimate of publication date has been made.



Vol. 46, No. 39 Fri., Feb. 25, 1949 10 Cts.

JOHN W. ALICOATE : : Publisher

FRANK BURKE : : : : Editor
MARVIN KIRSCH : Business Manager

Published daily except Saturdays, Sundays and Holidays at 1501 Broadway, New York, (18), N. Y., by Radio Daily Corp., J. W. Alicoate, President and Publisher; Donald M. Merseanu, Treasurer and General Manager; Marvin Kirsch, Vice-President; Val Adams, Associate Editor; Chester B. Bahn, Vice-President; Charles A. Alicoate, Secretary Terms (Post free) United States outside of Greater New York, one year, \$10; foreign, year, \$15. Subscriber should remit with order. Address all communications to Radio Daily, 1501 Broadway, New York (18), N. Y. Phone Wisconsin 7-6336, 7-6337, 7-6338.

WEST COAST OFFICES

Al 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

(February 24)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
ABC	7 1/2	7 1/4	7 3/8	— 1/8
Admiral Corp.	16 3/8	16	16 3/8	— 1/8
Am. Tel. & Tel.	147 3/4	146 3/4	147	— 1/2
CBS A	18 3/4	18 3/4	18 3/4	— 1/4
CBS B	18 3/4	18 1/4	18 1/4	— 1/4
Farnsworth T. & R.	1 3/4	1 5/8	1 5/8	— 1/8
Gen. Electric	36 1/2	35 3/8	35 3/8	— 7/8
Philco	34 1/2	33 3/4	33 3/4	— 1/4
RCA Common	11 3/8	11	11 1/8	— 3/8
Stewart-Warner	12 3/8	12 1/4	12 3/8	— 1/8
Westinghouse	22 7/8	22 3/4	22 3/4	— 1/4
Zenith Radio	27	27	27	—

NEW YORK CURB EXCHANGE

Hozeltine Corp.	13 3/4	13 1/2	13 1/2	— 5/8
Nat. Union Radio	3 1/4	3 1/4	3 1/4	+ 1/8

OVER THE COUNTER

	Bid	Asked
DuMont Lab.	13 1/4	14 1/4
Stromberg-Carlson	14 1/4	15 3/4

10 YEARS AGO TODAY

From the Files of Radio Daily

A survey conducted among a dozen city center music shops in Philadelphia, indicates that the recorded music radio shows which are very popular over the air are the cause of the sale of records in most of the music shops. . . Anacin Co., for Easy Aces has added 11 stations to its NBC network effective with the March 14 broadcast, bringing total network to 42 stations.

Commercial Continuity Writer

Man or woman. Hard-hitting commercial writer with several years radio station experience. Write or call for appointment.

NEWARK BROADCASTING CORP.
45 Center Avenue Newark, N. J.
New York Phone: Cortland 7-5325

★ COMING AND GOING ★

ROBERT R. FEAGIN, manager of WPDQ, American network affiliate in Jacksonville, Fla., is in New York for conferences with officials of the network.

BOB WILLIAMS, announcer who has been heard on many network shows emanating from Hollywood, has arrived in New York. He plans to remain here permanently.

WEBSTER L. BENHAM, JR., commercial manager of KOMA, Oklahoma City, arrived in New York yesterday for conferences with the station's national representatives.

HARRISON WOOD, American network commentator, tomorrow will lecture before the Engineers Club of Detroit on the subject, "This Changing World."

HEIDY, of "Here's Heidy" on WOR, will give a special performance today in Monroe, N. Y.

JACK CARNEY, producer of "Give and Take" on CBS, accompanied by JOHN REED KING, emcee, and BILL CULLEN, announcer, leave today by plane for Houston, Tex., originating point of tomorrow's program. They'll also visit Waco and Beaumont.

GLENN MARSHALL, JR., commercial manager of WMBR, Jacksonville, Fla., is in town for huddles with his station reps.

BILL TODMAN, co-producer of "Winner Take All," "Hit the Jackpot" and "Beat the Clock," is vacationing in Florida.

ED GREIF, of Banner & Greif, publicists, is back in town following some golfing at Pinehurst, N. C.

WILLIAM A. FAY is in town. The general manager of WHAM, Rochester, N. Y., visited yesterday at the offices of the national representatives of the station.

"Hit Parade" Moving To New York For TV

(Continued from Page 1)
over the jobs now handled in Hollywood by Frank Martin and Del Sharbutt. It's understood that some 60 announcers have been auditioned in New York and that applications have been boiled down to about a half dozen. Announcers who auditioned for the job include Kenny Delmar and Andre Baruch.

"Your Hit Parade" is aired Saturday over NBC at 9 p.m., EST. Program is returning to New York by personal direction of Vincent Riggio, president of American Tobacco, who wants to televise the show as soon as all arrangements can be made. It's believed now that television budget matters may be one reason why Frank Sinatra is leaving the show. Sinatra has been getting about \$7,500 a week.

Pearson Will Answer President Over ABC

(Continued from Page 1)
by the President Tuesday night. Pearson has no question but that he is the party referred to by the President when he spoke of individuals trying to influence his policies and friendships.

Pearson said yesterday these friendships are of public concern when they involve the accepting of honors from governments whose principles "are anathema" to the United States. The President had insisted that his appointments to cabinet and other posts are his business, not to be influenced by what radio commentators may say.

NBC Affiliates Meeting Expected To Draw 250

(Continued from Page 1)
4 p.m., a joint meeting of web representatives and those from affiliated stations.

Television will be the topic of Tuesday's session with Wayne Coy, chairman of the FCC, scheduled to address a noonday luncheon session. Morning and afternoon sessions will be devoted to discussing various aspects of TV operations.

Newspaper Making Bid For Station In Texas

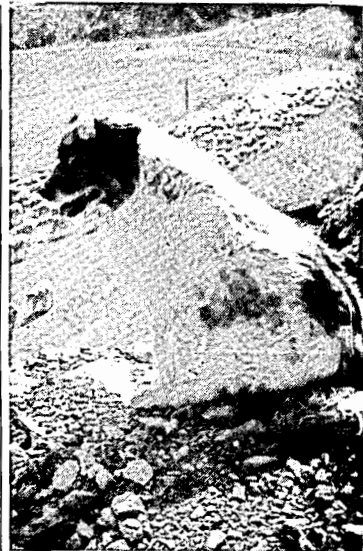
(Continued from Page 1)
cowboy singer Gene Autry for authority to purchase the outlet. Sale of the station for \$450,000 to Autry is awaiting FCC approval. Announcement of purchase must be advertised for 60 days. Autry had hoped to take over here by April or May. His request was filed last December.

The Express Publishing Co., publishes the San Antonio Express, morning paper and the San Antonio Evening News. It owns and operates KYFM at present and has application on file for a TV outlet here also.

KTSA is now owned by the Sunshine Broadcasting Co., in which Gene A. Howe, Amarillo publisher is principal stock holder.

Send Birthday Greetings To

- | | | |
|-------------|-----------------------|-----------------|
| February 25 | Jack McNally | Ranny Weeks |
| | Lisa Kirk | |
| February 26 | Bill Manns | Larry Stevens |
| | Davidson Taylor | |
| February 27 | Upton Close | Ruby Cowan |
| | Frank Munn | David Sarnoff |
| | "Texas" Jim Robertson | |
| February 28 | Maurice Spitalny | Frank Kingdon |
| | Emmett Hardt | |
| February 28 | Harry Kramer | David Lowe |
| | Harold Parkes | Olan Soule |
| | Alan Wray | Patty Clayton |
| | Jim Boles | Jimmy Dorsey |
| March 1 | Charles Lyon | Charles Martin |
| | Teddy Powell | Dinah Shore |
| | Ted Shupp | Jimmy Stevenson |
| | Edward A. Davies | |
| | Ralph J. Gleason | |
| March 2 | Jessie Fordyce | |
| March 3 | Edward J. Fitzgerald | |
| | Lucy Gilman | Jerry Marlowe |
| | George Shelton | Herman Fields |
| | Madge Morley | Dominic Bruno |



On Guard

Have you ever watched a sheep dog work? It's an amazing sight of intelligence, quickness, patience and skill. One of those dogs can keep a whole flock moving just where, when and how fast he wants them to go.

He's always on guard . . . and don't you think he's a beauty up there in that picture?

Sometimes we wish there were more people riding herd on time buying in radio.

It takes intelligence, quickness, patience and skill. And above all, knowledge of what it's all about.

If you're the kind of advertising man who likes to give your radio clients sales at low cost . . . we suggest that in Baltimore you use W-I-T-H?

W-I-T-H is the successful independent that delivers more sales-per-dollar-spent than any other station in this big town.

W-I-T-H is on the smart lists. On yours?



W-I-T-H

Baltimore 3, Maryland

TOM TINSLEY, President
Represented by Headley-Read

Radio Listening Gets High Survey Rating

(Continued from Page 1)

Listening to radio. Watching sports events ranked second with 26 per cent; visiting friends, third or 23 per cent; doing outdoor sports, 23 per cent; playing cards, 20 per cent and going to the movies, 20 per cent.

"Listening to the radio is the greatest common denominator," Fortune observes. Only 24 per cent of the radio-listeners say they are listening less often than they did two or three years ago, while 31 per cent say 'more often'. By contrast, 29 per cent of movie-goers say they are going to the movies less often; only 10 per cent 'more often'.

Radio-listeners (those who had listened to the radio within the preceding three months) were asked by Fortune: "Are there any particular kinds or types of radio programs you would rather not listen to? (If yes?) Which kinds?" The list of radio dislikes follows:

	Total %
Mystery, detective, horror....	24
soap operas—daytime serials....	22
Musical programs.....	16
Comedy or variety shows....	7
Quiz programs and give-away programs.....	10
All other.....	23
Express no opinion.....	26

"Surprisingly enough the much-maligned soap opera does not lead the list of programs to be avoided," Fortune points out. "It shares this dubious distinction with the mystery, detective, horror brand of show. The unpopularity of the latter, to be sure, is due very largely to the women's vote; among the men the thrillers hold third place on the list of things to be tuned out."

Asked to describe the program they particularly liked, more men than women found their favorite program humorous or full of action; more women than men liked programs they thought of as artistically satisfying, inspiring, or romantic.

For the listeners as a whole, the top five expressions chosen to describe favorite radio programs are "humorous," "cleverly done," "full of action," "true-to-life," "exciting." Fortune observes that these five expressions also are at the top of the list describing favored movies (although not in the same order): "apparently they are the basic ingredients of successful mass entertainment in the U. S."

Stork News

Mr. and Mrs. Charles Compton of Chicago are the parents of a son born February 14. Compton is a member of Radio Sales, Chicago.

Writer for Music Department

Man or woman experienced in writing standard music scripts. Radio station experience in music department essential. Write or call for appointment.
NEWARK BROADCASTING CORP.
45 Center Avenue Newark, N. J.
New York Phone: COrtland 7-5325

Radio Treats Negro Well, NAACP Sec'y Tells REC

(Continued from Page 1)

tary stated, "should set a pace for other educational media." He urged that more and more Negroes be hired in the industry as writers, actors, commentators and other craftsmen.

White said that the racial problem is not geographically sectional but world wide. Attempting to prove that networks need not fear of offending some of their affiliates or listeners, White recalled his visit to "Town Meeting of the Air" over ABC last fall when racial discrimination was discussed. The Negro leader said that out of 100 telegrams and letters he received personally from the South, only four were hostile or critical.

Carl Haverlin, REC president, read a wire from James E. Gordon, general manager of WNOE, New Orleans, in which the broadcaster pointed out several programs conducted by and for Negroes that are aired over WNOE and KNOE, Monroe, La., both under the same ownership. Gordon said some of these shows began in 1941.

George Green, program director of WAAT and WATV, Newark, who was seated on the dais, mentioned Negro disk jockey Bill Cook on his station and also a Negro engineer on the staff. Another guest seated at the head table was Jackie Robinson of the Brooklyn Dodgers who has been conducting a nightly sports show over WMCA this winter.

Colored artists who provided entertainment at the luncheon were the Famous Jubilee Singers, Delta Rythm Boys, Maxine Sullivan and Teddy Wilson.

January Production Off In AM-Only Category

(Continued from Page 1)

and FM-only sets totaled 147,733 units, said FMA, with an estimated 24,250 TV sets also including FM brands. AM-only production dropped to 554,390 units—only 57 per cent of the average monthly rate for 1948 and less than half the January, 1948, total. This figure included, however, 160,287 car radios and 116,665 portables. Thus, said FMA, there were only 277,438 "full-time" home sets with AM brands only.

Philly Station Honored For Tolerance Programs

Philadelphia—WFIL stations, outlets for ABC and ABC-TV, will be given the third annual award of the Philadelphia Fellowship Commission for their contributions during the past year "which helped immeasurably to make for better human relations among people of all religious faiths, races and national origins in the community."

The citation specifically mentions the following programs: "Within Our Gates," "Teen-age Time," "Magic Lady," "Tom Moorehead Sportscast," "Skipper Dawes," "The Wills" and "Public Hearing."

WGAR Broadcasts Tribute To The Late Bob Stephan

(Continued from Page 1)

FCC, top network executives and stars, and local radio people whom Stephan befriended in nineteen years as radio editor. Air work was handled by Wayne Mack and WGAR program director, Reg Merridew. Merridew also did vocal numbers with Grant Wilson at organ. Script by James Orgill. Station is giving Mrs. Stephan record of broadcast.

Simon To West Coast

Arthur Simon, sales manager for the Transcription Broadcasting System, is leaving for Hollywood today, for a three-week stay. The purpose of his trip is to acquaint West Coast station managers and program directors with the details of the new Transcription Network, and to expand the present Los Angeles office of the company.

Clark Assistant To Creamer

Howard C. Clark has joined the staff of WOR as an assistant to Joseph Creamer, director of advertising and promotion. Clark was formerly a sales and promotion representative for M. W. Houck & Brother, New York food brokers, and a promotion representative for Campus Merchandising.

Hat Union In Radio With 13 Programs

(Continued from Page 1)

wood and radio talent, such as Edward Arnold, Tallulah Bankhead, Ralph Bellamy, Milton Berle, John Carradine, J. Edward Bromberg, Joseph Calleia, Jose Ferrer, Otto Kruger, Edward G. Robinson, Canada Lee and Richard Whorf.

The dramatic portion of the transcribed show, including a one-minute testimonial by the stars boosting union label goods, has been limited to 12 minutes, 30 seconds, in order to allow time for a local advertiser to add his commercial, said Zatkin.


"The program is unprecedented in union radio projects," Zatkin added. "It paves the way for cooperation between business and labor for joint efforts to tell the story of successful and profitable labor relations and the meaning of union label as it refers to craftsmanship and better production."

Stork News

Akron, Ohio—Jack Clifton, disc jockey at WJMO, is the proud father of an 8 pound 11 ounce baby boy, born Thursday, February 17th. Clifton, who resides in Akron, is also a disc jockey at Youngstown's new station, WBBW.

faces • facts • figures • wins •

faces • facts • figures • wins •



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.

faces • facts • figures • wins •

COST

\$1.58

WINS

50KW NEW YORK

SOUTHWEST

FRED VANCE has joined the staff of KTSA, San Antonio to handle national sales. He formerly was with KMPC, Hollywood. Joe Caldwell has joined the station's sales staff.

Charles "Bud" Lutz, manager of KYFM, San Antonio, has announced that a new series of quarter-hour programs will be presented once each month by the San Antonio Chapter of the National Federation of Music Clubs.

Lutz also has announced that arrangements have been completed for the origination of a total of four hours of programs per week from Trinity University there. Programs will be participated in by students and faculty and will originate on the campus. There will be at least two quarter-hour programs daily from the school. There will be soloists, chamber music, band and symphony and choral programs, which will give more local talent an opportunity to be heard. Lutz also announced that Chapel Services from the Trinity Chapel will be broadcast each Tuesday morning. The series will open on Feb. 22 with a special four-hour program.

Hugh A. L. Half, president and general manager of WOAI, San Antonio, will attend a meeting of all NBC affiliated stations in Chicago to be held on Feb. 28 and March 1 to discuss new policies of National Broadcasting Co.

In honor of National Boy Scout Week, Harley Lowe, assistant scout executive of Circle Ten, Dallas Council of Boy Scouts, was guest of Mrs. Tim Healy in an interview broadcast over KLLF, Dallas.

Acme Gets Foreign Rights To Finch Fax Equipment

(Continued from Page 1)

guson and Capt. W. G. H. Finch, president of the equipment company.

NEA has been granted also a non-exclusive license to distribute Finch equipment in Europe for all other facsimile uses, such as business and commercial transmissions, police broadcasts and government enterprises. The Scripps-Howard organization plans to offer Finch equipment as an extension of its present services to newspapers in Europe.

ARTHUR EDDY

Public Relations — Publicity

812 Taft Building
Hollywood

GLadstone 5305 — GLadstone 9082



Mainly About Manhattan. . . !

● ● ● AROUND TOWN: NBC trying to pact Kate Smith, but Ted Collins is holding out for a simultaneous radio and TV deal. . . The web is also trying to get James Mason to star in a series of crime thrillers. . . "Manhattan-Merry-Go-Round" bowing out this week after 17 years on the air, with Henry Morgan inheriting the spot week after next. . . Eddie Cantor will appear on TV in 1-minute spots for his beer sponsor. (Not in a comedy role—but as a salesman). . . NBC querying its affiliates regarding a tremendous giveaway stanza (topping anything now on the air) to plant opposite Jack Benny—which will bring about another Fred Allen-Stop the Music situation. . . Todd Russell can't figure out all this fuss about quiz shows. "On 'Strike It Rich'" he sez, "a guy can win 800 bux in cash and answer fewer questions than he would at a loan company." . . Milton Berle, who returns to the Texaco show Tues. night (thank Gahd), has been working out at a midtown gym for his forthcoming "bout" with Maxie Rosenbloom at St. Knick's. . . Frank Cooper now representing Dick Haymes. . . Paul Denis checks out of the N.Y. Post after almost six years there. (Meanwhile he's finishing up a book on practical jokers, in collaboration with Al Wilde). . . Get a load of the lineup for the commercial, no less, on the Lams Gambol opener: Gene Tunney, Billy Gaxton, Ted Malone and Guy Kibbee.

★ ★ ★ ★

● ● ● Parade's Hy Gardner is a pretty busy lad on the airwaves these days. In addition to his 5-minute nightly Mutual series and his Sunday night "Twin Views of the News" stanza with Danton Walker, he bats for Bert Bacharach this Sunday ayem on ABC. The columnist-commentator sez he'll do the latest chore in pyjamas—and then go right back to bed.

★ ★ ★ ★

● ● ● PASSING BY: Gil Mack, one of radio's most versatile performers, who is now pointing his talents toward TV where his CHARACTER mug can be fully appreciated. (He's the Peanut Vendor used in the Lanny Ross commercial). . . Lisa Kirk, who scores so sensationally in "Kiss Me Kate." She's signing an NBC air deal this month with a TV series also in the works. Warners are dicker with her right now and in a few weeks she's set for a Texaco shot. What does she do in her spare time? Writing her life story for a national mag. . . Sidney Ascher, President of the Society for the Prevention of Disparaging Remarks About Brooklyn, who flies to England in June at the invitation of civic groups there to talk on his favorite subject—Brooklyn.

★ ★ ★ ★

● ● ● MAIN STREET TREATS: Alan Dale's vastly improved series on DuMont. . . Bess Johnson's TV personality on her NBC strip. . . Peter Donald's Can-You-Top-Thisteria. . . Frances Kish's scripting on "Inside Photoplay." . . The superb naturalness and production of "The Goldbergs." . . Herb Sheldon's emceeing. . . Jon Gnagy's "You Are An Artist" series. . .

★ ★ ★ ★

● ● ● FILLER-DILLERS: It's Herb Stein's tale of the traveling salesman who called his branch manager long-distance from some remote spot in Iowa yelling: "I'm snowbound and I'll be marooned here for at least a week. What'll I do?" "Do?" rilled back the branch head, "you just started your summer vacation!" . . . Regarding the Three Suns titling their book, "A Trio Grows In Brooklyn." Spencer Hare postcards that back in '47, the Alan McPaige Trio did a film short for Parkay Films under that title—and, furthermore, it turned out so good that it still hasn't hit television. . . Flash: The shoeshine lad who used to be on the 2nd floor at NBC has switched to CBS. And Henny Youngman wonders why NBC doesn't install air-raid sirens.

CHICAGO

By NAT GREEN

BEULAH KARNEY, ABC home economist, will be state hostess at a luncheon March 10 during the sixth annual convention of the Association of Women Broadcasters.

Jim Hamilton, WIND diskier and emcee of the "Record Shop," is doing a series of personal appearances in Gary and surrounding Indiana theaters.

Cornelius Vanderbilt, Jr., world traveler and lecturer, was guest of Dorsey Connors on her "Personality Profiles" program on WGN-TV February 23.

Gail McCosh has joined the NBC continuity acceptance staff, replacing Joseph Lutzke, recently resigned.

"Hal and Lee," new half-hour variety program, made its bow on WGN February 21, featuring Holland Engle and LeRoy Olliger. New show is a combo of comedy, harmony duets and musical selections with Engle at the piano and Olliger on the vibraharp and accordion.

Ray Burtscher, NBC Chicago video projectionist, will be married to Agnes Hennigan on Saturday, February 26.

John H. Horton, Jr., vice-president of ABC's central division, back from conferences with the network's New York executives.

Ralph Atlass, general manager of WIND, and his nephew, Leslie Atlass, Jr., WIND program director, on a two-week business trip to New York.

Poppy Sherwood, former Powers model, will be featured vocalist on the new FM station WMOR when it opens in March. She is the wife of Sanford Wolff, attorney for the station.

"Bait Casting for Lunkers," written by WBBM announcer Art Mercier, will appear in the April issue of Outdoorsman magazine.

New WGN-TV director is Barry McKinley, a former video director at WGL, the Farnsworth station in Ft. Wayne. McKinley formerly was a singer on NBC.

WIND will carry the Indiana high school basketball tournament, one of the leading scholastic events in the midwest, for four consecutive Saturdays, beginning February 26.

RADIO TIME SALESMEN

WVNI—NEWARK—5,000 watts at 620 kc. offers unusual opportunity for experienced, aggressive time salesmen. For appointment contact:

IVON B. NEWMAN
Vice-President and General Manager

Newark Broadcasting Corp.
45 Center Avenue
Newark, New Jersey

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*



NAB Lists Speakers For Engineering Meet

(Continued from Page 1)

Lincoln Thiesmeyer of Brookhaven National Laboratory, Patchogue, L. I. Dr. Thiesmeyer will speak on the subject "Atomic Energy Is Here For Good."

Plant Tour Scheduled

Included on the agenda are a tour of the Hallicrafters plant and papers by E. S. Clammer, RCA; R. D. Compton, WOIC-TV, Washington; consulting engineer George P. Adair; W. I. McCord, DuMont; J. H. Roe, RCA; M. Silver, Federal Telecommunications Laboratories; consulting engineer Frank H. McIntosh; R. M. Morris, ABC; S. J. Begun, Brush Development Co.; R. Marchant, Minnesota Mining and Manufacturing Co.; W. W. Dean, GE; A. G. Kandoian and R. A. Felsenheld, Federal Telecommunications Laboratories; M. W. Scheldorf and L. Krahe, Andrew Corporation; H. D. Doolittle, Machlett Laboratories; J. E. Young, RCA; J. A. Green and R. D. Essig, Collins Radio Co.; C. K. Hooper and N. B. Tharp, Westinghouse; H. R. Smith, DuMont; H. B. Faucher, GE; R. V. Little, Jr., RCA; R. D. Thompson, DuMont; R. Blount, GE; L. Winner, Bryan Davis Publishing; W. Baston, NBC; J. V. L. Hogan, Radio Inventions, and Dr. T. T. Goldsmith, DuMont.

WDEL Answers WAMS

Washington—WDEL, Wilmington, Del., told the FCC this week it was not wilfully delayed construction of its TV station, but has been held up by non-delivery of equipment long on order and other circumstances beyond its control. The Commission had been told last week by WAMS, Wilmington, that WDEL had been dilatory in processing its TV construction permit. WAMS applied for the channel, which is the only one currently allocated to Wilmington.

Gets Power Increase

Station WJAX, NBC affiliate in Jacksonville, Fla., began operating on an increased nighttime power of 5,000 watts daytime and 1,000 watts nighttime. WJAX's frequency of 930 kc remains unchanged.

Adam J. Young Jr.
22 E 40th St., New York, N.Y.
RADIO & TELEVISION REPRESENTATIVES
New York • Chicago • Los Angeles • San Francisco

★ AGENCY NEWSCAST ★

THE RESIGNATION of Leo Kennedy, vice-president and head of the visual copy department of Needham, Louis & Brorby, Inc., was announced recently by Maurice H. Needham. Kennedy will be succeeded as copy chief by Cyril J. "Cy" Mullen, who will also retain his position as head of radio copywriting, Mr. Needham announced.

GILBERT J. SUPPLE has joined the radio commercial writing staff of McCann-Erickson, Inc. He had previously been associated with Peter Hilton, Inc.

HOWARD WILLIAMS, president of Erwin, Wasey & Company, has announced the election of Fred M. Jordan as executive vice-president of the firm. Jordan will be in charge of the agency's Los Angeles operations, effective immediately. Prior to his present connection, Jordan was for 16 years an executive of Buchanan & Company, leaving that firm last fall as executive vice-president and director. He has also been active in advertising circles as a former officer of the Pacific Advertising Agency Association, and as a member of the board of governors of the American Advertising Agency Association in southern California.

SEIDEL ADVERTISING AGENCY, INC., has been appointed to conduct the advertising for The Prehy Co., Inc., N. Y., pneumatic and hydraulic pressure grouting and injection machinery and equipment. Edward Carroll is the account executive.

THE AMERICAN ASSN. OF ADVERTISING AGENCIES will hold its 1949 annual meeting at the Greenbrier Hotel, White Sulphur Springs, W. Va., April 6, 7 and 8. Officers and directors of leading media and advertiser associations will be invited to attend the 2nd and 3rd day sessions. Program arrangements are in charge of the Operations Committee of the AAAA Board of Directors, headed by Chairman Thomas D' A. Brophy of Kenyon & Eckhardt, Inc.

Would Honor Songwriter

Washington—Rep. Clinton McKinnon, D., Calif., introduced a joint resolution yesterday calling for the striking of a gold medal for songwriter Frank Lesser. His measure would authorize the President to honor Lesser, author of "Praise the Lord and Pass the Ammunition," "First Class Private Mary Brown," "Ballad of Roger Young" and "Spurs that Jingle, Jangle, Jingle."

Littlejohn Promoted

Appointment of Francis N. Littlejohn, NBC newsroom, as night editor of the NBC news and special events department in New York, was announced Friday by William F. Brooks, network vice-president in charge of news and international relations.

EDWARD FROELICH, former trainer of the Blackhawks, Chicago White Sox, Chicago Cardinals, and New York Yankees, and now training the Boston Red Sox, has joined Morris F. Swaney, Inc., advertising agency, in Chicago. Another new member of the Swaney staff is Ernest L. Heitkamp, for 27 years on the editorial staff of the Chicago Herald-American and lately travel editor of that paper.

JOHN W. SHAW ADVERTISING, INC., Chicago, has been appointed to handle the account of the Chicago Laundry Owners Association, which is preparing a renewed promotional drive. Campaign will include radio spots, newspapers and some outdoor space. L. W. Scott, agency vice-president, will handle the account for Shaw.

WALTER SCHWIMMER, agency vice-president, announces that Schwimmer & Scott Inc., Chicago, has been appointed to handle the radio advertising for Esquire and Coronet. Schwimmer states his agency resumes effective with the May issue.

STUDY OF TRADE SHOWS AND EXHIBITS will be made by the National Industrial Advertisers Association, New York, as a major part of its current program, it has been announced by William A. Marsteller, association president, and vice-president of Edward Valves, Inc., East Chicago, Indiana. The N.I.A.A. will seek to advance the need for a satisfactory audit of the number and types of concerns represented at each show, so that advertisers may buy space on a scientific basis just as they can for newspaper and other media advertising space as a result of the independent checks of the Audit Bureau of Circulations. Few trade shows now furnish break-downs by type of companies or on a geographical basis, and practically none provides a specific list of individuals attending or companies represented.

Nelson Succeeds O'Mara

Hollywood—Norman Nelson has been named sales promotion manager for ABC's western division and KECA. He succeeds Jack O'Mara who moves over to Hooper. Nelson has been an assistant in the department for the last three years.

Covering Navy Exercises

CBS news commentator Don Hollenbeck and ABC's H. R. Baukhage will cover portions of the Navy's Atlantic Command exercises in the Caribbean, which commenced about February 20.

Baukhage will be on hand during the Feb 26-March 4 period. Hollenbeck is scheduled to leave about the first week of March for coverage of the last three weeks of the maneuvers.

News-Slant Charge Justified—Richards

(Continued from Page 1)

Commission to make the admission contained in the petition and to present assurances that the practices of the past will not be repeated at any of his three stations.

Hearing Scheduled Mar. 16

Hearing on the charges against Richards is slated for March 16 in Los Angeles, with a possibility of further sessions in Detroit and Cleveland. Richards, however, asked that his appearance before the Commission be in Washington.

The petition indicated that Richards plans to admit that he made serious mistakes and to pledge that there will be no recurrence of these acts. The Commission was also told that Richards was used by certain interests aware of his long-standing opposition to Communism.

Richards has been under the care of physicians for 11 years, it was said, and his health and confinement have made him impatient and impulsive.

It was explained further that although the documents held by the Commission are valid, Richards' personal familiarity with his employees occasioned him to use language which to strangers would appear far different from its meaning to his own intimates.

Joins Football Syndicate

Al Paul Lefton, president of the advertising agency bearing his name, is among a group of 100 Philadelphia business men putting up \$3,000 each to purchase the professional Philadelphia Eagles of the National Football League. The syndicate bought the championship club from the New York millionaire, Alexis Thompson for \$250,000.

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

ction of RADIO DAILY, Friday, February 25, 1949 — TELEVISION DAILY is fully protected by register and copyright

STATION-BUILDING HEAVY IN 1949

TELE TOPICS

MILTON BERLE returns to the Texaco show Tuesday, and according to the radio City grapevine, he will ask for a healthy pay boost. It's been his contention all along, they say, that the show would be a flop without him. . . . Members of the Lambs Club are going all out to promote "The Lambs Gambol," which shows over NBC Sunday nite. Yesterday afternoon, Jim Moran, known as the "professional screwball," set out to prove for the benefit of the press, that lambs don't gamble. Dressed as a shepherd, he showed up in front of the club with a real lamb and exposed the animal to oversized dice and playing cards. While the flashbulbs popped, the lamb completely ignored the tools of sin. The animal, by the way, was named Maxwell, in honor of the sponsor. When informed of this, Joe Laurie, Jr., quipped that the lamb looked "Good to the last chop."

THE TONI CO., through Foote, Cone & Belding, has signed with CBS for the 9:30 p.m. Thursday seg beginning in mid-May. Program has not yet been selected. . . . Bob Emery will take his "Small Fry Club" on the road soon for a series of appearances in cities on the DuMont network. First trip will be to Baltimore next week where the show will participate in the Television Exposition which WAAM will sponsor in Hecht's department store. Emery will be host at a "Small Fry Jamoree" in the store on Mar. 3. . . . Henry Morgan has built a dummy which is a replica of himself for use on his new five-week show which debuts over NBC Mar. 21, thus enabling the comic to hold long, involved conversations with himself. . . . Mar. 15 has been set by Ed Lamb, publisher of the Eric Dispatch, for the opening of his new outlet, WICU. Test pattern will go on the air on the first. Layman W. Cameron is general manager of the station.

IT COULD HAPPEN only in Texas dept.: In downtown San Antonio, excavation was begun on a paved parking lot adjacent to the studios of WOAI (AM) for the 560-foot tower for WOAI-TV. Within a few days, it was necessary for officials of the station to broadcast denials that they were digging for oil, the conclusion instantly reached by the oil-minded local citizenry. Newsmen explained that the purpose of the digging was to carve out 40-foot holes to be filled with concrete for the foundations of the tower. . . . Two former magazine sales execs., Jack Denninger, of Sales Management, and Albert S. Goustin, of the Ladies Home Journal, have joined the New York staff of Blair-TV, Inc. . . . Ripley Clothes will extend its bankrolling of Ridgewood Grove grappling over WPIX through May. Guy Lebow calls the grunts.

DuMont Stock, KTLA To New Para. Firm

Paramount's new production-distribution company, formed pursuant to the divorce provisions of the film industry's consent decree, will take over the entire issue of 560,000 shares of DuMont Laboratories "B" stock as well as KTLA, Los Angeles.

The new theater company, on the other hand, also formed as a result of the consent decree, will retain WBKB, Chicago, thus starting its separate existence with the Chicago video station as its only television interest.

Oil Firm To Sponsor Army Bouts Over NBC

Washington — Championship boxing bouts of the U. S. Army at Fort Myer, Va., will be carried over the NBC network Saturday, (8:00 p.m., EST, to conclusion), under the sponsorship of the American Oil Company.

Matches are the finals of eliminations that have been held in Army bases all over the world. Championship contests will be held in all weight classes. Pickups will be seen in New York, Boston, Schenectady, Philadelphia, Baltimore, Washington, Richmond, New Haven, Pittsburgh, Cleveland and Buffalo. Pickup will be made by a mobile unit of

NABET's Fault—IA; IA's Fault—NABET

The battle between IATSE and NABET over several categories of TV production personnel continued yesterday with each union accusing the other of invading its jurisdiction.

Replying to a statement made Wednesday by John R. McDonnell, NABET proxy, charging IA with making labor peace in the industry "impossible," IA chief Richard F. Walsh said:

"An effort to adjust a jurisdictional clash in the television labor field has been made through numerous meetings between the representatives of NABET and IATSE.

"NABET is a union of electronics technicians, now trying to extend its jurisdiction into the fields of stage work and lighting, motion picture filming and projection, and the work of film laboratory technicians.

"The IATSE still is trying to adjust the differences between the two unions and further conferences can be held at any time NABET wishes."

A spokesman for NABET said last night that his union would be "perfectly willing" to meet with IA in an attempt to solve the problem, but added that NABET considers IA's demands exorbitant and will not give in to them.

station WNBW, NBC's outlet in Washington.

Agency for American Oil is The Joseph Katz Company of Baltimore.

CBS Engineers Aiding Museum In Video Expansion Program

Facilities for video reception and origination of programs are included in long range modernization plans of the Metropolitan Museum of Art, which has asked CBS engineers to sit in on consultations with the Museum's architects. Specific portions of the program about which the web engineers have been asked for advice include installation of video, audio, power and communication circuits throughout the building, with equipment terminals to be located on each floor of the building.

A specially-designed studio is being planned, complete with control room, dressing rooms and storage space for scenery and props. Additional telecasting facilities will be installed in key locations throughout the main building and

wings. Equipment will be able to operate from any of these locations, merely by being plugged into nearby outlets. These installations will provide the Museum with maximum flexibility in staging shows.

CBS engineers are functioning primarily as advisers on the problems involved in equipping museum buildings for tele broadcasts, among the foremost of which is the effect of heat from strong lights on valuable paintings and tapestries.

Other experiments being discussed by the Museum and CBS technicians involve the development of special permanent lighting effects, designed to bring out the true life-like qualities of famous paintings, tapestries and other objects d'art.

Construction Costs Of 124 Outlets Put At \$30,000,000

Washington Bureau of RADIO DAILY
Washington—Construction cost for the 124 television stations authorized by the first of this year is expected to top \$30 million, with more than twice that figure estimated for cost of construction of stations for which the Commission now entertains applications. Applicants had proposed to spend, in all, more than \$96,600,000 for construction, the FCC said.

128 Newspaper Publishers
Of the 435 hopeful applications—including the 124 already successful—128 were newspaper publishers. The Commission announced, 66 were standard broadcasters without other interests, 27 were in the motion picture business (production or exhibition), 25 were listed as radio manufacturers and another 25 as merchants, dealers, etc. At the same time it was pointed out that 76.7 per cent of the applications (333) were affiliated with AM or FM radio stations.

The Commission said 50 stations were on the air in 30 cities at the start of this year. When all stations then authorized go on the air, there will be TV signals in 71 cities, with applications pending for 94 other cities, the Commission said.

Of the 124 stations authorized, seven had been licensed and 117 held construction permits. Of the latter, 74 were under construction and 43 were on the air testing.

Disabled Vets To Aid Spot Checking On TV

Plans for employment of disabled veterans for spot checking TV commercials in key center cities throughout the country was announced yesterday by Hardie Frieberg, president of Spot Check, Inc. The veterans, according to Frieberg, with the sanction and co-operation of the Veterans Administration will work on assignment for agencies and their advertisers in verifying use of film commercials on TV stations.

'Manhattan Showcase' In 'Places Please' Slot

"Manhattan Showcase" will replace "Places Please" on the CBS-TV network and will be aired Mondays, Wednesdays and Fridays from 7-7:15 p.m., starting Feb. 28. Johnny Downs will be singing-and-dancing master of ceremonies. Barry Wood will produce.

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

ENCORE Material

JUST REMINISCING

(Still In Love With You)

Recorded by Jo Stafford, Jack Fina,
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

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:**—This music business has been on a merry-go-round for years . . . we use the term merely for the reason that unlike any other industry, the inhabitants of Tin Pan Alley find that their wares are most peculiarly subject to cycles . . . years ago writers found that after a cycle of waltzes, people favored the one-step or two-step . . . then along came jazz and songsters started to turn out ditties fashioned with cute rhythmic and lyrical twists . . . in the early thirties Rudy Vallee, sensing that the public was tired of blazing trumpets and wild thumpings of the drum, set his sights on singing songs of love and for the next decade almost every songwriter began writing love songs written "especially for Rudy Vallee" (at least that's what they and their publishers told the Vagabond Lover) . . . Meanwhile the old phonograph in the parlor was gathering dust, for there seemed no market at all for records . . . major recording companies, operating with skeleton staffs, were kept in business solely on the strength of their classical repertoires . . . late in the thirties a new trend in music made its appearance, the swing type of rhythms brought out by modern counterparts of King Oliver, Bix Beiderbecke and others . . . Benny Goodman, Woody Herman, Tommy & Jimmy Dorsey, Glenn Miller and Artie Shaw, to name a few . . . with the increased tempo of wartime living, people were stirred to action and this new rhythm found a responsive chord in their hearts . . . now recording companies found their shipping rooms swamped with orders . . . whether this was merely another form of escapism on the part of the public or not, the fact remained that victrolas, portable or console and radio-phonograph combinations were flooding the market and naturally the by-product, records, zoomed in sales . . . even with VE and VJ days, the demand for the black pancakes did not slacken . . . another reason for the popularity of recordings was the growth of the number of disc jockeys during the war . . . thus the cycle has again returned, so much so, that many of the revived hits were brought to life only because some local popular deejay liked and plugged a recording of an old tune . . . where several years ago, top song hits of the day often didn't have more than two or three recordings on the market, today, it is almost impossible to make a song unless there are at least several waxings of the number. . . ●

★ ★ ★ ★

● ● ● Fred Stryker of Fairway Stars (publishers of the current smash, "I Love You So Much It Hurts") and Bob Savini of Astor Pictures, have formed a new music firm, Astor Song Publishers, Inc. . . . initial plug ditties are two novelties, "Pancho" (You Gotta Get Off That Rancho) and "I Was Left On The Cutting Room Floor." . . . ● Buddy Robbins of J. J. Robbins & Sons came up with a fine title which he gave to Walter Bishop and Jule Styne . . . tunesters seem to have a sure click in the number titled, "Bop! Goes My Heart." . . . ● Charming radio actress Helen Walpole, whose good looks is rivalled by her writing talents, has just completed a new play, "Mint and Anise." . . . Miss Walpole is the scripter of the soapera, "Stella Dallas" and, was the writer-narrator-producer of the CBC classic series, "Adventures In Reading." . . . ● WPTZ will introduce the first of a new tele series next Wednesday nite at 10 p.m. . . . titled, "Help Wanted," this half-hour of philosophical whimsy is written, produced and packaged by Lee Stewart. . . . ● The Owen Jordans (he's the lead in the ABC current hit, "The Greatest Story Ever Told,") have adopted a week-old baby, Toby Daniel. . . in keeping with his play-acting, a man with a great heart. . . ● Bob Nolan, young scripter-announcer, who is doing a bang-up job at WRBL, Columbus, Ga., is son of Film Director Joe Henaberry. . . ● Frank La Marr will be guest-songplugger next Wednesday morning on Fred Waring's NBC program when they introduce a new Forster number, "What A Feeling Is This," written by Frank and Babe Hart. . . ● Apollo Records has uncovered a new baritone, Bob Manning, who looks like Bob Crosby and sings like Bing. . . ●

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.**"UNTIL"**

DORSEY BROS. MUSIC, INC.

1619 Broadway, New York 19, N. Y.

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.



RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 46, NO. 40

NEW YORK, MONDAY, FEBRUARY 28, 1949

TEN CENTS

NBC AFFILIATES GATHER IN CHICAGO

RCA's 1948 Earnings \$5,252,490 Over '47

RCA's net earnings after all deductions during 1948 totaled \$24,022,047, an increase of \$5,252,490 over 1947, it has been announced in the company's 29th annual report.

Net earnings, the report added, were equivalent to \$1.50 per share on common stock compared to \$1.12 after payment of preferred dividends in 1947 when earnings totaled \$8,769,557. Net profits after all deductions were 6.7 per cent of the gross income in 1948 compared to 6 per cent in 1947. Total gross income from all sources during 1948 was

(Continued on Page 3)

Cornell Univ. Merger With RRN Proposed

Ithaca—Negotiations are underway toward a merge of the radio, television, facsimile, and related communications interests of Cornell University, owner of CBS affiliates WCHU-FM in Ithaca, New York, and Rural Radio Foundation, owner of the Rural Radio Network of six FM stations, so located as to serve some 10 per cent of the upstate New York rural and semi-rural areas.

There is great similarity of interest.

(Continued on Page 3)

Television For Canada Is Forecast For 1950

Montreal—According to plans of the Dominion Government, Montreal and Toronto will have television in 1950, announces the Toronto Star.

Considerable progress has been made by the Canadian Broadcasting Corporation in discussions with vari-

(Continued on Page 2)

Testing

Transit Radio, Inc., which operates a mobile FM service with busses and street cars in several cities, have been making signal tests in the Greater New York area the past few weeks. Utilizing a station wagon equipped with a special Stromberg-Carlson receiver the test engineers have been measuring the signals of FM stations.

Episcopal Air Series Returning Next Fall

The return of "Great Scenes from Great Plays" under the commercial sponsorship of the National Council of the Protestant Episcopal Church to the Mutual network next fall was forecast by the Right Rev. Henry Knox Sherrill, presiding bishop of the Episcopal Church, at a luncheon on Friday at the Waldorf Astoria Hotel. Bishop Sherrill made the statement while receiving an award from The Pulpit Digest, church publication, "for the effective use of net-

(Continued on Page 6)

U. S. Office Planned For So. African Radio

The South African Broadcasting Corporation which will inaugurate commercial programming in the fall plans to open a New York office for the purpose of soliciting commercial business for their web, RADIO DAILY learned yesterday.

Gideon Roos, director general of the S.A. broadcasting, recently re-

(Continued on Page 2)

Special 2-Day Convention Under Way To Formulate Programming Policy For Both Radio And Television

(By Staff Correspondent
RADIO DAILY)

Chicago — Advance guard of NBC network executives and affiliates arrived at the Stevens Hotel on Sunday for the opening of the two-day affiliates convention this morning which holds promise of being a spirited policy-making session on programming as it relates to both AM

(Continued on Page 3)

Webs To Co-operate On Relief Program

A special hour-long dramatic broadcast aimed at inspiring Americans to unite in their churches on the following Sunday morning in a nationwide offering for world relief will be broadcast by at least three of the major networks—ABC, CBS and MBS—on Saturday, March 26, at 10 p.m., EST. The program, for which top personalities of the radio, stage and screen will contribute their efforts, is being written under

(Continued on Page 6)

NCCJ Honors Forrestal; Miller Presents Award

Washington Bureau of RADIO DAILY Washington—Justin Miller on Friday presented to Secretary of Defense James V. Forrestal the Distinguished Merit Award of the National Conference of Christians and Jews, for the Armed Forces Radio Service's "out-

(Continued on Page 6)

Foreign Stations Change Call Letters

Five Venezuelan stations have changed their call letters in conformity with recent international agreements for world wide revision

(Continued on Page 3)

ABC '48 Net Income Declines \$1 Million

Net income for ABC and its subsidiaries dropped more than a million dollars in 1948, declining to \$468,676 after federal taxes compared to a net of \$1,520,756 in 1947. Earnings in '48 are equal to 28 cents a share on 1,689,017 common shares of stock outstanding, as against 90 cents a share for 1947 on the basis of the same number of shares.

ABC announced the decrease in

(Continued on Page 2)

Norge Buys New Series Of Spots On WNEW

Norge distributors of refrigerators and other appliances, Warren-Conolly Co. of New York and the Krich Radisco Co. of New Jersey, have returned to WNEW with the purchase

(Continued on Page 2)

TV Proposals Of Senate ICC Given Consideration By FCC

Washington Bureau of RADIO DAILY Washington—Congressional action calling upon manufacturers of TV sets to warn would-be buyers of possible new developments in TV which would render the sets obsolete or "less valuable" would be salutary, Commissioner Frieda B. Hennock of the FCC told the Senate Interstate Commerce Committee Friday. At the same time, Commissioner Robert F. Jones renewed his call for an im-

mediate commercial color TV system.

These were individual views included with the replies of a Commission majority to a series of pithy questions regarding TV development submitted two weeks ago by the Senate committee. The solons had asked questions concerning obsolescence of equipment, provision for color, stratovision and the pos-

(Continued on Page 7)

Aiding Red Cross

All WCBS programs will mark Red Cross Day tomorrow with special announcements and interviews. Margaret Arlen and Bill Leonard will have appropriate guests on their respective programs, "Hits and Misses" will have three contestants representing the Red Cross, and the station's early morning star, Jack Sterling, will emcee the kick-off.

Network News

Wayne Coy's plea published in Saturday's papers that the FCC be given closer control over networks was revealed to the listening public the previous evening on the 11 p.m. Esso newscast over ABC. Coy's statement was contained in a reply to a letter of Senator Johnson of Colorado in which that legislator charged the webs dominate the airwaves.



Vol. 46, No. 40 Mon., Feb. 28, 1948 10 Cts.

JOHN W. ALICOATE : : Publisher

FRANK BURKE : : : : Editor

MARVIN KIRSCH : Business Manager

Published daily except Saturdays, Sundays and Holidays at 1501 Broadway, New York, (18), N. Y., by Radio Daily Corp., J. W. Alicoate, President and Publisher; Donald M. Mersereau, Treasurer and General Manager; Marvin Kirsch, Vice-President; Val Adams, Associate Editor; Chester B. Bahn, Vice President; Charles A. Alicoate, Secretary Terms (Post free) United States outside of Greater New York, one year, \$10; foreign, year, \$15. Subscriber should remit with order. Address all communications to Radio Daily, 1501 Broadway, New York (18), N. Y. Phone Wisconsin 7-6336, 7-6337, 7-6338.

WEST COAST OFFICES

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

WASHINGTON BUREAU
Andrew H. Oiler, Chief 6417 Dahlonega Rd.
Phone: Wisconsin 3271

CHICAGO BUREAU

Nat Green
1417 Ashland Bldg. 155 N. 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

(February 25)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
ABC	73 3/4	71 1/2	75 1/2	+ 1/4
Admiral Corp.	165 3/8	161 1/8	161 1/8	- 1/4
Am. Tel. & Tel.	147 1/4	146 3/8	147	- 1/8
CBS A	183 1/4	185 1/8	185 1/8	+ 1/8
CBS B	181 1/4	181 1/4	181 1/4	- 1/8
Farnsworth T. & R.	15 1/8	11 1/2	11 1/2	- 1/8
Gen. Electric	35 1/2	35 1/8	35 1/8	- 1/4
Philco	33 3/8	33 1/2	33 1/2	- 1/4
RCA Common	11 1/4	11	11	- 1/8
RCA 1st pfd.	70 1/4	70 1/4	70 1/4	+ 3/4
Stewart-Warner	123 3/8	121 1/4	123 3/8	+ 1/8
Westinghouse	22 7/8	22 5/8	22 7/8	+ 1/8
Westinghouse pfd.	95	95	95	+ 1
Zenith Radio	27 1/4	27	27	- 1/4

OVER THE COUNTER

	Bid	Asked
Dumont Lab.	13	14
Stromberg-Carlson	13 3/4	15 1/4
U. S. Television	1 1/4	1 1/2
WJR (Detroit)	6 1/2	7

10 YEARS AGO TODAY

From the Files of Radio Daily
Following the introduction of facsimile reproduction by radio in Oklahoma City at a Crosley sales conference, a great deal of interest is being shown in the instrument with some orders having already been booked. . . A new survey has been announced by NBC to determine the saleability of the midnight period. . . A second British television firm, the Baird Television Corp. of America, subsidiary of the British Baird Co., has announced its intention of entering the American field. . . The North Carolina Association of Broadcasters, a new state radio group was formed, with representatives of 14 of North Carolina's 18 licensed radio stations.

★ COMING AND GOING ★

R. G. SOULE, vice-president of WFBL, Syracuse, N. Y., and president of the Syracuse Chamber of Commerce, off on a six-week vacation. He's driving to the Hillsboro Club, Pompano, Fla.

JUDSON BAILEY, of the CBS sports staff, leaves today for Vero Beach, Fla., where he'll spend six weeks at the training camp of the Brooklyn Dodgers.

AL BECKMAN, of the station relations department at ABC, left yesterday on a short business trip to Durham and Greensboro, N. C. He'll be back Thursday.

ERNEST A. MARX, general manager of the television receiver sales division, Allen B. Dumont Laboratories, is on a business trip to the West Coast that will keep him away about three weeks. He has a stopover scheduled in Chicago.

WALTER H. STELLNER, Motorola vice-president, is expected in New York today for the premiere of his company's new television program on NBC-TV.

JACK STERLING, early-morning personality on WCBZ, has returned from Rockaway, N. J., where on Saturday he was guest at the Seabee Association dinner held in the White Meadow Lake Country Club.

C. W. GREEN, sales manager of WHKK, Mutual affiliate in Akron, Ohio, was here last week on station and network business.

ALICE P. MAYO has arrived from KLER, Rochester, Minn., for conferences with agency officials and the national representatives of the station.

TED WORNOR, WMCA publicity director, is leaving tomorrow for a three-week vacation at Palm Beach, Fla.

GEORGE HICKS, American network commentator heard on the "Theater Guild on the Air," is expected back today from Washington, D. C., originating point of yesterday's program.

LEONARD FEATHER, emcee for "Jazz At Its Best" and "Varsity Varieties" over WMGM, left yesterday by plane for New Orleans to attend the Mardi Gras, which will feature his friend, Louis Armstrong, as King of the Zulus.

BENEDICT GIMBEL, JR., general manager of WIP, Philadelphia, is in Chicago for a special meeting of the MBS board.

ARTHUR GODFREY, Columbia network luminary, who spent last week in Miami, will return to New York today.

H. R. BAUKHAGE, commentator on ABC, left Saturday in a Navy plane for San Juan, P. R., where all this week he will report the Atlantic Command Exercises being conducted in the Caribbean.

EDDIE DOWLING yesterday was in Boston, where he was featured as narrator in a dramatization titled "Lincoln on Mount Sinai," presented at the Boston Opera House by ABC in co-operation with the National Council of Christians and Jews.

JERRY FAIRBANKS, producer, is back in Hollywood following a trip to Mexico City for conferences with motion picture executives of Churubusco Studios. He piloted his own plane both ways.

LEONARD TRAUBE, of Leonard Traube Associates, left last Friday on a business trip to Boston.

ABC '48 Net Income Declines \$1 Million

(Continued from Page 1)
net earnings is attributable to a rapid expansion in television broadcasting.
The network's gross income for last year increased more than a million dollars, amounting to \$54,047,043 compared to \$52,922,884 in 1947. Earlier this year ABC announced that its gross billings from time sales in 1948 were approximately \$44,301,754. This means that \$9.7-million of the gross income was derived from sources other than time sales, a major portion probably from recording activities.

Norge Buys New Series Of Spots On WNEW

(Continued from Page 1)
of a daily 39-week schedule of "Around the Town" spots at a cost reportedly in the neighborhood of \$70,000, the station's v-p in charge of sales, Ira Herbert, told RADIO DAILY on Friday.
The spots, which begin today, will be similar to Norge's "Summer Service" of last year and will include public service information on recreational facilities, suggested motor trips and traffic conditions, tips on picnic places, public parks' events, beach news and "things to do and see" in New York and New Jersey.

Television For Canada Is Forecast For 1950

(Continued from Page 1)
ous groups interested in operating television stations or programs.
It is as a result of these discussions that CBC is now prepared to go ahead in the next few weeks with preliminary technical moves to get television operating in the Dominion of Canada.

Mrs. Edmund C. Gause

Mrs. Edmund C. Gause, mother of television consultant Richard W. Hubbell, died at her Winter home in Phoenix, Ariz., Feb. 22 following a long illness. Burial was held Saturday at Pelham Manor, N. Y.
Hubbell has consequently delayed his trip to California and has postponed his visit to Paris until March 15, it has been announced by his New York office.

U. S. Office Planned For So. African Radio

(Continued from Page 1)
turned to Johannesburg after a month's stay in the United States during which he made a survey of commercial radio. While here he took preliminary steps towards establishing a commercial office for the web.

Philco Dividend

The Board of Directors of Philco Corporation today declared the regular quarterly dividend of 50 cents per share on the Corporation's Common Stock, payable March 14th to holders of record March 7th. The Board also declared the regular quarterly dividend of 93-3/4 cents per share on the Corporation's Preferred Stock, 3-3/4 per cent Series A, payable April 1st to holders or record March 15th.



Fire Escapes

One of the handiest bits of advice ever offered is the old movie caution: "Look for the nearest exit." And some of the recent bad fires proved the need for fire escapes in modern buildings.

A long look around in Baltimore radio time buying is pretty good advice, too.

For down here it's the hard working, successful independent that's the escape for product that aren't moving as the should.

It is W-I-T-H, the successful independent in Baltimore, that delivers more listeners-per-dollar spent than any other station in this big town.

The boys who buy time for their smart appropriations know that to be a fact.

How about you? Is W-I-T-H on your radio time budget? should be!



W-I-T-H

Baltimore 3, Maryland

TOM TINSLEY, President
Represented by Headley-Read

NBC Web Executives Converge On Chicago

(Continued from Page 1)
 radio and TV stations. Niles Trammell, president of NBC, and Charles Denny, executive vice-president, will present the network's policies to the affiliates this morning. Trammell declined to comment on the nature of their presentation. It is known, however, that the web executives will have a touch on the recent name raids by CBS and will offer a definite plan of retaliation.

Will Develop Youngsters
 While the web officials' presentation is top secret it is reported that emphasis will be put on the development of young personalities for both radio and TV. They will point to the recent success of Bob Smith, Paul Winchell, ventriloquist, and the new team of comics, Dean Martin and Jerry Lewis, who hold great promise for both AM and TV.

One network executive who is here for the convention said that he thought it would be the policy of the web to develop talent acceptable for tomorrow's television rather than to try to get name replacements for high rating shows that have moved over to CBS. "After all," he said, "we must face the eventual decline of AM network radio as we know it and the growing importance of TV programming. That seems to be the thinking of most everybody—agencies and sponsors included."

Highlight of the two-day closed session will be a luncheon session tomorrow which will be addressed by Chairman Wayne Coy of the FCC. Chairman Coy is expected to fix the date for the lifting of the freeze on 27 station applications and construction, and to also comment on the eventual move of TV to the ultra high frequencies.

Cornell Univ. Merger With RRN Proposed

(Continued from Page 1)
 in both organizations, it is pointed out by Michael R. Hanna, general manager of the Cornell stations, and Bruce Gervan, general manager of RRN. Rural Radio Network is sponsored by 10 New York State farm organizations, while Cornell University is the home of the New York State Colleges of Agriculture, Home Economics, Veterinary Medicine, Nutrition, etc.

Both Cornell University and the Rural Radio Foundation have great hope for the future of FM. While the growth of FM receiver distribution has not been up to expectations nationally, a preliminary survey made by Hanna within the last few days indicates that approximately 5 per cent of the Ithaca area families already have FM sets.

Both managers are at present in the process of ironing out a great many details attending the proposal, in an effort to get a final agreement in the very near future for submission to their respective boards and to the FCC.

Foreign Stations Change Call Letters

(Continued from Page 1)
 of station identifications, it was announced by Pan American Broadcasting Co., radio station representatives.

Ondas Populares, Caracas, has changed its call letters from YV5RG-YV5RU to YVKF-YVKG; Radio difusora Venezuela, Caracas, from YV5RB-YV5RM to YVKB-YVKC; Radio Libertador, Caracas, from YV5RQ-YV5RS to YVKT-YVKU; La Voz de la Patria, Caracas, from YV5RH-YV5RX to YVKY-YVKX, and Ecos del Zulia, Maracaibo, from YV1RA-YV1RV to YVMA-YVMB.

The changes throughout the world are designed to clarify call letters for radio listeners and to identify cities in which the stations are located, Pan American's assistant manager Arthur Gordon pointed out.

New Sales Gimmick Introduced By WWRL

WWRL, Woodside, L. I., has been sending out letters to sponsors on WNEW praising them for "really knowing a good radio buy," for knowing "a winner for conventional coverage," and urging them to continue to use WNEW to sell "New York's great English-speaking audience."

The sales gimmick, worked out by WWRL sales manager Selvin Donneson, is intended to persuade WNEW sponsors to use the Woodside outlet for foreign-language coverage instead of duplicating its English-speaking coverage on another New York station. "Now that you're effectively selling through WNEW, you want to lay down a barrage in a different direction," the letter declared, adding, "Hit the teeming foreign language audience."

RCA's 1948 Earnings \$5,252,490 Over '47

(Continued from Page 1)
 \$357,617,231, representing an increase of \$43,593,659, compared with \$314,023,572 in 1947.

Included in the financial report of RCA and of its domestic subsidiaries was a statement by David Sarnoff, chairman of the RCA board of directors. "The year 1948 was a period of new achievements for the Radio Corporation of America in every phase of radio as a science, art and industry," he declared. "Progress in television was particularly outstanding. The enthusiasm of the American people for this new art has justified the years of pioneering and the investment of many millions of dollars in its development."



15 YEARS OF SERVICE TO RADIO...

BY TRANSRADIO PRESS

"Radio's Own News Service"

On March 1, 1934, Transradio sent out its first dispatches to radio clients.

That day marked the beginning of the end of restrictions aimed at the control of news on the radio and the birth of Radio's Own News Service. Transradio has steadfastly maintained the quality and integrity of its news report; its guiding formula: DIRECT coverage for radio.

Transradio has expanded to a two-wire operation and now offers DOUBLE service to radio—a complete general news wire, with special Washington coverage, PLUS an all-Sports teletype service . . . both fast, complete, accurate, independent.

Transradio has scored many firsts. **First** to speed up teletype delivery; **first** to bring down news service costs by winning a reduction in rates for news wire and teletype facilities; **first** in the fight to win complete recognition of radio newsmen in Washington and elsewhere.

TRANSRADIO
PRESS SERVICE INC.
 521 FIFTH AVE.
 NEW YORK CITY

We pledge ourselves to the principle that radio should have a completely independent source of news. We are ready to help solve your news problems, to do so at moderate cost. **For more information, write or wire.**

CHICAGO

By NAT GREEN

HAL TATE reports that WHAM, NBC affiliate in Rochester, N. Y., has renewed "Who's Talking?", produced by Hal Tate Radio Productions, Chicago, for 13 weeks.

Prizes in "Mr. Heartbeat" contest on WGN have jumped to a value of \$15,000. Contest is being conducted in conjunction with the Chicago Heart Association drive for funds.

Four new shows premier on television station WBKB week of February 28. They are "Craft Shop," 15-minute Monday, Wednesday and Friday feature with Sylvia Russell, who will teach youngsters games and handicraft; "Lady of the Mountain," quarter-hour Tuesday and Thursday show featuring Barbry Ellen Rogers and 10-year-old Tommy Sands, in singing of old ballads and talk of folklore; "Fun With Furnishing," quarter-hour starting Wednesday and devoted to home decorating, etc., and "Lyrics With Lynne," featuring Lynne Chalmers in singing and piano playing, also on Wednesdays.

Stanley Lomax and Gerry Martin, of William Esty & Co., New York, in Chicago for the Golden Gloves telecasts from WGN-TV.

John Harrington, news and sportscaster, is starting his 14th year on the staff of WBBM.

As part of the Brotherhood Week celebration on television, WBKB will move its cameras to the Gold Room of the Congress Hotel at 8:30 p.m. March 1 where the United Nations Folk Festival is being presented for the meeting of the National Association of Secondary School Principals. The telecast is sponsored by Jewel Food Stores.

Dorothy Miller, WBBM director of education, will address the state meeting of radio chairmen of the Illinois League of Women Voters February 25, on "The Technique of Radio."

Kenneth Royall, Secretary of the Army, will be the guest expert on "Meet the Press" over WGN and Mutual on Friday, February 25.

WBBM vacationers include Connie Russell, spending two weeks in Miami, Florida; Ben Orloff chief of the purchasing department, in California, and Marianne Briskas of the Department of Education, in San Bernardino, Calif.

Niven on Hallmark Playhouse

David Niven will star in radio adaptation of John L. Balderston's play, "Berkeley Square," on the Hallmark Playhouse, on CBS, March 3, 10-10:30 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.



California Commentary . . . !

● ● ● Television Producers Association was granted its charter from Sacramento on Wednesday and now is officially in business. The organization currently is preparing a code of trade practices for

Hollywood

submission to the stations. . . Here's a funny one: No names can be mentioned now, but it is reported that one of this week's big dramatic shows will be recorded for the first time, because the star refuses to work before an audience. . . Reports around town are that Chesterfield will pay Bing Crosby \$30,000 a week and cancel its "Supper Club," but no deal yet—maybe late this week. . . Cy Howard trying to recuperate from his recent illness in Palm Springs. He checks back on to the Paramount lot this week to complete scripting "My Friend Irma" for Hal Wallis. . . Eddie Cantor will serve as toastmaster at the Variety Boys Club dedication banquet tonight. . .

★ ★ ★ ★

● ● ● Alan Ladd has completed his 52 weekly radio transcriptions for "Box 13" and is suspending t.c. appearances at least until after he completes his current role in Paramount's "After Midnight." . . The disc jockeys are busy taking polls of listeners for their nominations for Oscar awards for songs. "It's Magic" so far seems to be leading the list, with "This Is the Moment" and "Buttons and Bows" running neck-and-neck for second place. . . Frank Bull, KFWB mikeman, reports that he gets 80 per cent of his fan mail from women on sports broadcasts and 73 per cent from men on his music show. . . KMPC's Frank Mullen back from several weeks in the East. . . Jack Kirkwood still toying with the idea of reviving his famous "Mirth and Madness." His "At Home With the Kirkwoods" is winning a lot of fans, but Kirkwood is best in completely screwball shows.

★ ★ ★ ★

● ● ● Local sponsors are hot to buy KTLA's "Sandy Dreams," tabloid musical comedy, a Rubens Musical Workshop production, but so far none of them has felt able to ante the cost of the 30-minute show as a single station airer. Cost of time and talent is said to be in the neighborhood of \$800 and the station feels that this is justified. A co-op plan, involving syndication of kinescopes, is under consideration. . . "Ladies Day," which has been a Thursday evening feature on KFI-TV, becomes a five-day-a-week show under the new daytime policy. . . Jack Benny, Lum and Abner and Rochester will make their video debuts during KTTV's dedicatory program March 8. . . Don Lee has signed "Be a Good Sport" for a 13-week run on its tele outlet. . . Sam Baller will do the audio on KLAC-TV's exclusive telecast of the home games of the Los Angeles Angels and Hollywood Stars. . . Rumors around have it that NBC's KNEH will go to seven-days-a-week operation within the next month. . .

Bunche Gets Award

Acting U-N Palestine mediator Dr. Ralph Bunche has been voted winner of the 1948 Collegiate Peace Award for having contributed the most to world peace during the last year by some 300,000 college students in the metropolitan area, it was announced Friday on WWRL's "Collegiate Forum of the Air."

The award was presented at the broadcast from the International House before an audience of 500 students from 39 colleges and universities.

New Jingle Library

Buffalo, N. Y.—A new "Jingle Library" service of singing announcements for 48 different kinds of business are being offered for radio station use on a rental basis by Richard H. Ullman, Inc.

The newly-formed organization has absorbed Robert P. Mendelson Productions. Richard H. Ullman, formerly with WGR-WKBW, is president. Robert P. Mendelson and Fred L. Lounsberry are v-p's, D. Bernard Simon is treasurer and Edward H. Kavinoky is secretary.

AGENCIES

MRS. JEAN WADE RINDLAUB, a vice-president of BBDO, will speak today before the copy clinic of the advertising and selling course, conducted by the Advertising Club of New York in the Engineering Societies Building. Her topic will be "How to Give Yourself Growing Pains." Walter A. Lowen directs the copy clinic.

WALTER KANER ASSOCIATES, for the third consecutive year, have been named to handle publicity and promotion for the J. W. V. Annual All-Star Show to be held at Madison Square Garden on May 18. Benefit performance is staged by the 285 J. W. V. posts within New York State to raise funds to help rehabilitate hospitalized veterans. Newspapers and radio will be utilized to promote the event with radio coverage of the show planned.

McCANN-ERICKSON Bogota office announces the acquisition of two new local accounts: Ministerio de Hacienda, Income Tax Bureau of the Colombian Treasury Department, and Confecciones "El Roble," manufacturers of work clothing.

AUTOMOTIVE CARPET INDUSTRIES, New York, manufacturers of "Magic Step" and "Luxury Tred" automobile carpeting, has appointed Robert Gould to handle their advertising and promotion. . . TINY TAILORS, INC., New York, manufacturers of vinyl plastic lined infants wear, has engaged the same agency to handle its advertising, publicity and promotion.

STEWART HARTSHORN CO., New York, manufacturers of Spring Shade Rollers, Shade Cloth and Window Shades, has assigned its account to the R. T. O'Connell Company.

WBNX 5000 watts
directional
over New York

presents

**PINE TREES
And
PRAIRIES**

WESTERN HILLBILLY
MUSICAL

8:30 P.M. To 9:00 P.M.
Mondays Thru Fridays

Write, Wire, or Call
MEIrose 5-0333

WBNX 260 E. 161st St., NYC



Send me the 1949 RADIO ANNUAL and the next 260 issues of Radio Daily (full year's subscription). I will pay you \$10 on receipt of bill. U. S. and Canada, \$10 per year. Foreign, \$15 per year.

NAME

TITLE

COMPANY

STREET ADDRESS

CITY AND STATE

Address:
RADIO DAILY CORP.
1501 Broadway, New York 18, N. Y.

PARTIAL LIST OF CONTENTS

- A COMPLETE BREAKDOWN OF THE LATEST CENSUS FIGURES
-
- ADVERTISING AGENCIES
-
- AGENCY, SPONSOR, NETWORK BILLINGS
-
- AM RADIO STATIONS IN U.S. AND CANADA
-
- ANNOUNCERS
-
- ARTISTS AND THEIR WORK
-
- ASCAP
-
- BMI
-
- CHIEF ENGINEERS
-
- DISC JOCKEYS
-
- EQUIPMENT
-
- FEDERAL COMMUNICATIONS COMMISSION
-
- FM SECTION
-
- GROWTH OF STATIONS
-
- HOME ECONOMIC DIRECTORS
-
- IMPORTANT RADIO TELEPHONE NUMBERS
-
- INTERNATIONAL BROADCASTING
-
- MAPS, ILLUSTRATIONS AND TECHNICAL PROGRESS
-
- MARKET STATISTICS
-
- MUSICAL DIRECTORS
-
- NATIONAL ASS'N OF BROADCASTERS
-
- NETWORK SHOWS
-
- NETWORKS, NATIONAL AND REGIONAL
-
- NEWS COMMENTATORS
-
- NON-COMMERCIAL STATIONS
-
- PRODUCERS AND THEIR WORK
-
- PROGRAM PRODUCERS
-
- PROGRAMS, 1948
-
- RADIO DIRECTORS
-
- RADIO NEWS SERVICES
-
- RADIO ORGANIZATIONS
-
- RADIO PUBLICATIONS
-
- SESAC
-
- SPECIAL EVENTS ALMANAC
-
- SPONSORS
-
- SPORTS COMMENTATORS
-
- STATION REPRESENTATIVES
-
- TELEVISION SHOWS
-
- TELEVISION STATIONS
-
- TRANSCRIPTION PRODUCERS
-
- VOCAL ARTISTS
-
- WRITERS AND THEIR WORK

TELEVISION YEARBOOK

1001 ADDITIONAL
ITEMS OF INTEREST

Webs To Co-operate On Relief Program

(Continued from Page 1)
the direction of author-playwright Robert Sherwood and Erik Barnouw, national president of the Radio Writers Guild. Broadcast is titled "One Great Hour."

Sponsoring committee for the project, which is being conducted to aid the relief and rehabilitation work of churches overseas, is composed of some of America's outstanding leaders. The committee includes Lewis Douglas, Ambassador to Great Britain; Harvey S. Firestone, Jr., Firestone Tire & Rubber Co.; William Green, AFL; Charles E. Wilson, General Electric; Spyros Skouras, 20th Century-Fox; and Edward L. Ryerson, Inland Steel Corp.

"One Great Hour" will dramatize the physical needs of the war stricken and suffering peoples of Europe and Asia. It also will stress the hunger of these peoples for strength to rebuild their spiritual world.

Support for this major effort toward world relief has been urged by Bishop John S. Stamm, president of the Federal Council of Churches of Christ in America; Mrs. Harper Sibley, president, United Council of Church Women; Fred W. Ramsey, executive vice-president, Church World Service; and Dr. Winn Fairfield, chairman of the Secretarial Council, Foreign Missions Conference of North America.

13 Transcribed Programs To Be Distributed This Wk.

The National Tuberculosis Assn. will begin distribution this week of 13 transcribed shows, "The Constant Invader," featuring Ray Milland, to its 3,000 affiliated associations for placement with local radio stations.

This year's 15-minute shows are the fourth in an annual series serving as part of the nationwide health education program by T-B associations. "The Constant Invader" programs are based on true stories of people who successfully fought battles against T-B.

Stork News

A daughter was born February 10 at Swedish Covenant Hospital, Chicago, to Mr. and Mrs. Jim Felix. The father is in the engineering department of WIND.

Des Moines, Ia.—Mr. and Mrs. Don O'Brien are the parents of an eight-and-one-half pound son, born February 11, named John Kevin O'Brien. O'Brien is sports director of KIOA, Des Moines.

OFFICE SPACE WANTED

Advertising agency vicinity. Approximately 650 feet. First-class building only. Will sub-let or share. Visiting traffic our operation negligible.

Box No. 217

RADIO DAILY

1501 Broadway, New York City

★ THE WEEK IN RADIO ★

FCC Proposes to Discard AVCO Rule

By VAL ADAMS

FCC proposing to drop the controversial AVCO rule and adopt new procedure calling for the advertising of all applications for new stations. Industry has been clamoring for an end to AVCO rule but lawyers think new rules might be even more onerous than procedure to be discarded. Oral argument on new regulations is assured. Statements or briefs will be accepted by FCC until April 4.

Station reps and ad agencies expect a boom in national selective advertising biz, RADIO DAILY survey revealed. Auto industry expected to spearhead the trend. Reps and agencies think current period of business uncertainties spurs advertisers to use spot radio for quick results. . . . Radio listening is America's favorite leisure activity, according to survey printed in Fortune magazine. Researcher Elmo Roper said that 51 per cent of people interviewed say they get their greatest diversion by listening to radio.

Fort Industries cancelled its bid to buy WHAS, Louisville, telling FCC that economic outlook is not bright enough to warrant going into the hole to purchase the station. Way is now open for Crosley to buy without any competing bidders. Bob Hope pulled out previously. . . . Reports going the rounds that Hugh Feltis may resign as BMB president when the Second Study is completed. His contract runs until next December.

American Tobacco switching "Your Hit Parade" to New York in April to put the show on television. . . . G. A. Richards filed petition with FCC in which he admitted issuing instructions to newsmen which could be construed as having called for the "slanting" of news. Richards asked that he be allowed to personally appear before full Commission and assure practices in the past would not be repeated.

Crosley Broadcasting moved into sports promotion by setting up Tele-sports, Inc., with authorized capital of \$100,000. New firm will promote its own sports shows for television purposes. . . . Radio Listeners of Northern California (organized listening group) commended 12 programs good for children but blasted 10 others as being detrimental for the youngsters.

Transit Radio expanding soon from seven cities to 12. FM receiver installations in transportation systems are now being made in Kansas City, Des Moines, Tacoma and Worcester, Mass. . . . United Hatters, Cap and Millinery Workers Union, AFL, turning to radio to promote "union label-goods." Union has produced 13 quarter-hour dramatic shows featuring big name Hollywood and radio talent.

Express Publishing Co. in San Antonio moved in with late bid to buy K TSA. Sale of station for \$450,000 to Gene Autry is awaiting FCC approval. Express now owns KYFM,

an FM station, and has application for a TV outlet. . . . WJZ, New York, reported biz increase of 18 per cent in January over the same period a year ago. . . . Additional channels on TV co-ax between Philadelphia and Chicago to be available about May 1. Expansion will allow for three west-bound and one east-bound channels. . . . Donald J. Mercer named director of NBC's radio and recording division. He succeeds Robert W. Friedheim who resigns to become sales manager for World Broadcasting.

Production of radio and video receivers dropped off in January, RMA announced, but no more than expected following the holidays. . . . Emphasis will be heavy on TV at NAB's third annual broadcast engineering conference in Chicago April 6-9. . . . Acme Teletronic Division of NEA Service, Inc., named exclusive European sales and distribution agent for facsimile equipment turned out by Finch Telecommunications.

FCC asked Supreme Court to review lower court decision reversing Commission's revocation order against license of WORL, Boston. Last November the U. S. Court of Appeals ruled the FCC exceeded its authority in ordering WORL off the air. . . . ABC veepee Ivor Kenway serving as chairman of "Brand Names Day—1949" committee. Annual conference of Brand Names Foundation being held in New York April 12.

DuMont reduced price of 15-inch, all glass, direct view cathode ray tubes. It represented a 22 per cent slash. . . . Hoover Commission rejected recommendation of its task force that international broadcasting activities be separated from the State Department. . . . Radio and television mapping plans for month long Red Cross fund drive in March.

Boyne Elected Zenith V.-P.

William W. Boyne has been elected vice-president of Zenith Radio Corporation of New York, it has been announced by Commander E. F. McDonald, Jr., president of Zenith Radio Corporation of New York and of the parent organization, Zenith Radio Corporation of Chicago. Zenith Radio Corporation of New York is a wholly-owned subsidiary of Zenith Radio Corporation of Chicago, and distributes Zenith products in New York City, nine counties in New York State, and twelve counties in New Jersey.

Joins CKLW Sales Staff

J. E. Campeau, CKLW president, announces the appointment of Charles (Chuck) Gunn, well known Detroit radio man, to the newly created post of assistant sales manager. Gunn brings to CKLW a broad background of radio experience in the Detroit market, having spent fifteen years with station WXYZ.

Episcopal Air Series Returning Next Fall

(Continued from Page 1)
work radio in a continuing program of evangelism to awaken interest in church membership.

In referring to the past 22 weeks of Friday night broadcasts on MBS, Bishop Sherrill said the programs were designed to get in touch with people with no church affiliations. He added that these programs had created an atmosphere of friendliness to the church and provided wholesome radio entertainment to the listener.

Praises Aides

Bishop Sherrill acknowledged the valued counsel from Harvey Firestone, Jr., and William Ramsey of Procter and Gamble in presenting the series on Mutual. He likewise paid tribute to Walter Hampden for his role as the host on "Great Scenes from Great Plays" and to Robert E. Jordon, executive secretary of the national council, for yeomen service in developing the programs. Mutual's co-operation also came in for a share of the praise.

During the next few months parishes throughout the country will be asked to subscribe to a fund for the support of the new fall and winter series.

NCCJ Honors Forrestal; Miller Presents Award

(Continued from Page 1)
standing contributions during the past year to mutual understanding and respect among peoples of diverse backgrounds." NBC and ABC-TV news covered the presentation ceremony in the Pentagon, as well as cameras of other newsreels and the Army.

Judge Miller presented the citation for the AFRS overseas broadcast of "Miracle in Brooklyn," by Robert C. Vinson, and other programs. "Miracle in Brooklyn" was based on the true story of a Jewish gift to a Catholic parish which later brought about the rescue of many Austrian refugees.

The NAB president made the presentation as chairman of the Washington area radio committee for "Brotherhood Week," which is sponsored by the NCCJ.

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, Monday, February 28, 1949 — TELEVISION DAILY is fully protected by register and copyright

FCC CONSIDERING ICC PROPOSALS

TELE TOPICS

FROM A PROGRAM STANDPOINT, the greatest advantage of filming a show is the ability to take the camera out of the studio. While the orthicon is limited to the sets that can be built in the studio, the film camera can go out of doors, on location and, in general, give a program a scope and mobility that is impossible in a live production. There is only one regularly scheduled dramatic film series on the air now—the Grant-Realm series "Your Show Time" for Lucky Strike. The sponsor is paying an estimated \$8,500 a week for the show and, according to reports, Grant-Realm is losing money on the deal. But despite the high costs, the half-hour program hasn't displayed anything that couldn't have been done live for much less money. In the few installments that I've seen there has been absolutely nothing to justify the use of film. It's just another dramatic show, and not a very good one at that. . . . A pioneer in the "hit 'em over the head" type of commercial, American Tobacco continues its merry way in "Your Show Time" with no regard for the sensibilities of the viewers. A loud, brassy commercial spang in the middle of a melodrama is not conducive to a sustained mood, and their domestic-type commercial which offers Luckies as a panacea for marital difficulties is downright ridiculous.

WNBT's rapidly expanding local operation will begin all-day programming on Sundays within a month. Two new weekday shows bow in over the station this week. One is "Fun With the Arts," a revised version of "Seven Arts Quiz," the Dick Pack-Jo Ranson package which Jello sponsored for a while back in '47, and the other a two-a-week afternoon seg featuring "The Mystery Chef." Video Varieties Corp., which recently took over the facilities of the West Coast Sound Studios, will establish executive and sales offices at 41 East 50th St. . . . Differences between Larry Kurtze, public relations man for Telefashions, Inc., and Rose Dunn and Stanley Joel, officers of the Chicago package house, have been straightened out and Kurtze will remain with the organizations. . . . Marilyn Tito, secretary to WPIX manager Robert Coe, has announced her engagement to Danny Meenan, cameraman at the News outlet. The couple plans to be married in a few months. . . . The Morey Amsterdam show will be bumped off CBS tonite by the NYU-Notre Dame court tussle. The comic's last show for the web will be aired instead next Saturday at 7 p.m. . . . Fern Mosk and Ned Glass have filed incorporation papers in Sacramento for Golden Bear Productions, new firm to film children's tele shows. Shooting is slated to get under way April 1 at Nassour Studios on the Coast.

Miss Hennock Would Compel All Retailers To Give Info Regarding Possible Obsolescence Of Sets; Jones Wants Provision For Color Television Now

(Continued from Page 1)

sible obsolescence of sets presently being marketed. While most of the voluminous Commission reply contained nothing not already known to the industry, there were some significant portions. For instance, queried about possible monopolistic control over TV programming, the Commission said it has long felt that a new investigation of network operation is necessary today "not only to determine how the (present chain broadcast) regulations are working with respect to standard broadcasting but also to re-examine some of the problems concerning the relationship of the networks to talent bureaus and recording companies and also to examine carefully the effect of the regulations in the FM and television fields."

Sees Stratovision as Vital

The Commission expressed great interest in stratovision, in response to a question concerning possible monopolistic aspects. It could mean an adequate TV service for rural areas, said the Commission, but its possible value in spreading TV service "must be balanced by consideration of the economic and social problems involved in the licensing of a single broadcaster to serve an extremely large area. . . . Of course, if the Commission should ultimately license stratovision, very careful safeguards would be imposed with respect to the ownership of more than one broadcasting station by the same group."

The Senators had expressed deep concern over TV sets being marketed today. "It appears obvious to us," they said, "that when and if licensing is authorized in the UHF and TV develops in those frequencies,

TV sets being manufactured today will be obsolescent." They said they were not impressed by the converters provided for low-band FM sets, and as for TV "we note that no purchaser of a TV set today is advised or warned that in a matter of a few months or years the set for which he is paying \$200 to \$1,000 may be junk."

The Commission said it could not recommend legislation forcing set manufacturers to tell the public their product might soon be obsolete, and stressed its determination that the present UHF bands will be closed to commercial TV for an indefinite number of years to come. The industry is rapidly changing and advancing, the Commission said. "New developments cannot be scheduled and therefore it is extremely difficult, if not impossible, to determine when any piece of radio receiving equipment may become obsolete. We are unable, therefore, to make any recommendation regarding obsolescence of equipment now being manufactured and sold, unless some arbitrary rule is invoked in order to prevent obsolescence, and the Commission believes no such rule can be drawn."

Co-op With FTC Suggested

Miss Hennock, however, said she thought it would be well to pass legislation designed to force manufacturers to make clear to the public the uncertainties inherent in the purchase of any particular television receiver. Any risk taken by the public would then be a calculated risk. She suggested such a regulation might be administered by the Federal Trade Commission in co-operation with the FCC.

WKY-TV Installation Nearing Completion

Oklahoma City—Oklahoma's first station, WKY-TV, will begin commercial operation here by mid-May or early June, P. A. Sugg, station manager has announced. Ninety per cent of the TV transmitter installation is now complete. An outstanding feature of the WKY-TV set-up is the combination control console which will enable one engineer to operate television, FM and standard as well as auxiliary transmitters simultaneously, Sugg said.

A five-bay RCA super-turnstile antenna, 72 feet high, will be placed atop the 915 foot AM tower. This will give WKY-TV an antenna height of 966 feet, said to be the tallest structure of this type in the world. The antenna will also carry the FM signal.

In addition, engineers are making final installations of WKY-TV studio equipment in the Little Theater of the Municipal Auditorium.

Gen'l Electric Unveils Two New Table Models

Syracuse, N. Y.—Two new medium priced table model receivers were announced yesterday by General Electric, with initial shipments slated to reach dealers within a few weeks, according to Walter M. Skillman, receiver sales manager.

Both sets have 18 tubes plus the picture tube and three tube-rectifiers. A 12½-inch model will list in the east for \$399.95, and a 10-inch set for \$325.

WWJ-TV Staff Changes

Detroit—Keith McKenney has been appointed production manager of WWJ-TV, and James Eberle has been named program supervisor, it was announced by general manager Harry Bannister. Formerly McKenney was program supervisor and Eberle was special events director.

The Week In Television

Crosley Enters Sports Promotion Field

Crosley Broadcasting Corp. moved into the sports promotion field with the formation of Telesports, Inc., which will promote sports and other events. Emphasis of the promotions is expected to be on the video angle. . . . Construction costs for the 124 stations authorized by the first of this year were estimated by the FCC at \$30,000,000. . . . Cold war between NABET and IATSE over several categories of production personnel broke out into the open as the heads of the respective unions accused the other of holding up peace in the industry. . . . Calling for greater speed by the FCC in providing for a nationwide competitive monochrome TV system, an RMA group submitted to the Commission proposals for lifting the freeze and utilization of UHF. . . . Under terms of the Paramount anti-trust consent decree, the firm's new production company will take over KTLA and the DuMont stock, while the new theater company will get WBKB.

Top Ten Hoopers (N.Y.C., Feb.)		
Texaco Theater	WNBT	76.6
Talent Scouts	WCBS-TV	56.1
Broadway Revue	WABD-WNBT	50.6
Toast of Town	WCBS-TV	48.0
Godfrey Friends	WCBS-TV	46.6
Break the Bank	WJZ-TV	34.7
Your Show Time	WNBT	32.5
We, The People	WCBS-TV	32.2
Arrow Show	WNBT	32.1
Colgate Theater	WNBT	30.2

NEW BUSINESS

WCBS, New York: Griffin Manufacturing Company, for Shoe Polish, has purchased six participations per week, Monday through Saturday, in the Jack Sterling program, 6:00-7:45 a.m., EST, effective immediately. Agency is Birmingham, Castleman & Pierce. Same account also purchased three participations per week, Monday, Wednesday and Friday, in the 5:00-5:30 p.m. Housewives' Protective League program. Conformal Footwear Co., St. Louis, Mo., renewed its Tuesday and Thursday participations for 52 weeks in the 8:30-9:00 a.m. Margaret Arlen program through Guilford Advertising Agency, New York. Menner's Packing Company, for Spanish Rice, purchased three participations per week, Monday, Wednesday and Friday, in the Housewives' Protective League program, and also contracted for one announcement per week, Saturdays, in the Margaret Arlen series. Morris F. Swaney Company, Inc., is the agency. Polly Pritz Corporation, through H. W. Fairfax Advertising Agency, purchased three participations per week, Monday, Wednesday and Friday in the Housewives' Protective League.

KNX, Los Angeles: Muntz Television sponsors the Sunday "Baton and Score" program, with a 13-week contract effective February 20, 1:30-2:00 p.m., PST. Agency is Allied Advertising Agencies. Trev Moore Sales-Service, Southern California dairy brokers, will sponsor the Tuesday, Thursday and Saturday 5:55-6:00 a.m., PST segments of "Farm Journal," beginning February 22 for four weeks. Agency is Morris and Cain. Nalley's Inc., has bought a series of five weekly spot announcements beginning February 28 for 52 weeks. Agency is Milne-Heffernan, Seattle.

Pioneer Radio Engineer Meets Death In Accident

Glen W. Payne, pioneer AT&T commercial radio engineer and at one time associated with NBC as an engineering specialist, was found dead early Thursday morning on the tracks of the Hudson and Manhattan railroad near Jersey City. Circumstances indicated Payne was struck down by a train while making a short cut across the tracks.

Mr. Payne, 54 years old, was a native of Indiana and a graduate of Purdue University. He served in World War II and following the war was employed by the government as an investigator and consultant in San Francisco, and Tokyo, Japan.

During his association with AT&T and NBC he contributed much to the development of radio engineering practices and was considered an authority on engineering research.

He is survived by his wife, Mrs. Kathleen Payne of Great Neck, L. I. and two daughters, Mrs. Robert Dupuy and Mrs. Katherine Muller.

COAST-TO-COAST

W-BOW Says—Take a Bow

Terre Haute, Ind.—Calculated to make WBOW newscasts more interesting, Howard Stevens, Ralph McHargue and Neal Van Ells have come up with the idea of "W-BOW Says—Take a Bow" which is presented Monday and Thursday at 10:00 p.m. The purpose of the new feature is to give attention to those persons not necessarily in the news, in its usual sense, but in whose personal life something interesting has occurred. Any items of human interest, such as a new baby, step up the ladder of success, a new hobby or acquisition will receive due attention.

WMFJ Offers Gardening Advice

Daytona Beach, Fla.—WMFJ has made available to the Garden Club Council of Daytona Beach one of the best spots on its schedule, 8:00 to 8:15 p.m. Tuesdays, in which to present "The Gardeners," a story of domestic life. The program is written, produced and performed by the Little Theater Group and the "commercial" is helpful advice on landscape beautification, provided by the council.

Community Portrait On WHCU

Ithaca, N. Y.—WHCU, in Ithaca, held a city-wide exhibition. "Self-Portrait of a Community" which presented the art of the citizens of the community as an amateur art promotion by the station. During the full week of the exhibition, some 500 pieces of painting, sculpture, ceramics, weaving and photography were displayed in 130 store windows of the city with the musical and dramatic arts by the citizenry represented in special programs on the Cornell stations, WHCU and FM.

WBBM Public Service Program

Chicago, Ill.—In co-operation with the WBBM department of education, John F. Mollan, Jr., deputy collector of internal revenue, will be heard as the speaker in a quarter-hour program on February 27th over WBBM discussing the major provisions of the law with regard to the paying of income taxes. Mollan has selected the study of exemptions and deductions for his talk.

WJPS Gives Penny For Thoughts

Evansville, Ind.—Several spot participants have been signed by WJPS for its new weekday, man-on-the-street show, "A Penny For Your Thoughts." Commercials are woven into the general pattern of the program conducted by special events director, Vern Paul, who gives interviewees a penny for their thoughts on any interesting subject, and frequently arranges the appearance of local citizens having unusual hobbies, occupations or experiences.

Students Choose Radio Careers

Portsmouth, Ohio—According to WPAY and FM, indications from the city of Portsmouth are that the field of radio is near the top of the list of careers being considered by high school students. During the Portsmouth H.S. recent second annual "Career Day," WPAY's O.T. Dresbach and Maurice Myers talked with 108 seniors, juniors and sophomores attending the radio meeting and outlined for them the general aspects of the field of radio and the technical angles as well.

Adams Helps Capture Burglars

Minneapolis, Minn.—Cedric Adams, WCCO newscaster, is credited with being instrumental in apprehending two payroll check burglars in the city by Minneapolis police captain Herbert Paradeau. A local drug store clerk heard Adams warn listeners to be on the alert for the offenders. She phoned a warning to the other clerks still on duty at the store, and within a few minutes two young men attempted to cash some of the stolen checks there. Police were called and the pair arrested.

WTTM Auditions Quiz Kids

Trenton, N. J.—In co-operation with the National Quiz Kids, children in the WTTM, Trenton area are now competing for a trip to Chicago to appear on the "Quiz Kids" program. The broadcasts are presented to a studio audience in the WTTM auditorium, under the direction of Audrey Griffin with Edward "Doc" Brown as quizmaster.

Annual Promotion Plan For Father's Day Set

The Father's Day Council has launched its annual exploitation of Father's Day with the preparation of special scripts and spot announcements to be offered gratis to radio stations.

The Council, which does not make use of radio commercially, plans to offer gratis to stations its annual 15-minute transcription to be made by the winner of the "Radio Father of the Year," who will be named by the National Father's Day Committee in May. The stations may use the recordings, when available, on either a sustaining basis or for local sponsorship.

Cancer Hospital Appeal

Loretto Gibson, director of the National Cancer Hospital of America, was interviewed on three ABC network programs originating in Hollywood the past week, Paul Specht, radio publicity director for hospital association, announced Friday. Programs included "Bride and Groom," "Breakfast in Hollywood" and "Eleanor and Anna Roosevelt."

SOUTHWEST

THE FCC has granted the assignment of the license of KVOU, Uvalde, to Edward J. and W. J. Harpole. William T. Kemp, commercial manager sells his one third interest to the Harpoles for \$7,000. He is manager of KVER, Albuquerque. N. M. KVOU operates on 1490 kilocycles with 250 watts, and is a Mutual affiliate.



UNITED

Flight Facts

"Haven't I seen you somewhere before?" I asked a passenger the other day. He looked so familiar he might have been one of the crew.



"You may have," he replied, "I travel a lot—and I've flown United to Los Angeles 5 times in the last 4 months!"

"I like United because, comparing everything—meals, speed, fares, frequency of flights, and your famous 'Service in the Mainliner Manner'—United's got every other airline backed right off the map! And what a honey your DC-6 Mainliner 300 is!"



Biased? Well, maybe. But I wish you'd try United's Los Angeles service yourself—then make up your own mind.

Gloria V. Schlar

Stewardess on

UNITED AIR LINES
DC-6 MAINLINER 300s