



FCC'S PORT HURON DECISION NOW FINAL

Nets Retaining Space For Demo. Convention

Four major networks are paying an estimated \$1,000 a day for unoccupied rooms in Philadelphia hotels for the period between the GOP and Democratic National conventions. The rooms include web headquarters in the Bellevue-Stratford Hotel where much radio and television gear is stored and other hotels where executive and technical staffs were quartered during the Republican convention.

Poll of the webs yesterday reveal—
(Continued on Page 2)

Philly Facsimile Station Now Signing Advertisers

Sale of advertising space to seven Philadelphia firms in the Facsimile edition of the Philadelphia Inquirer which will be broadcast over WFIL-FX, Thursday, July 15, from 3 to 3:30 p.m., was announced yesterday by Roger W. Clipp, general manager of the Inquirer stations. The Philadelphia fax station took steps to commercialize its operation following the recent FCC ruling which authorized

Lux Summer Replacements Announced by Columbia

Summer replacement programs for CBS "Lux Radio Theater" were announced yesterday by the network. Going into the 9:30-10 p.m. spot beginning July 5, will be a situation comedy series titled "Mr. Tutt." The program based on the Saturday Evening Post series by Arthur Train, will be written by Arnold Perl and directed by Tony Leader. Beginning Monday, July 12, "Our
(Continued on Page 4)

Uncle Sam Interested In Radio Show 'Gifts'

Internal Revenue department agents are investigating the cash value of the \$20,000 in gifts Mrs. Mary Farber, wife of a New York City taxi driver, won by identifying the "Mystery Melody" on ABC's "Stop The Music" program Sunday night. It was pointed out that if Mrs. Farber converts some of the gifts into cash the amount will be taxable. Among the gifts she received were a piano accordion, an automatic clothes dryer, spinet piano, food freezer, trailer coach and a 1948 Kaiser automobile.

Small Market Clinic Planned At Denver 'U'

Denver—Advance reservations for the only radio clinic devoted to Small Market radio station operation are running well ahead of last year, R. Russell Porter, director of the summer clinic at the University of Denver, announced in a statement released yesterday. The clinic comprises five one-week sessions devoted to problems of man-
(Continued on Page 2)

Pres. Truman's Address To Be Broadcast Saturday

The address of President Harry S. Truman during the ceremonies observing the centennial of the Washington monument in the nation's capital will be broadcast by the major networks on Saturday, July 3, beginning at 2 p.m., EDT.

Affirms Communications-Act Violation By WHLS, But Renews License; Three Dissenting Opinions

Durr, On Leaving FCC, Saluted By Colleagues

Washington Bureau, RADIO DAILY
Washington — As Commissioner Clifford J. Durr yesterday wound up seven years on the FCC, retiring voluntarily to private life, the FCC unanimously adopted a resolution in tribute to him. The text of the resolution was also drafted in long-hand and presented Durr over the signatures of five of his six colleagues. The Commission said that: "The rec-
(Continued on Page 3)

Washington Bureau, RADIO DAILY
Washington—The FCC yesterday made final its controversial "Port Huron" decision of last winter, holding that WHLS, Port Huron, Mich., was in violation of the Communications Act in refusing to sell political time to candidates in a local election after having sold time to their opponents;
(Continued on Page 3)

Kentucky Broadcasters Form AP Association

Louisville, Ky.—Nathan Lord, general manager of WAVE, Louisville, has been elected president of the newly-formed Kentucky AP Radio Association, comprised of radio members of The Associated Press through-
(Continued on Page 8)

Dr. Studebaker Resigns As Head of U. S. Education

Washington Bureau, RADIO DAILY
Washington—Dr. John W. Studebaker, United States Commissioner of Education, who is widely known in radio for his interest in educational
(Continued on Page 4)

Stars To Participate In WMAK Premiere

Nashville, Tenn.—Transcribed voices of such stars as Dinah Shore, Kate Smith, Fulton Lewis, Jr., Francis Craig will be featured as guest station breaks on Colonel Ed Kirby's new station, WMAK, when the new 5,000 watt set takes to the air from its studios in the Maxwell House on July 4th, as Nashville's MBS outlet. Associated with Kirby in the new
(Continued on Page 3)

Special Tribute to Marcus To Be Aired By WMCA

Special tribute to Col. David Marcus, commander of Israeli forces on the Jerusalem front who was killed shortly before the Palestine truce, will be aired by WMCA tonight, 10:03-10:30 p.m., with seven prominent speakers participating, headed
(Continued on Page 2)

Radio's Public Service Role Emphasized In A. C. Report

Public service announcements handled through The Advertising Council's radio allocation plan amounted to 14,500,000,000 listener-impressions during the period March, 1947, to March, 1948, according to the sixth annual report issued by the Council. Broadcasters and advertisers, by voluntary participation in the project, gave aid in bringing about such 1947 "success stories" as follows: recruiting of 40,000 student nurses,

reducing motor vehicle death rate by 12 per cent, hypoing sale of government savings bonds and almost doubling the amount of CARE packages shipped to needy families overseas. Ad Council was asked to enlist volunteer advertising support for 103 public interest projects during the year and of this it selected 15 for top priority. Fifty of the requests were turned down by the Council but all others got assistance.

New Quiz Program

"Who Said That," a new type of quiz show starring members of the NBC news staff and guest journalists, will make its debut on the network tomorrow from 8:30 to 9:00 p.m., EDT. Subject of the questions will be quotations by persons currently featured in the news. The panel of reporters and commentators will attempt to identify the quotations and their source.

Gen. Ike To Speak
General Dwight D. Eisenhower on Sunday will make his first air appearance since he stepped down as Chief of Staff, when he guests on "The Veteran Wants to Know" over Mutual, 2:45 p.m., EDT. "Gen. Ike" will deliver an Independence Day address to the men and women who served under him during the war. The program is produced by the VA radio staff.

Main

CVR

★ COMING AND GOING ★

THEODORE C. STREIBERT, president of WOR, leaves today for Seal Harbor, Me., where he'll spend the month of July.

GEORGE CROTHERS, assistant to the director of education and opinion broadcasts at CBS, also producer of the network's new series, "You and Politics," today goes down to Washington, where he'll confer with Senator Hatch of New Mexico, who is scheduled as guest on the show.

EDWARD W. WOOD, Jr., newly-appointed representative in New York and along the eastern seaboard for Columbia network's "Housewives Protective League," today starts a series of business meetings that will take him to eight cities from coast to coast.

PETER DONALD, comedian, sails Saturday aboard the Mauretania for Europe.

WALTER KANER, publicist, leaves today for Maine, where he will handle the opening of the Belgrade Lakes Playhouse. He'll be back next Tuesday.

CY HOWARD, producer-writer of "My Friend Irma" on CBS, is enroute to London.

LURENE TUTTLE, secretary to "Sam Spade" in the program of that name, is spending a three-week vacation in the High Sierras.

VIRGINIA MOMAND, writer-producer-director, has returned from a European assignment of three weeks for several periodicals.

IRENE MURPHY, tele actress, is back in town following a two-week vacation at Lake Placid.

HOWARD KLARMAN, TED WORNER and TED STEELE, promotion manager, publicist and disk jockey, respectively, of WMCA, are in Bridgeport, Conn., where Steele will originate his show as a feature of the station's salute to the city.

GEORGE GREELEY, general manager, and SHERWOOD LORENZ, station manager of WOSH, American network outlet in Oshkosh, Wis., in town this week for conferences with executives of the web.

ELDON PARK, Crosley vice-president in charge of WINS, left yesterday on a two-week business and pleasure trip to Cincinnati.

HAROLD STEIN, photographer well known to the entertainment industry, is vacationing at Grossinger's. He is accompanied by MRS. STEIN.

DONALD W. THORNBURGH, vice-president of CBS in charge of the western division, who spent a week in Washington and New York, now is enroute back to the West Coast with a stopover at Ft. Wayne.

ANNE C. BALDWIN, publicity director of WOV, leaves tonight for a week of leisure in Massachusetts.

GUY LOMBARDO and his Royal Canadians are in Asbury Park, N. J., from which point tomorrow's program will emanate.

GEORGE M. MARDIKIAN, president of KEEN, San Jose, Cal., who has been in Europe as consultant to the Quartermaster General of the U. S. Army, will return to New York today aboard the Saturnia.



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.

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

Philly Facsimile Station Now Signing Advertisers

(Continued from Page 1) advertising on facsimile broadcasts beginning July 15.

The Facsimile Edition of The Inquirer, which is an eight-page weekly news review, will carry advertisements for the following clients: Bold Cigars; Greystone Wines; Mort Farr; J. M. Korn Advertising Agency; Land Title Bank and Trust Co.; Lit Brothers, and Parkway Bread.

Copy and lay-out will be prepared by the advertising departments and agencies of the seven firms in the same manner newspaper advertising is prepared. Advertisements must conform with the standard facsimile page width of 8.2 inches approved by the FCC.

WFIL's facsimile art staff will prepare the advertisements for broadcast, inserting them on news pages as specified by the advertisers. WFIL has been broadcasting Facsimile Editions regularly since Dec. 31, 1947.

Special Tribute to Marcus To Be Aired By WMCA

(Continued from Page 1) by Gov. Thomas E. Dewey. Occasion for the memorial is the arrival in this country of Marcus' body for burial at West Point.

In addition to the GOP Presidential nominee, speakers, who will be specially transcribed for the broadcast, include Mayor William O'Dyer; Aubrey S. Eban, Israel delegate to the UN; former Secretary of War Robert Patterson; Gen. Arthur McDermott; Col. Charles G. Stevenson, judge advocate of New York State Guard and Marcus' West Point roommate, and Arthur Schwartz, vice-president of the New York Bar Association.

Small Market Clinic Planned At Denver 'U'

(Continued from Page 1)

agement of small, independent stations—such problems as law, public relations, general advertising and retail merchandising and news coverage. It is sponsored, for the second year, by the University of Denver in cooperation with the radio stations of the Rocky Mountain region.

The workshops run from July 26 through August 27.

Neville Miller Participating Leaders of the clinic session are Neville Miller, former president of the National Association of Broadcasters; Rex Howell, owner-manager of Station KFXJ, Grand Junction, Colo.; J. Allen Brown, assistant director of broadcast advertising for the NAB; Howard Abrahams, manager of the sales promotion division of the National Retail Dry Goods Association; and Arthur Stringer, secretary of the Council on Radio Journalism and NAB consultant.

10 YEARS AGO TODAY

(From the files of Radio Daily)

Estimated gross billings on CBS for first six months of 1938 totaled \$15,500,000, a new all-time high for the period and five per cent over the similar time last year. . . . Licensing of ET's agreed to by transcription firms and AFM for three-month trial period. . . . Neville Miller, first paid president of NAB, to take office July 6. . . . Major webs holding huge blowouts and demonstrations for conventioning National Education Association to impress teachers with school value of radio both in and out of class.



Vol. 44, No. 1 Thur., July 1, 1948 Price 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; James Owens, 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
Ralph Wilk, Manager
6425 Hollywood Blvd. Phone: Granito 6607
WASHINGTON BUREAU
Andrew H. Older, Chief 6417 Dahlonaga Rd.
Phone: Wisconsin 3271
CHICAGO BUREAU
Nat Green
1417 Ashland Bldg. 135 No. Clark St.
Phone: State 2332

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

FINANCIAL (June 30)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	155 3/8	155	155 3/8	+ 3/8
CBS A	28 3/8	28 1/2	28 1/2	0
Farnsworth T. & R.	10 3/4	10 3/8	10 1/2	+ 1/4
Gen. Electric	41 1/2	41	41 1/2	+ 1/4
Philco	39 3/4	39 3/8	39 3/4	+ 1/8
RCA Common	13 3/8	13 3/4	13 3/4	+ 1/8
RCA 1st pfd.	70 3/8	70 3/8	70 3/8	+ 1/8
Westinghouse	30 1/4	29 3/8	30 1/4	+ 1/8
Westinghouse pfd.	59 1/2	59 1/2	59 1/2	0
Zenith Radio	5 1/2	5 1/2	5 1/2	0


OVER THE COUNTER

	Bid	Asked
DuMont Lab.	13 1/2	14 1/4
Stromberg-Carlson	17	18 1/2
U. S. Television	2 3/4	3
WCAO (Baltimore)	26	29
WJR (Detroit)	9 1/2	10

Networks Retain Space For Demo. Convention

(Continued from Page 1) ed that practically the same personnel will go to Philadelphia on July 12 for the coverage of the Democratic National Convention. The Life-NBC television tieup which was carried out during the GOP convention will also be in effect during the Democratic convention.

INS has served



WFBM INDIANAPOLIS

SINCE 1935

Durr, On Leaving FCC, Saluted By Colleagues

(Continued from Page 1)

ord of this meeting should not be closed without an expression of appreciation on behalf of the Commission to retiring Commissioner Clifford J. Durr. Commissioner Durr has been a member of this body since 1941. During the entire period of his service with the Commission he has wholeheartedly devoted himself to the task of giving substance and meaning to the statutory standard for the public interest under which the Commission administers the field of radio broadcasting, and he has done so with an imaginative sympathy for the needs and interests of the wide variety of groups which make up the public. An especially notable aspect of these efforts are his interest and work in fostering educational broadcasting.

"Firmness of Conviction"

"We value our association with him during the years of his tenure on the Commission, for we appreciate the consistency of purpose and firmness of conviction which have always marked his thought and action, but which have never prevented him from giving the fullest and most patient consideration to all arguments and points of view before arriving at a conclusion. And we know that in his adherence to principles which he has carefully and thoughtfully worked out, he has not lost sight of the realities of fact in which ultimately all principles, if they are to be worth anything at all, must be capable of operating and bearing fruit. We also appreciate the gracious and friendly warmth which have permeated his associations with us and with the Commission's staff. In terminating his association with the Commission, he has not, we know, abandoned his unselfish efforts in the cause of the public interest, for we are sure that in whatever he undertakes as a private citizen he will continue to make his dominant interest the fulfillment of those ideals which have guided his public life.

"This expression of our appreciation of his fellowship, our recognition of his substantial public services, and our esteem for his character and integrity shall be incorporated in the minutes of this meeting."

FCC's Port Huron Decision Made Final; Three Dissent

(Continued from Page 1)

yesterday's decision of the majority upheld in entirety the January decision, to which there had been serious objection from NAB and other quarters within the industry.

Last winter dissenters were Commissioners Jones and Hyde. Jones has not changed his position of last winter that a station must have the right to bar programs from the air if they would otherwise be open to libel charges, and Hyde yesterday repeated his conviction that Congress should determine upon a policy concerning liability, in view of conflicting state and local laws regarding slander and libel.

Sterling Dissents

Commissioner George Sterling said yesterday he believes the station was not in violation of Section 315, but like Hyde he feels the matter is one which requires Congressional action.

All members of the Commission agreed that the WHLS license renewal should be granted.

In its opinion the Commission said, as last winter, that:

"It is clear that the most effective means of censorship is complete suppression of the offending item. It was, thus, no less an exercise of censorship when the station refused to carry the program it had contracted for because of the allegedly libelous nature of some of the material it contained than if it had permitted the broadcast to be made, but had insisted on the speaker making changes and deletions in his script to conform with the desires of the radio station. Nor can such censorship be excused on the claim that it represents a proper exercise of the station's option under Section 315, to refuse the use of its facilities to all candidates.

"Privilege of a Station"

"The privilege of a station to refrain altogether from the carrying of political broadcasts by candidates for any office or offices in any particular election was certainly not intended to operate as an exception to the proviso prohibiting any censorship of specific political broadcasts already scheduled and arranged. It was, rather, designed to insure that broadcast licensees retain their authority

and responsibility to make an independent determination as to the extent to which their broadcast schedule should be devoted to any particular type of radio program. Both the proviso and the last sentence of Section 315 must be given meaning.

"But to hold that a station can adopt a policy of carrying broadcasts by the candidates for a particular public office, contract with the candidates to make such broadcasts, and then withdraw from the field of political broadcasts when they examine the script of the first scheduled program and find its contents displeasing, would deprive the proviso of a substantial part of its meaning and import in a manner which is not required to give the last sentence of Section 315 meaning or effective scope for application. Thus both the proviso and the last sentence of Section 315 are given full recognition in the conclusion that licensees are free, in the exercise of their discretion, to refuse to carry altogether broadcasts by all political candidates for any given office in any particular election, but, having once exercised their discretion to carry such programs, may not censor."

Opposes "Sole Arbiter"

If licensees are to take it upon themselves, said the Commission, "to censor or restrict the broadcast of libelous material, they must either adopt a policy of requiring the elimination of all matter containing serious charges concerning the activities of opposing candidates or parties, which would seriously limit the effectiveness of radio broadcasting as a medium of political expression, or they must, in effect, set themselves up as the sole arbiter of what is true and what is false, what is in fact libel and what is not, an exercise of power which may be readily influenced by their own sympathies and allegiances. The Commission does not believe that it was the intent of Congress to give the licensees any such power or responsibility with respect to political broadcasts."

The Commission said the argument that such an interpretation of the Act cannot be correct, because it would leave the licensee in the completely untenable position of being forbidden to censor political speeches containing libelous or other actionable material and, at the same time, subject to damages for any libelous or actionable material in such broadcasts "not only has no basis in the legislative history of the Section as explained above, but is based on an assumption of the licensee's liability for the remarks made by political candidates speaking under the Section, which we do not believe is tenable. For as we read the provisions of Section 315, the prohibition contained therein against censorship in connection with political broadcasts appears clearly to constitute an occupation of the field by Federal authority, which, under the law, would relieve the

Stars To Participate In WMAK Premiere

(Continued from Page 1)

station is Frank Mayborn, publisher of the Temple Telegram and Sherman Democrat in Texas, who is president of WMAK and Walter Speight, veteran station operator, who is secretary-treasurer. Kirby is vice-president in charge of programs.

One of the programs set on the station features Bill Pennell, former CBS newsman and assistant to the late Tom Breneman, who will present a daily show from the old dining room of the Maxwell House titled "Breakfast At The Maxwell House." Program will be presented before an audience and will feature a full hour of variety entertainment daily beginning July 5.

Another program which will become a daily midnight feature, is titled, "The Star Dust Spin." First program will feature an unpublished cutting of a record by Dinah Shore and the Glenn Miller orchestra made for His Master's Voice during the buzz bomb blitz. The record, according to Kirby, was produced to be sold commercially with proceeds split between the American and British Army relief.

Novik At NYU Today

M. S. Novik, radio consultant, will be guest lecturer today at NYU's summer course in public service and educational broadcasting. He will speak on the role of labor in radio.

licensee of responsibility for any libelous matter broadcast within the course of a speech coming within Section 315 irrespective of the provisions of state law."

State, Federal Law in Conflict

It is on this point that the controversy is greatest, with many doubting that exemption from state laws can be assumed by broadcasters, regardless of the FCC position.

THE FETTER FAMILY HOTELS Kentucky Ave. near Beach

Many Unusual Vacation Features and Conveniences

MONTICELLO
AMERICAN AND EUROPEAN PLANS
New Tile Baths with Showers
Coach-and-Four Cocktail Lounge

BOSCOBEL
All Newly Renovated for a delightful Spring or Summer Family Vacation.

Charles, Kenneth & John H. Fetter, Mgrs.

ALSO THE **Jefferson** Atlantic City
Welcome All Conventioneers

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 WEVD

WEVD
117-119 W. 46th St.
HENRY GREENFIELD, Mgr. Director N. Y. 19

LOS ANGELES

By RALPH WILK

FRANCES SCULLY received three bids to star in her own television show originating in Hollywood. Miss Scully, whose "Star Gazing" is heard Monday through Friday via KECA, has been on the air continuously since 1940.

Fortunio Bonanova has sold a guide book on Hollywood which he has written in Spanish to the Plaza Publishing House, Mexico City.

Jerry Devine, producer of ABC's "This Is Your FBI," starts a three-week vacation this week. He and Mrs. Devine will make a random tour of the West Coast.

John Masterson, manager, and John Nelson, featured on ABC's "Bride and Groom" and "Breakfast in Hollywood" programs, returned to Hollywood over the week-end from Asheville, N. C., where they attended a Sterling Drugs Convention. Sterling Drugs sponsors "Bride and Groom."

Disc fans are considerably mystified as to true identity of a violinist listed as Nicolo Piu Noodnick on Red Ingle's "Pagan Ninny's Keep 'Er Goin' Stomp," judging from mail received by Capitol Records ever since release of the Paganini musical satire. Answer is that the chap who does the novel fiddling on the platter is Victor Arno, solo violinist on the Texaco, Carnation and Jack Carson Shows and featured on many different labels waxed prior to ban.

Lux Summer Replacements Announced by Columbia

(Continued from Page 1)

Miss Brooks," a comedy series starring Eve Arden, goes into the 9-9:30 p.m. portion of "Lux Radio Theater." Larry Berns will direct the series.

"Lux Radio Theater" returns to the air on August 30 with Irene Dunne, Oscar Homolka and Barbara Bel Geddes playing their original screen roles in "I Remember Mama."

Dr. Studebaker Resigns As Head of U. S. Education

(Continued from Page 1)

broadcasting, has resigned after having served the Federal government for 14 years in his present position. Dr. Studebaker will become vice-president and chairman of the editorial board of Scholastic Magazines, national weekly class room publications. His resignation becomes effective on July 15.

HOUSE FOR SALE N. Y. CITY AREA
If you're looking for attractive suburban home, see this one before you buy. It's in Pelham Manor 1/2 hr. from Grand Central, 5 min. bus ride from station. Grade School in same block. High School 3 blks. away. House has 4 rms. on 1st fl.; 3 bedrms. & 2 baths on 2nd; 2 bedrms. and bath on 3rd. 2 car gar. Occupancy when needed. \$28,500. Ph. MU 7-7238 or PELHAM 8-2016 for appointment.



Windy City Wordage . . . !

● ● ● WIND's reception desk continues as a glamor spot, blonde June Weber, who left to take up her residence in California, having been succeeded by Lois Polzin, a local lovely who formerly worked for the Models Bureau. . . . Barring mishaps, Mrs. Kathryn Campbell of Krell, Texas, winner of the vacation contest on WGN-Mutual's "Queen for a Day," is due in Chicago

Chicago

July 2 with her trailer-caravan entourage, and will be accorded a royal welcome. . . . Frank Doyle has been named as producer of WBBM's series "That Men May Live," replacing Skee Wolff, who has been assigned to write and produce "Make Mine Music," which will be extended to a three-quarter hour show starting July 4 when it moves to a Sunday spot. . . . New York choreographer Henry Le Tang is looking around for a Chicago dance studio, where, he says, he will train students especially for television.



● ● ● First issue of ABC's "Delayed Broadcast," news sheet of central division personnel, is out and filled with interesting chit-chat of the staff. A spoofing masthead reads: "Editor, Connie Rivard Kimble, in bondage to Ell Henry, press, publisher; Central stenos, poor things, correspondents; anyone with two hands and typewriter, some with two heads and no typewriter. Columnists: Curve Upcinet, Chlorine Moley, Nate Large & Roy Overcoat, when you can catch them. Moscow Bureau, Yotta Samovar." The columnists' names listed are a play on Irv Kupcinet of the Sun-Times; Norine Foley of the News; Nate Gross and Roy Topper of the Herald-American.



● ● ● Two Chicago video firsts were the AMA convention telecast of a Caesarian birth from Passavant Hospital on a closed circuit, and the introduction of television in a taxi. Taxi set, designed by George Fyler, Motorola engineer, upped tips of cab driver Howard LeDuc and helped detract passengers' attention from the clicking meter. . . . Dick Jurgens and his ork, Chicago favorites, will be heard in replacement for Spike Jones and Dorothy Shay on the CBS "Spotlight Revue" beginning July 2 and continuing through September 24. . . . Maraleita Dutton, of Maraleita Dutton Associates, radio publicists, is endeavoring to interest small town radio stations in making better use of their publicity opportunities—an idea that could be made valuable to the stations. . . . James Shouse, general manager of WLW, Cincinnati, has been added to list of station execs who will address the NBC-Northwestern U Summer Radio Institute. He will speak on "Public Relations" on July 20.



● ● ● Ted Toni Company continues to expand and has moved into new offices occupying 30,000 square feet in the Merchandise Mart and including a modern cafeteria for employees. Move was made to provide space for growing administrative force and to accommodate remainder of office staff recently moved to Chicago from St. Paul.



● ● ● Tom Clark, ABC exec, has resigned, effective June 30, to assume post of western sales manager for Popular Science Monthly on July 1. . . . WLS has arranged area-wide coverage of the Freedom Train while it is in the four-state area of Wisconsin, Illinois, Indiana and Michigan, with a number of remote broadcasts from the train during the week it is in Chicago. . . . As a summer replacement for the "Beulah" show on CBS, WBBM will present a new 10-minute sports show Monday through Friday, starting July 5, with John Harrington, Fahey Flynn and Dick Slade among those to be heard on the "Sports Review." . . . Dr. Alexander Ellett, Zenith director of engineering research, recently received the President's Medal of Merit for his contribution to victory in World War II.

PROMOTION

Necessary Evil

A 5 1/2 x 8 1/2 inch four-page post card is being mailed, intended for the lady of the house by KITE, San Antonio. The card states the fact that "We are tired of contests, too, but 100 pairs of nylon hose will be sent —this month—to San Antonio housewives who filled out a post card attached and return it to the station." Card is self-addressed and ready for mailing. Rules to enter the contest are outlined and all the lady need do is send her reason in 25 words or less why she likes to listen to KITE. Only 200 cards are mailed with 100 prizes being offered. The card also includes a program log of the station which can be detached also and placed by the radio. Each day several of the ladies receive presents from the station for sending in the best reason for staying tuned to the station.

"Merchandiser"

An eight-page 8 1/2 x 11 inch magazine stye promotional piece is being issued by WOAI, San Antonio to be known as "The WOAI Merchandiser." The piece is devoted to pictures and stories of both local, regional and national programs and its personalities. New or forthcoming programs and spot campaigns are also given a prominent place to aid wholesalers and merchants to tie-in their products with the air campaign. There are two pages devoted to a breakdown of advertisers by industry group giving the sponsor product, program and time and day heard on the outlet. A half page is devoted to those airing spot announcements on WOAI.

Taxis Help Themselves

WBMD, Baltimore now has 235 Yellow Cabs carrying red and white oilcloth streamers on the back bumpers, promoting the station and the Yellow Cab program. The promotion is proving successful for the station, especially in the downtown areas where traffic is thick and the advertising impressions numerous.

In Aid Of Sports

WNMP, Evanston, Ill., is promoting the United States Track and Field Olympic Finals with several station announcements carried during the day. Evanston is the host city to the Olympic finals, which will be held July 9th and 10th.

First Of Many

Evidently anticipating a rush for political air time during the coming election campaign, Rep. J. K. Javits, of New York's 21st Congressional District, has placed an order with WQXR. Beginning Oct. 18, a Citizens' Committee will air daily ten-minute talks on his behalf, Monday through Friday, 7:20 p.m. Running until Nov. 1, the contract was placed through Al Paul Lefton Co.

WHAT'S NEW IN PROGRAMMING?

This and Many Other Important Questions Will Be Answered
in RADIO DAILY'S PROGRAM DIRECTORY of the

SHOWS OF TOMORROW

to be PUBLISHED

August 16th

Every station received a questionnaire covering basic questions on programming. Within a week's time over 650 questionnaires have been returned.

The RESULTS OF THIS SURVEY WILL APPEAR IN RADIO
DAILY'S 9th ANNUAL EDITION OF THE

SHOWS OF TOMORROW

Advertising Forms Close July 20th.

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.

They're Playing!
"OUR GRADUATION WALTZ"
"I'D LIKE TO TELL-A-VISION"
"BARCLAY'S BOOGIE"
"MY MEMORY WALTZ"

PIANTADOSI MUSIC PUBLICATIONS
 Encino Calif.

DUBONNET MUSIC PUBLISHERS
 1619 Broadway New York City
 HEADQUARTERS — for
"THAT GRAND OLD PARTY"
 Recorded by the Jesters on
 20th CENTURY RECORD No. 20-63A

On Records & Transcriptions
**"A MAN COULD BE A
 WONDERFUL THING"**
 RITCHIE MUSIC CO., Inc.
 1619 Broadway New York, N. Y.

A Great Rhythm Ballad
CONFESS
 OXFORD MUSIC CORPORATION
 1619 Broadway New York City

A Beautiful Ballad!
"AU REVOIR AGAIN"
 BEN BLOOM MUSIC CORP.
 1619 Broadway New York City

So Timely and Beautiful!
**"IT'S SO PEACEFUL IN THE
 COUNTRY"**
 REGENT MUSIC CORP.
 1619 Broadway New York, N. Y.

IRVING BERLIN'S "EASTER PARADE"
 An M-G-M Picture
**BETTER LUCK
 NEXT TIME**
**A FELLA WITH
 AN UMBRELLA**
 LEO FEIST, INC.
 1619 Broadway New York 19, N. Y.

WORDS AND MUSIC

By PINKY HERMAN

● ● ● **TIN PAN ALLEY OOPS:**—With the general slump in the sales of sheet music, recordings, etc. and the wholesale dropping by publishers of contactmen, look for several new pubberies to be launched. . . . first combine to pool their plugging efforts include Bob Baumgart, Jerry Lewin and Mickey Glass, who have formed Cavalier Music with the initial plug tune, "Maraccas and Moonbeams," penned by Charles Reade and Cy Walters. . . ● Lewis Music should go all out on the ballad "I Was Waiting For A Dream" . . . ditty, clefted by Michael Fielding and George Fragos, was played for the fourth time on the "Album Of Familiar Music," and sounds like a click. . . ● Al Porgie, has bought out the half interest in the Campbell-Porgie firm from Nick Campbell. . . current song, "Someone Cares," is starting to climb. . . ● WBTalented announcer Fletcher Austin, will be profiled in the August issue of Radio Mirror. . . ● When deejay George Monaghan was bedded recently with laryngitis, his wife, former British actress Norah May did such a bang-up pinch hit job that listeners wrote in and asked the WORD-spieler to keep her on the show. . . the Monaghans now are the earliest "Mr. & Mrs." team in radio.

★ ★ ★
 ● ● ● **MGM Recording star Bobby Gregory** has written a musical comedy titled, "Hillbilly," a satirical farce about professional Sodbusters, Cowpunchers and Mountaineers. . . ● Norman Foley's lads at Miller Music doing a fine promotion job on the Nacio Herb Brown-Eddie Heyman ditty, "Takin' Miss Mary To The Ball," featured in the filmusical "On An Island With You". . . ● Buddy Arnold has been signed to write the musical commercials for the Texaco Star Theater NBTelecasts. . . ● George Adams Music has a corny but commercial ballad in "A Stranger's Always Welcome" (In My Home Town) . . . clefted by George Adams, Harry Stitz and Anita Smith. . . ● New pubbery, Central Music, tees off with a nostalgic ditty, "Home Sweet Home Polka," written by Art Berman and Leni Mason. . . ● Two of this reporter's favorite Radiolites, Lawson Zerbe and Doris McWhirt, are now Mister and Missus. . . ● The National Amputation Chapter No. 76 will hold its annual All-Amputee Baseball Game at the Polo Grounds July 22. . . to us, show-folk should attend this real ALL STAR game between Arm Amputees (Broken Wings) and Leg Amputees (Flat Tires).

★ ★ ★
 ● ● ● **ON AND OFF THE RECORD:**—Margaret Whiting's balladeering of the British importation, "A Tree In The Meadow," flipped with "I'm Sorry But I'm Glad," is labelled HIT. . . Frank DeVol's orchestra provides velvety musical support. . . ● Paragon Records has a nifty item in the harmonious warbling by the Paratones of "Don't Leave Now," reversed with the oldie "Darling Nellie Gray" . . . a natural for jukes and deejays. . . ● Bullet Records scores a Bob Crosby platter featuring "Till We Meet Again" . . . flip-over has the Crew Chiefs supporting Bob's warbling of "My Donna Lee," with Jerry Gray's Orchestra in the background. . . Disk Jockeys will latch onto this one. . . ● Newcomer in the recording field, Tru-Tone Records, cleaning up with Clyde Bernhardt's vocalsthenics with "I'm Crazy 'Bout The Boogie," backed with "Let's Have A Ball In The Morning". . . ● Capitol Records has signed former Freddy Martin Pianist Barclay Allen to a long contract. . . lad's new band is currently at the Chase Hotel in St. Louis. . . ● Deejays should grab Gene Krupa's latest Columbia release pairing "Lover" and "Green Eyes" . . . easily one of the best platters of the year.

★ ★ ★
 ● ● ● **SHARPS AND FLATS:**—Roger Coleman, former KIWY tenoriole, opens tonite at the Rendezvous Room of the Hotel Biltmore in L.A. . . he'll have his own network show in the fall. . . ● Paul Sparr and his Orchestra, after a record five-year run at the St. Regis Hotel in Gotham, open Tuesday at the Drake in Chicago with plenty of air time. . . ● Frank Kelton has discovered another Gershwin in Pianist-Composer-Arranger, Eddie Cooper. . . the lad has what it takes. . . ● Handsome vocalad Jimmie Brown, formerly with Guy Lombardo's orchestra leaves for Hollywood Sunday to be screen-tested by a major studio.

PLUG TUNES

On Records and Transcriptions
"TELL ME A STORY"
 LAUREL MUSIC CO.
 1619 Broadway New York 19, N. Y.

**SERENADE, MUSIC PLAYED
 ON A HEARTSTRING**
 DUCHESS MUSIC CORPORATION

The Nation's Next Waltz Hit
SLEEPY-TIME IN CAROLINE
 Words & Music by Hal Moore
 Published by JOE DAVIS
 1619 Broadway New York 19, N. Y.

On RECORDS and TRANSCRIPTIONS
**"I'M WAITING FOR SHIPS
 THAT NEVER COME IN"**
 FORSTER MUSIC PUB., INC.
 1619 Broadway New York City
 216 S. Wabash Avenue, Chicago, Illinois

#1 in the Juke Boxes
 In the Country
"I'LL HOLD YOU IN MY HEART"
 Till I Hold You in My Arms
 ADAMS, VEE & ABBOTT, Inc.
 216 S. Wabash Avenue, Chicago 4, Illinois

From Walt Disney's
 Technicolor Musical,
MELODY TIME:
BLUE SHADOWS ON THE TRAIL
PECOS BILL MELODY TIME
LITTLE TOOT
 SANTLY-JOY, INC.
 1619 Broadway, New York
 Eddie Joy, Gen. Pro. Mgr.

Jack Robbins sez—
 "Featured on the air by
 Lawrence Welk, Dick Jurgens,
 Jack Smith and many others!"
**SHOEMAKER'S
 SERENADE**
 J. J. ROBBINS & SONS, Inc.
 201 W. 52nd St. Plaza 7-2760

TELEVISION DAILY

Daily section of RADIO DAILY, Thursday, July 1, 1948 — TELEVISION DAILY is fully protected by register and copyright.

WEBS PREP FOR "SHOWDOWN" RE THEA. TV

TELE TOPICS

By JIM OWENS
Associate Editor

MACY'S, the dept. store, which dabbled lightly and not too long in TV during the pre-war days, getting set for an impressive sked built around the younger set in the fall. DuMont will probably get the nod. . . . It had to happen: A combination video receiver—with built-in bar—will shortly hit the market. It's a console type, with Philco equipment and an electrically-cooled beverage compartment which makes and stores 100 ice cubes. . . . J. Arthur West has checked out of the Harry S. Goodman office to sales rep a new firm called Teletoons in the Gotham area. . . . Gunther Beer, one of the earliest of the top AM regional bankrollers, has pacted the hoss races at Laurel Track on WNBW in Washington for nine weeks. . . . WABD, which dropped amateur boxing from Jamaica Monday of this week, has snagged Polaroid to lift the tax on Thursday nite wrestling from same place.

JULIUS KAYSER & CO., mfr. of women's hosiery, becomes the first in the field to set a long-term sked on TV. Outfit's show, "The Girl of the Week," starts on NBC in Sept., will use five-min. films depicting lives of career gals in different professions. Locales to be used will include colleges, summer theaters, business offices, etc.—wherever the ladies wear stockings. . . . Idea of how the ladies go for the sheer stuff on TV was offered by KTLA last week. Station had a one-shot by Willy's of Hollywood who sold 228 pairs via a single plug. . . . Charlie Polacheck, producer on the CBS TV staff, will do his stuff for the video Workshop tyros tomorrow nite. . . . World Video, Inc., which currently has a fashion seg on the air, packaging a cooking show which covers the best known eateries of Europe. Schedule will include "tours," via film, of such spots as Paree's Le Tour D'Argent, Maxim's, Fouquet's and others dear to the cosmopolitan gourmet.

TELEVIEW—"Texaco Star Theater" continues the dizzy and completely funny pace it set on the opener a few weeks back, due in no small measure to Milton Berle—for our dough one of America's greatest laugh-getters. This week's seg, with Henny Youngman and Berle doing a burlesque of "Nature Boy" closely approached the brilliant curtain raiser. Berle was pressed a bit by Youngman in the latter's solo perhaps, but neither suffered by comparison. One thing gets away unnoticed on "Star Theater," which is probably as it should be: The yaks coming so fast, and the pace kept so rapid, you forget to notice the smooth production and camera work. Acid test of the seg comes when Berle exits as emcee, 'cause laughing boy's a tough man to follow—even if HE is getting heavy amidsthips.

Chicago Elect. Exposition To Highlight TV Advances

Don Lee Gets Delivery On \$250,000 GE Order

Syracuse—Don Lee Broadcasting Corp. of Los Angeles (KTSL) will receive this week delivery of its \$250,000 order for video equipment from General Electric, it was announced yesterday. Station, which has been operating since 1931, will use the equipment under its newly-announced TV permit.

Equipment includes a high-power transmitter, complete studio and film units, and mobile equipment for sports and special events. Studio equipment will be housed in the new \$3,000,000 Don Lee studios.

20th-Fox Files Fourth Video App. With FCC

Washington—Two new TV applications were filed with the FCC this week by a new company known as the Central Pennsylvania Corporation. Commercial video licenses for Altoona and Williamsport were asked, with estimated construction costs \$97,000 and \$84,000 respectively.

Largest stockholder is Claud G. Aiken of State College, who is credited with 15 per cent of the stock. Officers include Paul Newton of Newistown, Roy Shoemaker, George Barclay and James D. Craig, Jr. All are in banking business in the Central Pennsylvania region.

Also filed with the Commission was a fourth Twentieth-Century-Fox TV application—this one for Kansas City, Mo. Fox has already filed for Boston, Seattle and San Francisco.

Chicago—Extensive plans for an energetic promotion of the rapidly snowballing TV industry during the National Television and Electrical Living Show to be held at the Chicago Coliseum, Sept. 18-26th, were outlined here this week by the four broadcasters and directors of the Electric Association at a meeting in the Hotel Stevens. Representatives of NBC, ABC, WBKB and WGN-TV attended the confab which is expected to culminate in the most elaborate programming promotion yet evolved in the Windy City.

Initial plans call for a huge TV theater seating more than 3,500 persons to be the origination setting of daily program schedules, with each station participating. Supplementing the large theater, a large screen will provide "life size" reproduction of the same programs in another hall of the Coliseum seating about 500 persons. Public will be able to see itself via a specially built "jeep" studio which will house cameras and screens for instantaneous production.

WBKB Sets Rate Hike As Sets Reach 25,000

Chicago—Now that set distribution here has topped the 25,000 mark, WBKB is set to install a rate increase from \$500 to \$800 an hour effective July 5. New rate schedule, which will prevail until the 35,000 set figure is reached, also calls for graduated increases of from \$525 for 30 minutes, and \$320 for 15 minutes.

Actual sets in use are 25,440, according to a recent survey, 77 per cent of which are in homes.

Movie Exhibs Seen Forcing Issue At -Demo. Meet

Legal hassle last week which prevented theater operators in Philadelphia and Boston from making large-screen pickups of the Louis-Walcott fight as fed by NBC to these cities is "only the beginning" of what is expected to develop into a continuing fight which may force a showdown between broadcasters and the film industry "in the very near future" according to reaction in the trade this week. While industry execs and film reps both are agreed the Louis-Walcott affair was strictly a "private party" in that Gillette and NBC owned all TV rights—and as such the injunctions obtained against four individual parties in both cities were "justified"—movie interests indicated this week that efforts to "clarify the matter once and for all" may be forthcoming as early as the next few weeks.

"Public Service" to Fore
Although it wasn't mentioned, it was inferred the next blowup may center around the Democratic National Convention which gets under way in Philadelphia on July 12.

Public service angle of the Dem. confab is considered to be the basis of such—if any—action to be taken in this regard, despite the fact no film interests will be involved in actual origination of broadcasts from Philadelphia.

Move to prevent further attempts of movie operators to pick up TV broadcasts is reportedly in the formative stage among the networks, and may possibly take root at a meeting tomorrow of all reps in the video convention pool. Latter meet was called specifically to discuss plans for the Democratic and Third Party conventions, but it's known that at least one web will raise the question of theater TV. Expected to come under scrutiny of the broadcasters is Paramount's pickup last week of the Dewey acceptance speech—a move regarded by the broadcasters concerned as "unauthorized." Two of the nets in the pool were outwardly nettled at the feat—and at the fact that one of their number gave Para the green light to pick up its (the station's) signal on the Dewey show.

Sheehan To Buchanan

John R. Sheehan, formerly associated with the U. S. Department of State broadcasting, has been appointed director of television and radio for Buchanan & Company, Inc. Sheehan, will make his headquarters in the new Buchanan West Coast offices located in Los Angeles.

Press-Time Paragraphs

Barrett Heads DuMont Sales Service

Halsey Barrett, formerly manager of the station relations department of the DuMont network, has been appointed head of the newly-formed sales service department. Betty Leffel has joined the staff and has been named assistant to Barrett.

KFI-TV Pushes Debut Date

Los Angeles—Video took a huge forward stride this week when KFI-TV took to the air with test patterns on Channel 9. Test pattern transmission, started earlier than planned, move station's debut up to the latter part of July, according to W. B. Ryan, general manager of the film capital station.

AGENCIES

HERBERT D. BISSELL, advertising manager of the Electric Autolite Company of Toledo, Ohio, has announced the appointment of Newell-Emmett Company as advertising agency for the CBS Thursday night network show "Suspense" which goes on the air, July 8. Ruthrauff and Ryan will continue to handle the rest of the account, including the Co-operative Autolite Radio Show "Gasoline Alley."

WILLIAM A. YOELL, marketing consultant, has changed the name of his organization to William A. Yoell, Inc., market, opinion, and media research. John H. A. Cross, former manager of marketing research for Bill Brothers, and former advertising manager of "Our Army Magazine," has been named director of the general research division. Yoell will personally supervise the Yoell Radio-Television Index and the Camera-Action Surveys.

ROY S. DURSTINE, INC., San Francisco office, has been appointed agency for Podesta & Baldocchi, leading retail florists of that city, also dealers in fine china, glass and antiques.

Radio Artists Aiding WFUV-FM Anniversary

First anniversary of WFUV-FM will be celebrated by Fordham University today with an all-day program featuring several network personalities together with other industry figures and school officials.

Rev. Robert I. Gannon, president of Fordham, will preside over a Critics Roundtable, 8-8:30 p.m. Participants will include Morris Novik, John Garrison and F. W. Carlington.

Others who will be heard during the observance include John McCaffery, of WNBC; Eileen O'Connell, WHN; Pat Barnes, ABC; Mary Small, MBS singer, and composer Vic Mizzy; Alma Dettinger, WQXR; Tom O'Brien, MBS, and Mullen and Ward, ABC comedy team.

Kentucky Broadcasters Form AP Association

(Continued from Page 1)
out the state. The organization was formed following last week's mid-year session of the Kentucky Broadcasters' Association.

Hecht Lackey, general manager of WSON, Henderson, was elected first vice-president of the AP group, with Ted Grizzard, general manager of WKLX, Lexington, chosen as second vice-president and Wilber Crawford, AP bureau chief here, as secretary.

A committee was set up to cooperate with AP in filing state news stories. Fred Bullard, of WKIC, Hazard, was named chairman, while Ed Paxton, Jr., general manager of WKYB, Paducah, was chosen chairman of a continuing study committee.

COAST-TO-COAST

"Ivory Towers" On WNLK
Norwalk, Conn.—"Ivory Towers," new series of programs presented by WNLK in co-operation with the Norwalk Dental Society, recently made its debut on that station. Presented for young people of all ages, programs mix stories with dental care messages.

Buzby Joins WNAX
Yankton, S. D.—New member of the WNAX staff is John Buzby who has joined the continuity department. Buzby was formerly assistant radio director of Buchanan-Thomas in Omaha, Neb.

WKAB Aims Show From Citronelle
Mobile, Ala.—WKAB recently ran its line 25 miles away to broadcast an hour's program of fun and frolic from the community house in the small town of Citronelle. Program featured interviews with the town's leading citizens and music by a local group, Carl Heathcoe and his Rhythmaires.

New WFAA Disc Show
Dallas, Texas—Howard Bogarte, recent member of the WFAA staff, is now being heard on that station in "Bogarte's Belfry," a new disc show which is aired each Saturday from midnight to 2 a.m. Before joining this station, Bogarte was associated with KOAT, Albuquerque; KAND, Corsicana; WJIM, Lansing; KARK, Little Rock, and KSL, Salt Lake City.

Nelson Judges Beauty Contest
Asheville, N. C.—John Nelson, emcee of ABC's Bride and Groom, recently acted as judge in the local beauty contest to choose Miss Asheville of 1948. Nelson was in this city attending the convention held at Grove Park Inn by his sponsor, the Sterling Drug Company.

WCOP Aims New Pet Show
Boston, Mass.—"The Calo Pet Exchange" has been added to the WCOP Monday evening schedule and can be heard at 8:00 p.m. Feature of the program is the offering of pets, whose present owners cannot keep them, to those who can give them a good home. Those who would like the pets phone the station during the broadcast and are given details as to where to pick up their choice.

Airs Police Dept. Graduation
St. Louis, Mo.—For the first time in the history of the St. Louis Police Department, the graduation exercises of the Police Academy were broadcast by KXOK, via tape recorder which was taken to Police Headquarters, the scene of the ceremonies. This was also the first class of the academy graduating under the new system of training patterned after the F.B.I. instruction. Featured speakers were Jeremiah O'Connell, chief of the St. Louis Police; H. Sam Priest, president of the St. Louis Board of Police Commissioners, and Phil M. Donnelly, governor of Missouri.

WIBW Announced Rodeo Queen
Topeka, Kans.—Over 4,000 people were in attendance last Saturday night when WIBW's "Saturday Night Kansas Round-up," broadcast from the Topeka Municipal Auditorium, named the queen of the Second Annual Santa Fe Trail Rodeo. The selection of Twila Lee Gomer, 18-year-old cowgirl from Marquette, Kans., was made by Bill "Hopalong Cassidy" Boyd. WIBW sponsored the contest in co-operation with the Topeka Round-up Club.

To Address O. N. P. A.
Portland, Ore.—KEX promotion manager, Charles L. Burrow, will be one of the featured speakers at the Oregon Newspaper Publishers Association Convention at Bend, Oregon this Saturday. Speaking on "Oregon Is Here To Stay," Burrow will discuss some of the recent developments in facsimile by radio and television and the possible effect on Oregon newspapers. Burrow is the former assistant publisher of the Oregon Voter.

To Head Promotion Committee
Minneapolis, Minn.—WCCO director of news and special events, Sig Mickelson, has been named chairman of the Minneapolis Chamber of Commerce Promotion Committee. Purpose of the committee is to publicize the attractions and advantages of Minneapolis locally and nationally and to promote the activities undertaken by the Chamber of Commerce.

Recreation Clubs Cited
Salt Lake City, Utah—The Boys' and Girls' Recreation Clubs of this city, which were recently nominated by KSL as groups which have been doing outstanding work in the field of juvenile recreation, have been awarded a certificate of Good Citizenship through sports and a check for \$100 by Red Barber, who each week salutes a group or groups doing similar work in that field on the "Red Barber's Club House" show. The award is non-competitive and is intended to call attention to the whole field of juvenile recreation by citing specific examples.

KMYR Adds Godt
Denver, Colo.—Paul Godt, after 3½ years with KFEL as program director, is now a member of the KMYR staff and goes under the title of station director. Previous to his post at KFEL, Godt was with KARK, Little Rock, Arkansas, as program director.

Robbins Returns To WCKY
Cincinnati, Ohio—Bill Robbins, formerly with WCKY and more recently with WOL, Washington, D. C., has returned to the former station as daytime newscaster. In addition to his new program, Robbins is being heard over WCKY on daily broadcasts from the River Downs Race Track in Cincinnati.

NEW BUSINESS

WGN, Chicago: Goldblatt Bros., Inc., Chicago department store, has renewed "Let's Have Fun," Monday through Friday show, and "Teens and Tunes," Saturday show, for 52 weeks. General Cigar Co., Inc., is renewing "Answer Man" for 52 weeks. Joseph Dixon Crucible Co. renews the "Ticonderoga Musical Notes" spot 11:10-11:15 p.m., Monday through Friday, for 52 weeks, and Carter Products, Inc. (Arrid) renews its participation in "Baker's Spotlight" for 13 weeks. Cosmopolitan National Bank of Chicago has contracted for a 13-week series of musical recording Sundays, 8:30-8:45 p.m.

WMAQ, Chicago: Shell Oil Co. expands its three-a-week quarter-hour John Holtman news spot to five times weekly. Other business included a renewal order from Ward Baking Co., through J. Walter Thompson, for a schedule of six station breaks weekly through April 30, 1949; Lever Bros. Co. (Breeze), through Federal Agency, renewal of three one-minute announcements and one station break weekly for 13 weeks, and Turner Brothers (clothing), order for 10 one-minute announcements.

Web-RWG Pact Impasse Expected To Be Broken

Negotiations between the Radio Writers' Guild and the networks for new contracts covering staff news and continuity writers have come to a stalemate, although a crisis has not arisen. A meeting on Tuesday, in which wages were discussed, ended rather abruptly but Jim Stabile, eastern executive secretary for RWG, said yesterday that "we are confident that we can break the deadlock."

Contracts between the guild and ABC, CBS, NBC and WOR ended last night, but the new pacts are expected to be retroactive to July 1. About 75 writers are involved.

Close to Agreement
Despite the temporary stalemate in negotiations, only a difference of five or six per cent increase in scale lies between the network offer and the request by the guild. No date has been set for the next meeting, but Stabile said he hopes to arrange one toward the latter part of next week.

Wage hike is said to be the only hitch in signing the new contracts. While all other issues have not been settled, they can be clarified on short order once the wage scale is set. Webs have asked that the new pacts run for two years, but no agreement has been made yet.

Radie Harris to Coast

Radie Harris will originate her CBS "Hollywood And Vine" program from Hollywood, instead of New York, starting Monday, July 12. While Miss Harris is en route to the film capital during the week of July 5-9, her program will be handled by announcer Tony Marvin.

RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television

VOL. 44, NO. 2

NEW YORK, FRIDAY, JULY 2, 1948

TEN CENTS

REORGANIZE STATE DEPT. SHORTWAVE

Open UHF Channels, Craven Urges FCC

Washington Bureau, RADIO DAILY
Washington—Because 12 channels are obviously insufficient, present FCC hearings on the reallocation of these channels represent "a waste of time," former Commissioner T. A. M. Craven, now Cowles' vice-president, told the FCC yesterday. Calling for opening up of UHF channels, Craven suggested that on the theory that more channels will be available for video
(Continued on page 6)

Radio Correspondents Named By UN Assn.

John B. McVane of NBC and Bernard More of BBC were named as members of the radio-press executive committee of the United Nations Correspondents Association which was established at Lake Success yesterday to maintain and protect the freedom and prestige of press, radio and television correspondents covering the international organization. John G. Rogers of the New York Herald Tribune, was named president of the association.

CBC Gives Opinion On Dual Ownership

Montreal—CBC expressed the opinion yesterday that where there is dual ownership of a newspaper and radio station, the operations should be distinctly separate one from the other. This was expressed by the board of governors in a statement made in connection with charges of Gordon S. Henery, former station manager for CJCA, Edmonton, that the station operated with restricted freedom and in a manner inimical to
(Continued on Page 2)

Appeal For Sets

Justin Miller, NAB president, will speak over Mutual Saturday, 6:30 p.m., during a special program on behalf of the "Silver Shower" appeal for radios to be used in schools in the American zone of Germany. Miller, who will be heard from Washington, will appear on the program with Gen. Lucius D. Clay, who will speak from Germany.

No Paper Monday

The Fourth of July this year falls on Sunday, and will be celebrated throughout the nation on Monday, July 5. In observance, RADIO DAILY will not be published.

GOP Scans Agencies To Handle Campaign

Name of Albert Frank, Guenther-Law Inc., an agency located in the heart of New York's financial district, is reported in trade circles as being a possible nominee to handle the GOP national account during the Presidential campaign. While Harold E. Maples, vice-chairman and general manager of the agency, denied yesterday that his company had received the account, other sources maintained that the agency is high in the running.

It is known that Albert Frank, Guenther-Law was hired during Republican primaries by friends of Gov. Dewey to handle campaigns in his behalf. Other agencies were hired in other states also to prepare
(Continued on page 6)

Harness Appoints Counsel To FCC-Probe Committee

Washington Bureau, RADIO DAILY
Washington—Chairman Forrest Harness, of the House committee to investigate the FCC, yesterday announced the appointment of Frank T. Bow, Canton, Ohio, as general counsel to his committee. The announcement came following an or-
(Continued on page 6)

NAB Names Liaison Group And Other Sub-Committees

Washington Bureau, RADIO DAILY
Washington—NAB yesterday has named membership of five standing sub-committees for its board of directors, and at the same time announced appointment of 10 board liaison members to work with permanent NAB committees. Two board members were named to each of the standing committees. The sub-committees include the following:
By-laws: G. Richard Shafto, WIS,

NBC, CBS Will Quit Int'l Broadcasting After Expiration Of Current Pacts; Program Supervision Planned

Special AM-FM Set Being Sold Farmers

In line with their plans to build a rural FM audience in upstate New York, the Co-operative Grange League Federation Exchange, Inc., are marketing a combination AM-FM receiver with special antenna for \$110 in their 700 farm stores throughout New York, New Jersey and Pennsylvania. The receiver, called the G.L.F. Set, is being manufactured by North American Phillips and sold
(Continued on Page 2)

ABC Programs Lead Current Evening Hooper

ABC hit the Hooper jackpot on the report for June 15-21, with shows finishing one-two on the evening list for the first time. Walter Winchell was first with a 16.4 rating, followed by the Old Gold seg of "Stop the Music," with 13.5. Other ABC men-
(Continued on Page 2)

Emerson Drug Renews 'Inner Sanctum' On CBS

Emerson Drug Co., for Bromo-Seltzer, has renewed its sponsorship of the CBS dramatic series, "Inner Sanctum," for 52 weeks effective July
(Continued on Page 4)

Withdrawal of CBS and NBC from the international broadcasting field was announced yesterday, following the expiration of the contracts under which the two webs prepared and broadcast Voice of America programs to Europe and Latin America for the State Department. At the same time,
(Continued on Page 5)

25th Anniversary Of WNYC Sked July 8

Headliners of New York stations will pay tribute to the Municipal Broadcasting System July 8, when WNYC enters its 25th year of public service operation. Mayor William O'Dwyer and other city officials will take part in the all-day celebration, which is under the supervision of Seymour N. Siegel, director of the city-owned outlet.

Kick-off has been set for noon
(Continued on Page 5)

Two Ex-Chairmen of FCC Pay Tribute To Cliff Durr

Two ex-chairmen of the FCC, Lawrence Fly and Charles Denny, were among the leaders in radio who paid tribute to Clifford J. Durr, retiring FCC commissioner, at a testimonial
(Continued on Page 2)

Olympic Planning

Upwards of 70 broadcasts are being scheduled for CBS's coverage of the summer Olympic Games from Wembley Stadium, London, July 30 through August 14, Davidson Taylor, CBS Vice-President and Director of Public Affairs, announced yesterday. Handling the reporting assignments will be Red Barber and Acting Chief London Correspondent Stephen Laird.

★ COMING AND GOING ★

HENRY J. TAYLOR, Mutual network news analyst for General Motors, is in Lowell, Mass., where on Sunday he will deliver an Independence Day address under auspices of the American Legion.

LAWRENCE WEBB, on the executive staff of WJW, American network affiliate in Cleveland, Ohio, is in New York for conferences with officials of the web.

VERA FRANCESCHI, young concert pianist, arrived in New York yesterday aboard the Mauretania and is now at her home in Union City, N. J. She will be soloist at the Lewisohn Stadium concert July 7.

CLIFFORD EVANS, vice-president and director of public affairs at WHLI, Hempstead, L. I., is back at the station after supervising that outlet's coverage of the GOP convention in Philadelphia.

NANCY CRAIG, women's service broadcaster on ABC, is in Canon City, Colo., where today she will attend a preview of "Canon City," documentary film. On Monday, she will broadcast from KVOD, American network outlet in Denver, and will interview the Governor of Colorado.

BRUCE ROBERTSON, associate editor of "Broadcasting," sails today aboard the Nicuw Amsterdam for a two-month vacation trip to London, Paris and other continental European cities. MRS. ROBERTSON will accompany him.

EDWARD SAXE, executive assistant to the president at CBS, flew up to Boston Friday via American Airlines.

ADE HULT, vice-president of Mutual in charge of Midwest sales, is back at his Chicago headquarters following a week of conferences with web officials in New York.

E. POWER BIGGS, organist heard on CBS, leaving for Salt Lake City. On Sunday he will play at the Salt Lake City Tabernacle.

VAUGHN MONROE and the members of his band are at Russell's Point, Indian Lake, Ohio, and will broadcast from there tomorrow. Their Monday program will be aired from the Hotel Statler, Cleveland.

HENRY MARBLE is off the WCBS Margaret Arlen program for a while. He's spending three weeks vacationing at Sumner, Me. George Bryan is subbing for him.



Vol. 44, No. 2 Fri., July 2, 1948 Price 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; James Owens, Associate Editor; Chester B. Balin, 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

Ralph Wiik, Manager
6425 Hollywood Blvd. Phone: Granite 6607

WASHINGTON BUREAU

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

CHICAGO BUREAU

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

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

FINANCIAL

(July 1)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Admiral Corp.	143/8	141/4	141/4	— 1/4
Am. Tel. & Tel.	155 3/8	155 1/4	155 1/4	— 1/4
CBS A	28	28	28	— 1/8
Fenwick T. & R.	10 1/2	10 3/8	10 3/8	— 1/4
Gen. Electric	41 3/8	40 7/8	40 7/8	— 1/4
Philco	39 7/8	39 1/4	39 3/4	— 1/2
RCA Common	13 7/8	13 1/2	13 1/2	— 1/2
RCA 1st pfd.	72 1/2	72 1/2	72 1/2	+ 1 3/8
Stewart-Warner	15 3/8	15 3/8	15 3/8	— 1/2
Westinghouse	30 1/8	29 3/4	29 3/4	+ 1
Westinghouse pfd.	93	92	93	+ 1
Zenith Radio	29 3/8	29 1/4	29 1/4	— 3/8

NEW YORK CURB EXCHANGE

Hazeltine Corp.	16	16	16	—
Nat. Union Radio	3 1/8	3	3 1/8	—

OVER THE COUNTER

	Bid	Asked
DuMont Lab.	13 3/4	14 1/2
Stromberg-Carlson	17	18 1/2
U. S. Television	2 3/4	3
WCAO (Baltimore)	26	29
WJR (Detroit)	9 1/2	10

10 YEARS AGO TODAY

(From the files of Radio Daily)

Fifth NYU summer radio workshop set for kick-off, under direction of Douglas Coulter, assistant program director of CBS. Lecturers include Max Wyllie, CBS script chief; Lewis Titterton, manager NBC script division; Robert S. Emerson, CBS production assistant, and William A. Wheeler, Jr., U.S. Office of Education. . . . Donald D. Stauffer, Young & Rubicam radio veepee, announced appointment of Tom Lewis as production supervisor of the agency. . . . Constance Bennett slander suit for \$250,000 against Jimmy Fidler ordered to early trial. . . . Set sales in Canada increased 6.3 per cent over previous years. . . . "If It Rains—Who Cares" (Joe Morris Music Co.) was high among top web tunes.

Two Ex-Chairmen of FCC Pay Tribute To Cliff Durr

(Continued from Page 1)

luncheon given by the radio committee of the American Civil Liberties Union at the Hotel Astor yesterday. Among those attending the luncheon were Joseph Ream, CBS; Robert Swezey, Mutual; Abe Schechter, Mutual; Robert Saudek, ABC; Seymour Siegel, WNYC; Nathan Straus, WMCA; Ralph Weil, WOV; Elliott Sanger, WQXR; Morris Novik, Unity Broadcasting Company, and Ted Heffron of the National Council of Christians and Jews.

CBC Gives Opinion On Dual Ownership

(Continued from Page 1)

public interest. The statement said there has been some undue influence in favor of the Edmonton Journal with regard to broadcasting over station CJCA. The board said it will keep the broadcasting activities of the station under observation and will review them carefully when the present license comes up for renewal.

Special AM-FM Set Being Sold Farmers

(Continued from Page 1)

among the potential listeners of the new Rural FM network with headquarters in Ithaca.

William Ensign, sales manager for the five-station FM web, yesterday estimated that the network reached a minimum of 25,000 farm families who now own FM receivers. He said the area served by the network is 92 per cent electrified and that battery sets are used only in remote sections.

Web Debut For Young Pianist

Cy Coleman, 18-year-old pianist and composer, made his national radio debut last night, as featured guest pianist on Leonard Sillman's "New Faces Of 1948" over NBC. Young Coleman is also the musical arranger for Gene Martin.

ABC Programs Lead Current Evening Hooper

(Continued from Page 1)

tions on the first fifteen evening list are the Speidel portion of "Stop the Music," in fifth place with 12.5, and "Break the Bank" in 14th, with 10.6.

Also noteworthy on the report are the listings for June 21, the opening night of the Republican convention. From 9:30 to 10:30 p.m., when all four webs picked up the conclave, CBS had the highest ratings, with 10.2 and 7.4 for the two 30-minute periods. NBC had 5.4 and 8.4; ABC, 4.4 and 5.4; MBS, 3.1 and 3.8. During the 9-9:30 period, when ABC and CBS were airing the convention, MBS had Gabriel Heater (to 9:15) and NBC the Telephone Hour, CBS' 9.7 was high for the seg. (From 10:30 to 11, NBC's convention pickup was high with 7.2, against Screen Guild Players on CBS, Arthur Gaeth on ABC. Convention was also on Mutual, with 4.9.

Another audience pattern noticeable during the convention broadcasts is reflected in the rating for non-network stations, which, in the majority, were not carrying the political hi-jinks. From 9:30 to 11 on Monday night, the highest of all ratings were scored by the indies.

With Bob Hope and Red Skelton off the air for the summer, the CBS sustainer "Studio One" (Tuesday, 10-11 p.m.) averaged 6.7, beating all network competition. Here again, however, the non-web rating was unusually high, over 10.3 for the 10-10:30 seg.

First fifteen evening Hoopers, in order, follow: Walter Winchell; Stop the Music (P. Lorillard); Horace Heidt; Take It or Leave It; Stop the Music (Speidel); Godfrey's Talent Scouts; Eddie Cantor; Jack Benny; Jimmy Durante; Truth or Consequences; Life of Riley; Mr. D. A.; Big Story; Break the Bank, and Hit Parade.

Wood Is H.P.L. Rep.

Housewives Protective League Division of CBS has named Edward W. Wood, Jr., as saes representative for New York and the eastern seaboard.

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

W-I-T-H

Baltimore 3, Maryland

TOM TINSLEY, President
Represented by Headley-Red

REPORT ON TELEVISION

NO. 2

OVER A MILLION...

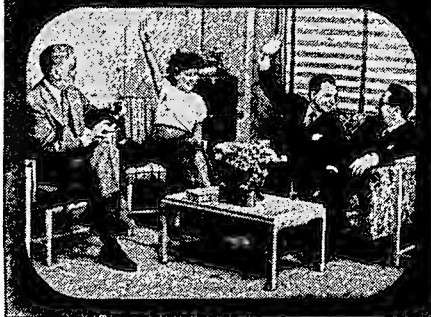
NEW YORK'S TELEVISION AUDIENCE

Latest survey shows the New York area has 174,000 receivers in private homes with an average audience of five, and 12,000 in public places with an average of 20.



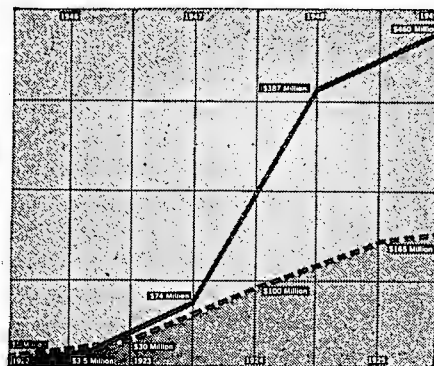
OVER HALF TUNED TO WABD...

A recent survey rated one program at an extraordinary high of 56.4, another 46.8! Both, of course, were originations of WABD, New York, key station of Du Mont Television Network.



TALK ABOUT AUDIENCE RESPONSE!

First time Du Mont Network's popular "Charade Quiz" was aired, it pulled 50 letters. Few weeks later the mailman staggered in with 12,000. This consistent response brings total to date to nearly a quarter-million!



TELEVISION'S FIRST THREE YEARS

as compared with the first three years of radio, shows television is coming up much faster than did its elder brother, radio, at a similar stage of development.



KEY STATIONS

WABD—Channel 5
New York, N. Y.

WTTG—Channel 5
Washington, D. C.

WDTV—Channel 3
Pittsburgh, Pa.

Ask Du Mont — For complete information about programs, costs and availabilities, write or wire Du Mont Time Sales Department.

DU MONT TELEVISION NETWORK

"The Nation's Window On The World"
515 Madison Avenue, New York 22, N.Y.

511476

LOS ANGELES

By RALPH WILK

"SUSPENSE" returns to the air on July 8th with a new sponsor, Auto-Lite, and a new series of psychological chillers starring the most high-powered lineup of big-name film stars to be found anywhere on the airwaves this summer. Cary Grant tees off the list of top names who will guest on the new show, which moves into the Dick Haymes time-slot-CBS, Thursdays, at 6 p.m. PDT. Haymes' first program for Auto-Lite started on July 1st. Grant will be starred in an original, "The Last Chance," story of a man given only one week to live.

Ida Lupino will be starred the following week in "Summer Night," another nerve-tingling original intended to give full rein to the actress' emotional range. Doug Fairbanks, Jr. is scheduled next for "Deep Into Darkness," which has a revenge theme, to be followed by Agnes Moorehead in "The Yellow Wallpaper," an eerie story of the slow disintegration of a woman's mind.

After a very busy and successful year on the road doing clubs, theaters, and radio guest spots, Connie Haines has returned to her Valley home for a welcome rest.

KLAC Disc Jockey Al Jarvis has added a new segment to his "Make Believe Ballroom," which he calls "Father Flanagan Favorites." Jarvis asks for contributions for the famous Boys' Town. Listeners may request their all-time favorite record by enclosing a contribution to the foundation.

Construction on the building to house the Station KTTV television transmitter, located on the site of the existing KNX-FM station, has been started by CBS. The new 1900-sq. ft. concrete building will be erected immediately adjacent to the present building and will interconnect with it. It will contain a main transmitter room, a terminal room, a shop, a generator room, a storage room and two bedrooms. The building will be completed in approximately two months and will cost an estimated \$90,000 exclusive of equipment.

Emerson Drug Renews 'Inner Sanctum' On CBS

(Continued from Page 1)

26, the network announced yesterday. The mystery program is aired Mondays, 8:00-8:30 p.m., EDT with a rebroadcast at 12:00 midnight. Agency is BBD&O, Inc.

FCC Names Field Engineer

Washington—Landon Herndon has been named assistant chief of the FCC field engineering and monitoring division, in Washington. Previously he had headed the Central States region for the Bureau of Engineering. He has been in radio engineering supervision since 1921, with the Department of Commerce before formation of the FCC.



Mainly About Manhattan. . . !

● ● ● A well-heeled H'wood syndicate (headed by Nate Blumberg, of Universal pix) is drawing up blueprints for a chain of television theaters to cover key cities from coast-to-coast. . . . Milton Biow about to sew up a big beer account. . . . Canada Dry making noises like it's going back into heavy radio billing. . . . Cecil B. DeMille getting into video with both feet. He's going to set up his own factory. . . . Don Richards claims that that "Stop the Music" contest must have been a phony. It was won by a New Yorker! . . . Movie houses in Chi slashing their prices and resuming vaude in an effort to revive sagging box-offices. . . . DuMont Tele conducting closed-circuit stratovision tests (relay telecasting from the air) from blimps. . . . Kay Thompson being mentioned for the lead in a B'way musical, "Happily Ever After," for the fall. . . . Larry Parks insisting on coming east for summer stock, despite objections from his studios. . . . No rest for the weary: Ralph Edwards tees off his strawhat acting chores this week in "Goodbye Again" at the El Centro Theater in Santa Fe, N.M. . . . That terrific theme song on Ed Sullivan's video show, "Toast of the Town," was penned by Mina Bess Lewis, one of the cleverest scripters in this radio biz of ours. . . . Ed Begley observes that anything except a quiz show these days is out of the question in radio.



● ● ● The most obvious television bet, so far as a musical is concerned, has been overlooked up to now. One doesn't need astute production genius to visualize some 30 attractive, talented lassies offering assorted music. Therefore, when will the video-minded agencies see to it that Phil Spitalny's charm crew are visible items? For a dozen years they've been heard. Give us a break and let's look at them.



● ● ● AROUND TOWN: Young Andy Roberts, who less than a year ago was drawing a grease-monkey's pay in a garage, is bearing out Morton Downey's faith in him. Roberts, currently singing with Skitch Henderson's ork at the Pennsylvania, is attracting important agency attention. . . . WPIX has taken on Ed Stasheff as Director of Progressive Education. (Abbreviated, the title spells DOPE). . . . NBC readying a fall show with the Irish Minstrel. . . . Hal A. Salzman leaving for the coast this week on biz for Ronson lighters and their "20 Questions" ainer. . . . Congrats to NBC for readying an all-colored show without any typed characters. New program is called "National Minstrel Show" and tees off July 7th. . . . Coolest nitespot around N.Y. these days is the Roosevelt Raceway attracting plenty of Radio Row citizens.



● ● ● LUV 'n' KISSES: Johnny Guarnieri's fine quintet at the Claremont Inn. . . . Eric Victor's dancing in "Inside U.S.A."—a great bet for video. . . . Dorothy Tanner's warbling at the Carousel. . . . Crooner Vincent Flair's bobby-sock rendition of new and old favorites via WINS. . . . The Skyriders quartet on Leonard Sillman's "New Faces." . . . Symphony Sid's new all-nite jazz show on WMCA.



● ● ● THE REVIEWING STAND: New Adventures of the Thin Man (NBC Tues.) very cleverly averts the NBC ruling on no crime shows before 9:30 p.m. by its switch from mystery to situation comedy, retaining, however, the old Thin Man flavor. It makes listeners hug their radios because it's so easy on the ear. . . . Credit Danny Seymour's artful emceeing plus Lester Gottlieb's smooth production job with the click of CBS' "Sing It Again." Seymour, incidentally, bowed in this week as announcer for the new Tex and Jinx stanza. . . . "County Fair" comes up to its 3rd ann'y July 10th. With the Junior Achievement promotion started, it looks like the biggest year yet for the show.

AGENCIES

CAROLINE "MIKE" WOODS—most recently associated with Doherty, Clifford and Shenfield—has been named Copy Chief for Hiram Ashe Advertising Associates, Inc., it was announced yesterday by Hiram Ashe, president. The appointment will take effect immediately.

HARRY S. GOODMAN RADIO PRODUCTIONS has appointed Cal Perley and Eric Pape as its representatives in New York State and New England respectively. Perley was formerly associated with WNLC, New London, Conn. and Pape with WAVZ, New Haven, Conn. . . . The Goodman organization also announces the appointment of Si Lewis and Everett Goodman as district managers. The company plans to add several exclusive representatives for various sections of the country.

TIP CORPORATION OF AMERICA, Marion, Va., Tip Soft Drink, which is widely distributed throughout the South, have just transferred their account from Houck Agency of Roanoke to Courtland D. Ferguson, Inc., Washington, Baltimore and Richmond Agency. Robert M. Gamble, Jr. will handle the account. Radio, newspapers, and trade papers will be used.

NATIONAL SOCIETY FOR THE PREVENTION OF BLINDNESS, INC. announces the appointment as public relations counsel to the society of Roy de Groot Consultants, Inc. Campaigns to be planned and executed by the society will include newspapers, magazines, radio, television, publications and other media.

Wedding Bells

Roger A. Chase, WHEN announcer, was married last week, to Jean Johnston of Union City, N. J. The ceremony was performed in Yonkers, N. Y. on Saturday, June 26. The couple will reside in Manhattan.

Wedding engagement was announced yesterday of Miss Florence Rosenzweig of Women's Wear Daily fashion staff to Jerry Simon, account exec with the Arthur H. Miller public relations firm. Wedding is scheduled for July 4.

ARTHUR EDDY

Public Relations — Publicity

812 Taft Building
Hollywood

Gladstone 5305 — GLadstone 9082

NAB Names Liaison And Sub-Committees

(Continued from Page 1)
and H. W. Slavick, WMC, Memphis.
Finance: Clair R. McCollough, WGAL, Lancaster, Pa., chairman; T. A. M. Craven, WOL, Washington; Harry R. Spence, KXRO, Aberdeen, Wash.; John F. Meagher, KYSM, Mankato, Minn.; and Harold E. Fellows, WEEI, Boston.

Membership: Charles C. Caley, WMBD, Peoria, Ill., chairman; Edward Breen, KVF, Fort Dodge, Iowa, and Gilmore N. Nunn, WLAP, Lexington, Ky.

Board liaison members named to the permanent standing committees of NAB were as follows:

Employee-employer relations executive committee: Henry J. Johnston, WSGN, Birmingham, Ala.; Calvin J. Smith.

Engineering executive committee: Shafto and Craven.

FM executive committee: Everett Dillard, KOZY, Kansas City, Mo.; Willard D. Egolf, WBCC-FM, Bethesda, Md.

Legislative: McCollough and Bannister.

Music advisory: Arnoux and Slavick.

Program executive: Fellows and Robert D. Enoch, KTOK, Oklahoma City, Okla.

Public relations executive: Michael R. Hanna, WHCU, Ithaca, N. Y., and Quarton.

Research: Caley and George D. Coleman, WGBI, Scranton, Pa.

Sales managers executive: Clyde W. Rembert, KRLD, Dallas, Tex., and Spence.

Small market stations executive: Meagher and William B. Smullin, KIEM, Eureka, Cal.

Prescott To Sub For McNeill

Allen Prescott will substitute for Don McNeill on the latter's ABC "Breakfast Club" the week of July 5. Once again McNeill is off on a fishing trip, this time to Canada. Program is aired 9-10 a.m., EDT, Monday through Friday.

NBC And CBS Withdrawing From Internat'l Shortwave

(Continued from Page 1)
signing of 90-day interim contracts between the webs and the Department was announced. During this period, ending Sept. 30, the networks will continue their shortwave operations to allow the International Broadcasting Division (IBD) to complete reorganization prior to assuming all DX chores.

Reasons for the action were not disclosed, and a statement by George V. Allen, Assistant Secretary of State for Public Affairs, said merely that the networks "have decided to withdraw from programming activities in the field of international broadcasting previously performed for the Voice of America under contract. . . ."

It is believed, however, that recent Congressional probing into VOA broadcasts is largely responsible. It will be recalled that many Congressmen were angered by allegedly derogatory remarks about several of the 48 states contained in scripts beamed to South America by NBC. This is apparently borne out by a paragraph in the Government statement which reads:

"The interim agreements, effective today, provide for the maintenance by the State Department of full and complete review, prior to broadcast, of all material prepared under contract by the private agencies."

One of the major criticisms against the old "set-up," which expired with the Government contracts Wednesday night, was that the State Department did not check the content of programs prepared by the private broadcasters.

NBC prexy Niles Trammell said that the web's withdrawal "is in accordance with NBC's position that responsibility for Voice of America programming should be centralized in an agency of the Government." The new contract, he said, "also provides that during the interim period the State Department is to be solely and exclusively responsible for the final form and contents of these programs."

In enlarging its staff to handle the added programs, Trammell said "the State Department has indicated that it will give prior consideration to the personnel of the companies who

have been engaged in programming Voice of America broadcasts."

He added, "During the interim period covered by the contract, the volume of international broadcast programming is to be generally curtailed so that greater emphasis can be placed on supervision and program review."

During the past year, the IBD aired programs in Russian, Polish, Czech, Slovak, Hungarian, Serbo-Croat, Slovene, Rumanian, Bulgarian, Greek, German, Chinese and Korean. Languages employed on the CBS and NBC transmissions were English, Spanish, Portuguese, German, French, Italian, Annamese, Siamese and Malay.

"During the next three months, the IBD will organize its staff to handle that portion of its broadcasts which was programmed by the two companies during the past year," the State Department announcement read.

"After Oct. 1," it continued, "the IBD will prepare and broadcast all news and commentaries but will continue to contract with private radio and recording companies for recording of feature programs for overseas broadcasts and will continue to lease, under contract, the shortwave transmitting facilities of private companies."

Edmund Chester, director of shortwave broadcasting for CBS, said that Government use of the web transmitters after Oct. 1 will be on "a cost basis."

Also effective yesterday was the reorganization of the State Department's information and cultural program. Under the new set-up, two offices have been established, both under Assistant Secretary Allen.

The Office of International Information (OII) the Department's radio, motion picture and wireless bulletin operations. Lloyd Lehrbas, a former AP exec, will be in charge, and Charles Thayer remains as head of the IBD.

The Office of Educational Exchange (OEX) will take over libraries maintained in foreign countries by the Department, and also will supervise the exchange of students. William Johnstone will head the operation.

'Smiling Cop' Death Recalls Radio Giveaway, Circa '24

Death of Oscar C. Hettler, 62-year-old New York policeman known as the "Smiling Cop," brought to light strong evidence that radio giveaways are nothing new and that today's handouts are peanuts compared to 24 years ago.

Story was revealed last night by Lyle Van over WOR after news staffers dug back into the records for a yarn tipped to them by Hettler's obit in New York papers. Seems that in 1924 Loft Candy Co. sponsored the Billy Jones-Ernie Hare "Happiness Boys" show over WEA. A contest was conducted among listeners to

Three N. Y. Retailers Dropping Commercials

Three New York retail advertisers—Barney's Clothes, National Shoes and Canadian Fur Corp.—will drop their commercial copy for the Fourth of July in favor of the recorded jingles on democracy; "Little Songs on Big Subjects." All clients of the Emil Mogul agency, the retailers air the jingles instead of plugs on several national holidays.

name New York's favorite policeman. Patrolman Hettler won. He was given a \$25,000 house in Forest Hills and \$15,000 worth of appurtenances. The "Smiling Cop" died in the house early this week.

25th Anniversary Of WNYC Sked July 8

(Continued from Page 1)
when WOR salutes WNYC with a special musical program under the baton of Sylvan Levin, musical director of the MBS flagship.

Others who will be heard over WNYC during the day include Jinx Falkenburg and Tex McCrary, of WNBC; Bill Leonard, WCBS; Estelle Sternberger, WLIB; WEVD's "Pride and Prejudice" stanza; Martin Block, WNEW; Bea Wain and Andre Baruch, WMCA; Fred Robbins, Rosalie Allen and Bill Williams, WOV; Jack Lacey, Art Scanlon and Don Goddard, WINS; Ted Husing, WHN; Vincent Lopez ork, and salutes from the United Nations and BBC.

WNYC's experimental series, "Radio X," directed by George Wallach, will air a documentary based on the history of the station, with Grover Whalen and other officials participating. Included will be a reenactment of the first broadcast by the city station on July 8, 1924.

Bess Gets Award

Herman Bess, manager of WLIB, will be awarded a replica of the Bill of Rights by the Sons of the American Revolution Sunday, for "outstanding public service." Presentation will be made by Gardner Osborn, director of the organization.

TALK to the SOUTH'S EAR ZONE

through **WDSU**

WDSU broadcasts 5000 watts from the French Quarter to the Gulf and South Louisiana listeners.

From daily association with time-honored New Orleans institutions WDSU has developed a high quality of integrity. WDSU devotes program time regularly and exclusively to the St. Louis Cathedral, the International House, Moisant International Airport, Tulane University, Union Station, the Municipal Auditorium, Symphonies and Operas.

WDSU's dominate Hooperating proves that honoring local institutions creates high listener loyalty.

NEW ORLEANS WDSU ABC Affiliates
1280 kc 5000 Watts

Sold Out From
12:30 A.M. to 5:30 A.M.
MUSIC . . SPORTS . . NEWS
24 HOURS A DAY

WINZ

Florida's Big Independent

Primary Signal
Covers
GREATER MIAMI
and
Florida's
Rich East Coast
from
the Palm Beaches
to Coral Gables.

STUDIOS:

**MIAMI, HOLLYWOOD,
WINZ BLDG., MIAMI BEACH**

MAIN STUDIO:

**HOLLYWOOD BEACH HOTEL
940 Kc. — FULL TIME**

JONAS WEILAND, President

GOP Scans Agencies To Handle Campaign

(Continued from Page 1)

pamphlets, handle mailings, etc. In the primaries, however, all radio time was booked by Ford Bond.

GOPers are still officially silent one week after their convention as to who will get the account. There has been no indication as to just when an official announcement will be made. Several weeks ago the Democrats named Blow to handle their national account, same agency which handled it in 1944. Duane Jones represented the Republicans that year.

Philadelphia a Factor

Albert Frank, Guenther-Law was one of two names turning up in trade circles yesterday. One source claimed that the Al Paul Lefton Co., with headquarters in Philadelphia, should not be overlooked as a possibility. It is felt by some that Philadelphia may be the center of the Republican operation since the newly named chairman of the GOP national committee, Hugh Scott, Jr., resides there.

Radio Using Helicopter For 4th Traffic Survey

Chicago—Motorists battling heavy holiday traffic on congested highways bordering Chicago on Monday, can tune to WMAQ for official traffic information from an expert who'll view the congestion from a helicopter hovering overhead.

A traffic expert from the Sheriff's office will be a passenger in the aircraft as it flies over the suburbs. He will relay information on areas of least congestion, areas to avoid and alternate routes to the WMAQ newsroom where it will be broadcast, starting at 5:45 p.m., CDST, on the John Holtman news program.

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

Open Up The UHF Bands, Craven Urges Commission

(Continued on Page 2)

soon, "it is not then illogical to assume that the communities which cannot easily support the costly early pioneering of television operation do not actually need television channels today." Particularly along the eastern seaboard, he said, smaller cities might well release channels to the larger metropolitan centers without in any way depriving the populations of these cities of TV service. He added:

"The Commission knows that with only 12 channels, it is not only impossible to provide a nation-wide television service on a proper competitive basis but, also, it is impossible to provide an equitable distribution of television facilities to states and communities. Consequently, since the objective of the proposed amendment to Rule 3.606 is an attempt to distribute too few facilities to too many communities, the only accomplishment which can come out of this hearing is to continue to provide both inadequate competition and inequitable distribution of television facilities to the only communities which can support economically the high cost of early pioneering in this new development."

"Obvious Solution"

Obvious solution, said Craven, is for the FCC to announce at once that it "will make available for commercial television at least 34 channels, 12 of which will be the present channels and the remaining 22 will be above 480 megacycles; and that in October, 1948, the Commission will issue specifications for television channels above 480 megacycles in precise terms.

"In this connection, it should be noted that in the spectrum space now reserved for television broadcasting between 480 and 920 megacycles, it is possible to provide 22 channels each 20 megacycles wide. Thus, there is sufficient flexibility for the Commission to take any detailed course of action which it considers advisable. It would be possible to prescribe channels providing for either high-definition black-and-white or monochrome television on the present standards. It would also be possible to provide for the development of color television.

"Of course, simplicity sometimes arouses the most complex resistance. Undoubtedly, the Commission will receive complaints from vested interests who have not planned for changes in the allocation structure. Complaints will be received from laboratorians and men of science who wish to wait until perfection is obtained. The Commission will receive requests to wait until field tests have been undertaken in order to secure knowledge as to propagation characteristics. The Commission will hear requests to postpone action until someone has equipment available for sale. Yet, some of the very persons who may make these complaints and requests may be among those who urged the Commission before the war to give the green light to television

even when, on the existing channels 7 to 13, inclusive, there had been no field tests, no available transmitters, and when very little was known of propagation characteristics. In fact, less was known about these channels than is known today about the space which is reserved for television expansion between 480 and 920 megacycles.

"In September, the Commission proposes to hold a hearing to determine, among other things, whether to increase the number of channels immediately available for commercial television broadcasting. However, at this very moment, the Commission knows it must ultimately increase the number of such channels and that the only spectrum space available for such expansion is between 480 and 920 megacycles. May I suggest that the time to cut the Gordian knot is today—not September. The September hearing should not be a hearing to determine whether or not the Commission will increase the number of channels immediately available for commercial television. That is a decision which should be made now. The September hearing should be limited to the detailed technical specifications for the additional channels."

Harness Appoints Counsel To FCC-Probe Committee

(Continued from Page 1)

ganizational meeting of the committee. Other staff members will be named shortly.

Date for open hearings, is still to be set, he said, but preliminary work is to get under way at once.

Harness promised "a thorough, full and complete investigation."

Bow said yesterday he hopes to be able to announce preliminary plans within another 10 days.

A native of Canton, O., Bow told reporters of his own experience with radio, including four years as a news-caster and commentator over WHBC, Canton, and a brief period in 1945 as war correspondent for the Brush-Moore papers and the Ohio Broadcasting Company.

A member of the Ohio State Republican Committee, Bow was assistant attorney general of Ohio from 1929 to 1933, and was vice-president of The Ohio Bar Association from 1940 until last year.

Riemer Ups Interest In Baseball

Baseball fans outside the U. S. are participating in balloting for the major All-Star game for the first time this year through the efforts of sportscaster Bill Riemer of NBC shortwave. Considerable interest has been stimulated in the game and the voting among Latin American listeners by Riemer's nightly broadcast, "Sports Page." Ballots are already coming in from Latin America and will be turned over to All-Star game authorities for tabulation.



ANOTHER NBC EXCLUSIVE

The first dramatic feature film ever to be produced exclusively for television by a recognized Hollywood studio—that's *Public Prosecutor*.

Three years of experimentation by NBC and the Jerry Fairbanks film organization went into this unusual series—twenty-six mystery dramas, with more to come. No ordinary film production, the series was written, directed, enacted exclusively for video, exclusively for NBC. Finely detailed close-ups . . . tight production . . . inclusion of the viewer as an unseen guest in the story . . . high key lighting . . . these and many other new techniques make for outstanding video film fare. Each complete 17½-minute mystery drama is tailored for television.

Commercial messages? Room for three—at the beginning, at the end, and just before the solution breaks in each exciting show. Add half a minute for a trailer billboard—the next attraction in the series, and you have two and a half minutes in all for selling and promoting.

Said *Newsweek* magazine of *Public Prosecutor*: "For the home televiewer it was the best news since the World Series."



A Service of Radio Corporation of America

TELEVISION DAILY

daily section of RADIO DAILY, Friday, July 2, 1948 — TELEVISION DAILY is fully protected by register and copyright.

TBA UNIT TO DRAFT INDUSTRY-CODE

WNAC-TV, Boston, Affiliates With ABC

WNAC-TV, Boston, Mass., becomes "temporary" video affiliate of ABC, effective immediately, it was announced by Lee Jahncke, director of station relations for the web. Negotiations for the affiliation were concluded between Jahncke and Linus Travers, executive vice-president and general manager of the Yankee Network, which owns and operates WNAC-TV. ABC will begin feeding regular television programs to WNAC-TV, newest member of its rapidly expanding Eastern TV network, this week.

Boston Application Filed
ABC's AM and FM affiliate WCOP, Boston, currently is applying for a television station in Boston.

The new affiliation with WNAC-TV, which went on the air with the TV coverage of the Republican National Convention, gives ABC a total of eleven television stations, either owned and operated or affiliated with the network, and raises to three the number of network video outlets now operating regularly in the Eastern chain.

Crosley Appoints Three To Tele Staff Of WLW

Cincinnati — Effective this week, three new appointments have been made by the Crosley Broadcasting Corporation, according to an announcement by James D. Shouse, president, and R. E. Dunville, vice-president and general manager.

Chester Herman, who has been assistant program manager of WLW on loan to television, is now program director for WLWT, Crosley's Cincinnati tele outlet. Rita Hackett Cassidy has been named director of television film procurement, and Ken Smith has been named assistant program director for WLW, replacing Chester Herman.

Mills Leaves WGN-TV; Will Join NBC Tele Dept.

Chicago—Edwin S. (Ted) Mills resigned Tuesday as program coordinator for WGN-TV and he has announced that he will accept a position with NBC in Chicago in the network's television department. Jay Faraghan, KGN-TV traffic manager, has been appointed acting program director of the station, it was announced by Frank P. Schreiber, manager of WGN. Faraghan will continue as traffic manager.

TODAY'S TELE TOPICS

By JIM OWENS
Associate Editor

Seymour Peyser, of Phillips, Nizer, Benjamin & Krim, the crack barristers, will rep the newly formed Television Film Council. His first chores in this regard will be to set up standard exhibition contracts for use of films on TV. . . . Eastman Kodak is ready for orders on its 16mm film recorder for tele, currently priced at \$8,000. Unit has been in the works for some time, and first model is believed to be the kinescope recorder NBC debuted at the GOP convention. At any rate, RCA and Kodak co-opped in the design of the gadget. . . . WTMJ-TV, Walter Damm's outlet in Milwaukee, gets one of the juiciest sports plums of the year in the National AAU track and field championships tomorrow in Marquette University Stadium. Station will scan the all-day events, which are, in effect, next to the Olympic finals. 'Twill be WTMJ-TV's first "live" job on an event of national scope.

Barry Wood's first vehicle on CBS-TV "Places, Please" which preems Monday nite (7:45) is a video version of "Talent Scouts." Guys and gals from the B'way productions, mostly bit-players, will get a chance to strut their stuff for the cameras. Three kids from "Inside U.S.A." are on the opener. . . . Nick Kersta, NBC's young fireball, has been elected a director of the TBA, effective immediately. . . . Benton & Bowles veepee Walter Craig, looking cool and comfy as he strolls thru the Du Mont reception room, while the rest of us swelter. . . . Art Smith, one of filmdom's busiest thespis, spreading his wings against the advent of TV. Backed by a couple H'wood angels, who are pooling 50 G's, Smith's setting up an indie producing company, initial results of which will be a series of 10 short films for tele based on one-acters and sketches. Jack Stewart, TV director of Nassour Studios, will supervise the packages.

WCBS-TV readying a rate hike by Oct., based on estimated set distribution in greater Gotham of over 300,000. Hourly class A time will be \$1,000. . . . Time mag, out yesterday, really busses TV's job on the GOP convention, and tosses a few kudos to Life-NBC's terrific co-op job. Sez Time: ". . . the television camera was more important than a good political slogan—and more frightening than a powerful political enemy." . . . All Manhattan stations will pick up the centennial observance of the Washington Monument cornerstone today (12:30 p.m.) which features Prez Truman and Sec'y of State Marshall.

CBS Supervising Construction Of L.A. Times' KTTV, FCC Told

Washington Bureau, RADIO DAILY
Washington — Construction of KTTV, Los Angeles TV outlet owned 51 per cent by the Los Angeles Times and 49 per cent by CBS, is under CBS supervision, the FCC was told yesterday, and Harry Witt, acting general manager, is paid by CBS. This information was unearthed by opposing counsel during the lively San Francisco channel hearing yesterday.

Session also saw the bulk of the presentation of Ed Pauley's Televi-

sion California completed, with Twentieth Century-Fox to get under way today. CBS's Adrian Murphy, having put in a long session on the witness stand—including a Wednesday night session, was the witness for a good part of yesterday as well, finally giving way to Witt after completing extremely thorough cross-examination on CBS' financial plans and its plans as regards KQW and the San Francisco Bay area. KROW attorney, John Hearn, was particularly persistent here.

Comm. Will Submit Precept To TBA Dec. Meeting

First concrete attempt to provide the mushrooming video industry with a "production code" to guide it toward fulfillment of its "moral principles" will be made between now and December by a special committee set up by the Television Broadcasters' Association and will be submitted to the full membership for approval at the annual meeting at that time, it was announced yesterday.

TBA committee, which was recently appointed by the board of directors to explore the problem of setting up an "official industry guide," is headed by Lawrence Lowman, vice-president of CBS, and includes: Noran E. Kersta, executive assistant to the administrative vice-president in charge of TV at NBC; Robert L. Coe, general manager of WPIX; and Neil Swanson, executive vice-president of WMAR-TV, Baltimore.

Code, as drafted by the TBA committee, will be mailed to association members in advance of the December meeting, thus permitting ample consideration of its merits before voting on its ultimate acceptance.

If the TBA membership approves the suggested guide, which is expected to set standards of ethics in programming, production, principles, etc., it's felt the code will, in effect, govern the entire industry since approximately 85 per cent of the TV broadcasters are TBA members.

Need for such a guide was first sounded by Jack Poppele, president of TBA at the association's annual confab in '46, although no action was taken at that time. Poppele reiterated his stand at last year's meet, and the membership voted to start the wheels rolling in this direction.

Stasheff To Address Catholic B'casters In Hub

Edward Stasheff, educational director of WPIX, will address the annual convention of the Catholic Broadcasters' Association in Boston, tomorrow night. Stasheff, will describe the importance of video in home and family life and discuss television as a medium for propagating religious ideas. He is the director of "Television Chapel," WPIX's regular Sunday religious half-hour program.

TV To Atlanta By Fall

Atlanta—Construction schedule of WSBT-TV here is nearing the completion date with station's video facilities now in the studio-building stage.

NEW STATIONS

KDFC Installs Equipment

Installation of KDFC's transmitter and antenna has begun, with completion expected by August 1. From Mt. Beacon, near Sausalito in Marin County, KDFC will radiate a 33,000 watt signal designed to serve nearly 3,000,000 people in the greater San Francisco Bay area. KDFC will be the newest FM broadcasting station in the bay area and will bring the number of FM stations on the air to thirteen. The station will operate temporarily during the hours of 3:00 and 10:00 p.m. from its transmitter building until suitable studios are located in San Francisco.

Atlanta Indie Sets Debut

Atlanta—August 2 has been set as the kick-off date for WERD, which will operate with 1,000 watts at 860 kc. Advance sales, spurred by a heavy promotion campaign, will see the station go on the air in the black, according to general manager Richard A. Granville. Licensee is Radio Atlanta, Inc., Jesse Draper, president; Harvey E. Persons, Thompson S. Baker, vice-presidents, and Harvey Hill, secretary-treasurer. Known as "The Good WERD Station," outlet is represented nationally by Joseph Hershey McGillvra, Inc.

Ohio Outlet Adds FM

Portsmouth, O.—Owned and operated by Scioto Broadcasting Co., WPAY-FM has gone on the air with 7,000 watts at 104.1 m., duplicating local and CBS programs of WPAY. Initial sked from 3 to 9 p.m. will be extended to match the 6:30 a.m.-1 a.m. air time of the parent station. Two-hundred foot antenna atop 1,090-foot Kentucky Hill provides coverage over 60-mile radius. Gerald F. Boyd is manager of the outlets; Floyd Jackson, program director; Maurice Myers, chief engineer; Carl P. Bodner, promotion director; Jerry Grove, chief announcer.

Southern Outlet Set

Montgomery, Ala. — WJZZ, this city's fifth station, will go on the air late this month. Joe G. Mathews, president of Southern Broadcasting Co., announced. Outlet will operate with 10 kw. at 1,170 kc. Mathews, who owns a furniture store here will be in active charge of the station in association with his two brothers, E. J. and J. C. Mathews. Located on the second floor of the Philco building, the station will employ about 20 staffers.

Penn. AM To Open

York, Pa.—This city's third station, WNOW, is about to begin operation, with 1,000 watts at 1,250 kc. Working as an indie in competition with two network outlets, station will place program emphasis on music, local events and local sports, as well as local dramatic shows and an amateur hour.

COAST-TO-COAST

To Cover Golf Tournament

Pittsburgh, Pa.—KQV, via walkie-talkies, will broadcast the description of the 4-day Dapper Dan Golf Tournament to be held in this city on July 15, 16, 17 and 18. Directing the broadcasts will be Herb Morrison, station news editor and an expert golfer. Assisting him will be Frank Orr and other staff members. Kaufman's, Pittsburgh's largest department store, will sponsor the event.

New KRUL Transmitter Installed

Corvallis, Ore.—A new 250-watt General Electric transmitter, replacing one bought during the war, which was rebuilt by RCA, has been installed by KRUL. A G.E. engineer from San Francisco, assisted in the installation.

Named Asst. Station Mgr.

Morehead City, N. C.—Ray Cummins, WMBL chief engineer and program director, has been named assistant station manager. New addition to his broadcasts of the local baseball games is a commercial-reading, with a change of voice, called "Lady of Sports."

Milton Q. Ford Substitutes

Washington, D. C.—Every member of the WWDC announcing staff will be given an opportunity to demonstrate how he thinks a Morning Show should be conducted while subbing for the vacationing Milton Q. Ford. For the coming week, the "Morning Men" will include Jack Lowe, Norman Gladney, Bill Cox, Felix Grant, Les Sand and Roy Hansen.

Gives Farm Programming Hypo

Albany, N. Y.—WROW has hypoed its farm programming by opening studios in the Administration Building of the Menands Regional Market in order to keep in closer contact with the Northeastern New York Market Activities and to take advantage of interview opportunities with producers who frequent the site daily. At least one farm program a day will originate from that locale.

KVOA Engineer Resigns

Tucson, Ariz.—KVOA engineer, Dick Nepple, W7UPW, has left the station in order to take a position with the Allis-Chalmers Co. in Milwaukee, Wisconsin. While working as a transmitter engineer with the aforementioned station, Nepple was attending the University of Arizona, where he just received his degree as a mechanical engineer.

WSB Adds Hillbilly Group

Atlanta, Ga.—WSB has added an entire new group of hillbilly entertainers including Dink Embry, comedian, formerly with WSM's Grand Old Opry; Wayne Tilford, singer-comedian; Jerry Mandores, guitar; Dean Bence, mandolin and guitar, and Cotton Carrier, popular emcee of the WSB Barn Dance Party. They comprise "Cotton Carrier and His Plantation Gang," heard in an early-morning show on the station.

WBRC FM Tower & Bldg. Completed

Birmingham, Ala.—WBRC has announced the completion of its new 558-foot FM tower, located on top of Red Mountain, which is 1,460 feet above sea level. Station will operate on a frequency of 102.5 megacycles and will be on the air the latter part of this month. Station chief engineer, Jerry Hamann, says that WBRC-FM, with 546,000 watts effective radiated power, will be one of the strongest FM stations in the world.

WLW Staffers Wed

Cincinnati, Ohio—WLW actress, Mary Louise Lantz, and Bob Merryman, station announcer, were recently married at the home of the bride in this city. Merryman has been with WLW more than five years as announcer and emcee and is heard on "Moon River," "Gus and Polly" and several other standards. Miss Lantz has been with the station since 1936 and acts on "Builders of Destiny" and "Let's Take a Look." She has also been heard on several network shows including the "Red Skelton Show" and "Famous Jury Trials."

WLIZ Airs Polish Disk Show

Bridgeport, Conn.—George Karpinski, who has been associated with the Polish record field for several years, has just made his debut on WLIZ as disc jockey on a new Polish record show which runs one hour daily over the station.

To Sponsor Plowing Contest

Topeka, Kans.—WIBW with the Nemaha County Soil Conservation District, assisted by the Nemaha County Farm Bureau, Soil Conservation Service, Kansas State College Extension Service, Nemaha County PMA, Nemaha County Implement Dealers and the Nemaha County Service Clubs, is sponsoring the 1948 Kansas State Plow Terracing Contest which will be held in Nemaha County the fourth of next month. Contest will be held on the Lawrence Holthaus farm, three miles north of Centralia and prizes will be awarded for both junior and senior plowmen competing in their own group.

WLAW Staffer Becomes Columnist

Boston, Mass.—WLAW woman's program commentator, Eileen Kneeland, heard on "Among Us Girls," has joined the ranks of newspaper columnists with the publication of her first weekly article of fashions and foods in the Lawrence, Mass., Evening Tribune. Articles are by-lined and contain editor's note that Miss Kneeland is heard daily on her own program over WLAW.

New KOOL News Commentator

Phoenix, Ariz.—Effective July 5, former Phoenix mayor, Ray Busey, will assume the role of KOOL news commentator. His program will be aired five times a week. Listeners are now being invited to submit titles for this show, with the best answer getting a \$100 cash prize.

PROMOTION

"Good Neighbor Mike"

Through the medium of Good Neighbor Mike, character symbolizing good neighborliness WHBC, of Canton, Ohio, speaks up on that station's latest promotional mailing piece. Pictured at a speakers' table, Good Neighbor Mike carries the theme of a postcard developed by the station's promotion department to call attention of 500 dealers in the area to the Brewing Corp. of America's spot campaign on behalf of their product, "Carling's Red Cap Ale."

Rep. Assn. Endorses Movie

National Association of Radio Station Representatives has endorsed the production of the forthcoming movie on radio, known as the "All Radio Presentation," and is encouraging its entire membership to participate. Resolution was passed at the regular quarterly meeting.

All About Sub-Assemblies

A concise four-page illustrated booklet (No. CDM-16) devoted to a description of G-E permanent magnet sub-assemblies, has been issued by the General Electric Company's Metallurgy Division. The booklet describes how these magnetic sub-assemblies eliminate assembly line rejects, the high cost of test equipment, breaking and chipping losses, and the expense of shipping semi-finished magnets.

Oil Company Signs Godwin

Arabian-American Oil Company has signed commentator Earl Godwin for an ABC Sunday show, 6:30-6:45 p.m., EDT, starting July 4. Kudner Agency handles the account.

Send Birthday Greetings To—

July 2	
Barry Gray	Allan Grant
George C. Castleman	Dolores Craig
July 3	
Dorothy Kilgallen	
Jerry Vogel	John Lake
Jo Lyons	Ruby Shepperd
John E. McMillin	
July 4	
Alec Templeton	John F. Royal
Irving Caesar	Adelaide Klein
Julia Mahoney	
Patti Alicoate Bergen	
Mitchell Grayson	Michael Chimes
July 5	
Milton Biow	Don Dunphy
Thomas K. Neely	Howard N. Conn
Laurence Hammond	
July 6	
Don Mersereau	La Verne Andrews
Clark Overton	Red Evans
Estelle M. Sternberger	
July 7	
Arlene Harris	David Ross
Hal Schenker	Verne Smith
Everett West	

RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television

VOL. 44, NO. 3

NEW YORK, TUESDAY, JULY 6, 1948

TEN CENTS

DENNY'S PROMOTION AT NBC CONFIRMED

Miller, 10 Station Men Will Discuss Defense

Washington Bureau, RADIO DAILY
Washington—Ten broadcasters designated by NAB Prexy Justin Miller to form an advisory panel on civil defense will meet here Friday, to discuss with Secretary of Defense Forrestal's office the preparation of plans for any future national emergency.

Chosen to represent AM, FM, and television, in an over-all group touching all parts of the broadcasting industry, the committee will meet with Herbert Schroll, communications ad-
(Continued on Page 5)

Stevens to Co-ordinate A.C.'s CARE Campaign

A. R. Stevens, advertising manager of National Dairy Products Corp., has been named coordinator of the Advertising Council's 1948 CARE campaign, and N. W. Ayer has been appointed volunteer agency for the drive, it was announced over the week-end by Charles G. Mortimer, Jr., Council chairman and vice-president of General Foods. Edward F. Royal will continue as the AC staff exec on the campaign.

Applicant Amends Plea; Other Activities At FCC

Washington Bureau, RADIO DAILY
Washington—Leland Holzer yesterday amended his pending application for a new AM station to specify a location in Long Beach rather than Los Angeles. He seeks the 890 band with one kilowatt daytime.

The Commission also announced yesterday a request to shift its frequency from KWBB, Wichita, Kansas—which would alter its construc-
(Continued on page 6)

Nightcap Nifty

An unusual promotion piece was distributed to editors Friday by Marilyn Congdon, acting publicity director of WQXR, on behalf of the station's new midnight-to-1 a.m. show, "Nightcap." In a long white box, neatly tied with a red ribbon, was an old-fashioned white night cap, a full 18 inches long, complete with tassel. Emblazoned near the bottom is "WQXR Nightcap."

Vets FM Station

A construction permit for an educational, non-commercial FM broadcast station has been issued by the FCC to the New York State Veterans Vocational School in Troy, N. Y., it was announced by school director George E. Holliday. Earl J. Connelly, head of the radio department at the vet school, stated that the permit will allow the station to operate full time on channel 217, at 91.3 megacycles, with 400 watts power. Call letters WEVR have been assigned.

Sarnoff Announces RCA Advancements

Glen McDaniel, vice-president and general attorney of RCA Communications, Inc., was elected a vice-president of the Radio Corporation of America, following a meeting of the company's board of directors, Brig. General David Sarnoff, president and chairman of the board announced Friday. Mr. McDaniel will serve on the president's staff.

Another promotion announced was the election of David C. Adams, assistant general counsel of NBC, as
(Continued on Page 2)

To Swear Miss Hennock As FCC Member Today

Washington Bureau, RADIO DAILY
Washington—Commissioner Frieda Hennock will be sworn in today as a member of the FCC, with microphones and newsreel cameras to be on hand as she takes the oath as the first woman member of the Commission.

Web Leaders Discuss Code And Suggest Some Changes

Howl set up last week by the major networks that NAB had failed to fix a uniform starting date for the code, which would be applicable to all advertisers alike, has resulted in an agreement that "certain required changes in program preparations" by the webs "will be completed by Jan. 1, 1949." Major portion (based on word count) of the Standards of Practice is being carried out by the networks now but "Time Standards

Becomes Second Ranking Officer Of Web As Executive Vice-President And General Manager

Radio-Telephone Line Installation Planned

The longest stretch of railroad radio-telephone service will be inaugurated by the New York Central late this summer on the 436-mile run between New York and Buffalo. The road's new Twentieth-Century Limited will be equipped with phones providing constant radio links between the streamliners and Bell System transmitting and receiving stations along the Central's right-of-way.

Making the announcement over the
(Continued on Page 5)

Kaiser-Frazer Co. Buys Block Of CBS-KNX Time

Los Angeles — Kaiser-Frazer just bought four night-time half-hour programs to be aired of CBS-KNX and a fifth program, night-time quarter-hour five-times a week. Three of
(Continued on Page 2)

45th Station Joining Don Lee Web On Coast

West Coast Bureau, RADIO DAILY
Hollywood—On July 15th, Radio Station KWNW, operating with 250 watts, on 1,340 kc. in Wenatchee, Washington, joins the Don Lee Net-
(Continued on Page 2)

Promotion of Charles R. Denny, vice-president and general counsel of the National Broadcasting Company, to the post of executive vice-president and general manager of the network, was confirmed in an announcement made the past weekend by Niles Trammell, president of NBC. Denny suc-
(Continued on Page 5)

Foreign Station Group Subject Of Survey

New York's five foreign language stations—serving an estimated market of 2,500,000 persons—broadcast a total of 360 hours in 16 different languages weekly. This was revealed by an 18-page survey made by WWRL, and distributed by the station over the weekend to 1,000 agencies and advertisers.

Prepared by Selvin Donneson, of the outlet's sales department, the re-
(Continued on page 6)

Theater Man to Manage WBKB, Chi. TV Station

Chicago—The appointment of John H. Mitchell, manager of the Central Illinois district of Publix Great States Theaters, Inc., as business manager of television station WBKB is announced by Capt. Bill Eddy, WBKB
(Continued on Page 6)

Pinch Hitting

Ken Niles and Harry Von Zell will alternately pinch-hit for emcee Art Linkletter while the latter, regular host of General Electric's CBS "House Party," knocks off for a two-part six-week vacation during the Summer months. Niles will sub Monday-thru-Friday, weeks of July 12 and 19 and August 2. Harry Von Zell during weeks of July 26, August 23 and 30.

for Advertising Copy" is still to be put into effect across the board.

Code's effective date had been set for July 1, 1948, by the NAB board at the Los Angeles convention.

Following a special meeting last Thursday night in New York attended by Justin Miller and the four network presidents, NAB issued the following statement:

"Standards of Practice for broad-
(Continued on page 6)



Vol. 44, No. 3 Tues., July 6, 1948 Price 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; James Owens, Associate Editor; Chester B. Balin, 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
 Ralph Wilk, Manager
 6425 Hollywood Blvd. Phone: Granite 6607
WASHINGTON BUREAU
 Andrew H. Older, Chief 6417 Dahlonga Rd.
 Phone: Wisconsin 3271
CHICAGO BUREAU
 Nat Green
 1417 Ashland Bldg. 155 No. Clark St.
 Phone: State 2332

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

FINANCIAL
 (July 2)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Admiral Corp.	14 1/4	14 1/4	14 1/4	
Am. Tel & Tel.	155 1/2	155 1/4	155 1/2	+ 1/4
CBS A	28	27 3/4	28	
Farnsworth T. & R.	10 3/8	10 3/8	10 3/8	+ 1/4
Gen. Electric	41 1/2	40 3/8	41 1/2	+ 5/8
Philco	40 1/4	39 3/4	40 1/4	+ 1/2
Philco pfd.	90 1/2	90 1/4	90 1/2	+ 1/2
RCA Common	14	13 1/2	13 7/8	+ 3/8
Westinghouse	30	29 3/4	30	+ 1/4
Zenith Radio	29 3/8	29 1/4	29 1/4	

NEW YORK CURB EXCHANGE

Hazeltine Corp.	16	16	16	- 1/8
-----------------	----	----	----	-------

OVER THE COUNTER

	Bid	Asked
DuMont Lab.	13 3/4	14 1/2
Stromberg-Carlson	17	18 1/2

10 YEARS AGO TODAY

(From the files of Radio Daily)
 Mutual's gross revenue for June totaled \$202,412, an increase of 72.4 per cent over the same month a year ago. Billings for first half of 1938 were \$1,342,182, up 15.1 per cent over the same period last year, and the largest six-month figure in the web's history. . . . AFM prexy Joseph N. Weber set Aug. 1 deadline for reply to union demands by National Committee of Independent Broadcasters. . . . CBS program department shakeup saw Davidson Taylor named assistant to veepee in charge.

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

Sarnoff Announces RCA Advancements

(Continued from Page 1)
 vice-president and general attorney for RCA Communications, Inc. Before joining NBC in November, 1947, Adams was a member of the legal staff of the FCC in Washington.

Kaiser-Frazer Co. Buys Block Of CBS-KNX Time

(Continued from Page 1)
 programs are for eight weeks and remaining two are for thirteen weeks. Deal established a summer-time sales record for KNX. William Weintraub, New York is agency on deal.

Hit Md. Bill Restricting Radio-TV Court Reports

Baltimore, Md.—United opposition by Maryland broadcasters to proposed new state rules restricting radio and press coverage of crime and court news was called for this week by Joseph L. Brechner, manager of WGAY, Silver Spring, Md. Brechner sent copies of the new regulations to all state licensees, along with a covering letter calling for "widespread publicity on the proposed rule and its implications" with regard to freedom of speech.

The proposed regulations would provide contempt proceedings for broadcast or telecast of "any matter which may prevent a trial, improperly influence the court or jury, or tend in any manner to interfere with the administration of justice."

Also punishable would be:
 (1) The making of photographs of the accused without his consent.
 (2) The making of any photographs by radio or television broadcast, in any court room over which the judges of the criminal courts of Baltimore City or the judges of the circuit courts for the counties of this state, have jurisdiction or control, nor so close thereto as to interfere with the proceedings or decorum thereof, while said court or courts are in session, or at any other time when court officials, parties litigant, counsel, members of the jury, witnesses or others connected with proceedings pending therein are present.

(3) The issuance by the police or other duly constituted authorities, the state's attorney, counsel for the defense, or any other person having official connection with the case, of any statement relative to the conduct of the accused, statements or admissions made by the accused, or other matter bearing upon the issues tried.

(4) The issuance of any statement or forecast as to the future course of action of either the prosecuting authorities or the defense relative to the conduct of the trial.

WANTED
 Public Relations Job
 Young, alert man. Free lance, magazine and radio experience. Reasonable salary. Call BUTtefield 8-0810

45th Station Joining Don Lee Web On Coast

(Continued from Page 1)
 work as the web's 45th affiliate, according to Don Lee's station Director Pat Campbell. Station personnel includes James B. Hatfield, president; R. B. Sutton vice-president and chief engineer; Ferd J. Schaaf, secretary-treasurer, and Mel C. Gauner general manager.

CBC Buys 2nd Building Adjoining The Ford Hotel

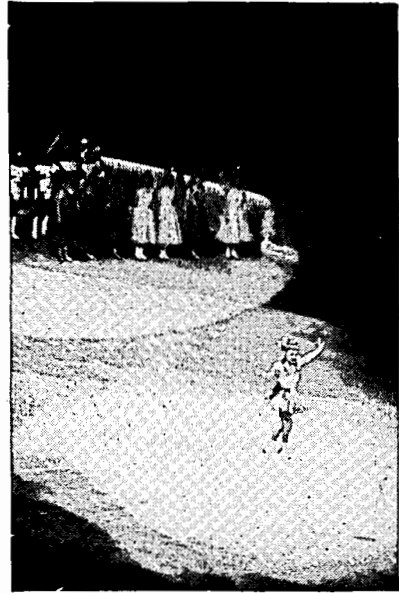
Montreal — Besides the Ford Hotel, in Montreal, the Canadian Broadcasting Corporation has also purchased the building next to it, Hon. James J. McCann, minister of national revenue, disclosed in the Canadian House of Commons last week. During debate on the CBS estimates, the minister explained that in addition to buying the Ford Hotel at a cost of \$2,050,000, the CBC is also buying the adjoining building for \$50,000 from the same owners to provide for possible expansion in the years to come. "In order to take care of the leases which are held by tenants at the present time," he said, "The Ford Hotel people are looking after them and we are compensating them to the extent of \$150,000." The total cost of the whole project, including \$800,000 for transforming the hotel into suitable offices and studios, would thus amount of \$3,000,000.

AFRA Board Members Announced In New York

The nine members of the New York AFRA local elected to the union's National Board in an election held last month were announced over the weekend. New York representatives on the Board number 17 with terms of eight members expiring this year.

Elected were: Nelson Case, Karl Swenson, Ben Grauer, House Jameson, Ted Osborn and incumbents Clayton Collyer, Minerva Pious, Virginia Payne and Alan Bunce. They will take office in August.

Sold Out From
 12:30 A.M. to 5:30 A.M.
MUSIC . . SPORTS . . NEWS
24 HOURS A DAY
WINZ
 Florida's Big Independent
 Primary Signal Covers
GREATER MIAMI
 and
 Florida's Rich East Coast
 from
 the Palm Beaches to Coral Gables.
STUDIOS:
 MIAMI, HOLLYWOOD,
 WINZ BLDG., MIAMI BEACH
MAIN STUDIO:
 HOLLYWOOD BEACH HOTEL
 940 Kc. — FULL TIME
 JONAS WEILAND, President



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  **FM**

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

Another Big Mutual Show— Of Course You've Heard It

IT'S THE NEW FULL-HOUR MUSIC-AND-MONEY SENSATION . . .

"THREE FOR THE MONEY"

(Saturday 9:00-10:00 p.m. New York Time)

It's big... it's bright... it's double barreled — with a bang and action and entertainment in each part of the show...

1 It's the big money give-away, and it's simple. Listeners are asked to *name the order in which three tunes will be played*. Prizes range from \$100 to \$300 and on up to \$800. The jackpot starts at \$5,000 and builds up \$500 each week—until won or until the limit of \$50,000 is reached.

2 It's one of the fastest, most exciting dance music shows ever put together—with the Mark Warnow orchestra; with Mary Small whose air record is long and brilliant; with Russ Emery, radio's next "swoon-bait" and with The Stardusters, one of the air's finest quartets. Bud Collyer ("Superman") makes a great Master of Ceremonies.

Combine these two elements and you get a show that made a hit on its first broadcast. For the advertiser, two points stand out to make "Three For The Money" a powerful commercial vehicle:

1 Give-aways reach high ratings faster than almost any other type of program. You build your audience in a hurry. The records prove this—and "Three For The Money" is building fast.

2 Because all prizes are cash—and only cash—there isn't the problem of the sponsor's product and commercials competing with mentions and plugs of products given as prizes (as in most shows of this type). The sponsor has the field to himself.

We'll be glad to give you the whole story. Just call our Sales Department.

Mutual Broadcasting System

WORLD'S LARGEST NETWORK

SAN FRANCISCO

THE Standard Hour starts its summer concert series with Meredith Willson conducting the Standard Symphony Orchestra from San Francisco's War Memorial Opera House. It will feature Martha Mears, contralto; Charles Harmon, baritone; and the Standard Male Chorus under the direction of William Gavin in a series of Sunday evening concerts over KNBC. Dick Bertrandias is the producer and John Grover announces.

An exclusive television demonstration will be staged by KGO-TV as a highlight of the Bay Area Industrial Exposition in the Civic Auditorium July 2 to 9. KGO engineers in cooperation with General Electric engineers will set up a field camera chain connected with receivers in the displays of 15 different manufacturers and give demonstrations from 1:00 to 9:00 p.m. daily, televising specialty acts and special features.

Jack Clark has been added to the announcing staff of KROW to handle vacation relief shifts. He was formerly with KSFO-FM, San Francisco.

KGO manager Gayle V. Grubb spoke on television before the Berkeley Kiwanis Club and discussed KGO's plans to have television on the air in San Francisco by Dec. 1.

General Electric Supply Corporation has contracted for daily half-hour programs, five days a week, over KROW, featuring GE's "Stage of Stars" entertainers. The business was placed through Goldthwaite-Smith Agency of San Francisco.

The KNBC "Light and Mellow" program heard Tuesdays at 9 p.m. for the past six years, has been awarded the Vancouver Trophy by the Advertising Association of the West in a contest designed to encourage the best in radio advertising. The contest was open to programs in the eleven western states and western Canada.

Smith To Fight For Station

Washington—Indicating that he intends to fight the proposal of former Commissioner Clifford J. Durr that he be denied a license for WIBK and also be turned down in his bid for an FM construction permit, Rev. J. Harold Smith of Knoxville, Tenn., has retained the Washington law firm of Welch, Mott & Morgan. There was no indication Friday how soon there will be additional action in the case.

FOR THAT TIRED FEELING

Rapid Conditioning Exercises.

Hydrotherapy for circulation, relaxation and elimination.

Massage for relief of fatigue also for relaxation and reducing.

WHERE STARS OF RADIO, STAGE AND SCREEN KEEP FIT.

REILLY HEALTH SERVICE

Rockefeller Center • Columbus 5-8481
R.C.A. Building • 1250 Sixth Avenue
New York • 8th Floor • 6th Ave. Entrance
49th to 50th Sts. • Separate Departments
for Men and Women • 9 A.M. to 8 P.M.



California Commentary. . . !

• • • G.E. House Party originates at the San Francisco Civic Auditorium this week with emcee Art Linkletter doubling there each night as master of ceremonies of the stage show at the Bay Area Industrial Exposition. Aiding Linkletter will be announcer Jack

Hollywood

Slattery; producer Bob Dwan, substituting for vacationing John Guedel; production supervisor Martin Hill; pianists Con Maffie and Gene Le Pique; Young & Rubicam supervisor Charles Henry, and CBS engineer Harold Linquist. John Galvin of General Electric appliance and merchandise division publicity department, and Walter Chamberlain of Young & Rubicam's New York merchandising department, will be in San Francisco for the broadcasts. . . . Don Sharpe, producer of ABC's "Front Page," which stars Dick Powell, huddled with two prospective sponsors last week. "Front Page" has been sustaining since May. . . . Phil Baker has returned from San Francisco, where he assisted in the Junior American Red Cross drive and was made an honorary member.



• • • As the first of a series of open air Encino Little Theater productions by the Encino Community Theater, Producer-Director Ashmead Scott, well known in radio, staged "Hope For Harvest" June 29 and 30 at the outdoor amphitheater on the Henderson estate in Encino. Proceeds from the series will benefit the Tom Breneman Memorial Fund. . . . "Lum and Abner," Chet Lauck and Norris (Tuffy) Goff, have filed their entries for the National Skeet Club championship, which will be held at Las Vegas, Nevada, for one week, Sept. 16th through 25th. . . . Ray Noble drove to San Francisco for a short stand in the Bay City with his orchestra. He'll return in plenty of time to prepare for the NBC Sealtest show with Ilene Woods, which hits the airways July 15th as the summer replacement for Jack Carson. . . . George Jessel has been set as emcee for the new Don Davis show, "That's My Kid." The show was auditioned by Mutual recently and several Eastern sponsors are said to be interested.



• • • Ann Whitfield, 9-year-old radio moppet, is being considered for a role on the new Bob Burns program, "Country Editor." . . . Pianist George Tibbles and Guitarist Ramey Idriss, members of the orchestra of CBS' "Joan Davis Time," are composers of the current juke box hit, "Woody Woodpecker." Taking the tune of the trumpet call used to round up musicians for rehearsal, Tibbles and Idriss added a zany laugh to the melody and put lyrics and music together in half-an-hour. They sang it over the phone to Producer Walter Lantz, whose animated cartoon hero, Woody Woodpecker, also uses the laugh and then rushed it to a publisher. Recorded just before the first of the year but issued only four weeks ago, the song is now among the nation's most played tunes.



• • • Walter Baziuk has been appointed acting station manager of KIERN, CBS affiliate in Bakersfield. He replaces Hal Brown, resigned. . . . Dick Smith, of Smith, Bull & McCreery, has bought a new home in Coldwater Canyon, while Walter McCreery, of the same agency, has returned from San Francisco after staging the inaugural press party for "Ice Follies of 1949." . . . Edward Buckalew, CBS Western division station relations manager, left Hollywood yesterday for a month-long swing around five Western states. He will visit CBS affiliates in Nevada, Idaho, Montana, Washington, and Oregon. . . . Ben Gage, announcer for "Joan Davis Time," has only a few more air hours to gain before he earns his pilot's license. Then he and his wife, Esther Williams, screen star, can fly their own plane on their weekly commuters' trip from Los Angeles to their new home in Acapulco, Mexico.

CHICAGO

By NAT GREEN

JIM MALONEY Mutual station relations manager, found himself in the midst of a howling pack of jungle beasts a few nights ago when the Pennsylvania Railroad's Redbird hit a circus truck at Warsaw, Ind. He didn't wait to try to bring any of 'em back alive.

Bill Wilson became an ABC account executive July 1, succeeding Tom Clark, who resigned to go with Popular Science Monthly. Wilson recently has been ABC television special events director in Chicago.

The John W. Shaw Agency, Inc., has been appointed to handle all advertising for the Fifth Army headquarters, covering 12 states, for a recruiting drive starting in July. Approximately \$250,000 is to be spent in advertising, with radio getting a heavy schedule. The account was sought by 13 agencies.

Eddie Cantor will be a guest on the "Welcome Travelers" program on July 16, and the guest on July 12 will be movie star Lon McAllister.

Lots of vacationers these days. From WBBM are Barbara Mastrud of the program department, off for three weeks in North Dakota; Val Sherman, program director, left July 2 for three weeks in Iowa and the Black Hills; Stan Levey of the sales department, to Land O' Lakes, Wisconsin for 10 days; Jonathan Cole, announcer, to Minnesota for three weeks; and H. Leslie Atlass, CBS vice-president, and Frank B. Falknor, WBBM general manager, off for a 10-day cruise aboard Atlass' yacht, "Sis."

Vacationers from NBC include Oliver Morton, manager of national spot sales; Henry Livesey, guest relations manager; Hugh Suttle and Bert Whaley, production directors, and Dick Noble, announcer.

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

Radio-Telephone Line Installation Planned

(Continued from Page 1)

Weekend, Fred H. Baird, the Central's general passenger traffic manager, said the road plans to extend the radio telephone service the remaining miles westward along the Central main line to Chicago, when sufficient stations become available.

The new service is scheduled to be the first railroad operation on the channels assigned to general highway mobile radio use in the 30-44 mc. band. Calls to and from the train will be routed through the nearest of the fixed stations between New York and Buffalo. Transmissions from the train, using FM and a specially-designed antenna, will be on a different frequency than similar transmissions to the trains.

The fixed stations are located at New York, Mt. Kisco, Poughkeepsie, Kinderland, Fonda, Utica, Syracuse, Rochester and Buffalo.

Stork Works Overtime Making Chicago Deliveries

Chicago—Sir Stork worked overtime making Chicago radio circles this month. The list of new arrivals includes the following:

A 7½ pound son, Edwin S., born to Mr. and Mrs. Edwin S. Mills on Thursday's Day. The father is program coordinator for WGN-TV, and the mother is the former Joan Paterson.

A daughter, Dory Lynn, June 24, Mr. and Mrs. Rey Blanco. Father is staff singer on WIND.

A 7 pound 12 ounce son, Stephen, Mr. and Mrs. Ed Cooper, June 25, Michael Reese Hospital. The father is staff announcer on WGN.

An 8-pound daughter, Lindsay, to Mr. and Mrs. Charles Adell. Adell is an ABC account executive in Chicago, but the daughter was born in Detroit, as the Adells have not been able to find a home here.

A 10 pound 14 ounce son, Gary James, to Mr. and Mrs. Reo Fletcher, June 27, at Michael Reese Hospital. Fletcher is chief librarian at ABC.

Recording?



on top of the OPERA BUILDING

in chicago

TRANSCRIPTION MASTERS - REFERENCE RECORDING

Denny Promoted To Key Post As General Manager Of NBC

(Continued from Page 1)

ceeds Frank E. Mullen who resigned recently to become president of the Good Will stations.

First announcement of Denny's promotion was carried exclusively in RADIO DAILY in the issue of last Wednesday, June 30th.

Denny's rise to the second ranking executive position with NBC has been rapid. He resigned as chairman of the Federal Communications Commission last November to accept the post as v.p. and general counsel of the web. Since then he has been taking an active part in the planning and operational affairs of the network as well as serving as general counsel.

The new general manager of NBC was born in Baltimore, Md., April 11, 1912, and was graduated from Amherst in 1933 and Harvard Law School in 1936. From 1936 to 1938 he practiced law in Washington and from 1938 to 1942 he was in the Lands Division of the Department of Justice. He also served as special assistant to the Attorney General.

Denny joined the FCC as assistant general counsel in 1942 and was elevated to general counsel in the same year. As general counsel he supervised a staff of more than 60 attorneys and also conducted many hearings on questions concerned with radio broadcasting, television and communications. He was appointed a member of the FCC in March, 1945, and served as chairman since February, 1946.

Margraf Succeeds Denny

Gustav B. Margraf, in charge of the Washington office of Cahill, Gordon, Zachary and Reindel and legal representative of NBC in Washington since 1942, was chosen by the board of directors to succeed Denny as vice-president and general attorney.

FM Bus Installations Nearing Completion

Cincinnati—Crews installing Transit Radio receivers in Cincinnati are now completing six installations each day. The pace will be stepped up even further so that eventually twelve will be done in a day. The speed with which the installations are taking place enabled the announcement that the world's premiere of radio program reception in busses will take place July 10. The announcement came from P. G. Vondersmith, president of the Cincinnati, Newport and Covington Railway and its subsidiary, The Dixie Traction Company—The Green Line. This is in accordance with an agreement entered into last February by the C. N. C. and Transit Radio, Inc. of Cincinnati, the national organization which is negotiating similar installations throughout the country.

According to Richard C. Crisler, Transit Radio's executive vice-president, permanent installation in 115 busses will be complete by the July date and the radio service will be provided daily thereafter for the



DENNY

Margraf who is 33 years old has represented NBC at many hearings before the FCC and other governmental bodies in Washington.

General Sarnoff Comments

Commenting on the promotions in the NBC organization as well as two other promotions among RCA executives, Brig. General David Sarnoff, president and chairman of the board of RCA, said Friday:

"Radio and television, because of their close alliance with science and the arts, are young and rapidly expanding industries. Youth is essential for industrial growth and progress. The challenges and problems that continually arise call for well-trained young men with energy and initiative, and a record of accomplishment even at an early age."

CBS Coast Researcher Resigns for Agency Post

Tom Papich, head of research for the CBS Western Division Sales Promotion Department, has resigned to join Frank Fortier Productions, Hollywood, as business manager. Papich has been with CBS, Hollywood, for 8 years, four of which were as research head.

Replacing Papich as head of research will be Patricia Schertzinger, who has been clerical assistant to Papich for the past 15 months.

Cotsworth To Present Citation

Staats Cotsworth, known as "Casey, Crime Photographer" on CBS every Thursday at 9:30 p.m., EDT, will give the "Diamond Award," granted by Graflex Camera Co., to photographer Frank Cushing of the Boston Herald during the broadcast of July 8. Cotsworth will also receive a special citation from Graflex for his efforts as "Casey" in stimulating interest in photography.

benefit and added pleasure of Green Line passengers.

Miller, 10 Station Men Will Discuss Defense

(Continued from Page 1)

visor of civil defense planning. Committee comprises J. Harold Ryan, WSPD, Toledo; John Felzer, WKZO, Kalamazoo, Mich.; James Legate, WIOD, Miami; Edward Breen, KVFD, Fort Dodge, Ia.; Everett L. Dillard, president, KOZY, Kansas City; John Shepard, Ill., Yankee Network, Boston; Leonard Asch, WBCA, Schenectady, N. Y.; J. R. Poppele, WOR, New York, and William Eddy, WEKE, Chicago.

Robert K. Richards, NAB public relations director, will represent the NAB staff on the committee and serve as liaison.

Loeser Buys on WHLI-WHNY

Frederick Loeser & Company, Brooklyn department store with branches in Garden City and Bay Shore, L. I., is sponsoring the "News at Noon" over WHLI and FM station WHNY, Hempstead, L. I. The department store signed up last week for 52 weeks. The "News at Noon" is prepared by the WHLI News Bureau and consists of a quarter-hour roundup of national and international news, plus news of Long Island. Loeser's is sponsoring the "News at Noon" four times a week, while the State Laundry sponsors the other three newscasts. Bob Harris, former voice of Paramount Newsreel, is the newscaster.



fly
"the Hollywood"
United's DC-6
Mainliner 300
onestop flight

Leave New York 12:15 pm, arrive Los Angeles (Lockheed Air Terminal) at 8:25 pm.

Fares are surprisingly low. Flights operate on Standard Time.

UNITED AIR LINES

NEW YORK & BROOKLYN: Call Murray Hill 2-7300.

NEWARK: Call Market 2-1122 or an authorized travel agent.

Leaders Discuss Code And Suggest Changes

(Continued from Page 1)

casts of the United States, adopted by the National Association of Broadcasters at its Los Angeles convention, are presently in effect on all four national networks, subject only to certain required changes in program preparations, all of which will be completed by Jan. 1, 1949."

This announcement came specifically from Judge Miller who said that he had been so informed by the presidents of ABC, CBS, MBS and NBC at the meeting.

While the official announcement did not clarify the term "required changes in program preparations," it is known on the highest authority from several sources that it pertains to the length and number of commercials, a story revealed by RADIO DAILY last week which pointed out the networks had prevailed on Judge Miller to call a special meeting.

It was at a dinner session that web chiefs laid their cards on the table and told Miller that it was impossible for them and their clients to observe commercial limitations of the code on such short notice. It was stated that the shift was no simple operation and in some cases it means rebudgeting on the part of advertisers. This could hold true in the case of sponsors making use of "hitch-hike" and "cow-catcher" announcements which are banned under the new Standards of Practice.

One network official told Miller that a major problem in activating the code comes in whittling down commercial daytime copy. This, it was stated, requires ample time on the part of the network and the advertisers to get into line with code.

Networks say they are complying with the code in every way with this one exception and one exec reported that "80 per cent of the code has been effective on the networks for years." Webs will now go all out in co-operating and informing their accounts that NAB commercial code limitations will be effective for all next Jan. 1.

Pat Hurley On Leave

Pat Hurley, WQXR publicity director and wife of station engineer Walter Gassenheimer, has taken a leave of absence to await a visit by the Stork in September.



When WIBW Speaks...

Kansas People Listen and BUY!

Ben Ludy, General Manager

WIBW
The Voice of Kansas
TOPEKA

★ THE WEEK IN RADIO ★

Webs Dropping State Dept. Radio

By VAL ADAMS

CBS and NBC quitting international broadcasting after State Department contracts expire Sept. 30. "Voice of America" to handle entire show. Web shortwave transmitters being leased to government agency on a cost basis. . . . In final decision FCC ruled WHLS, Port Huron, Mich., violated Communications Act in refusing to sell time to certain political candidates. Three commissioners dissented. WHLS license renewed, however.

Temporary night time operating permits for limited time stations abolished by FCC. Degradation of night service said to be reason. . . . Networks set up howl over absence of uniform starting date for NAB code.

NAB announced series of district meetings for summer and autumn. Events include workshops on programs, sales, labor and other problems. . . . Number of radio families up 3.8 per cent in last two years, BMB reported. Total of 37,623,000 families own one or more sets in working order.

CBS asked FCC for declaratory ruling clearing path for it to own four video stations and large minority interest in two others. . . . NAB prexy Justin Miller said new code means listeners will notice a more listenable balance of commercial copy against program material. . . . GOP delegates officially commended radio and television for coverage of Republican national convention. . . . Lum 'n' Abner leaving CBS. They plan a half-hour recorded series next fall.

Telecast of Louis-Walcott fight carried by Paramount Theater, New York, and Fox Theater, Philadelphia. . . . Networks holding up sale of political time until after conventions. ABC will sell when Democrats adjourn but CBS and NBC awaiting end of Third Party confab. . . . Ben Abrams of Emerson Radio and Phonograph said his company anticipates biggest boom in history for AM receivers as well as TV and FM.

Arthur Godfrey's morning CBS show expanding to full hour with Gold Seal Co. and National Biscuit joining up for 15-minute segments each. Chesterfield has half-hour. . . . New York State Law Revision Com-

mission urged to include radio newsmen in proposed bill enabling newspapermen to protect information sources.

CBC planning improvements for Canada's national radio system. . . . Roy Hofheinz in line for 50 kw. grant in New Orleans. . . . Clifford Durr exited FCC. . . . GOP still looking over agency field for placement of its national account.

Current hearings on reallocation of 12 TV channels represent "a waste of time," said T. A. M. Craven, former FCC Commissioner and now a Cowles' veepee. Craven urged opening up of UHF bands. . . . Borden Co. launching huge promotion campaign via its CBS "County Fair" show. Tie in arranged with Junior Achievement, Inc. . . . Ted Steele moving to Hollywood as veepee in charge of Benton & Bowles coast operations.

Puerto Rican broadcasters asking NAB to protest to FCC over PR government going into commercial radio. . . . About 56,000,000 persons heard ABC broadcast of Louis-Walcott fight. Hooper was 59.3. NBC's telecast of event pulled rating of 86.6, highest in history of AM and TV. . . . Special AM-FM set retailing for \$110 being marketed in effort to build audience for New York State's Rural FM Network. Co-operative Grange League Federation Exchange, Inc., selling sets in its 700 farm stores in three states.

City owned WNYC, New York, to celebrate 24 years' of broadcasting, July 8. . . . NAB named liaison group and other sub-committees. . . . Frank T. Bow of Canton, Ohio, appointed general counsel for House committee investigating FCC. Bow was once a commentator for WHBC, Canton, and served as war correspondent for Ohio Broadcasting Co.

Missouri Broadcasters' Association organized with expected membership of nearly 40 stations. President is E. K. Hartenbower of KCMO, Kansas City. . . . Standard Oil set heavy air coverage of college and pro football in midwest. . . . Republican nominee Thomas Dewey convinced that FCC should have no power to regulate program content.

Applicant Amends Plea; Other Activities At FCC

(Continued from Page 1)

tion permit to specify the 1,410 band instead of the present 1,420 band, upping power from 500 watts to one kilowatt, and extending hours from daytime to unlimited.

Radio Fitchburg, Fitchburg, Mass., filed for a new station on the 1,280 band with 500 watts daytime.

To Announce Winners

Winners of a letter-writing contest on "How to Make Democracy Live" sponsored in Italy by Drew Pearson, will be announced at a dinner at the Waldorf-Astoria Wednesday night, and broadcast over ABC, 10:30 p.m.

Theater Man to Manage WBKB, Chi. TV Station

(Continued from Page 1)

director. Mitchell will assume some of the operational responsibility which Capt. Eddy has carried up to this time, leaving more of Capt. Eddy's time free for program and network development.

Mitchell, a native of Indianapolis, began his Balaban & Katz career in 1932 at the Chicago Theater. For B. & K. he managed the Paramount Theater in Hammond, Ind., and the Palace at South Bend. For Great States, a B. & K. affiliate, he has been assigned to a number of southern and central Illinois theaters before becoming district manager.

Foreign Station Group Subject Of Survey

(Continued from Page 1)

port breaks down each foreign language group with population figures, newspaper circulation figures and charts comparing the number of hours carried in each language by the five stations.

The two language groups with the largest population in the city, according to the report, are Jewish, with 911,280 persons, and Italian, with 986,160. WEVD carries the largest block of Jewish time, 80 hours weekly. WHOM carries six hours, WBNX five and WWRL one. WHOM leads in Italian programming, with 80 hours weekly, followed by WOV, with 55. WBNX has 15 and WEVD about ten.

German-speaking audience is estimated at 429,060 persons, with WWRL broadcasting 11 hours a week in the language, WBNX seven-and-a-half and WHOM five-and-a-half and WEVD 30 minutes. WWRL is the only station airing Spanish shows, for an audience estimated at over 300,000 with 23 hours a week.

WHOM tops the field with the number of hours devoted to the city's Polish population of 163,500 with 26 hours weekly, followed by WBNX with four and WWRL with two. The 149,840 Russian-speaking residents are served with two-and-a-half hours a week on WWRL and 30 minutes on WHOM.

Other languages carried on the stations are Irish, on WBNX and WWRL; French, WBNX and WWRL; Greek, WWRL, WBNX, WEVD and WHOM; Lithuanian and Hungarian, WWRL and WEVD. In addition, WWRL carries programs in Czech, Ukrainian, Syrian, and Swiss. WEVD carries weekly show in Armenian.

Poppele on Committee

J. R. Poppele, WOR vice-president in charge of engineering, has been appointed a member of the NAB engineering executive committee. He is also president of the Television Broadcasters Association.



WNBDR

THERE'S THAT VOICE AGAIN!.

BASIC MUTUAL NETWORK
5000 watts, 1260
SYRACUSE, N. Y.

Studios in the Wilson Bldg.
Al Godwin, General Manager

Represented nationally by
Paul H. Raymer Co.

TELEVISION DAILY

Daily section of RADIO DAILY, Tuesday, July 6, 1948 — TELEVISION DAILY is fully protected by register and copyright.

BAN THEATER TELE OF DEM. CONFAB

TELE TOPICS

By JIM OWENS
Associate Editor

NATIONAL ASSOCIATION OF MFRS.
Expanding its radio dept. to include tele—with G. W. (Johnny) Johnstone as head man. Johnny's been directing radio for NAM since Feb. of '46. . . . Theater attendance was off 20-25 per cent the night of the Louis-Walcott fight. . . . U. S. Rubber switches its NBC time seg (8 p.m.) from Fri. to Thurs. this week. . . . Raytheon expects to hit the full-production stage on its AC-DC video model this month. . . . Edmund L. Dorfmann, formerly with United World Films, gets rolling in his own shop this week in H'wood. On the kind of films he'll do are several for V.

KNBH, San Francisco Chronicle's outlet, and an NBC affil, will be on the air with patterns by late Aug. . . . That burning (if not irritating) question asked by more than a few of the boys in the trade "Just How Big Is Big?" is answered by DuMont in a new sales promotion piece. Unit consists of a sports action picture shown in five different receiver screen sizes, all stapled together, and progressively larger than the other. It'll make it easier for a dealer to show a puzzled customer what's meant by the word "big."

HANDWRITING-ON-THE-WALL-NOTE:
Many of radio's busiest (and best-paid) actors are heading for the woods and summer stock as of now. They feel they need the experience of thesping before a "Live" audience instead of a cold mike—what with TV nearing the pay-off stage. . . . Ad Schneider, who turned in a laudable job in the Life-NBC job on the GOP, will do repeat for the Demo meet next week. The Hile-Damroth scoreboard will also be back on the job for Life and NBC.

WSPD-TV, Fort Industry's outlet in Toledo, has pacted with Publishers' Syndicate of Chi. for all TV rights to their daily and Sunday comic strip "Kerry Drake." . . . NBC's Mahogany moppet, Howdy Doody, now has 60,000 "Presidential" votes in his pocket. . . . Harriet Kenney, the lush blonde of the Hotel New Yorker's Terrace Room ice show, primping up for a series of film commercials for TV.

ABC Debuts Two Shows

ABC accelerates its web programming activities this week with addition of two new shows. French song stylist Gabrielle debuts in a 15-minute show and "Three About Town" premieres on the web Thursday as a regular. Latter features Bill Harrington and Phyllis Wood at the keyboards, with Betsi Allison handling vocals.

Skouras Sees Video 'Economic, Feasible'

Washington Bureau, RADIO DAILY

Washington—Television now appears to be "economic and feasible," Spyros P. Skouras told the FCC Friday. Appearing to further the Fox bid for one of the remaining video channels in San Francisco, Skouras ventured that the day is almost at hand when a licensee "might make money from the start." The Fox prexy emphasized the word "might."

Particularly sharp was the questioning of attorney Karl Smith for Paramount. Smith drew from Skouras the admission that a major factor in the withdrawal of Fox TV applications just after the war was the conviction that TV could not be a money-maker.

In spite of the fact that it has not yet been accepted for the record, amended cost figures for their projected San Francisco TV operation were offered last week by others for 20th Century-Fox. Heard in testimony were several Fox witnesses, headed by Charles P. Skouras, head of the Affiliated National Theaters.

An important change was the addition of a studio in Oakland, with cost estimated at \$45,000. Attorney Andrew Haley for Ed Pauley's Television California raised the question of when it had been decided to have an Oakland studio, developing that Pauley's original application—submitted June 1—called for a Berkeley studio. The meeting of the 20th Century-Fox-California board which authorized an Oakland studio was held June 1. It was claimed, however, that the decision to build an Oakland studio had been made earlier.

Fox proposed salaries of \$461,660 per year for 95 persons—including

Repeat Performance

Chicago—RCA Victor's "Soo Yourself" on TV stunt, which attracted record crowds at the recent music merchants meet here, will play a return at the National Future Exhibit at the Furniture Mart here starting today. Technique, similar to that on display at the Exhibition Hall in New York's Radio City, permits visitors to "eye" themselves on a tele screen as they pass before a camera trained overhead.

NBC Hikes Rates For Net & WNBT, Oct. 1

With the increase in the sale of sets in cities serviced by NBC stations, announcement was made Friday of a general increase effective Oct. 1, 1948, both in NBC network rates and in time rates for WNBT. Network rates will be increased for advertisers buying the east coast network which includes WNBT, New York; WNBW, Washington; WPTZ, Philadelphia; WRGB, Schenectady; WBAL-TV, Baltimore; WBZ-TV, Boston, and WTVR, Richmond.

The new adjusted rate card for WNBT, effective Oct. 1, will provide for a base hourly evening time gross rate of \$1,000 to apply during Class A time (6:00-10:30 p.m.). This compares with the present rate of \$750.

\$76,200 for 17 administrative employees, \$172,460 for 35 program workers and \$213,000 for 43 engineering workers. Also estimated were costs of \$591,735 for technical equipment, \$100,050 for a transmitter building, and \$353,900 for lease of studio space.

Warn Paramount Against Pickup On Screen

Specific action to prevent "unauthorized" pickups of video coverage of the up-coming Democratic National Convention in Philadelphia was taken over the weekend by the Television Committee for Coverage of National Political Conventions.

Committee, which represents all broadcasters who are members of the pool to feed convention proceedings to stations on the eastern network, discussed the matter at a special meeting Friday and voted to advise the Paramount Theater (New York) that "it will take whatever steps may be necessary to prevent a recurrence" during the forthcoming Democratic meeting. Paramount, which has been staging successful experiments with its film recording process for projecting images directly on the theater screen, picked up the Dewey nomination speech from a local outlet, an act alleged to be "unauthorized" by the full pool. This was the point discussed by the broadcasters at last Friday's meeting, and which resulted in a letter sent to Paramount officials.

"No Comment" from Para.

Para officials offered "no comment" Friday, nor were the contents of the broadcasters' letter divulged. It's revealed, however, that "certain steps" toward preventing the pickup are outlined in the letter, steps described by a trade source as "being short of legal action."

While the warning was directed specifically at Paramount, it's understood to be all-inclusive in that any and all establishments charging admission for entertainment, etc., will necessarily come under the so-called ban.

The Week in Television

Broadcasters Set For Thea. TV Showdown

Issue of theater tele pickups grew more controversial, set off by movie houses in Phila. and Boston attempting to air the Louis-Walcott fight. Webs obtained injunctions, but theater execs predicted they'd fight the issue. Matter was further emphasized when the reps of the political convention pool met to discuss Paramount (N. Y.) Theater's airing of the Dewey nomination speech.

TV equipment manufacturers nearing the high-gear production stage, with half-dozen firms debuting new models. . . . WABD, DuMont flagship, in a wave of new biz, snagged four accounts whose combined billings will up station's income a quarter-million this year. . . . Chicago Electrical Exposition in fall will highlight TV advances, to be participated by all stations in the Windy City. . . . Louis-Walcott telecast registered Hooper of 86.6—highest figure in history of radio and tele.

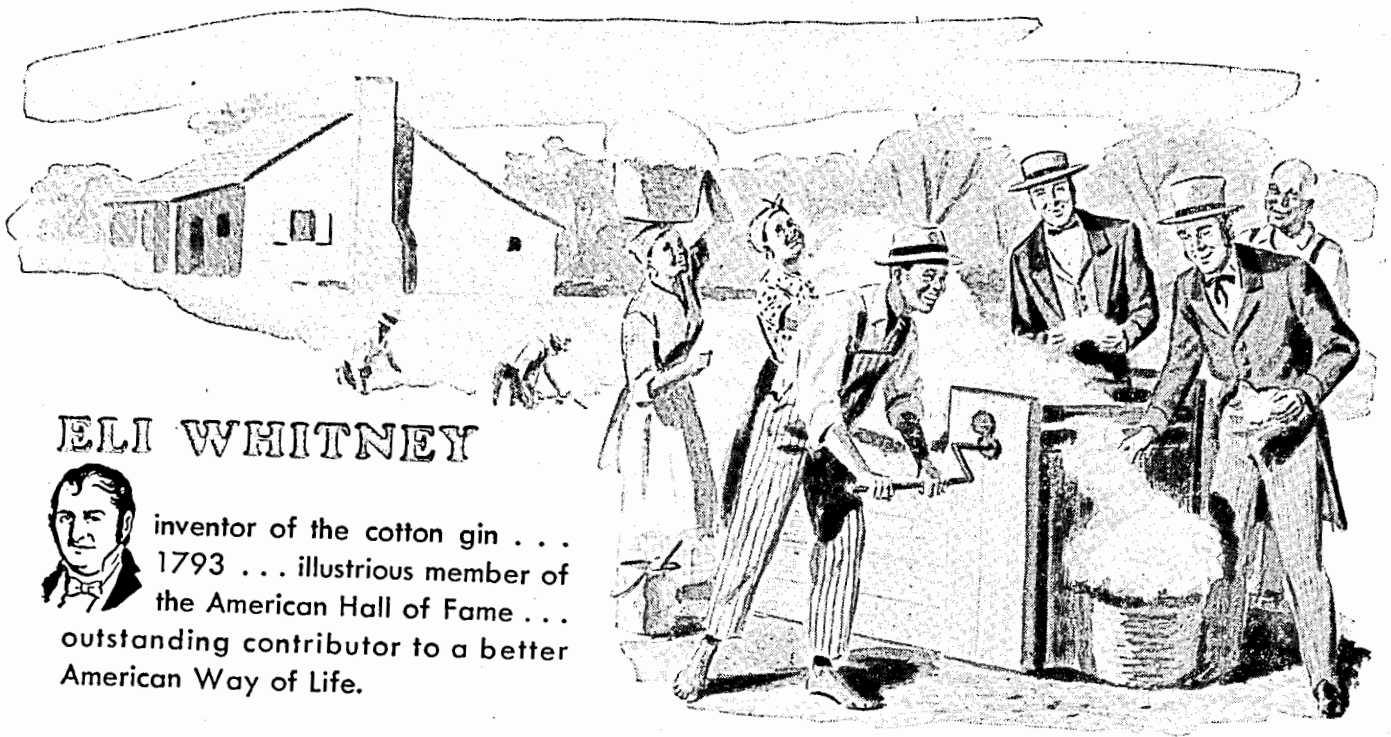
FCC re-opened San Francisco channel hearings. . . . CBS realigned higher echelon TV structure, named four execs to newly-created posts.

WJAR-TV An NBC Affil.

Providence—WJAR-TV, now under construction here with operation scheduled to begin in September, has affiliated with NBC, it was announced over the weekend. Contract was signed by Mortimer L. Burbank, president of the Outlet Company, which owns the station, and Easton C. Woolley, director of stations for the network.

Miss Cleary Upped

Lynn Cleary has been appointed a special assistant in charge of commercial continuity, literary rights and titles, and special handling of co-op programs for WABD, DuMont flagship. Miss Cleary has been with the web for the past year.



ELI WHITNEY



inventor of the cotton gin . . .
 1793 . . . illustrious member of
 the American Hall of Fame . . .
 outstanding contributor to a better
 American Way of Life.

First
IN POWER
AND RESULTS
MICHIGAN'S GREATEST
ADVERTISING MEDIUM
WJR
 50,000
 WATTS



CBS
THE GOODWILL STATION AND **WJR-FM** *Represented by*
 FISHER BLDG. **DETROIT** *PETRY*
 FRANK E. MULLEN *HARRY WISMER*
Pres. *Asst. to the Pres.*



RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 44, NO. 4

NEW YORK, WEDNESDAY, JULY 7, 1948

TEN CENTS

AUSTRALIA'S RADIO BUSINESS BOOMING

'Ladies Day' At FCC; Miss Hennock Sworn

Washington Bureau, RADIO DAILY
Washington—History was made at the office of the Postmaster General yesterday as Frieda B. Hennock, Democrat of New York, became the 24th member of the 14-year old FCC. She was given the oath for a seven-year term by Justice Henry Schweinhaut before 200 spectators—mainly FCC employes, women attracted by the novelty of seeing a woman sworn into such a post, and leading members of the Truman administration.

Miss Hennock pledged her com-
(Continued on Page 5)

Motorola Profits Rise; Tele Sales Prospects Good

Chicago—Company sales for the six-month period ending May 29 were nearly \$26,000,000, \$5,000,000 more than the comparable period last year, announced Paul V. Galvin, president of Motorola Inc. Net profits went up from \$1.72 per share for common stock, last year's rate, to \$1.94 per share. Mr. Galvin told the stockholders that the brightest prospect in the industry is the tremen-

(Continued on Page 2)

Directional Antennas Discussed Before FCC

Washington Bureau, RADIO DAILY
Washington—A detailed discussion of directional antennas offered by WTOG, Washington, was deferred until later by Commissioner Rosel H. Hyde here during the FCC's television channel reallocation hearings. In the meantime, objections were registered by the city of Fredericksburg, Va.,

(Continued on Page 5)

Political Poll

Elmo Roper is conducting a special nationwide Presidential poll for CBS, showing the shift, if any, in Republican strength since Gov. Dewey's nomination, and the last-minute sentiment of Democratic voters on their choice for Presidential and Vice-Presidential nominees. He will give the results of this poll on the CBS series, "Where The People Stand," Sunday, July 11.

Commission Alerted

The FCC has been asked to guard carefully against licensing any group representing the Ku Klux Klan for radio or television, with the non-sectarian Anti-Nazi League forecasting that Klan applications may yet be filed. It has been reported that Klan groups in Mansfield and Columbus, Georgia, may be filing applications. The League reported that the new Klan charter granted last week by Judge T. Hicks Fort authorizes entry by the Klan into broadcasting and television.

MBS Sport Sponsors Announced Yesterday

Sponsors of two major sports events to be broadcast over Mutual next week were announced yesterday. Lightweight championship bout between Ike Williams and Beau Jack, Monday, 10:15 p.m., will be sponsored over more than 450 stations by Peter Ballantine and Sons, through J. Walter Thompson. Fight will be held at Shibe Park, Philadelphia. Russ Hodges

(Continued on Page 2)

Bess Files FCC Petition For Dismissal Of WOV Bid

Petition for dismissal of the Ralph Weil-Arnold Hartley bid for WOV has been filed with the FCC by attorney Arthur Richenthal on the grounds that it does not compete with the original application of his client, Herman Bess. Document

(Continued on Page 5)

AFN Observes 5th Birthday With Review Of Operations

Hoechst, Germany—The fifth anniversary of the American Forces Network was marked in the U. S. Occupied Zone of Germany, July 4, with a recapitulation of the war and peacetime accomplishments of the GI web.

Originally set up with five 50-watt transmitters and BBC studio facilities in London, the AFN now operates five studios and seven transmitters ranging in power from 300

Dearth Of News Print Diverts Accounts To Australian Indies And Webs, Visiting Newsman Reveals

Inter-Amer. B'd'cast's Get Gov't Radio Issue

Members of the Inter-American Association of Broadcasters meeting in Buenos Aires have been asked to aid in the protest of the Puerto Rican Association of Broadcasters against the island's Communication's Authority operating WIPR, 10,000-watt AM outlet, as a commercial station. Jose Ramon Quinones, owner of WAPA,

(Continued on Page 2)

Leighton Names Duncan As Associate At WSNY

Winslow Leighton, president of the Western Broadcasting Corporation, yesterday announced that he was taking over the general management of WSNY, Schenectady, following the resignation of George R. Nelson as general manager and commercial

(Continued on Page 2)

Texas AM And FM Outlets Announce Merger Plans

Wichita Falls, Tex.—The merger of the AM and FM outlets of the Times Publishing Co., and Texoma Broadcasting Co., has been given FCC approval. The Times sells its FM

(Continued on Page 2)

Crediting the dollar crisis in Australia to be a blessing in disguise for the radio industry, Gordon Currie, distinguished Aussie radio and war correspondent, declared in New York yesterday that the freezing of U. S. coin has curtailed newspaper expansion and brought many new advertisers to local

(Continued on Page 5)

Station Popularity Rated In Cleveland

Cleveland — WGAR walked away with the Cleveland Press' third annual local radio poll, conducted by columnist Stanley Anderson. Finishing on top for the second successive year, the CBS affiliate piled up 44 points. Indie WJMO was second, with 31 points, and WJW and WTAM were tied for third with 11 points. WHK was close behind with 10

(Continued on Page 8)

New Company Formed By Rosen In Philly

Philadelphia — Raymond Rosen & Co., communications firm that installed the sound system for the major political conclaves at Convention Hall here, yesterday announced the formation of a new wholly-owned

(Continued on Page 5)

Madcap Milestone

Borden's "County Fair" celebrates its third anniversary over CBS Saturday, 1:30-2 p.m., EDT., by bringing back some of the zanier stunts which have kept the K&E clipping bureau on the go. Included in the plans are Allen La Fever, and his cow, Phoebe, for the "lifting a call" stunt, and the huge paper bag which for 21 weeks withstood the onslaughts of famous pugilists.



Vol. 44, No. 4 Wed., July 7, 1948 Price 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. Merscreau, Treasurer and General Manager; Marvin Kirsch, Vice-President; James Owens, 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
Ralph Wilk, Manager
6425 Hollywood Blvd. Phone: Granite 6607
WASHINGTON BUREAU
Andrew H. Older, Chief 6417 Dahlonga Rd.
Phone: Wisconsin 3271
CHICAGO BUREAU
Nat Green
1417 Ashland Bldg. 155 No. Clark St.
Phone: State 2332

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

★ COMING AND GOING ★

CHARLES "BUD" BARRY, vice-president of the American network in charge of programs, is back at his desk in the RCA Building following a two-week vacation.

OSCAR KATZ, director of research at CBS, left Saturday by train for California.

HARRISON WOOD, Sunday commentator on ABC, is spending two days in Washington, D. C., on business. He'll return Saturday and will leave the next day for Philadelphia, scene of the Democratic convention, and will air his programs from that point.

KARL SCHULINGER, manager of the radio department at Pedlar & Ryan, has arrived in Hollywood in connection with the Camay trailer for the Jack Smith show, which will emanate from Hollywood starting August 24.

IRA MARION, American network staff writer, is combining business and pleasure on a motoring trip to the West Coast. He'll be gone a month.

JACK DRAUGHON, president of WSIX, Nashville, Tenn., a recent visitor at the New York offices of the American network, with which WSIX is affiliated.

E. POWER BIGGS, organist heard on CBS, is spending three days in St. Louis attending the annual convention of the American Guild of Organists.

GERALD MOREY, president of WSLC, New London, Conn., in New York on station and network business. WSLC is an outlet of ABC.

EDGAR KOBAK, president of the Mutual network, has left on his summer vacation.

LES PETERSON, executive director of radio for Metro-Goldwyn-Mayer, left Hollywood yesterday for Chicago, where he will confer with representatives of NBC and agencies on the new "Lassie" show.

ED GREIF, of Banner & Greif, publicists, is back from the Thousand Islands, where he attended a conference of the Material Handling Institute. At the same time, JACK BANNER returned from a trip to Cincinnati.

ALFREDO ANTONINI, conductor heard on CBS, is in Chicago to conduct two concerts at Grant Park.

ROGER BOWMAN, network announcer and television commentator, is back from a three-week trip to Europe.

ART LINKLETTER, emcee of the CBS "House Party," is in San Francisco. He'll be heard from that point tomorrow and Friday.

SIGMUND ROMBERG left Hollywood for New York following his broadcast yesterday. He'll conduct at Robin Hood Dell in Philadelphia tomorrow and at Lewisohn Stadium Saturday.

EMMETT HEERDT, account executive at CBS Radio Sales, has returned from a vacation of two weeks.

FRANK H. ALTDORFFER, president of WLAN, American network outlet in Lancaster, Pa., has completed a short business trip to New York.

Texas AM And FM Outlets Announce Merger Plans

(Continued from Page 1) outlet KTRN, to Texoma permittee of KTEN, for consideration of \$50,000. The paper also acquires 49 per cent interest in Texoma for \$24,000 and Texoma surrenders its FM permit for KWFA. KTEN operates here fulltime with 1,000 watts on 1,290 kilocycles.

51 Per Cent in Voting Trust
Texoma has been owned by M. Bernard Hanks and Houston Harte with 40 per cent interest each and 15 per cent held by William D. Cline and 5 per cent held by A. Boyd Kelley. Each sells 49 per cent of his holdings to Times while the remaining 51 per cent is placed in a voting trust to be administered by Hanks and Harte.

Motorola Profits Rise; Tele Sales Prospects Good

(Continued from Page 1) dous and growing interest in television and that the industry, which is now turning out about 51,000 sets a month, is still not meeting the demand.

Simon Leaves WKBW

Arthur Simon, executive vice-president of WKBW has obtained a release from the Buffalo station effective June 28th. Mr. Simon's plans have not yet been announced.

Grover Whalen On WCBS

Grover Whalen, vice-president of Wanamaker's, will be heard on WCBS tomorrow when he appears as guest of Bill Leonard on "This Is New York."

Inter-Amer. Broadcasters Get Gov't Radio Issue

(Continued from Page 1) San Juan, presented the PRAB, protest to the Buenos Aires meeting. It was also announced yesterday that the Puerto Rican broadcasters will engage Washington counsel to represent them before the FCC when the Puerto Rican Communications' Authority application for an FM station comes before the Commission. The broadcasters will oppose the grant as "unfair, unjustified and harmful competition" to the 22 privately owned broadcasting stations now on the island.

Leighton Names Duncan As Associate At WSNY

(Continued from Page 1) manager of the station. Leighton has named Wally Duncan, former NBC and WNEW sales executive, as his executive assistant and sales consultant. Nelson continues as vice-president, director and one of the major stockholders of the station.

MBS Sport Sponsors Announced Yesterday

(Continued from Page 1) will do the blow-by-blow, with Jay Jackson handling color. Fifteenth annual All-Star baseball game at Sportsman's Park, St. Louis on Tuesday will be bankrolled by Gillette Safety Razor Co., through Maxon agency. Broadcast will be carried by the entire MBS web of 500 outlets, plus selected Canadian facilities and AFRS shortwave. Mel Allen and Jim Britt will be behind the mike.



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 wished 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 . . . may 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?



AM W-I-T-H FM
W-I-T-H
Baltimore 3, Maryland

TOM TINSLEY, President
Represented by Hadley-Reed

FINANCIAL

(July 6)

NEW YORK STOCK EXCHANGE

Table with columns: 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, Westinghouse pfd., Zenith Radio.

OVER THE COUNTER

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

Wedding Bells

Michael R. Hanna, general manager of WHCU, Ithaca, N. Y., was married yesterday afternoon to Kay Thorne Harding by Chief Magistrate Edgar Bromberger in New York. Bride is former Hollywood radio rep for the International Rescue and Relief Committee.

INS has served



FOR 12 YEARS

**ONE STATION
AUDIENCE in a
DAILY STATION
MARKET**

Central New England Listeners, in Worcester and fifty-four surrounding cities and towns, express their preference by quarter-hours, sign-on to sign-off, Sunday through Saturday.

WTAG

401 QUARTER HOURS

81%

Figures are from just-released Benson & Benson Diary Study. Your nearest Raymer man will gladly show you the complete study. It's amazing!

Double Barrelled! . . . The latest Hooper figures, Worcester city only, show the same, consistent WTAG domination of audience — morning, afternoon and night!

ALL OTHERS

95 QUARTER HOURS

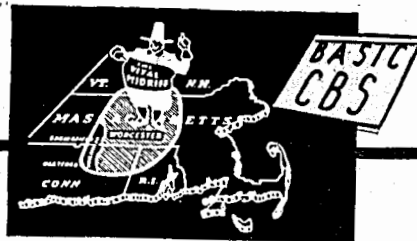
19%

When You Buy Time — Buy an Audience

WTAG WORCESTER
580 KC 5000 Watts



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



SOUTHWEST

RAOUL A. CORTEZ, owner and operator of KCOR, San Antonio, has been elected president-general of the League of United Latin-American Citizens at the group's annual convention held last week at Austin, capital of Texas.

With the State Fair of Texas opening its seventh summer season of summer operettas, listeners will each week hear a preview of the forthcoming show and its operation in a series of programs to be heard each Saturday over WFAA and WFAA-FM, Dallas. Opening program featured Kenny Baker and Laurel Hurlley, stars of the first presentation, "The Great Waltz." John Rosenfield, amusement editor of the Dallas News, interviewed the stars and Charles R. Meeker, managing director; Roger Gerry, stage director, and Arthur Lief, musical director of the operettas. Airings are announced by Dick Provenson of the WFAA staff.

Mark Perkins has made application to the FCC for permission to operate a new standard broadcast station, contingent upon KMAC here vacating its facilities. Outlet would operate full time with 250 watts on 1,240 kilocycles. Perkins recently purchased KPAB, Laredo. Howard W. Davis, owner of KMAC here also headed KPAB. KMAC is soon expected to increase operating power and move to 630 kilocycles.

W. A. Roberts, commercial manager of KRLD, Dallas has been elected president of the Dallas Advertising League. Roberts is the first radio man to hold this post. Richard L. Kanatzar of KSKY, Dallas was elected a director of the group.

Jack Holmes has joined the commercial staff of WBAP, Fort Worth. He was formerly with the James McBride Advertising Agency in that city.

Gimbel To Chair Dem. Meet

Benedict Gimbel, Jr., president and general manager of WIP and WIP-FM, has been appointed chairman for the Democratic National Convention and the Chamber of Commerce for a celebration to be held on Sunday, July 11th.

Gimbel will also be chairman for the Democratic Executive Dinner on July 9th, which will consist of President Truman's cabinet members.

1906 *Henri* 1948
CONFISEUR
FRENCH RESTAURANT
LUNCHEON from \$2.00
DINNER from \$3.00
COCKTAIL BAR
Famous French Candies
15 East 52nd St.
AIR CONDITIONED



Mainly About Manhattan. . . !

● ● ● Look for a big rhubarb to develop over the old Red Skelton time slot (Tues. 10:30 p.m.). Time is owned by Russel Seeds agency, who haven't come up with a show to fill in as yet. . . John Sinn, of the Ziv company, off for the West Coast to discuss a television-picture deal. . . Will the FCC make the musical-quiz giveaways face the music? . . . Looking over last year's surveys, Lux led the league more than any other show and what's more topped every Nielsen report. . . At least three movie outfits and one video producer want to do a film based on the life of the late Earl Carroll. . . CBS' fast-climbing comic Rob't Q. Lewis, will bat for Arthur Godfrey in August. . . Now that the Ford Theater is going to air via CBS, and with the big name slant, natch, what's gonna happen to the web's "Studio One" ainer? . . . Speaking of dramatic ainers, it looks from here like those stanzas that lean heavily on radio versions of screen stories are in for a mighty lean year. Not too many pics have been made due to financial headaches. . . Deal cooking for an air stanza to be built around Milt Caniff's "Steven Canyon" . . . Television Row interested in reports that Mexican film factories are in a position to make video films much cheaper than here.

★ ★ ★

● ● ● After five years of broadcasting Sat. p.m. over ABC, Maggy Fisher's musical gem, "Piano Playhouse," gets an additional weekly airing on Sundays at 12:30 on that web. Expertly guided by the velvet-voiced Milton Cross, the stanza features such high-grade ivory-pounders as Cy Walter, Stan Freeman and Earl Wild, with guest stars lined up weekly. Among the latter skedded are Teddy Wilson, Skitch Henderson, Johnny Guanieri and Flora Guerra, wife of the former Ambassador to Cuba, who is slated for a July 24th airing.

★ ★ ★

● ● ● **SUCCESS STORY:** (Or from page boy at NBC to manager of WNBC in 14 years). That's the story of Thos. B. McFadden, who on June 15th was named manager of WNBC when Jim Gaines relinquished the job to concentrate on his other two posts—director of NBC o & o's and ass't to Harry Kopf, veepee in charge of sales and station relations. Tommy's rapid rise in the organization would make Horatio Alger turn green with envy. A page boy in '34, he became a news writer the following year. He spent '38 and '39 as newscaster at WRC and WGY. Rose to captain during the war and returned to NBC newsroom in '46. Joined WEAF later as director of news and special events. On May 21st, 1947, he was named ass't manager of WNBC under Jim Gaines, and now, a little over a year later, is boss man of NBC's flagship.

★ ★ ★

● ● ● Top air entertainers doing a terrific burn over the heavy influx of giveaway shows which are cutting in so sharply on the rating charts. You can look for them to take their organized beef to the network biggies and threaten to either "do a Crosby" or else return to the theaters.

★ ★ ★

● ● ● **SID-BITS:** Nancy Donovan opens at the Versailles tonite. . . Muriel Kirkland (Mrs. Staats Cotsworth, in private life) starring at the Berkshire Playhouse in "Intimate Strangers" . . . Les Tremayne rates a nod for his emoting on CBS' "Romance" Monday nite. . . Nat Abramson's Camp Loyaltown, a new non-sectarian camp for underprivileged boys, slated to open today, up in Hunter, N. Y. . . Video giving "Splashketball" a big play. Game was first tried out at the Griswold Country Club in Conn.

★ ★ ★

● ● ● **THE REVIEWING STAND:** The Jane Pickens (some pickin's) show bowed in over the NBC web July 4th and proved a welcome addition to the hot weather lineup. Jack Kilty, who handles the male vocal chores, plus Norman Cloutier's musical accompaniment were first rate.

TIME BUYERS ARE PEOPLE, TOO!

DRAWN BY
BASIL WOLVERTON



TONY MATTES

Standard Oil Company of California
San Francisco

A transplanted New Yorker, M. Anthony (Tony) Mattes, advertising manager of Standard Oil of California, first came to the Pacific Coast at the age of six. He went East to earn his diploma at Columbia, and then entered upon a brilliant advertising career in the agency and department store fields. During the war the OWI pressed him into service as Regional Director. "Then"—and now we quote Tony himself: "the gods were with me, making it possible to come back to my first love, the Pacific Coast, where I hope to spend the rest of my life." To which we can only say "glad to have you with us, Tony!" The Pacific Coast is becoming an increasingly fertile field for advertising men and advertisers. An oil company advertising manager should be interested, for example, in the fact that Oregon's 1947 tourist income was \$105 million; an increase of 25% over 1946. And if you don't mind a parting pun, Tony, we might say that in the Pacific Northwest KGW continues to be the "standard" by which radio stations are judged!

KGW

PORTLAND, OREGON

AFFILIATED
WITH

REPRESENTED NATIONALLY
BY EDWARD PETRY & CO.

'Ladies Day' At FCC; Miss Hennock Sworn

(Continued from Page 1)

plete devotion to the FCC post and the demand upon her that she administer the Communications Act in the public interest. The fields in which FCC authority lies, she said, offer "one real hope for peace and happiness in a world where today the instruments of destruction far surpass the tools of peace."

In a set speech, which she delivered from notes, Miss Hennock spoke also of the future of women in public office, and lauded Mrs. India Edwards, vice-chairman of the Democratic National Committee, for "working in the interest of all the women of the country." Mrs. Edwards was present. Chairman Wayne Coy, in opening the ceremony, remarked that all 23 previously appointed Commissioners had been "able to serve well—but all had had one defect. They were all men—good and true men, but still men." Hereafter, he said, "the FCC is no longer to be a man's world." It has been, he said, the domain of "rectitude, fortitude and solemnity, but never before of pulchritude."

Attorney General Tom Clark remarked that the appointment of Miss Hennock was in recognition of "the feeling of the entire country" regarding the naming of women to high government posts. Words of praise were spoken, also by Federal Security Administrator Oscar Ewing, who remarked that Miss Hennock had been one of two people most prominent in getting him to accept a post as vice-chairman of the Democratic National Committee. Secretary of the Treasury Snyder, Secretary of Commerce Sawyer, Presidential Assistant Steelman and a number of other top officials were also on hand, as well as Commissioners Jones, Sterling and Hyde and former Commissioner Clifford J. Durr, whose assignment has gone to Miss Hennock.

New Company Formed By Rosen In Philly

(Continued from Page 1)

subsidiary company, to be known as Raymond Rosen Engineering Products, Inc. It will handle all of the business formerly done through the engineering products division of the parent firm.

Dollar Crisis In Australia Boon To Radio Broadcasters

(Continued from Page 1)

and network broadcasters. Currie, who has been in radio for 20 years and is often referred to as "The Walter Winchell of Australia," in an interview yesterday gave an interesting analysis of radio operations down under.

"The rationing of newsprint has stopped the 'dailies' from returning to the pre-war size," Currie said. "Advertisers have rushed to the networks and all available time has been sold. This also is true with the small independent stations."

Currie said that the commercial windfall in radio has not helped the entertainment standard of programs for too much emphasis and time is being devoted to advertising plugs.

"During the war the general standard of programming received a lift by the airing of such shows as Command Performance, the Benny, the Hope and Crosby shows which were given free to Australian radio by the U. S. Special Services organization. However the industry was obliged to clamp down on these programs because of the number of the Aussie artists thrown out of work."

Comments On Networks

There are three commercial networks in Australia, Currie said, in addition to the government controlled Australian Broadcasting Commission. He rates the MacQuarie network as the most progressive and the best variety show to be "The Shell Show."

"The Amateur Hour is the most consistently popular program in

Australia," Currie said. "The Standard of Colgate Palmolive programs, (the largest spender in Aussie radio) has slipped gradually in the past twelve months. This can be attributed to the low standard of writing and the overworking of 'cheap' comedy. The production standards, on the other hand, are high and audiences are held by one of the world's ace quiz masters, Jack Davey."

Currie credits the Australian Broadcasting Commission with having the best and most complete news and special events coverage in the country. The MacQuarie network, he added, has the best commercial news service.

Platter Spinners Popular

Disc jockeys are gaining in popularity daily in Australia. Currie said that the greatest problem a platter spinner must face is the lack of merchandising and exploitation by station managements.

The Australian commentator suggests that when things return to normal an exchange of radio talent be worked out between the United States and his country. Referring to Aussie station managers he said "they need some good solid experience in modern business methods and public relations as practiced in New York."

Currie recently arrived in New York after caricaturing Hollywood stars at MGM and 20th Century-Fox.

Currie also appeared on KTLA television in Los Angeles.

Bess Files FCC Petition For Dismissal Of WOV Bid

(Continued from Page 1)

states that the Avco rule—under which the Weil-Hartley bid was filed—does not apply because Richard O'Dea, minority stockholder in WOV, is a transferee, not a transferor in the case.

O'Dea, the petition says, is a partner in General Broadcasting Co.—which was set up in February to buy WOV from Arde Bulova—together with Bess and Harry S. Reichenstein, New Jersey manufacturer. Under terms of the original deal, O'Dea was to turn over to General his holdings in WOV as well as his ten per cent interest in WNEW, Bulova's other station, with latter stock to be surrendered to Bulova as part of the purchase price.

Attached to the petition is an affidavit by O'Dea stating, in effect, that he has never entered negotiations with Weil and Hartley, and that he prefers to deal with Bess, with whom he has a contract.

An affidavit by Bulova states that the watch manufacturer has no deal with Weil and Hartley and that he wants to see the transfer to Bess completed as soon as possible.

Directional Antennas Discussed Before FCC

(Continued from Page 1)

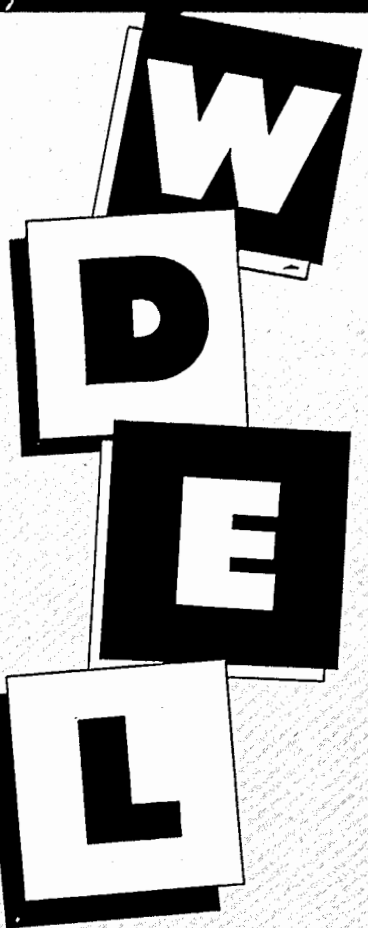
and by two Baltimore videocasters—WMAR-TV and WAAM—to WTOP's proposal that it be given Channel 12 in Washington and that Channel 2 be assigned to Fredericksburg in lieu of Channel 12.

Stuart L. Bailey appeared for the CBS station. He spoke of the importance of the directional antenna as a means of getting more stations into crowded areas, only to run into questions from Commission Attorney Harry Plotkin which stressed the fact that rural dwellers might suffer serious loss of service.

WTOP would use a directional antenna—to protect WAAM, in nearby Baltimore on Channel 13. WMAR-TV objected because it fears interference on Channel 2 from Fredericksburg if the WTOP request is granted. The mayor of Fredericksburg sent a representative to protest on the part of the city, even though there is no applicant there at present.

Hyde stepped in as WTOP attempted to bring on Andrew Alford of Boston for a detailed discussion of the value of directional antennae. Alford's testimony was withheld until the conclusion of the hearings.

WILMINGTON, DEL.



Sells...

- Consistently
- Profitably

Represented by

ROBERT

MEEKER

ASSOCIATES

NEW YORK

CHICAGO

SAN FRANCISCO

LOS ANGELES

5,000 WATTS

DAY & NIGHT



A STEINMAN STATION

IS FOR QUALITY

In publicity prints for newspaper reproductions.

Serving broadcasting companies and advertising agencies since 1928.

QUICK SERVICE

KESSLER PHOTO SERVICE

19 WEST 44th ST., NEW YORK 18, N. Y. Phone: MUrray Hill 2-4109

AGENCIES

RAY VIR DEN, president, has announced the appointment of three new vice-presidents to Lennen & Mitchell, Inc., advertising agency. They are: Thomas P. Doughten, executive assistant to the president; Daniel M. Daley, Jr., account executive, and Peter V. Keveson, radio copy chief.

Doughten joined Lennen & Mitchell in October 1944. He served as manager of the radio department from January 1, 1947 until June 14th this year, when he was succeeded by Nicholas Keesely, former program sales manager of the Columbia and Mutual Broadcasting Systems.

Daley joined Lennen & Mitchell in March 1938 after spending nine years with Lord & Thomas (now Foote, Cone and Belding). He entered the Army in April, 1942. He was placed on inactive duty in October 1945, with the rank of captain and returned to Lennen & Mitchell immediately afterwards as account executive on the Calvert account.

Keveson joined the copy department of Lennen & Mitchell in October 1944. He was named radio copy chief in 1946. Before joining Lennen & Mitchell he was with the copy department of Batten, Barton, Durstine & Osborne, Inc. and with the Biow Agency. Mr. Keveson is also a member of the Lennen & Mitchell Plans Board.

NATIONAL DRUG LABORATORIES, INC. has appointed Bozell & Jacobs, Inc. to handle its advertising. Louis Bass is the executive on the account.

ALFRED PAUL BERGER CO. has been appointed advertising agency for Rose Petal Slips, manufacturers of ladies' undergarments.

U. S. PROCESS CORPORATION, makers of "Sanitized" bacteriostatic processes for shoe and textile industries, has appointed Ewell & Thurber Associates New York office to direct its account effective immediately. Newspapers and radio will be used.

GEORGE R. NELSON, Inc., advertising, has opened temporary offices at 469 State Street, Schenectady. The new agency has been capitalized initially at \$30,000. Directors are Mr. and Mrs. George R. Nelson and Alice Pach.

Andrews Directs 'True Story'

Martin Andrews will take over direction of "True Story" daily Monday through Friday on ABC while Charles Warburton vacations from July 12 through July 30. Under their regular all-year schedule, Andrews directs the Tuesday and Thursday programs while Warburton handles Monday, Wednesday and Friday shows. "True Story," on ABC daily from 10:00 to 10:30 a.m., EDT, is sponsored by Libby, McNeill and Libby Products. Agency is J. Walter Thompson.

NETWORK SONG FAVORITES

The top 32 songs of the past week printed below, are based on the copyrighted Audience Coverage Index Survey of popular music broadcast on the major networks. Songs are listed alphabetically and as a group represent those with the largest radio audiences, as tabulated by the Office of Research, Inc., Dr. John G. Peatman, Director.

Survey Week of June 25-July 1, 1948

TITLE	PUBLISHER
A Feella With An Umbrella.....	Feist
A Tree In The Meadow.....	Shapiro-Bernstein
Baby Don't Be Mad At Me.....	Paramount
Beyond The Sea.....	Chappell
Blue Shadows On The Trail.....	Santly-Joy
Bride and Groom Polka.....	George Simon
Dolores.....	Famous
Don't Blame Me.....	Harry Warren
Dream Girl.....	Famous
Haunted Heart.....	Williamson
I May Be Wrong.....	Advanced
I Went Down To Virginia.....	Jefferson
It Only Happens When I Dance With You.....	Berlin
It's Magic.....	Witmark
It's You Or No One.....	Remick
Little Girl.....	Leeds
Little White Lies.....	Bregman-Vocco-Conn
Love Of My Life.....	T. B. Harms
Love Somebody.....	Kramer-Whitney
My Fair Lady.....	United
My Happiness.....	Blasco
Nature Boy.....	Burke and Van Heusen
Now Is The Hour.....	Leeds
Put 'Em In A Box.....	Remick
Rhode Island Is Famous For You.....	Crawford
Serenade (Music Played On A Heartstring).....	Duchess
Steppin' Out With My Baby.....	Berlin
Toolie Oolie Doolie.....	Chas. K. Harris
Woody Woodpecker.....	Leeds
You Can't Be True Dear.....	Biltmore
You Were Meant For Me.....	Miller
Yours.....	E. B. Marks

Second Group

At A Sidewalk Penny Arcade.....	Robbins
Baby Face.....	Remick
Better Luck Next Time.....	Feist
Bye Bye Blackbird.....	Remick
Confess.....	Oxford
Crying For Joy.....	Monacho
Delilah.....	Encore
Dickey-Bird Song.....	Robbins
Dream Peddler.....	Southern
Evelyn.....	Melrose
Heartbreaker.....	Leeds
I'd Give A Million Tomorrows.....	Oxford
Laroo Laroo Lilli Bolero.....	Shapiro-Bernstein
My Guitar.....	Bourne
Old Ferris Wheel.....	Goldmine
On The Little Village Green.....	Bourne
Spring Came.....	Republic
Take It Away.....	Pemora
Takin' Miss Mary To The Ball.....	Miller
We Just Couldn't Say Goodbye.....	Words and Music
What's Good About Goodbye.....	Melrose
You're Too Dangerous Cherie.....	Harms

Copyright, 1948, by Office of Research, Inc.

CHICAGO

By NAT GREEN

HAL BOCK, television manager of the NBC western division, stopped off in Chicago en route from New York to Hollywood.

A remote broadcast from the Pump Room of the Ambassador East Hotel is being made seven nights a week over WBBM, from 11:45 p.m. to midnight. Music of David LeWinter is heard each night except Tuesday. On Tuesday the orchestra will be Bill Walker's.

Station WIND program director Les Atlas, Jr., is spending a week vacationing with his family in Canada.

Ed Horstman, head of the ABC engineering department, spending a week in New York on business.

Russell Stebbins, formerly of the Dancer-Fitzgerald-Sample agency, has joined the WBBM sales staff.

Lever Bros. Co. (Breeze) has renewed its participation in the "Holland Engle Show" on WGN for 13 weeks.

NBC's "Circle Arrow Show" gang, sponsored by Western Auto Supply Co., is set for personal appearances in Mt. Vernon, Washington Court House and Sandusky, in Ohio, and Rushville, Ind., during the next two months.

WBBM's quarter-hour "Piano Parade" becomes a daily feature starting July 12.

Jack Perry, president of KVOC, Casper, Wyoming, was a visitor at ABC on his way to Quebec and New York.

Tommy Bartlett began his second year as emcee of "Welcome Travelers" on June 30, when he welcomed his 100,000th traveler.

WMAQ will carry the NBC network broadcasts of six big-money handicaps at Arlington Park, and Washington Park race tracks, with Clem McCarthy covering the events.

Identification of a proposed guest star is the idea behind a new contest feature on ABC's Sunday show "Personal Autograph," emceed by Jim Ameche. Listeners will be asked to identify a famous personality impersonated by impressionist Sonny Howard.

WBBM newscaster John Harrington starts a three-week vacation at his summer home in northern Michigan on July 12. Fahey Flynn will pinch hit on Harrington's regular morning and afternoon news program. Flynn also will pinch hit for Jim Conway on "Shopping With The Missus." Jim began a three-week vacation July 2. A member of the Naval Air Reserve, Jim will spend much of his time up in—not on—the air.

Atlantic Renews WPTZ

Philadelphia—Pacting of six accounts for summer and fall business was effected by Philco's WPTZ over the weekend, including renewal of sponsorship of U. of Pa. home grid schedule by Atlantic Refining Co. Latter company will be in its ninth year on WPTZ.

TELEVISION DAILY

Daily section of RADIO DAILY, Wednesday, July 7, 1948 — TELEVISION DAILY is fully protected by register and copyright.

FCC TO RETAIN CHANNEL NUMBERS

TELE TOPICS

By JIM OWENS
Associate Editor

CCROSSLEY, INC., the research outfit, has co-opped with Sam Hunsaker Productions in a 15-minute film airer based on the Crossley Presidential Election Poll. Package, set for a 13-week series, will feature Arch M. Crossley charting week-to-week trends in the coming election campaign, using fax and figures obtained in nation-wide opinion research. Crossley has called every election since '36. . . . CBS said to be huddling with Apex Pictures re a long-range TV-film tie-up, with General Artists Corp. carrying the ball. Although the web sez it dunno, Bill Paley is reportedly the man sparking the project.

GENERAL FOOD'S new NBC seg, "Try and Do It," made a happy debut Sunday nite, nicely paced by the apt-named Jack Bright. Show has the pay-off angle of being something new & different—a quality ironically rare in a still-new medium. . . . Film companies' interest in Zenith's "Phone-vision" holds promise of early and wide-scale adoption of the system, Eugene F. McDonald tells stockholders in his annual report. He sez his company will make provision for the pay-as-you-go system in all new receiver models—to hit the market by fall. . . . Video speller John Tillman pacted by Doubleday to cut ET's on the new Eisenhower book.

CURRENT ISSUE of Look mag echoes the prediction that TV will snag a 65-million audience within two years. Piece also sez only one American in 10 has seen video. . . . WPIX will inject a new wrinkle in sports next Sunday nite when it scans an all-girl softball game at Cedarhurst Stadium. Contest is between the Arthur Murray Girls & the Washington-Takoma Decorators. The femme touch will maintain even to the mike—with Jane Martin handling the play-by-play. Strictly no man's land, eh? . . . News' outlet, incidentally, will get rolling on the Korda pix same nite, with "Henry VIII" teeing off. Pix will roll as a complete series.

NBC is prepping a film documentary on the life of Eisenhower during the Democratic confab next week, just in case Ike gets suddenly convinced. Web's cover of the Dem. meet will be as exhaustive as the GOP, with Life again collabing on behind-the-scenes stuff. . . . Wouldn't Phil Spitalny's terrific ork dress up TV in several (32) ways? . . . Wick Adams, a business and pubrel exec in Phila & Washington, teams up with the Barnard L. Sackett Agency in The Quaker Town as script ed. . . . Evelyn Lawson, an able gal with a type-writer, putting the finishing touches to a novel, "Not So Public Relations," set for fall publication. It's her version of life around the Grand Central Ulcer Belt.

Spark Plugs No Plug For Tele

Television reception interference caused by auto ignitions can be corrected or minimized if manufacturers equip their cars with proper suppressors on spark plugs, distributors, etc., a series of tests conducted by the RMA engineering department, in co-operation with the Society of Automotive Engineers, has demonstrated. Tests using a car equipped with proper suppressors indicated that interference can be reduced to a minimum if not eliminated by use of such safeguards. Tests were conducted near Camden, N. J., and were intended to check earlier tests in the light of recent developments in video receiver design and construction.

ABC Signs WAAM, Now Has 12 Affiliates

With the pacting of a two-year affiliation agreement with WAAM, Baltimore, this week, ABC has stretched its affiliates structure to 12' and cemented its east coast network.

Negotiations were handled by Lee Jahncke, ABC's station relations chief, and Norman C. Kal, general manager of WAAM. Outlet will air test patterns next month and plans regular programming by September.

Chester Named To Direct CBS News, Spec. Events

Edmund Chester, director of short-wave broadcasting and Latin American affairs for CBS since 1940, has been appointed director of news, special events and sports for the CBS television network, it has been announced by J. L. Van Volkenburg, vice-president and director of television operations.

Chester, a former director of the Latin American Department of the Associated Press and vice-president of La Prensa Asociada, Latin American subsidiary of the Associated Press, will assume his television duties immediately and coverage of the Democratic Convention in Philadelphia will be his first major television duty.

Sports Top Pulse Poll

Baseball headed the top 10 video shows during the month of June, with the Yankees-Washington game (WABD) registering a 38.0 according to The Pulse, Du Mont flagship had the first three places in the survey, with "Doorway To Fame," and Yankees-St. Louis game each garnering a 35.0.

TV Lab Expanding

Minneapolis—Twin City Television Lab is expanding operations beyond the training unit stage, now a current feature, to include building of package programs.

Sees Audience Choice Deciding Video Fare

Toledo, O.—Although sports, live drama, and news are currently three most popular types of video programs, eventually it will be the demand of the audience which will decide what type of programs will be televised, said Dr. Benjamin Shackelford, president of the Institute of Radio Engineers, at a recent meeting of the Toledo Section of the Institute. He said that the future of television lies in the development of local talent and the coverage of local events in cities as small as 25,000 population. This may be feasible, he added, when the costs of television come down.

Million-Dollar TV-Film Plant For San Antonio

San Antonio, Tex.—In the first move to establish extensive television film facilities outside of Hollywood and New York, Ralle United Motion Picture Co., has revealed plans for a million dollar film and video studio to be constructed here. According to Ralph A. Ralle, production chief, project will mark the first studio to be completely designed for the dual function of making theatrical and tele films. Local and H'wood interests will jointly finance the project.

Andrea's New TV Line

Andrea Radio Corp. yesterday unveiled its new '49 video line, first models of which are expected to be in dealers hands the end of this month. Company has turned out three new models, ranging from a table set at \$499, including AM and FM to a combination credenza-console, at \$1295. Table model has a 12-inch picture tube.

Two Apply To FCC

Washington — The FCC has received commercial video applications from the Presque Isle Broadcasting Company, Erie, Pa., and from WSIX, Nashville, Tenn.

Re-Allocation Plan Won't Affect Nos. Coy Tells RMA

Washington Bureau, RADIO DAILY

Washington—Despite the deletion of Channel No. 1, and the recently proposed rule revising video channel allocations, the FCC has no intention of renumbering the present 12 TV channels, Commissioner Wayne Coy assured RMA this week.

Commenting on a resolution adopted by the RMA board last month urging that the current TV channel numbers be retained despite the deletion of Channel 1, Coy, in a letter to RMA executive vice-president Bond Geddes said:

Statement by Coy

"Neither the report and order deleting Channel No. 1, nor the proposed rule revising the allocation of television channels change or contemplate the changing of numbering of the remaining 12 television channels. Furthermore, the Commission has not received any petitions or requests to change the numbering of the remaining 12 television channels and the Commission itself has not proposed a change.

"If the Commission were to change the numbering of the remaining television channels, adequate public notice would be provided to all interested parties, and their views and comments would be requested before the Commission would adopt any such change."

Fort WSPD-TV Start Set

Toledo, O. — WSPD-TV, owned by the Fort Industry Co., and this city's first video outlet, will begin its official program sked on July 19, according to J. Harold Ryan, vice-president. Station will air prelim programs this week in preparation for the opening.

Initial program fare will include newsreels, features and educational films, to be augmented by mobile unit for special events and sports.

Miller To Head ABC Oper.

David J. Miller, Jr., for the past two years chief engineer of WFIL-TV, Phila., has joined ABC as TV operations supervisor. He'll be in charge of all technical operations in the New York area under George O. Milne, net's director of technical operations. Network also announced appointment of Herbert Bachman as manager of television research.

Station Popularity Rated In Cleveland

(Continued from Page 1)

points, and WSRS got one point, scored by instrumentalist Walt Trimmer.

Results of the popularity poll follow:

Best Program

- 1: City Club, WGAR.
- 2: Ohio Story, WTAM.
- 3: Here's Howie, WJMO.

Best Performer

- 1: Gene Carroll, WJMO.
- 2: Howie Lund, WJMO.
- 3: Henry Pildner (WGAR) tied with Pappy Howard (WJMO).

Children's Program

- 1: Fairytale Theater, WGAR.
- 2: Magic Turntable, WJMO.
- 3: Kousin Kaye's Korner, WJW.

Public Service

- 1: City Club, WGAR.
- 2: Ohio Story, WTAM.
- 3: You and Your City, WJMO.

Women's Program

- 1: Women's Page, WJW.
- 2: Women's Club, WTAM.
- 3: Lady Fare, WHK.

Record Show

- 1: Here's Howie, WJMO.
- 2: Ten O'Clock Tunes, WHK and WGAR.
- 3: Morgan's Musical Inn (WGAR) and Wendell's Wax Works (WJMO).

Live Music Show

- 1: Range Riders, WGAR.
- 2: Pappy Howard, WJMO.
- 3: Say It With Music, WHK.

Male Vocalist

- 1: Reg Merridew, WGAR.
- 2: Dick O'Heren, WHK.
- 3: Johnny Edwards, WJW.

Female Vocalist

- 1: Judy Dell, WJMO.
- 2: Bettie Dorsey, WHK.
- 3: Kendall Sisters, WGAR.

Instrumental Soloist

- 1: Henry Pildner, WGAR.
- 2: Ernie Benedict, WGAR.
- 3: Walt Trimmer, WSRS.

Sportscaster

- 1: Jimmy Dudley, WJW.
- 2: Bob Neal, WGAR.
- 3: Jack Graney, WJW.

Newsreader

- 1: Jim Martin, WGAR.
- 2: Wayne Johnson, WTAM.
- 3: Don Hyde, WGAR.

Studio Announcer

- 1: Bill Mayer, WGAR.
- 2: Marty McNecley, WJMO.
- 3: Wayne Maek, WGAR.

Disc Jockey

- 1: Howie Lund, WJMO.
- 2: Hal Morgan, WGAR.
- 3: Brook Taylor, WJW.

Day—Weekday

- 1: Cinderella Week End, WJMO.
- 2: Range Riders, WGAR.
- 3: Here's Howie, WJMO.

Night—Weekday

- 1: Ohio Story, WTAM.
- 2: Dinner Winner, WHK.
- 3: This Is Goodnight, WJW.

Day—Week End

- 1: City Club, WGAR.
- 2: Top Ten, WJMO.
- 3: Fairytale Theater, WGAR.

Night—Week End

- 1: Audition Ambition, WGAR.
- 2: Pappy Howard, WJMO.
- 3: Irish Program, WHK.

Bailey Writes FMA Members

Recognition of "their obligation to the public" by FM permittees and licensees will mean that FM will replace AM as the primary broadcast service of the nation, J. N. Bailey, FMA executive director, said in a letter sent FMA members and the 1,100 operators of, and applicants for, FM stations.

Bailey stressed that FMA "is not fighting any other segment of radio. We are, however, fighting your battles and will continue to do so in the interests of FM," he said.

COAST-TO-COAST

WPAT To Air "City Desk"

Paterson, N. J.—Beginning July 7, WPAT will present the first in a weekly series of programs entitled, "City Desk." Aired at 7:35 p.m., the series will feature four leading city editors who will discuss local and state "spot news" stories of grave importance to the community. Participants will be Arthur McMahon, of the Passaic Herald-News; Robert Fleming, of the Paterson Morning Call; Robert Stakesing, of the Paterson Evening News, and Eli Collins, of the Jersey City Journal. Edwin A. MacEwen, executive vice-president of the Paterson Chamber of Commerce, will be the narrator.

WGAT Promotes Fowler

Utica, N. Y.—Roland L. Fowler has been appointed assistant to the general manager at WGAT. Fowler, a graduate of Syracuse University, has a varied background in radio and has been associated with WGAT for the past year as a salesman.

Arizona Net To Make Debut

Phoenix, Ariz.—Radio Network of Arizona, of which KOOL is the key station, will make its debut July 15 as the state's newest regional web. KCKY, 1,000-watt Coolidge station, has already signed as an affiliate with Nogales and other cities being lined up as links in the new chain.

WGTM Additions

Wilson, N. C.—Recent additions to the WGTM staff include Jo Di Bona, formerly with the Eastern Carolina Broadcasting Co. at Goldsboro, N. C., who has joined the station's technical department, and John W. Evans, announcer, recently with WOLS, Florence, S. C.

New WCSI-FM Remotes

Columbus, Ind.—WCSI-FM is starting a series of remote broadcasts from Bean Blossom, Indiana, home of this state's Brown County Jamboree, classified as one of the top hillbilly shows in the county. Program originates from the Brown County Barn Auditorium with the 7:30-8:00 portion of the show, which is three hours in length, broadcast over the station.

Clark Joins KROW

Oakland, Calif.—New addition to the KROW announcing staff is Jack Clark, who will handle vacation relief shifts. Clark, formerly with KSFH-FM, San Francisco, also did microphone work with the University of California Radio Workshop.

To Vacation

Washington, D. C.—"Labor Arbitration," regularly heard over WWDC on Saturday evenings from 8:00-8:30, will be off the air during July and August, resuming in September. Taking its place will be the 1450 Bandstand, conducted by Bill Cox and highlighting public interest activities.

Airs Signing of Pollution Pact
Cincinnati, Ohio—WLW, via recorder, recently broadcast the signing of the Ohio Valley Compact, which empowers the eight states drained by the Ohio River to stop stream pollution by cities and industries. Brenton Grant, who wrote and coordinated WLW's "Generation on Trial" series, devoted to conservation problems, narrated the 30-minute show with Frank Bane, executive director of the Council of State Governments presiding and Gov. Thomas E. Dewey of New York, among the visiting governors.

WMBG Appointments

Richmond, Va.—Recently joining the WMBG staff are Irene Blackburn in the program department, Mary Ann Francis, continuity, and Harry Luke, formerly with WNVN, Norton, who has joined the announcing staff and will be assigned to the night shift.

"College By Radio"

Louisville, Ky.—WHAS and the University of Louisville have announced the inauguration of "College by Radio," an actual University of Louisville course to be aired each Wednesday at 9:30 p.m. and each Saturday at 1:30 p.m. beginning July 7th.

Armed Forces Web Now Five Years Old

(Continued from Page 1)

larity among civilians throughout the continent. According to the web's fan mail, the most unusual feature of AFN programs is the informality of announcers as compared with those on European outlets.

AFN staff consists of eight officers, 84 enlisted men and 56 civilians. Lt. Col. Walter G. Ball is in command, with Louis Adelman as chief of operations. Among the staffers with commercial radio background in the States are Bruce Wendell, formerly with WNEW; John Vrotsos, KDTH, Dubuque; Ralph Moffat, WTCN, Minneapolis; Hal Wilson, WIBW, Topeka; Alan Norman, WITH, Baltimore; Jay Duce, KLUF, Galveston; Draper Lewis, CBS; Del Cox, KOOS, Coos Bay; Peter Douglas, WEED, Rocky Mount; Ev Glenn, WHB, Kansas City; Roy Meachum, KNOE, Monroe; Bill Fitzgerald, ABC; Tom Wuriu, Iowa City, and Nate Malchman, WNBH, New Bedford.

"First Nighter" Returning

"First Nighter" dramatic series, sponsored by Campana Sales Company on CBS will return to the network, Thursday, October 30, 10:30-11:00 p.m., EDT. The program went off the air as of Tuesday, June 24 and returns after summer holiday.

2 FOR 1

**KDKA Advertisers Now Get
FM Duplication, 14 Hours Per Day**

All KDKA programs, from 10 AM until midnight, are now duplicated on KDKA-FM.

Transmitted from a new 500-foot tower . . . the highest structure in Pittsburgh . . . these FM programs assure advertisers even deeper penetration within an 8,400-square-mile area.

More than ever before, KDKA is the station to use for reaching the most people in the greater Pittsburgh market-area.

**50,000 WATTS
PITTSBURGH
NBC AFFILIATE**

KDKA



WESTINGHOUSE RADIO STATIONS Inc

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

Represented nationally by NBC Spot Sales—except KEX. KEX represented nationally by Free & Peters



RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 44, NO. 5

NEW YORK, THURSDAY, JULY 8, 1948

TEN CENTS

WEBS PUBLIC SERVICE COSTS RUN HIGH

Philco's Sales Soar; See TV Tube Shortage

Television receiver production, headed for new highs during this, its first full year of post-war activity, will be retarded from still greater gains by an impending shortage of cathode ray (picture) tubes, it was predicted yesterday by James H. Carmine, vice-president of Philco Corp. He pointed out that the industry will deplete the "stockpile" of such tubes within the next six weeks, and when this is absorbed TV set manufacturers will be completely dependent upon current production sources.

Carmine outlined the situation at
(Continued on Page 7)

'You Can Lose Your Shirt' Via New Quiz On WNEW

With the current giveaway boom at a new high, WNEW has applied the switcheroo via a new satirical quiz series in which contestants actually will lose money. Typed by the indie as a takeaway show, program is titled "You Can Lose Your Shirt!" and will be aired Mondays, 9-9:30 p.m., beginning July 19.

Program will be sponsored by
(Continued on Page 8)

Decisions By CBC Board Announced In Montreal

Montreal—The CBC board of governors today released its recommendations on applications heard at a meeting in Montreal.

It recommended for approval applications for new standard band radio broadcasting stations in Norman Wells, Northwest Territories,
(Continued on Page 5)

Reward For Listening

San Antonio, Tex.—Local listeners are now given a present as a reward for listening to their radio. In a new series of hourly airings, KITE is giving as a reward to its dialers a present of a pair of nylon hose or some other bit of merchandise. Names of the winners are selected at random from the daily mail received from listeners at the outlet.

Electronic Sleuthing

Washington—A mysterious radio voice which for 10 days plagued Bolling Field radio operators with phoney distress calls and other messages has been uncovered by Government scientists utilizing equipment developed during the war to discover enemy stations, the FCC announced yesterday. Culprit turned out to be a 17-year-old "ham" whose name was not disclosed. No immediate action was taken when the boy's parents consented to dismantling of his station, FCC said, although final disposition of the case rests with prosecuting authorities.

French Co-op Web Set Up In Canada

Montreal — Six French-language radio stations in Quebec Province have formed a co-operative which will be known as the Radio Francaise du Quebec, Paul Lepage, president of the new group, announced. The co-operative, organized in accordance with provisions governing
(Continued on Page 2)

"Mrs. Delegate" On ABC For Convention Series

Mrs. Helen Gahagan Douglas, Congresswoman from California and one of the outstanding women of the Democratic Party, will discuss her views on the forthcoming Democratic National Convention with Pauline Frederick in a series of broad-
(Continued on Page 5)

Program Directors Opinions Indicate Interest In Survey

Early returns from the questionnaires mailed program directors of the nation's stations in connection with the 1948 survey of RADIO DAILY's Program Directory of the Shows of Tomorrow indicates unprecedented interest in programming trends. A total of 742 program directors had returned completed questionnaires as of yesterday which is a substantial

Nets To Write Off Another \$1,000,000 For Democratic Convention AM-TV Coverage In Philadelphia

Permanent Wave War May Aid Web Radio

With battle lines drawn in the home permanent wave kit field, radio is expected to become the beneficiary when Lever Brothers Company challenges the leadership of Toni Company who have dominated the kit market largely through the use of network radio programs on ABC and CBS.

Lever Brothers, according to reports, are planning an intensified ad-
(Continued on Page 5)

Wm. Flynn Promoted To Assist. Treasurer By CBS

William J. Flynn, assistant comptroller of CBS was appointed assistant-treasurer of the company yesterday. His promotion, effective immediately was announced by Frank Stanton, president of the network. Flynn joined CBS in December
(Continued on Page 8)

Transfer Six Stations; Other FCC Activities

Washington Bureau, RADIO DAILY
Washington—Turnover of control in half a dozen broadcast stations was approved yesterday by the FCC, with \$120,000 for KFNF, Shenandoah, Ia.,
(Continued on Page 5)

The four major networks are prepared to invest another \$1,000,000 in public service programming with the coverage of the Democratic National Convention which gets underway Monday at Convention Hall in Philadelphia. It will be the second \$1,000,000 dropped by the webs within a month for their
(Continued on Page 3)

Gen. Parks Leaving Army Info. Division

Major General Floyd L. Parks, chief of the Army's Public Information Division, and widely known to radio, is being transferred to a new post in Hawaii on July 15th and will be succeeded in Washington by Major General Bryant E. Moore.

General Parks, who became head of the Army Information division in 1946, is credited with having done
(Continued on Page 2)

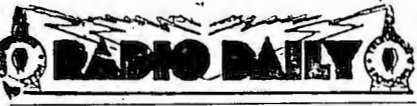
WSAY Asks High Court To Rule On Web Matter

Washington Bureau, RADIO DAILY
Washington—The Supreme Court has been asked by WSAY, Rochester, N. Y. to decide whether the major networks may dictate the rates of affiliate stations for national network
(Continued on Page 4)

Presentation

Milton Bacon, assistant to Arthur Hull Hayes, General Manager of WCBS, will be honored Sunday, July 25, at Madison Square Garden meeting of International Lions Clubs Assoc. Hayes will accept, for WCBS, a citation for community service given in appreciation by the New York Lions Clubs of the many talks given during the past year by Bacon before Lions Clubs.

RADIO DAILY



Vol. 44, No. 5 Thur., July 8, 1948 Price 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; James Owens, 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
Ralph Wilk, Manager
6425 Hollywood Blvd. Phone: Granite 6607
WASHINGTON BUREAU
Andrew H. Oiler, Chief 6417 Dahlonega Rd.
Phone: Wisconsin 3271
CHICAGO BUREAU
Nat Green
1417 Ashland Bldg. 155 No/ Clark St.
Phone: State 2332

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

COMING AND GOING

HOWARD S. MEIGHAN, Columbia network vice-president and general executive, and CARL J. BURKLAND, general sales manager of CBS Radio Sales, leave today for Washington via American Airlines.

HERVEY CARTER, general manager of WMUR, American network outlet in Manchester, N. H., a recent visitor at the New York headquarters of the web.

J. F. JARMON, manager of WDNC, Durham, N. C., and WOODY WOODHOUSE, sales manager of the station, are here for conferences at the offices of CBS.

TED OBERFELDER, American network director of advertising and promotion, back to New York following a trip which took him to Cheyenne, Denver and Detroit.

ROBERT LEWIS SHAYON, producer of "You Are There" on CBS, is spending his vacation motoring to the West Coast. While in Hollywood, he'll attend the national convention of the Radio Directors Guild.

STEPHEN RINTOUL is in town. He's the president of WXHR, American network affiliate in Albany, N. Y.

PHILIP P. ALLEN, manager of WLVA, Lynchburg, Va., is in New York. He was welcomed yesterday at the offices of ABC, with which the station is affiliated.

JOSEPH A. McDONALD, vice-president and general attorney of ABC, accompanied by FRANK MARX, network vicepres in charge of general engineering, and JOHN PRESTON, of the web's engineering staff, are in Washington for the television hearings. They'll be back in New York tomorrow.

WILLIAM DUTTERA, of the NBC engineering department, leaves today by American Airlines for Washington, D. C.

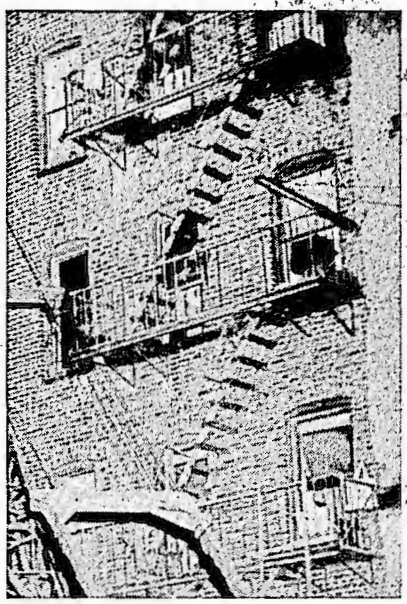
GORDON GRAY, vice-president of WIP, Philadelphia, was in Gotham yesterday on company business.

DANNY THOMAS, comedian now summer-vacationing from his CBS duties, tomorrow will open an eight-week engagement at the Chez Paree in Chicago.

BOB PATT, promotion director of WHN, is sojourning on an island off the coast of Maine. He'll be back July 28. BILL EDMONDS, MILTON B. KAYE and BILL BIRD have completed their vacations and now are back on the job at the station.

MIKE JABLONS and NAT RUDICH, of Gainsborough Associates, are spending two days in Washington on business.

EILEEN O'CONNELL, disk jockey on WHN, is back in town following a week-end tour of servicemen's hospitals.



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 products that aren't moving as they 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 the smart appropriations know that to be a fact.

How about you? Is W-I-T-H on your radio time budget? It should be!

General Parks Leaving Army Information Division

much to engender understanding of the Army's worldwide problems, by having radio, film executives, newspaper publishers and editors see first hand the Army operations abroad. It was he who arranged tours of occupational zones for more than 120 men during his tenure of office and as a result critical editorial opinion changed to constructive suggestions in almost every instance.

Wedding Bells

Hollywood—CBS star Spike Jones will be married on July 18 to Miss Helen Creco at the Beverly Hills Hotel. The couple will honeymoon in Hawaii and will sail on July 21.

French Co-op Network Established In Canada

(Continued from Page 1) subsidiary networks of the CBC, includes CKCV, Quebec; CKVL, Verdun; CHLT, Sherbrooke; CHEF, Granby; CHLN, Three Rivers; and CJSO, Sorel. Mr. Lepage said the aim of the co-operative is to promote the interests of the stations and their listeners, and to sell time to commercial advertisers.

To Interview Israeli Officer

Commander Josef Hamburger, Israeli captain of "Exodus, 1947," Haganah immigration ship, will be interviewed by Eleanor Levenson on WEVD, New York, Friday, from 9 to 9:30 p.m. Commander Hamburger was a member of the two-man Israel honor guard who accompanied the body of Colonel David Marcus to the United States.

10 YEARS AGO TODAY

(From the files of Radio Daily) Combined network billing hit a new high, collectively and individually, as CBS, MBS and NBC reported combined figure of \$37,957,151 for first half of 1938, up 5.9 per cent over the same period last year. . . . FCC handed down new ruling on political broadcasts under which licensee is not required to permit use of its facilities by any candidate for public office, but if air time is granted any candidate, equal opportunities shall be afforded to his opposition. . . . RMA television committee meeting set to draw up standards for submission to FCC. . . . New screwball song "Flat Foot Floogie" (Green Bros.-Knight, Inc.) made its debut on list of top web tunes.

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. 19

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

FINANCIAL (July 7)

Table with columns: NEW YORK STOCK EXCHANGE, High, Low, Close, Net Chg. Lists various stocks like Admiral Corp, Am. Tel. & Tel., CBS A, etc.

Renew "Archie Andrews"

Chicago—Swift & Co. has renewed "Archie Andrews," Saturday morning teen-age program, for a second 52 weeks on the full NBC network. Contract is effective August 7. J. Walter Thompson is the agency, and W. J. McEdwards the NBC account executive. Swift also sponsors the Chicago-originated "Meet the Meeks."

INS has served WIOD MIAMI FOR 12 YEARS

Another \$ Million Set For Dem. Convention

(Continued from Page 1)

costs ran that high during the GOP convention.

In clearing the networks for coverage of the Democratic convention it is estimated that over \$500,000 worth of commercial radio time will be cancelled. This will include many of the top network shows which are heard on the evening schedules. Added to these costs is the estimated expense of \$490,000 for personnel, production, and facilities in coverage of the convention.

Recapitulation of the costs of covering the GOP convention were revealed yesterday by network statisticians. NBC rebated around \$310,000 for cancelled AM commercials, \$10,000 for television time, and paid out \$250,000 for coverage; CBS dropped around \$175,000 for cancelled AM shows and \$6,500 for tele commercial time, and spent over \$100,000 for AM and television coverage; ABC reported \$325,750 in cancelled time and \$60,000 coverage costs, while Mutual dropped \$20,000 for cancelled time and \$35,000 for coverage.

Network spokesmen in New York yesterday said that there is a prospect of the Democratic Convention closing earlier than the GOP show. In event this happens costs to the networks will be cut down proportionately.

★ AGENCY NEWSCAST ★

S. J. SCHWINN has rejoined Ruthrauff & Ryan as vice-president and member of its plans board. Fifteen years ago, Schwinn worked closely with W. B. Ruthrauff, F. B. Ryan, Sr., and Everett Grady in developing many of the advertising methods used so successfully by R&R clients during the depression.

CLEMENS F. HATHAWAY, formerly of J. Walter Thompson and Geyer, Newell & Ganger, Inc., has joined Sullivan, Stauffer, Colwell & Bayles, Inc., as an account executive.

E. L. TAGGART, former associate district manager, Atlantic district sales, McGraw-Hill Publishing Co., New York, has returned to his native California to enter into an agency partnership with Douglas R. Young, former Los Angeles manager of Beaumont & Hohman, Inc. The new firm is known as Taggart & Young and offices are at 7364 Beverly Blvd., Los Angeles. Prior to the past year in the East, Taggart was assistant manager of the Los Angeles office of McGraw-Hill for 3 1/2 years. Preceding that he was business and advertising manager for the Aircraft Times and Shipyard Times.

FRED GARDNER COMPANY, Inc., has taken offices at 299 Madison Avenue, on the corner of 41st Street.

FLEISCHHACKER PAPER BOX COMPANY, San Francisco, has appointed Roy S. Durstine, Inc., as advertising agency. In addition to a trade campaign on its line of folding boxes, Fleischhacker will also promote a packaged line of gift wrapping materials for sale in department stores, gift shops and over stationery counters.

JEROME DARROW has joined the Detroit copy department of Young & Rubicam, Inc. He was previously with the Cadillac Motor Car division of General Motors and during the war was on the staff of Yank Magazine.

LEVEE-STARK AGENCY and Century Artists Limited, have joined forces in a venture which will combine the New York office of Century Artists Limited and their Hollywood offices with the Hollywood offices of the Levee-Stark Agency. The television department and the radio department of both offices have been combined, and a stronger legitimate Broadway department has been established. The present New York Literary Agency association will be continued.

HICKORY VALLEY FARMS, Little Kunkletown, Pa., packers of Hickory Valley Farm Smoked Turkeys, Hams, Bacon, and Pork Sausage, have appointed Tracy, Kent & Co., Inc., New York, as advertising agents.

Programming Trends Reflected In Survey

(Continued from Page 1)

year. They are asked specific questions on program trends such as:

"During the 1947-48 period, what was your most effective locally produced program from a commercial point of view?"

"Have disc jockeys on your station lost any ground during their highly publicized year?"

"Are giveaway shows and amateur hours broadcast on your station? Have they proven effective?"

"Have the ratings of your news programs increased, decreased, or remained the same?"

"What do you think needs the greatest improvement in the transcription library fields?"

"What types of programs rate your station the greatest listening audience?"

Returns on the questionnaires are being tabulated by RADIO DAILY statisticians as they are received and will be used as an editorial feature of the 1948 Program Directory of Shows of Tomorrow which will be published on August 16th.

Stork News

Johnny Mince, clarinetist with the Archie Bleyer orchestra heard on the Arthur Godfrey program over CBS, is the father of twins, a boy and a girl, born Tuesday to Mrs. Mince at the North Country Community Hospital, Glen Cove, L. I. It is the second set of twins born to the House of Mince.



laurels?
they won 'em



listeners?
they have 'em



sponsors?
they want 'em

mutual

IT ISN'T OFTEN that you can nab award-winning programs for your clients at prices so, so low. Here are three WOR shows that just copped laurels in "The Billboard's First Annual Local Program Competition". They're for sale. Fast.

NEWS ON THE HUMAN SIDE, 6 PM weekdays

Says Billboard: "its all-around excellence is abetted by the use of wire-recorded interviews on newsworthy subjects with authorities in different fields."

ROBERT S. ALLEN, 7:45 PM Sundays

Says Billboard about Allen's Washington news and commentaries: "vibrant style—courageous—names names."

THE FIVE MYSTERIES, 2:00 PM Sundays

Says Billboard about this unique quiz: "interesting idea—clever use of waxed material in building a program."

You know how everybody likes to latch on to the winner! Better get your bid in early. Call Longacre 4-8000.

—heard by the most people
where the most people are

WOR

LOS ANGELES

By RALPH WILK

HARRY VON ZELL, Columbia Pictures comedy star, acted as emcee Friday (2nd) in San Diego at the ball park to present a special gold plaque to outfielder Jack Graham, leading home run hitter of the Pacific Coast League. On Saturday, he officiated, also in San Diego, at the christening of the largest Tuna ship ever built. Returned to Beverly Hills to act as co-emcee with Harry Crocker, Examiner columnist, at the Swim meet which was held at the Beverly Wilshire Hotel. Benefit for the building fund of the Birmingham Hospital Disabled Veterans. Busy boy this Von Zell.

Milt Samuel and Bob McAndrews back at their Young & Rubicam publicity desks from New York and Sacramento, respectively. Tom Connolly, assistant production and traffic manager, also checked in from two-week trip to Missouri.

Jerome Rosefield, sales and advertising manager of Rosefield Packing Co., Ltd., states that there will be no change in the Skippy Peanut Butter advertising program as a result of the change to Young & Rubicam, Inc., as advertising agency on the account. Les Mitchell will continue as producer of "Skippy Hollywood Theater."

Charles C. Alsop has joined Morris F. Swaney, Inc., as an account executive with Hollywood office of the advertising firm. Alsop joins James Emmett, West Coast manager of Swaney's, after two years as account executive with Buchanan and Co., Beverly Hills.

J. Kelly Smith CBS vice-president in charge of station administration, is in Hollywood and will confer with Western Division executives for the remainder of the week. This is his first visit to the Pacific Coast since assuming his new post.

Haven MacQuarrie, genial emcee of NBC's "Noah Webster Says" program, is one NBC star who will not spend his summer vacation in Europe. MacQuarrie, who actually planned a trip abroad for his seasonal rest period, now finds it necessary to remain in Los Angeles and supervise construction of an addition to his home. Radio emcee Ben Alexander, took over as quizmaster on the program July 1st, and will be heard in MacQuarrie's post until the first Thursday in August.

Roger Price, currently featured on the Comedy Writers Show over ABC, has been renewed for two more weeks at the Bar of Music in Hollywood, where he is entertaining.

AVAILABLE

Young woman as receptionist, typist, some stenography. Had advertising experience for two years. Handle plug-switchboard. Write Box 149, RADIO DAILY, 1501 Broadway, New York 18, N. Y.



Windy City Wordage. . . !

• • • What is claimed to be the only father and daughter recording team makes its debut when the voices of Cruising Crooner Jack Owens and his talented daughter, Mary Anne, 13, are heard on their first record together, "Won't You Be My Darlin'?", scheduled for release this week. . . "Wheels A-Rolling," song composed by Philip Maxwell of WGN and his wife, Helen Purcell Maxwell, and adopted as the official theme song for the Chicago Railroad Fair opening July 20, will be given a network debut over WGN and Mutual on July 17 when it will be sung by Donald Graham, young bass baritone, on the "Chicago Theater of the Air." . . Frank Breslin, for the past two years sales account exec in the New York office of the John E. Pearson Co., station reps. has been transferred to Chicago, replacing William L. Wallace as midwest sales manager, Wallace having resigned to go with the Frederick Ziv Transcription Co. . . William L. Wilson, Jr., has been appointed ABC account exec, succeeding Tom Clark, who has resigned.

Chicago

☆ ☆ ☆
 • • • Listener and program loyalty reached a new high at WMJG and WMJG-FM, Rice Lake, Wis., recently when the "Old Fashioned Revival Hour" was canceled on the station. Ed Sprague, local operator of a sand and gravel company, checked with Greg Rouleau, station manager, as to possibility of program returning to air, and after correspondence with R. H. Alber Co., program agency, the Rev. Fuller hour returned on a 26-week contract which provides there will be no mention that the program cost is being underwritten by a local business.

☆ ☆ ☆
 • • • Two WLS'ers have been handing out cigars on arrival of new daughters in their homes. Bill Nelson, assistant production manager, has a daughter, Linda Lynn, born June 1, and Ozzie Westley, musical director, a daughter, Susan Jean, born June 16. . . . Ernie Simon back on his marathon disc jockey schedule on WJJD this week after a vacation in California. Simon does 21 hours a week on the air. . . John Harper has joined Mutual's midwest office as co-op representative, replacing Bob Wilson, who has moved into network sales. Harper has been a member of the advertising staff of International Harvester. . . In announcing the Chicago Boys' Club awards in a recent issue, one station was inadvertently overlooked. WLS received an award for the excellent work it has done. . . Rex Allen, WLS Arizona cowboy, has leased store space in Chicago's Loop and will establish a record store and western supply shop, featuring music by folk artists and curios from his home state. . . "Gasoline Alley," 15-minute show, will be sponsored on WIND by the Electric Auto-Lite Co. and some 13 Chicago distributors.

☆ ☆ ☆
 • • • Nancy Carr, who made her first appearance before a mike on May 29 on the "Chicago Theater of the Air," is being featured in the new WGN-Mutual weekly musical program, "The Enchanted Hour," which made its debut Tuesday, 9 to 9:30 p.m., with Henry Weber and his WGN concert orchestra furnishing the music.

☆ ☆ ☆
 • • • Eddie Freckman, formerly with Wade Advertising Agency, has joined the WBBM production staff. Freckman was a WBBM staff pianist in 1931-32 and organized the Merrie Macs Quartet. . . Jacque Jarco has joined the Maralietta Dutton Associates, radio publicists. . . Gil McClelland, promotion manager of Mutual's midwest office, and Robert B. White, ABC supervisor of agriculture, will speak at the Creighton University Radio Institute in Omaha on July 10. . . Tommy Bartlett, emcee of the "Welcome Travelers" program on ABC, was asked by Mayor Martin H. Kennelly to take over the job of city greeter. "You've done a remarkable job in the past year," said the mayor, "and I'm turning over this job to you."

SOUTHWEST

ROY ACUFF and the regulars on "Grand Ole Opry" who have been appearing at the Sherman Centennial Celebration in Sherman, Tex., originated their last week's regular Saturday night NBC broadcast from there. Jack Roberts, KHUZ, Borger, sent out first reports of a threatened tornado which formed near that community last Sunday. Roberts and other radio outlets in the area broadcast emergency directions to Panhandle residents on what to do if a tornado struck.

Announcement was made in San Antonio by Ralph A. Ralle, production chief of Ralle United Motion Picture Co., of contemplated plans for the construction there of a million dollar motion picture and television studio. The unique project is the first studio to be completely designed for the dual functions of making motion picture and television films.

A new half hour program of quiet type popular melodies will be featured by Hugh Waddill at the organ on WFAA, Dallas. Theme of the half hour program will be "I'll Find My Own Rainbow" an original song written by Waddill in collaboration with Claude Garner, a song which has recently been published.

Hugh A. L. Halff, president and general manager of WOAI, San Antonio has returned to his desk after a major operation which has kept him out of the office for the past three weeks.

According to Charles Harris, manager of KCOR, San Antonio, plans have been completed to air three one hour audience participation shows each week, this in addition to the three hour Sunday program now being broadcast. The new series will originate from the Teatro Nacional, Zaragoza and Guadalupe Theaters, one program each per week. Besides the audience quiz, members of the stage show appearing will also be heard on the broadcast.

WSAY Asks High Court To Rule On Web Matter

(Continued from Page 1)

shows and whether they may make exclusive deals barring competing stations from network deals. The case is an outgrowth of the shutting off of all network programs from WSAY. Until after the war there were only three stations in Rochester and WSAY took shows from both ABC and MBS. Two new stations have been licensed in Rochester, however, and the two nets have made exclusive deals with them. Cutting WSAY off, it is stipulated in the complaint that ABC and MBS notified WSAY of the cancellations at the same time. With conspiracy claimed, WSAY has been turned down in the district court for the Southern District of New York and by the Court of Appeals in its try for a preliminary injunction on complaints which are based on the Antitrust laws.

FCC Researcher Joins Staff Of Illinois "U"

Champaign, Ill.—Dallas W. Smythe, FCC economist and research director, will join the staff of the University of Illinois in September as professor of economics and research. It was announced yesterday by Wilbur Schramm, director of the school's Institute of Communications' Research.

Smythe will be one of nine "senior fellows" of the Institute of Communications' Research, purpose of which is "to apply the methods and disciplines of the social sciences—supported where necessary by the fine arts and natural sciences—to the basic problems of press, radio and pictures; to supply verifiable information in those areas of communications where the hunch, the tradition, the theory and the thumb have too often ruled; and by so doing to contribute to the better understanding of communications and the maximum use of communications for the public good."

The other "senior fellows" of the Institute are: Raymond B. Nixon, political scientist; Paul F. Lazarsfeld, director, Columbia University Office of Applied Social Research, to be at Illinois part of the coming year on a visiting basis; Clyde Hart, director, National Opinion Research Center, who will deliver a series of lectures, and the following University staff members: John W. Albig, chairman of the sociology and anthropology department; Raymond B. Cattell, social psychologist; Fred S. Siebert, director of the School of Journalism; Charles H. Sandage, journalism professor and advertising specialist, and Director Schramm.

They are to be supplemented by a group of junior fellows and research assistants. A few graduate students will be accepted by the Institute.

"Communications in Modern Society," the Institute's first book, reporting the initial conference held by the new organization, is due this month. Other publications will follow.

Research assignments will be undertaken at the request of members of the communications' system of Illinois or other appropriate organizations or institutions.

Heads WCCO Promotion

Minneapolis — Tony Moe, former promotion director of KELO, Sioux Falls, has been appointed head of the promotion and press information department of WCCO, CBS-owned station here. He succeeds Carl Ward who was transferred to the outlet's sales department.

STATION MANAGER WANTED

Immediate opening for young man qualified to take complete charge operations ABC affiliate in southeastern Minnesota. Simultaneous AM and 55,000 watt FM programming. Good guarantee on profit sharing basis.
M. H. WHITE, KWNO, Winona, Minn.

Decisions By CBC Board Announced In Montreal

(Continued from Page 1)

and in Roberval, Quebec. It rejected applications from two rival groups for a station at Smiths Falls, Ontario.

Also turned down was an application from CJBR, Rimouski, Quebec, for permission to increase its power.

In the field of frequency modulation, the board recommended approval of applications from the board of education in Hamilton, Ont., and the CBC in Winnipeg for F. M. licenses.

A request from CHUM, Toronto for permission to operate its F. M. station at night was approved.

The board's recommendations in all matters are referred to the radio licensing authority in the Department of Transport.

The Roberval station will be operated by Fernand Levesque of Roberval. The board expressed the opinion that there is a place for a community station in the Roberval area.

The Norman Wells station will be operated by the Defence Department for military personnel and civilians in the area.

The F. M. station in Hamilton will be used exclusively for programs to schools under the jurisdiction of the Hamilton Board of Education.

In rejecting the applications from Smiths Falls, the board said it was not convinced that the community could support a local station giving a reasonably good broadcasting service.

The board said it was recommending for denial the power increase asked by CJBR, Chicoutimi, Quebec, because such an increase would interfere with the coverage of other stations in the community.

Will Duplicate Programs On WGN FM Station

Chicago — Beginning August 25, programs featured on the regular schedules of WGN and Mutual will be duplicated on FM station WGNB, it is announced by Frank P. Schreiber, manager of WGN, Inc. The station will broadcast from noon to 10 p.m. each day of the week. Marion Claire will continue to direct the station's operations. Change of policy in bringing about the complete duplication of WGN's programs on FM was reached after a survey of the preferences of radio listeners.

New WJJD Disc Show

Chicago—WJJD has instituted a new morning sign-on at 2 a.m., with Dirk Courtenay conducting the two-hour "Courtenay Celebrity Caravan," a disc show featuring many top radio, stage and screen stars in personal appearances, music and giveaway gimmicks. Opening program featured the appearance of Kay Thompson, currently starring at the Blackstone Hotel; the Honey Dreamers, and Johnny Hill.

Show will be a two-hour extension of the operating schedule of WJJD on five mornings a week.

"Mrs. Delegate" On ABC For Convention Series

(Continued from Page 1)

casts over ABC and affiliated stations beginning Friday, July 9, and continuing daily thereafter at 4:30 p.m., EDT, until the Convention adjourns.

This new series, titled "Mrs. Delegate," is the Democratic Convention counterpart of the George Hicks-Dr. Hugh Hope programs which were aired daily during the Republican Convention earlier this month. Miss Frederick will meet Mrs. Douglas in Washington, D. C., for the opening of the series and will continue to the convention with her.

Permanent Wave War May Aid Web Radio

(Continued from Page 1)

vertising campaign to establish their Hedy Home Permanent Wave kit. They plan to utilize some of their network time now used to sell Pepsodent and soaps for popularization of the product. In addition the company is expected to use spots extensively in key center cities.

The Toni Company's advertising budget for 1948 is said to total \$7,000,000, about \$2,000,000 more than was spent last year and the highest in the company's four-year history. Gillette Safety Razor Company purchased the Toni Company early this year.

Radio Leaders Join In Salute To WNYC

Byron Price, John V. L. Hogan, president of WQXR; Nathan Straus, president of WMCA; Ted Cott and Dick Pack, vice-president and publicity director, respectively, of WNEW, have joined the roster of New York radio figures that will take part in a salute to WNYC today, when the city-owned station begins its 25th year of public service operation.

Price will speak on behalf of Warren R. Austin, chief U. S. delegate to the U.N. Hogan will appear on a special program with the WQXR String Quartet. Cott and Pack, both alumni of WNYC, will reminisce about the "good old days" in the Municipal building.

Transfer Six Stations; Other FCC Activities

(Continued from Page 1)

the largest sum involved. WLCX, La-Crosse, Wisc., went to James J. Conroy for \$26,000, representing 52 per cent of the stock, and the Commission okayed the acquisition of control of WEEK, Peoria, Ill., by former Governor Robert Kerr of Oklahoma—who Tuesday won the Democratic Senatorial nomination in that state. Kerr paid \$37,500 "and other considerations" for 50 per cent of the WEEK stock.

Hugh Smith extended his 18 per cent of the stock of WLAU, Laurel, Miss., to 50.18 per cent, for \$31,780, while Alfred Achilles Corcanges sold KORC, Mineral Wells, Texas, to Raymond W. River and Herman Boles for \$45,000. Control of WLOB, FM station in Claremont, N. H., went from Lincoln O'Brien and Frances E. O'Brien to the Granite State Broadcasting Company for \$30,000.

The Commission also granted several new stations, including one for Hornell, N. Y., estimated to cost \$39,360. The Maple City Broadcasting Corp. is licensee, to operate on the 1420 band with one kilowatt daytime. Assigned to the 1400 band with 250 watts, unlimited, was Lewis Wiles Moore, Glendive, Mont., while 250-watt, daytime-only authorizations went to the Northern Neck and Tidewater Broadcasting Company for the 690 band in Warsaw, Va.; the Cornbelt Broadcasting Company for the 990 band in Storm Lake, Ia., and to the Athens Broadcasting Company for the 1010 band in Athens, Ga.

A further announcement was the deletion of half a dozen FM construction permits, with call letters cancelled for KDSH-FM, Boise, Idaho; KFTG, Handley, Texas; KIOB, Berkeley, Calif.; KORE-FM, Eugene, Ore.; WJUS, Shamokin, Pa., and WMLT-FM, Dublin, Ga.

Named G-E V.P.

Schenectady—R. I. Parker of Chicago has been elected a commercial vice-president by the board of directors of the General Electric Company, it was announced the past weekend by Charles E. Wilson, G-E president. Mr. Parker succeeds W. O. Batchelder, who is retiring after 43 years' service.

THE FETTER FAMILY HOTELS · Kentucky Ave. near Beach

Many Unusual Vacation Features and Conveniences

OCEAN BATHING Direct from Hotels Sun Deck. Solarium.



MONTICELLO
AMERICAN AND EUROPEAN PLANS
New Tile Baths with Showers
Coach-and-Four
Cocktail Lounge



BOSCOBEL
All Newly Renovated for a delightful Spring or Summer Family Vacation.

Charles, Kenneth & John H. Fetter, Mgrs

ALSO THE **Jefferson**
ATLANTIC CITY

Welcome All Conventioneers

RADIO DAILY

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.

DUBONNET MUSIC PUBLISHERS
1619 Broadway New York City

HEADQUARTERS — for
"THAT GRAND OLD PARTY"

Recorded by the Jesters on
20th CENTURY RECORD No. 20-63A

They're Playing!
"OUR GRADUATION WALTZ"
"I'D LIKE TO TELL-A-VISION"
"BARCLAY'S BOOGIE"
"MY MEMORY WALTZ"
PIANTADOSI MUSIC PUBLICATIONS
Encino Calif.

A Great Rhythm Ballad
CONFESS

OXFORD MUSIC CORPORATION
1619 Broadway New York City

The Nation's Next Waltz Hit
SLEEPY-TIME IN CAROLINE

Words & Music by Hal Moore
Published by JOE DAVIS
1619 Broadway New York 19, N. Y.

TWIN SONG HITS From M-G-M's
"A DATE WITH JUDY"

IT'S A MOST UNUSUAL DAY
•
JUDALINE

ROBBINS MUSIC CORPORATION
799 SEVENTH AVENUE • NEW YORK 19
MURRAY BAKER, Gen. Prof. Mgr.

WORDS AND MUSIC

By PINKY HERMAN

● ● ● **TIN PAN ALLEY OOPS**—Irving Berlin, Inc. staff doing okay with the Boss' "It Only Happens When I'm With You" and "Steppin' Out With My Baby," sung by Judy Garland and Fred Astaire, respectively in the MGM musical "Easter Parade." . . . by allowing Feist to work on two other songs in this flicker, Berlin finds himself with four numbers up there with the leaders. . . . under a special two-year deal, Feist has the publication rights to "A Fella With An Umbrella" and "Better Luck Next Time." . . . ● Miller Music starting to click with a new ballad, "This Is The Moment," written by Leo Robin and Frederick Hollander and sung by Betty Grable in the 20th Century-Fox flicker "That Lady In Ermine." . . . ● Observes Winnie Garrett, "In view of all those murder programs on the air, the term oughta be KILLERcycles." . . . ● NBC may deny this but the reason that the new "Modern Minstrels" series did not tee off last night at 8 was due to pressure from the NAACP. . . . ● Ethel Stein (wife of Harold, w.k. radio photographer) is now "Girl Friday" to Bob Gilmore at Southern Music. . . . ● Manor Music Company will publish the rhythmic "Havin' A Wonderful Time," which Jack CBSmith introduced recently on the air. . . . Morton Downey will NBCoast to coast the ditty next Thursday on his Coca-Cola stanza.

★ ★ ★

● ● ● Max Schall, former manager of several top-ranking orchestra leaders, has been named West Coast professional manager for Dennis Day's Patmar Music. . . . current plug tune is "A Few More Kisses." . . . ● Because fans frequently try to unmask the new Hollywood singer, manager Jack Rourke has hired a detective to accompany the Masked Spooner when he makes personal appearances at theaters. . . . ● Remick's revival of "Baby Face," is paying off. . . . ditty, clefted years ago by Benny Davis and Harry Akst, is up there with the nation's best sellers. . . . ● Hoagy Carmichael opens at the Casino in London August 9. . . . he'll return to Gotham early in September and tour theaters en route to the Coast. . . . ● Johnstone-Monte will publish the two songs, "Dreams In My Heart" and "Father Goose," featured in the Eagle Lion picture, "Mickey." . . . ● Andy Russell and Ork Pilot Gus Arnheim are collaborating on a film musical "Sweet and Lovely," which they plan to produce themselves. . . . Andy will star. . . . ● Former contactman Charlie Ross now an agent. . . . handles songstress Eugenie Baird and also controls radio rights to several cartoon strips, the latter being peddled by MCA. . . . ● Alan McPaige Trio opened at the Blue Diamond Nitery in Newark, N. J., with local air time. . . . ● Nick Campbell, who recently sold out his interest in Campbell-Porgie, branches out with his own firm, Campbell Music. . . . initial song is "Things I Love."

★ ★ ★

● ● ● **ON AND OFF THE RECORD**—Martha Tilton's newest Capitol waxing pairing the rhythmic "Ready, Set, Go" and the semi-spiritual "Blow Gabriel Blow," is labelled HIT. . . . ● Disk Jockeys will give Buddy Clark's Columbia disk, coupling "Where Flamingos Fly" and (When Moonlight Fell) "On The Waterfall" plenty of attention. . . . ● Since joining DeLuxe early this year, Bruce Hayes has given that platter a shot in the arm. . . . his latest effort, backing the tear-jerker "You Call Everybody Darling" with another corny but commercial ballad, "I'm Lonesome For You," can't miss hitting the big time. . . . watch this Hayes feller. . . . he's coming up fast. . . . ● Jack Fina's piano wizardry is high-lighted in his new MGM Album "Dream Time." . . . this group of nostalgic love songs, played smoothly by the Maestro-Pianist, bids fair to become a standard item. . . . ● Lee Savin, former Musicraft exec, joins Eli Oberstein's Varsity Records. . . . latter disks will be marketed at 39 cents. . . . ● Igor Gorin, Victor Red Seal Artist, currently appearing in a road show version of "Tales Of Hoffman" in Central City, Colorado.

★ ★ ★

● ● ● **SHARPS AND FLATS**—Bill Cullen, emcee of the CBS Shows, "Winner Take All" and "Hit The Jack Pot," is writing pop tunes now. . . . (how busy can a guy get?) . . . ● Joe Given, ace announcer at WBT, Charlotte, on a busman's holiday. . . . taking in the Gotham radio and television scene.

PLUG TUNES

On Records and Transcriptions

"TELL ME A STORY"

LAUREL MUSIC CO.

1619 Broadway New York 19, N. Y.

Breaking For A Smash Hit!

"WOODY WOODPECKER"

Leeds Music Corporation

ON RECORDS and TRANSCRIPTIONS

"I'M WAITING FOR SHIPS THAT NEVER COME IN"

FORSTER MUSIC PUB., INC.

1619 Broadway New York City
216 S. Wabash Avenue, Chicago, Illinois

#1 in the Juke Boxes
In the Country

"I'LL HOLD YOU IN MY HEART"
Till I Hold You in My Arms

ADAMS, VEE & ABBOTT, Inc.
216 S. Wabash Avenue, Chicago 4, Illinois

From Walt Disney's
Technicolor Musical,
MELODY TIME:

BLUE SHADOWS ON THE TRAIL
PECOS BILL MELODY TIME
LITTLE TOOT

SANTLY-JOY, INC.

1619 Broadway, New York

Eddie Joy, Gen. Pro. Mgr.

Jack Robbins sez—
"Featured on the air by
Lawrence Welk, Dick Jurgens,
Jack Smith and many others!"
SHOEMAKER'S SERENADE

J. J. ROBBINS & SONS, Inc.
201 W. 52nd St. Plaza 7-2760

TELEVISION DAILY

Daily section of RADIO DAILY, Thursday, July 8, 1948 — TELEVISION DAILY is fully protected by register and copyright.

TUBE SHORTAGE TO SLOW SET PROD.

TELE TOPICS

By JIM OWENS
Associate Editor

ONE of the major outlets in Gotham is having "growing pains" again, and the high brass structure due for an axing session. This time it'll be bigger than before, with at least two toppers fading out of the picture. . . . Jerry Fairbanks, having canned the first 26-program series of "Public Prosecutor," starts on another film sked this week. It's titled "Going Places With Uncle George," aimed at the younger set, and will scan all phases of entertainment and education. New stuff will eschew the hair-raising. Dick Elliott has been pacted to handle the Uncle George role.

REVOLUTIONARY (for tèle) technique in animation, via a package aimed at the moppet brigade, has the boys at four Madison Ave. shops a-buzzin'—and producer Joe Seiferth's 'phone a-ringin'. . . . The Philadelphia Inquirer busts out next week with a Monday video column penned by Merrill Parrett. . . . General Foods will add to its current TV budget come fall.

VIDEO VIGNETTE—or—How to break into TV: Les Lewis, who produces "Hollywood Screen Test" on ABC-WFIL-TV, was confronted with the inevitable situash last Sunday: his lead actress got sick a few hours before air time. So-o, he let out a yell for a sub, but 'twas July 4th week-end and Gotham was a ghost town. In the RCA Bldg. elevator, Lewis met Charly Irving, the producer, and his wife, Minnie Brill, who's a vet radio thesp out Milwaukee way. You guessed it. Minnie's a looker, but never faced an ike before. That nite she did, and it looks like Minnie's back for good and TV's got her.

WILLIAM GAXTON, one of the best-loved names on the legit stage, floundered badly in his stint on "Texaco Star Theater" Tues. nite, probably because he's new to the medium. Following Berle is an admittedly tough assignment, but Gaxton not only followed—he was miles in the ruck. Billy knows his way around the footlites, no doubt, and should know vaude inside out, but it wasn't apparent on Tuesday's seg. The routines were pretty ordinary and Jack Pearl, usually a dependable laugh-getter, failed to curl these lips with gags mother's long forgotten.

Engrs. Form TV Firm

Columbus, O.—Several Ohio State University engineers have formed the Antenna Research Laboratory, Inc., to manufacture transmitting and receiving antennas for FM broadcasting and television. Corporation has acquired a four-acre site at Columbus, where operations will be started.

Harvey To Head Sales For WGN-TV Operation

Chicago—George W. Harvey, eastern sales manager for WGN, Inc., since early 1945, has been appointed sales manager for WGN-TV, it was announced this week by William A. McGuineas, commercial manager of WGN, Inc. He will assume his new post July 17. At the same time it was announced that Ben Berentson, who has been with the WGN sales department since 1940, has been named eastern sales manager, effective July 6.

McGuineas said the move was made to strengthen WGN's television operation and "to enable us to develop and service the Chicago television market." Harvey, who has been with WGN and Mutual since 1935, will be assisted in television sales by William C. Meyers and Ted Weber.

Appt'd Nat'l Sales Dir.

J. F. Crossin, has been appointed director of national sales for the United States Television Mfg. Corp. It is announced by Hamilton Hoge, UST president. Crossin formerly was vice-president of Olympic Radio & Television, Inc., and was a member of the executive staff of Crosley. For many years he was connected with Kelvinator in a sales capacity.

Atlantic's 9th Year

Philadelphia — Atlantic Refining Company, entering its ninth consecutive year of football sponsorship on WPTZ, this week renewed its schedule of the University of Pennsylvania games on WPTZ.

Press-Time Paragraphs

Dunham Heads CBS' Eastern Sales

George R. Dunham, Jr., a CBS sales exec since 1937, has been appointed to the newly-created post of eastern sales manager of the web's video operation, effective Aug. 2. He entered radio in Boston as sales promotion manager of WEEI, CBS'-owned outlet, and in '40 came to New York as head of the net's station promotion department.

WMAR-TV Adds Telenews

Baltimore—Telenews—INS' 20-minute weekly newsreel has been added to WMAR-TV, under sponsorship of local Chevrolet dealers. City is the 10th major market airing the weekly reel.

Life Sked Set For Don Lee

Hollywood—Don Lee's outlet, KTSL, in co-op with Life Magazine, will air highlights of the coming Democratic National Convention to viewers throughout this area. Station will air two films this week-end produced by Life in connection with the Phila. meeting.

TV Consoles Rate High NY-Phila. Study Shows

Rochester—Although only 27 per cent of present set owners have console type models, approximately 51 per cent desire this type of receiver, according to a survey made in New York and Philadelphia by Federal Advertising Agency for the Stromberg-Carlson Company. Survey revealed explanations for the discrepancy as (1) table models were more readily available at time of purchase, and (2) having once been introduced to TV, and satisfied with its value, owners are now less resistant to higher-priced models.

Federal's study also showed that non-owners' preferences paralleled those of TV purchasers.

WBEN-TV Ups Ford

Buffalo—Leslie N. Ford, formerly a news editor of WBEN, has been appointed director of news and special events for both the AM and TV operation. Ford has been supervising tele newscasts since WBEN-TV debuted in May. Station also announced appointment of Randolph Swift, formerly with the Moss Chase Agency, as an account exec on the sales staff.

Council Sets TV Hearing

Dallas—City Council is scheduled to hold a hearing here on an application for a special permit to erect a 500-foot TV tower. Permit is sought on behalf of Tom Potter, oilman who has received FCC approval for a video outlet here. City Plan Commission recommended denial after protests were lodged by residents.

Depleted Stockpile Seen Retarding '48 Gains

(Continued from Page 1)

a preview of the company's 1949 line of radio and television models, the latter including three new sets.

New TV line features two combinations offering AM-FM and phonograph in a single unit, the first such manufactured by Philco, and a new-type consolette with 12-inch picture tube. Prices range from \$424.50 for the consolette to \$595 and \$675 for the combinations.



CARMINE

Meanwhile Philco has just completed the most active six months in its history, Carmine said, with sales of between \$120 and \$125 million in that period, and the company expects to set new records in all divisions of its business in the last half of '48. Philco sold more radio sets in the first half of '48 than in the comparable period of a year ago, even though total industry sales were down substantially, Carmine said. Philco's radio business in the coming months "will approach the unusually high levels of the last half of 1947," he predicted.

Philco's video production meanwhile continues at increasingly high levels, with set output running "well above 4,000" a week at the end of June, Carmine said. By the fourth-quarter this will be increased to 8,000 sets weekly, and will represent a rate of 400,000 a year. Philco production may be up to 700,000 a year by the end of 1949, he added.

"We expect that the retail value of the industry's total output of television receivers and micro-wave link and station equipment will reach a quarter of a billion dollars in 1948," the Philco exec said, adding: "There has been nothing in the history of America to equal the growth of this great new industry."

Yesterday's showing brought the Philco TV line to nine individual models, with six earlier models continuing in production.

Boucheron To Head TV

Fort Wayne, Ind. — Capt. Pierre Boucheron will manage the television phases as well as AM broadcasting over WGL, Fort Wayne, Ind.

PROMOTION

Plugging Programs

ABC's Central Division promotion department has begun its summer campaign for ABC-WENR programs. In Chicago subways, new posters now call attention to "The Stars Shine Night and Day—All Summer Long on ABC-WENR." The posters are 40 x 60 inches in size and printed in four colors. Network personalities plugged on the poster include Don McNeill, Garry Moore, Arlene Francis, Paul Whiteman, Tom Moore, Tommy Bartlett, Gordon MacRae and Galen Drake.

Other special promotional activities included use of a sound truck in Chicago's residential areas prior to the Louis-Walcott fight. The truck used special records cut by Sportscasters John Bryson and Tom Casey, ABC-WENR announcers. Two large signs advertising the fight broadcast were on the sides of the truck. Five thousand special "ringside tickets," simulating real tickets were distributed throughout the city. Reverse side of the "ticket" could be used for scoring the fight by rounds.

The Real Glory

For too many Americans the true significance of the Fourth of July has been obscured by the noisy and attention-stealing firecracker, or a day's outing at the beach or in the mountains. WOV, however, feels strongly that the Declaration of Independence belongs in the foreground of every American mind. Accordingly, the station arranged for a copy of that heroic document to be distributed to each WOV employee on the Friday preceding the Fourth, with the suggestion that they read it and heed it. (The Library of Congress edition of the Declaration of independence is available to all . . . at no cost.)

From McGee, In Hungarian

Novel promotion piece for a new show, "Gypsy Serenade," has been sent by WQXR to advertisers and agencies in the form of a letter airmailed from Budapest and addressed in Hungarian. Signed by Norman S. McGee, vice-president in charge of sales, letter is Hungarian in tone and done on a specially designed letterhead. Aired thrice-weekly, 9:45-10 p.m., program features violinist Rudy Barron and pianist Stephen Kautz, both natives of Budapest.

Sunoco Eds Rotate

Washington—Ray Henle, editor-in-chief of the Sunoco 3-Star Extra News Program (NBC, Mon. through Fri., 6:45 p.m., EDT), Felix Morley and Ned Brooks will rotate their vacation periods so that only one man will be away from the mike at one time. Morley, who is currently on a hiatus, returns to his chores through July 30th, during which time Henle and Brooks will share the mike via interviews with high-ranking diplomats.

COAST-TO-COAST

Merchandising-Promotion Head
Salt Lake City, Utah—New merchandising-promotion head of the Intermountain Network is Mrs. Alma L. Clark, associated since 1945 with the regional network as assistant to George C. Hatch, president and general manager.

Observes 24th Anniversary
Hartford, Conn.—WDRG station manager, Walter Haase, is observing his 24th anniversary with the station this month. Haase joined WDRG less than a year after it was founded and has worked in all jobs around the station.

Proud Papa
Philadelphia, Pa.—It's a daughter at the Fred Weatings. The proud papa is a WIBG newscaster. Mrs. Weatings is a former Powers model.

WSAZ Addition
Huntington, W. Va.—New addition to the WSAZ announcing staff is Bob Howard, formerly with WINN, Louisville; WBSX, Chillicothe; WILE, Cambridge, Ohio and WCOL, Columbus.

"Teen Age Time"
Milwaukee, Wis.—A new version of "Teen Age Time," for summer listening, has been started on WTMJ and WTMJ-FM. Show features recorded requested music, round-table discussions, interviews and a bulletin board of activities for teen agers. The round-table discussions have a new feature in that each Saturday morning a group of teen-agers are given driving lessons by the AAA and the Milwaukee Safety Commission in co-operation with the station and later in the afternoon appear on the show to discuss what they learned. Interviews are recorded at beaches, playgrounds, open air dances and in parks.

WIS Celebrates 18th Birthday
Columbia, S. C.—This Saturday, WIS will air a special birthday party program in honor of its 18th anniversary. Special show will feature highlights of the past, present and future, with Gov. J. Strom Thurmond and Mayor Frank C. Owens as special guest speakers. Also on the speaker's list is the WIS general manager, G. Richard Shafto. Along with WIS talent, there will also be transcriptions from screen, stage and radio stars.

New WDHN Disc Show
New Brunswick, N. J.—WDHN has come up with a new record show titled "Wreck-ord Time." Conceived by Dave Kaplan, station continuity chief, program is dedicated to play wrecks, that is, discs that nobody ever hears or platters that have never made a hit parade.

KOOL Adds Wilson
Phoenix, Ariz.—Recent addition to the KOOL staff is Andy Wilson, announcer, who will work the bulldog shift (4:00 p.m. to midnight). Wilson, before coming to this city did radio work in New York, Portland, Palm Beach and Wilson, North Carolina.

New WBAP Early Morning Show
Fort Worth, Texas—New series of early morning programs, sponsored by Tex-O-Kan Flour Mills Co., recently made its debut over WBAP. Entitled "Ted Gouddy and the Texo Party Line," show features an actual telephone call placed by Gouddy to some rancher, farmer or poultryman in this area to learn what's happening down his way.

Packham Joins WSB
Atlanta, Ga.—William R. Packham, free lance scripter, has joined the WSB writing department. Packham has written for such shows as "Club Matinee" on ABC, "Ladies Be Seated" and a television show for Don McNeill on WBKB.

Holds City-wide Talent Search
Detroit, Mich.—A city-wide search for talent to appear during the opening "Neighborhood Frolic" to be staged at Roosevelt Field, July 14, was recently inaugurated by WJR and the Department of Parks, which held their first neighborhood talent auditions in Durfee Intermediate School auditorium last night. Judging was done by a WJR producer. "Neighborhood Frolic," with Warren Kelly as emcee, will move to a different part of the city each week and will include a street dance with music supplied from the WJR mobile studio plus special entertainment and radio show to be broadcast each Wednesday at 10:30 p.m.

KSWI Adds Disc Jockey Student
Council Bluffs, Ia.—New disc jockey at KSWI is Phil Caniglia, a student of music and romance languages at the University of Omaha. Phil recently inaugurated a half-hour weekly show called "The Italian Hour," which features popular and light classical continental music with an accent on Italian. Show is aired each Sunday at 2:20 p.m.

New WQAM Platter Spinner
Miami, Fla.—Newest disc jockey to hit this station is WQAM's Terry Washburn, heard Monday thru Saturday from 6:00-8:45 a.m. Native of New York, Washburn was with the Army Forces Network in Germany as an announcer and sports commentator and was also affiliated with WKBW, Buffalo and WXYZ in Detroit.

Appointed KXOA Manager
Sacramento, Calif.—Morton Sidley has been promoted from sales manager to station manager of KXOA. Prior to joining KXOA, Sidley was sales manager of KSFO, San Francisco.

Named WCAX Production Mgr.
Burlington, Vt.—Milton Slater, with the station since 1946, has been named production manager at WCAX. His new duties will bring the entire announcing staff as well as all locally originated programs under his supervision.

NEW BUSINESS

KROW, Oakland, Cal.: Mark Hopkins Hotel, San Francisco, purchased a schedule of one-minute announcements to publicize the appearance of Dorothy Shay, night-club hillbilly. Business placed through Honig Cooper Company of San Francisco. The Bay Area Industrial Exposition has contracted for a schedule of announcements. The exposition is sponsored by the San Francisco Junior Chamber of Commerce. Account was placed through George Taylor Agency of San Francisco. Central Bank bought a series of spot announcements through Emil Reinhardt Advertising Agency of Oakland.

'You Can Lose Your Shirt' Via New Quiz On WNEW

(Continued from Page 1)

Bruno-New York, Metropolitan area distributor for Bendix appliances, with the outlet donating the revenue to charity. Emcee Jack Barry will donate his fee, and WNEW salesman Burt Lambert will turn over his commission to the worthy cause.

Contestants must have \$100 in cash on hand to participate. Each of four questions will be worth \$10, \$15, \$25 and \$50 and for each incorrect answer, contestant will have to pay up. If he answers all four questions correctly, he keeps all his money, and Bendix pays \$100 to charity.

In keeping with the giveaway format, a weekly jackpot question will be included, with the winner receiving the privilege of naming the charity to which the accumulated money will be donated. If no one answers the big question correctly, the cash will accrue from week to week until a "winner" is found. Charities must be designated from a list of recognized major drives.

There will also be a gimmick whereby listeners may get in on the act, by sending in questions for the quiz together with a buck. Best question each week will be awarded a Bendix home laundry to be donated to a local charity.

Contestants with a "C-note" to lose have already been lined up for the first few broadcasts by WNEW staffers, and masterminds of the show expect the flow of altruists to increase as the show progresses.

Wm. Flynn Promoted To Assist. Treasurer By CBS

(Continued from Page 1)

1938 and prior to his association with the network was associated with Haskins & Sells and Price, Waterhouse & Co., accountants, for 16 years. In July 1942, Flynn was named assistant-comptroller, the post he has held until his promotion yesterday.

He is a native New Yorker, 41 years of age and a graduate of the Pace Institute.



The National Daily Newspaper of Commercial Radio and Television

VOL. 44, NO. 6

NEW YORK, FRIDAY, JULY 9, 1948

TEN CENTS

STATE DEPT. SWAMPED BY APPLICANTS

FMA Plans To Enroll Dealers As Members

Washington Bureau, *RADIO DAILY*
 Washington—Bill Bailey, executive director of the FMA, will touch off an FMA expansion plan to bring in FM retail dealers as he addresses the annual leadership conference of the National Electrical Retailers Association at the Sheraton Hotel, Chicago, next Tuesday on "The Future of FM." Importance of FM promotion to the public will be stressed.

Decision to extend associate membership

(Continued on Page 8)

Pillsbury Buys Time On Two Network Shows

Pillsbury Mills, Inc. will assume sponsorship of two ABC shows—the first 15 minutes of "Breakfast in Hollywood," and the entire quarter-hour Galen Drake stanza—across the board, beginning Sept. 13. Contract, running 52 weeks, was placed through McCann-Erickson.

Firm now bankrolls "Grand Central Station," Saturday afternoon dramatic series, over CBS. According to R. J. Keith, Pillsbury ad director

(Continued on Page 2)

Cowan Signs 3 More, Plus Dorsey Renewals

New sales, on three transcribed shows and a number of renewals for the Tommy Dorsey disc show were announced yesterday by Louis G. Cowan, Inc.

According to Al Hollender, vice-president of the package firm, the Dorsey series definitely will be continued next season. Fate of the show had been in doubt for the past

(Continued on page 6)

From Ould Sod

Michael O'Duffy, a young Irish singing star from Ulster County in the old country, is being imported by WOR for a series of radio appearances. The 29-year-old tenor will make his debut on American radio on Sunday, July 18, from 1 to 1:15 p.m. with the premier performance of his new WOR song program. He will be accompanied by the WOR orchestra.

Rivalry

Rivalry between the GOP and Democratic publicly staffs is already being evidenced with observers for the Republican party scheduled to make an appraisal of the Democratic operations at Philadelphia next week. The same hold true during the GOP show with Democratic scouts on hand to watch the radio and television coverage produced by Ed Ingle's department. Consensus of network newsroom opinion is that the Democratic boys will have to step some to surpass the service rendered by Ingle's crew.

Confidence Game Used On Radio Show

A confidence game through which an ex-convict cashed in on the sympathy and generosity of a network radio audience to the tune of \$13,500, most of which was spent on a new car and a Florida vacation, was revealed in New York State Supreme Court yesterday.

According to papers filed with the court by Attorney General Nathaniel

(Continued on Page 8)

Eisenhower Honored At Luncheon In N. Y.

General Dwight D. Eisenhower, president of Columbia University, was honored at a luncheon at the Waldorf Astoria Hotel yesterday which was tendered in recognition of his acceptance of the honorary national

(Continued on Page 2)

Hearst Paper And Don Lee Enter Into Co-Op TV Contract

West Coast Bureau, *RADIO DAILY*

Hollywood — A unique reciprocal agreement linking the local Don Lee television station KTSL (W6XAO) and radio station KHJ with the Los Angeles Examiner in a long term pact of mutual cooperation was signed here this week by Lewis Allen Weiss, Don Lee executive vice-president and Richard A. Carrington, Jr., publisher of the Examiner.

The document, one of the most un-

Thousands Of Applications For IBD Jobs Are Processed As "Voice Of America" Is Expanding Its Operations

New Telegraph Service Now Uses Fax System

Development of a facsimile telegraph transmitter-receiver which will increase the delivery speed of messages and cut operating costs was revealed yesterday by Western Union Telegraph Co. Use of the new device—the first units of which are scheduled for installation in the fall

(Continued on Page 3)

Rayve Spots Will Reach 75-85% Of Drug Market

Chicago—A spot campaign in 40 selected markets throughout the country covering areas reporting 75 to 85 per cent of total U. S. drug sales will be inaugurated by the Lever Bros. Pepsodent Division on behalf of Rayve shampoo, Henry F. Woulfe, Pepsodent president, announced yesterday. Depending on the size of the

(Continued on Page 3)

Radio Salaries In Germany Dominated By Russians

Chicago—Radio stars employed by the stations in the Russian zone of Germany receive much higher salaries than those in the American, English and French zone stations, it

(Continued on Page 2)

State Department offices in New York and Washington are being literally swamped with thousands of job applications from persons seeking employment under the expanded Voice of America program of the International Broadcasting Division, a Department spokesman revealed yesterday. Included

(Continued on page 6)

Business Increase Of 31% For WOV

An increase of 31 per cent in time sales for the first six months of 1948 over the same period last year was reported yesterday by WOV, New York indie station. Both English and Italian billings have showed an increase, according to Ralph Weil, general manager with English billings up 44 per cent and Italian, 26 per cent.

Among the new sponsors added by WOV the past few months have been Durkee Foods, Federal Advertising

(Continued on Page 2)

West Coast FM Network Launched In Los Angeles

Los Angeles — Official opening of the Western FM Network, comprising KKL, Los Angeles, and KWFM, San Diego, took place last week, with a series of public service broad-

(Continued on page 6)

Howdy, Pardner

Out of the sunset tomorrow will come The Lone Ranger, finishing his cross-country trek with arrival in New York. He'll be feted by all hands at ABC, and will "Stop the Music" Sunday as guest on that program. After appearing on the Betty Crocker show Monday morning, he'll leave for Detroit. "The Lone Ranger" recently celebrated his 15th air anniversary.



★ COMING AND GOING ★

Vol. 44, No. 6 Fri., July 9, 1948 Price 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; James Owens, 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
Ralph Wilk, 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
(July 8)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Admiral Corp.	143/4	141/2	143/4	+ 1/4
Am. Tel. & Tel.	155 1/4	154 3/4	155	...
CBS A	27 1/8	27 3/8	27 5/8	+ 1/8
CBS B	27 1/4	27 1/4	27 1/4	...
Farnsworth T. & R.	10 5/8	10 1/2	10 1/2	- 1/8
Gen. Electric	41	40 1/2	40 1/2	- 1/8
Philco	44 1/2	41 3/4	44 1/2	+ 3 3/8
Philco pfd.	91	91	91	+ 3/4
RCA Common	14	13 5/8	14	+ 1/8
RCA 1st pfd.	73	73	73	...
Stewart-Warner	15 1/2	15 3/8	15 1/2	+ 1/8
Westinghouse	30 3/8	30 1/2	30 3/4	+ 1/8
Westinghouse pfd.	98	98	98	- 1/2
Zenith Radio	33 3/4	32 1/2	33 3/4	+ 7/8

NEW YORK CURB EXCHANGE

Hazeltine Corp.	15 7/8	15 7/8	15 7/8	- 1/8
Nat. Union Radio	3 1/8	3 1/8	3 1/8	+ 1/8

OVER THE COUNTER

DuMont Lab.	Bid 14	Asked 14 3/4
Stramberg-Carlson	Bid 17	Asked 18 1/2
U. S. Television	Bid 2 5/8	Asked 3
WCAO (Baltimore)	Bid 27	Asked 27
WJR (Detroit)	Bid 9 1/4	Asked 9 3/4

10 YEARS AGO TODAY

(From the files of Radio Daily)
FCC Chairman Frank R. McNinch appointed William J. Dempsey as special counsel for investigation of chain broadcasting and monopoly in the industry. Probe committee is composed of McNinch and Commissioners Thad H. Brown, Paul A. Walker and Eugene O. Sykes. . . . New York Board of Education met in special session to plan construction of a private in-school broadcasting system to be run by the Board. . . . San Francisco CIO council contracted for series of 201 labor news programs over KYA, local Hearst outlet. . . . Major network contracts with AFRA reported near the signing stage.

BEN GRAUER, announcer and commentator on NBC, is in Philadelphia and all set to repeat for the Democrats the herculean convention-reporting job which he did for the Republicans. He'll be deep in both AM and television.

PETER DONALD, radio and stage comedian, will arrive in London Sunday and will be comfortably ensconced at the Park Lane. He'll confer regarding a projected stage appearance in the British Capital.

JERRY LAWRENCE, co-writer of the Ziv-produced "Favorite Story" program heard every Sunday on WOR, sails for Europe today aboard the Queen Mary. He'll visit London, Paris and Brussels, negotiating story rights for future programs.

ARTHUR HULL HAYES, general manager of WCBS, will vacation for a month, starting tomorrow.

DALE MYERS, secretary to Edna M. Wehner, sales service manager of CBS, will leave Monday for a vacation in the Catskills.

MEL STRAUSS, radio contact for Selznick Pictures, leaves today for a two-week vacation in upstate New York.

STAATS COTSWORTH, star of "Casey, Crime Photographer" on CBS, and MRS. COTSWORTH—Muriel Kirkland, radio and stage actress—are in Stockbridge, Mass., where on Monday she will open in a revival of Booth Tarkington's "Intimate Strangers."

DOROTHY SEWELL, of the WHN publicity department, is vacationing in Chicago. She'll be back July 28.

JOHN MADIGAN, national news editor for the American network, is in Philadelphia setting the stage for the web's broadcast of next week's Democratic convention.

Radio Salaries In Germany Dominated By Russians

(Continued from Page 1)
was revealed by the six representatives of the latter three zones who are now touring America for the purpose of studying American broadcasting methods and interviewing American people.

The disparity in salaries in the Russian zone and those of the western powers was mentioned in an interesting discussion between the German radio representatives and local radio editors at a press conference arranged by Jack Ryan, head of the NBC central division press department.

Stars who receive 800 marks per week in the Russian zone would be paid 100 marks in the western zones, it was stated. Most of the stars would rather work in the western zones, newsmen were told, but once they have gone to work in the Russian zone they have trouble getting out of Berlin, the Russians being desirous of holding onto the topnotchers.

Germans Will Visit Canada

These German radio representatives, who have been touring the United States for several months, came to the U. S. under the auspices of the Rockefeller Foundation and Columbia University, with the U. S. State Department in the background. After completing their U. S. tour they will spend three weeks in Canada and four with the British Broadcasting Corporation in London. Making the tour are Otto Herr, news commentator, of Frankfurt, Germany; Franz Reinholz, educational director of the Hamburg station; Dr. Rudolf Didecuhn, production director of the Munich station; Horst Scharfenberg, director of sports and special events at the Baden-Baden station; Peter Rehm, program director at Stuttgart, and Hans Mestermann, sports and special events director at Bremen.

Gloria Ramson Hospitalized

Gloria Ramson, editorial department secretary at RADIO DAILY, enters Wickersham Hospital in New York today for an emergency operation.

31% Business Increase Reported For WOV

(Continued from Page 1)
Agency; International Latex Corporation, Foote, Cone and Belding; Roma Wine, Biow agency; Herbert Tareyton cigarettes, Hackett agency; Seventeen Magazine, Al Paul Lefton agency; Hudnut Shampoo, Kenyon & Eckhardt and Dif Corporation, through French & Preston.

Weil reported that the station had developed a new research service titled, "Audited Audiences" which has made it possible to provide advertisers with specific market information about each individual audience. The information furnished includes listening group or groups by age, economic status, residence locality and brand preferences.

Eisenhower Honored At Luncheon In N. Y.

(Continued from Page 1)

chairmanship of the American Oversees Aid-United Nations Appeal for Children. Among the radio representatives attending the luncheon were Robert Swezey of MBS; Lawrence Lowman of CBS; James Gaines of NBC; Tony Provost of WNBC; Nathan Straus of WMCA; Margaret Arlen of WCBS; Mrs. Dorothy Thackrey of WLIB; Elliott Sanger of WQXR and Morris Novik of the Unity Broadcasting Company.

Pillsbury Buys Time On Two Network Shows

(Continued from Page 1)

rector, purchase was made because of expansion of the company's grocery products division. "We are certain both programs are among the most popular of their class," he said, "and will augment radio time Pillsbury already utilizes."

Danny Kaye On CBS Monday

Danny Kaye will be heard on CBS from Hollywood Monday when he guests on the "Broadway and Vine" program of Radie Harris, who now is visiting in the film capital. The broadcast will be aired from 3:55-4 p.m., EDT.



Output

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

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

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

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

AM  FM

W.I.T.H.
Baltimore 3, Maryland

TOM TINSLEY, President
Represented by Headley-Reed

KTSL, "Examiner" And KHJ Sign Pact

(Continued from Page 1)
 cable, of Examiner-sponsored events, such as The Olympic Games swim try-outs, the Hearst Golf Trophy Regatta, the Junior Golf Championship, its professional football games, Diamond Boxing Matches, "Youth Forum" and "I Am An American Day."
 The video station also agrees to make available any of its owned film to the Examiner; KHJ, on its newscasts, will credit the Examiner as one of its sources of news. City editor Jimmy Richardson of the Examiner and Les Mawhinney, radio news bureau chief, will exchange stories and news tips.

Of wide interest in the newspaper and television industry, is the agreement to permit the station to televise certain local and INP photos, after clearances are obtained.

Also, the Examiner plant at 11th and Broadway in downtown Los Angeles, is made available for "location" television sequences. In addition, there are provisions for the trading of time on KHJ for space in the Examiner.

Both parties have expressed mutual satisfaction over the agreement, which provides each with greater opportunities to serve the public interest, convenience and necessity. The Examiner was founded December 12, 1903, and KHJ went on the air April 13, 1922. Television station KTSL (W6XAO), the nation's first television station, went on the air December 23, 1931, and has continuously offered actual program service ever since that time.

Chasins To Give Concerts

Pianist-composer Abram Chasins, musical director of WQXR, has been pacted for two personal appearances during July. He will play Gershwin's "Rhapsody in Blue" at the World's Fair of Music at Grand Central Palace on the 22nd, and will be soloist with the Philadelphia Orchestra in Gershwin's piano concerto at Robin Hood Dell.

MUSIC . . SPORTS . . NEWS
 FULL TIME
WINZ
 Florida's Big Independent

Primary Signal
 Covers
GREATER MIAMI
 and
 Florida's
 Rich East Coast
 from
 the Palm Beaches
 to Coral Gables.

STUDIOS:
 MIAMI, HOLLYWOOD,
 WINZ BLDG., MIAMI BEACH
 MAIN STUDIO:
 HOLLYWOOD BEACH HOTEL
 940 Kc. — FULL TIME

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

★ AGENCY NEWSCAST ★

CLARENCE B. GOSHORN, president of Benton & Bowles, Inc., has named Austin A. Thomas as assistant to the president and Bernard M. Ryan as director of traffic and production of the agency. Thomas was formerly director of traffic and production and Ryan was traffic manager. Thomas joined Benton & Bowles December 16, 1940, after six years with J. Walter Thompson. Ryan came to Benton & Bowles from the Macfadden Publishing Co., March 29, 1937. He was shortly made manager of the production department, then shifted to traffic. At present, he is vice-president of the Production Men's Club of New York.

PHARMACO, INC., Newark, N. J., announces the appointment of Duane Jones Co., Inc., to handle the advertising on Feenamint and Chooz as of August 1st.

ALFRED T. FALK, for 19 years director of the Bureau of Research and Education of the Advertising Federation of America, has announced his retirement. He will drop his duties with the A. F. A. on August 16 in celebration of his 56th birthday, and with his wife will start on a leisurely trip to the West Coast, returning to New York in the Fall.

RONSON ART METAL WORKS, Inc., Newark, N. J., begins its third year of sponsorship of the Mutual network program, "Twenty Questions," on Saturday, July 10th. Executives of the company, the entire cast of the radio program, and representatives of MBS will be guests of Cecil & Presbrey, New York, agency on the account, at the Hotel Astor immediately after the Saturday night broadcast.

Rayve Spots Will Reach 75-85% Of Drug Market

(Continued from Page 1)
 individual market, sked will include 10 or 15 spots weekly. Needham, Louis & Bronby is the agency. Stations and starting date have not yet been set.

Other Rayve radio activity this summer includes the Sheila Graham show, Sundays, over 43 Don Lee outlets, and weekly hitchhikes on the Corliss Archer show on NBC Tuesdays.

CBS At Bellevue Stratford

CBS headquarters for the Democratic National Convention again will be set up at the Bellevue Stratford Hotel in Philadelphia, it was announced yesterday by Davidson Taylor, CBS vice-president and director of public affairs.

CBS news HQ will be in Room 512. Press information will work out of Room 510, Telephone Kingsley 6-0224. Room 511 will be used as the News Room and Room 509 being utilized as a studio for both radio and television broadcasts.

DON F. GARDNER, who recently resigned as radio copy supervisor for Knox-Reeves Advertising, has re-joined Luther Weaver and Associates, St. Paul, Minn., where he got his first agency training, more than 10 years ago. In the Weaver agency, Gardner will be an associate and account executive in charge of new business.

JACK WILLIAMS, vice-president and account supervisor of Brooke, Smith, French & Dorrance, Inc., Detroit and New York advertising agency, celebrated his 25th anniversary with the agency on July 1. He is a member of the Officers' Committee and of the Plans Board of the agency. Fellow officials of BSF&D helped to celebrate the occasion with a luncheon in his honor at the Detroit Athletic Club.

BENTON PASCHALL has been appointed Los Angeles manager of Western Radio Advertising, Inc., West Coast radio representative firm. He comes to this new post directly from his former position as sales manager of KROY, Sacramento, Calif. Western Radio Advertising, Inc., which specializes in the representation on the Coast of western stations has moved its Los Angeles office to new and larger quarters at 6618 Sunset Blvd., Hollywood 28, Calif.

New Telegraph Service Now Uses Fax System

(Continued from Page 1)
 —should enable a wire sent from New York to reach its destination in San Francisco within ten minutes.

Developed in less than a year's time by Garvice H. Ridings, an engineer working under Raleigh J. Wise, chief of the WU fax department, the machine measures 10 by 11 by 7 inches and weighs 20 pounds. Orders for 3,000 units have been placed with Tele-Register Corp., a WU subsidiary.

In transmission by a customer, the message may be written in longhand or typed on sensitized paper. This is attached to a cylinder on the set over which a stylus passes. Electrical impulses cause the receiver to reproduce the message exactly.

A signal from the central office that a message is to be transmitted automatically converts the customer's sending machine into a receiver. Then a blank is placed in position.

Machines in the WU offices are equipped with the usual fax photo cell, but customers' sets use stylus and sensitized paper.

Wedding Bells

Dick Dudley, WNBC announcer, was married the evening of July 7th to Carol Corwin Portugal, radio actress, in Cleveland, Ohio.



LADIES' GUY... THAT'S US!

Last month KQV and Warner Brothers in Pittsburgh threw a Leap Year party to promote the film, "Wallflower." A broadcast by KQV's Jane Gibson was a feature of the party. Since the shindig was scheduled to begin at 8 A. M., theater officials said a crowd of 500 would be excellent. But the gals started arriving at 7:30 and by broadcast time, the house held over 1300! All this despite Hooperatings to the contrary. Proves once again that you just can't over-estimate KQV's consistent and terrific popularity!

KQV PITTSBURGH'S AGGRESSIVE RADIO STATION
 Basic Mutual Network · Natl. Reps. WEED & CO.

LOS ANGELES

By RALPH WILK

MARION HUTTON, co-featured with Andy Russell and Pied Pipers on KHJ-Mutual Don Lee's Thursday evening "All-Star Revue," is busy these days making special recordings for distribution to overseas military personnel by the Armed Forces Radio Services.

Barbara Eiler resumes her role of Carla on NBC's "Aunt Mary," making the third airer on which she will be heard as a "regular" during the summer season.

Musical Director Frank Worth has been set to conduct and arrange the Roy Rogers-Dale Evans show which will be transcribed. Worth also is M.D. on "First Nighter" and "Those Websters."

Hollywood Star Records has signed Mary Kirkland as chief of its writing staff, in connection with its transcribed two-minute "talking pictures." Miss Kirkland was formerly writer for "Double or Nothing," and other radio shows.

Named ABC News Editor

William Whitehouse, for the past three years a news writer on the New York news staff of the ABC yesterday was named a news editor for the network, replacing Robert W. Brown who resigned on July 1. Serving ABC in a similar capacity are Donald Coe and John Dunn.

Paul Glynn, formerly of the Hartford Courant, and more recently a news writer for CBS, has joined ABC as a news writer in the network's New York newsroom.

Send Birthday Greetings To—

July 9

H. V. Kaltenborn
Ted Lloyd—Ralph Wilk
Ted Steele—Bryan Field

July 10

Arthur M. Holland—Randall Jessie
Joan Marsh—Helen Pickens
Lee Wood—Don Herbert

July 11

Harry Von Zell
Merle Jones—Jack O'Brien

July 12

Milton Berle—Gracie Barrie
Oscar Hammerstein, II
Jasmy McClain—Roy Winters

July 13

Frank Dane—Phillips H. Lord
Carolyn Montgomery
Harry Sosnik—Carolyn Gilbert

July 14

George C. Putnam
Ken Murray—Frank Chizzini
Harry Hoff—Carmen Lombardo
Gene Rouse—Sam Elber

July 15

Len Sterling—Albert G. Ashcroft
Nancy Martin—William Robinson



Mainly About Manhattan. . . !

● ● ● A ciggie sponsor would pay Gen'l Eisenhower \$25,000 to take to the air for 5 minutes and tell the nation exactly how he feels about the nomination talk, etc. . . . Margaret Truman's plans for future radio work await the outcome of the Demmy convention. . . . Bing Crosby telling pals that he'll broadcast the Pittsburgh Pirates ball games if he retires from the screen. . . . Press agents in Chi have a new gimmick—selling plugs on disc jockey shows at 50 bux the platter play. . . . Gallstones have replaced ulcers as the fad at MCA. First, Johnny Greenhut and now Maurice Lapue. . . . CBS songstress, Carol Ames, of "Sing Along," will pinch-hit for Jeanette Davis when she vacations from the Arthur Godfrey show. . . . Isn't Mister Petrillo readying an important statement to be made next month? . . . Calling the play-by-plays for the All-Star game will be Mel Allen and Jimmy Britt, with France Laux doing the 'color'. . . . Radio Row saddened to hear of the passing of Herb (20 Questions) Polesie's father-in-law. . . . Deal cooking for ABC to air a \$12,000 weekly package starring Dick Haymes, with Ass'n of American Railroads footing the tab. . . . Chesterfield beckoning, Peggy Lee for a regular berth on the Supper Club in the fall. . . . Ace Ochs leaving CBS video to join Ward Wheelock's production staff.



● ● ● Ed Sullivan's "Toast of the Town" television show via CBS is proving a lucky omen for more than one performer. Paul Winchell, who rocked them on Ed's second stanza, has just been handed a fat radio contract with video offers coming in, and Eddie Martin, the New York City cop who was on a recent show, looks set to follow in the path of Phil Regan. All of which reminds us of the early days in radio when Jack Benny guested on Sullivan's show only to be subsequently pacted by Canada Dry—and Jack Pearl, who was grabbed up by Lucky Strikes after a Sullivan appearance.



● ● ● THE REVIEWING STAND: "It's Always Albert" (pinch-hitting for the Danny Thomas show for the summer) should be a cinch to grab off its own time slot and bankroller when the big season rolls around. Featuring such expert laugh-getters as Jan Murray, Arnold Stang and Pert Kelton and scripted by Jackie Susann and Bea Cole, it looks like CBS has latched onto another winning combo. . . . "Make Mine Music," which premi-aired on CBS Sunday reminded us of the good old sustaining days before screaming emcees replaced showmanship in radio. . . . Another fine musical sustainer, this one on ABC, is "Stars in the Night," given its glow by Rex Maupin's first-rate musicianship. . . . The Rob't Shaw Chorale reveals a greater variety of effective choral selections than we believed existed. . . . In contrast to these smoothies of song, we have Eddy Howard's sparkleless Schaefer Parade that comes over our speaker like a fountain pen trying to write without ink. . . . And the enjoyable musical portions of the Wed. Texaco show (Gordon MacRae and Evelyn Knight) are counteracted for us by the cast's over-exertion at making the continuity sound spontaneous.



● ● ● LUV 'n' KISSES: Will Roland's smooth production job in-handling the Godfrey show, with li'l Arthur coming in from his farm in Virginia and the rest of the show from N.Y. studio. . . . Eileen O'Connell's disc-jockeying on WHN Saturday. And what a match she'd be for video. . . . Lovely Jane Pickens' warbling via NBC Sunday p.m. . . . Bill Cullen's high-grade emcee work on "Winner Take All." . . . Jose Curbelo's Victor platter of "Rhumba Rumbero."



CHICAGO

By NAT GREEN

JACK FULTON, associated with the WBBM music department for more than six years, has been signed by Balaban & Katz to direct the orchestra of the Chicago Theater, starting July 16. Marcia Hart, who had leading roles in "Angel Street" and "Sky-lark," and Catherine Payne, who starred in "Papa Was All" and was featured in "Angel Street," will have the leading roles in "Ladies In Retirement" when the Barnum Tele-theater Players present the play on television station WBKB August 1.

"Camel Caravan with Vaughn Monroe," scheduled to be broadcast from WBBM on July 12, will be canceled for that date to make way for Senator Barkley's keynote speech at the Democratic national convention. Show will be broadcast from Chicago July 19.

WGNB advises that July 25 is date station will begin duplication of regular WGN and Mutual schedules, instead of August 25 as previously announced.

Fred Everett, radio facilities project engineer of NBC in New York, has been in Chicago conferring with Austin Company officials on progress of NBC television transmitter site construction.

Tommy Bartlett's story of his experiences in hosting travelers on ABC's "Welcome, Travelers" program is told in the July Coronet magazine.

Genevieve Rowe, soprano, is joining the cast of CBS' "Harvest of Stars" for seven broadcasts during the summer. Show will be broadcast from the Civic Opera House in Chicago on July 21.

Noran Kersta, executive assistant in the NBC New York television department, will speak on "Television" July 22 at the annual NBC-Northwestern University Summer Radio Institute at Evanston, Ill. Clifton Utley, NBC Chicago news commentator, will speak on "News On The Air" on July 29.

Westinghouse Raises Wages

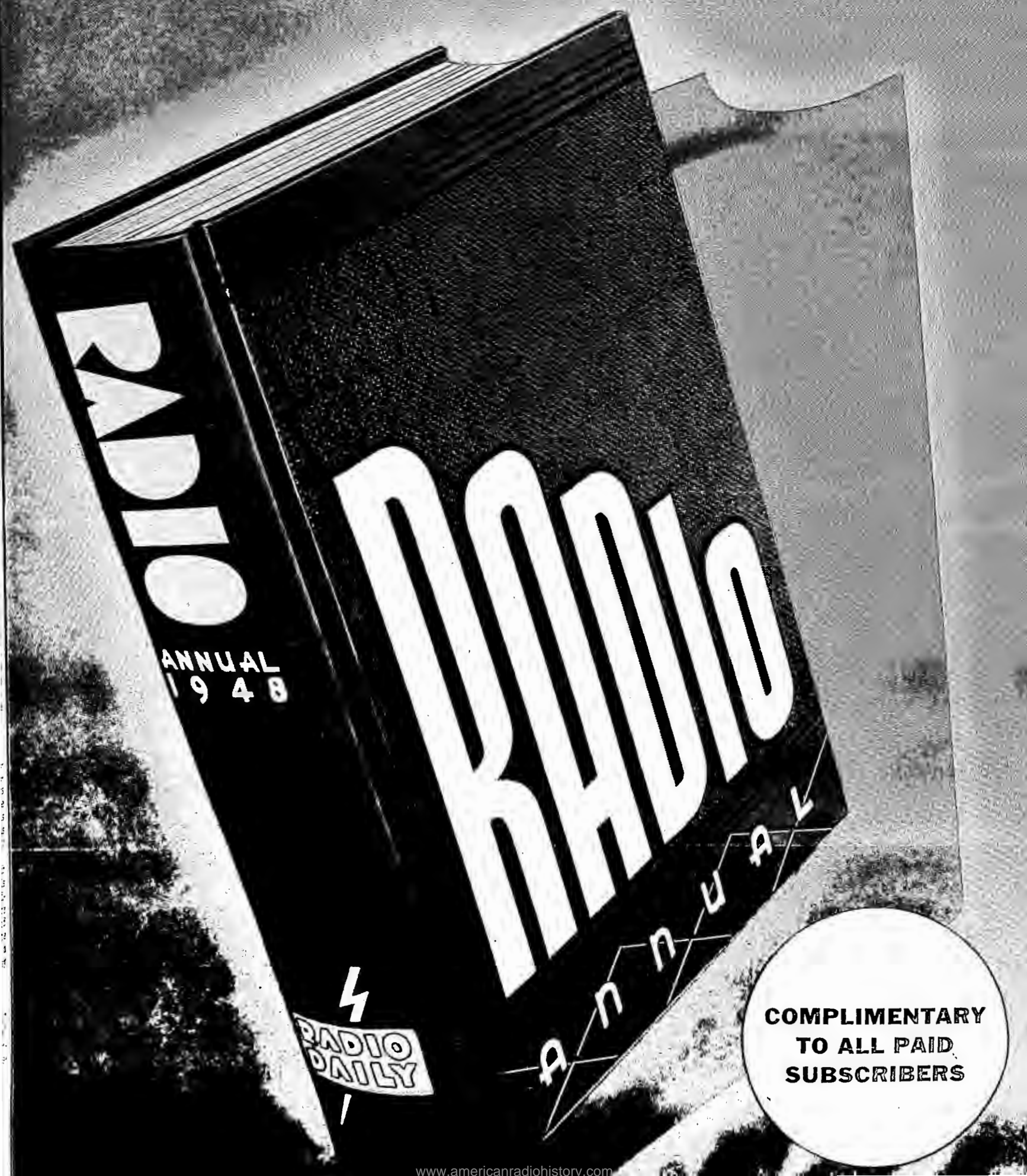
Philadelphia—More than 300 employees of Westinghouse Radio Stations, Inc.—located in headquarters here and in stations throughout the country—will share salary increases of more than eight per cent, it has been announced by General Manager J. B. Conley.

Slated to receive the increase, which is based on a 40-hour week and is retroactive to June 13, are approximately 200 salaried workers and more than 100 supervisory employees and management personnel. It is the third increase for these groups in a little more than two years, Conley said.

Stork News

Hollywood—It's a boy for Phil Shar, scripter on "Duffy's Tavern," 8 lbs. 3 oz. lad checked in at Glendale Physicians' and Surgeons' Hospital, June 23.

The Treasury of Reference



ANNUAL
1948


RADIO
DAILY

ANNUAL

COMPLIMENTARY
TO ALL PAID
SUBSCRIBERS

NEW STATIONS

WXRT On Air

WXRT, Chicago's newest FM station, located in the Sheraton Hotel, made its bow Sunday at 12 noon, and formal dedication ceremonies were held from 3:30 to 6 p.m., with a number of prominent guests taking part. Special programs in honor of Independence Day were broadcast, including a salute to the Freedom Train, which was in Chicago at the time. Messages were read from President Truman, Governor Green of Illinois, and Mayor Kennelly of Chicago, and welcome messages were received from all other Chicago metropolitan FM stations.

Heading the list of guests were Jan Sterling, Duke Ellington, Dr. Herman N. Bundesen, Mrs. Elizabeth Marshall of the Illinois PTA, and Bill Bailey, executive director of the FMA. Other participants were members of the staff of WXRT: Paul Edouard Miller, jazz authority; Jack L. Cooper, Phil Weisman, sports editor of the City News Bureau, who will head WXRT's sports staff; Jo Ann Tyler, director of women's and children's programs; Maria Data, noted contralto; Chester Burry, American folk singer; Dario Bonetti and Arnold Bernard of the music department, and "Your Man About Town." Sid Mandel and Chet Kramer share microphone duties.

WXRT will broadcast at 101.9 megacycles, channel 270 on the FM dial.

New Audience Show

Chicago — "Man-to-Man," a new audience participation show featuring Cliff Johnson, will be heard on WEBM starting July 10, from 9 to 9:30 a.m. each Saturday. During the week Johnson will take his microphone to Mike Fish's Monte Cristo restaurant for interviews.

Heavy File Of Applicants For State Dept. Radio Jobs

(Continued from Page 1)

among the applicants, he said, are many "highly qualified" persons—broadcast engineers, foreign language experts, and news personnel with overseas experience.

However, most of the new jobs available Oct. 1, when the IBD takes over the shortwave programming to Latin America and Western Europe currently handled by the international departments of NBC and CBS, already have been filled. About 160 persons will be taken on at that time, the spokesman said, and 174 qualified applicants now are being processed and undergoing FBI loyalty checks. In this group are many members of the CBS and NBC shortwave staffs who will make the switch Oct. 1 without any lapse in employment, he added.

Will Augment Staff

The IBD now has a staff of 238, located as follows: 190 in New York; 34 in Washington and 14 in Honolulu. This will be augmented to about 400 in three months. Further expansion is planned for after Oct. 1, when broadcasts in several additional languages may be inaugurated. Pres-

ent plans call for a staff of about 600 to be on the job in the division within a year.

On July 1, when the two webs entered a 90-day interim period prior to withdrawing from the international field, VOA broadcasts were cut from 33 program hours daily to about 26½ hours. This was done to provide for increased and more stringent State Department supervision of Voice programs, about 70 per cent of which were handled by the commercial networks. Largest cut was made in beamings to Latin America, with some English-language shows and transmissions to Western Europe also getting the axe.

Programs Expanding

Output will be gradually increased as additional staffers are put on, with an eventual total of between 57 and 60 program hours planned. First of the new language groups to be resumed will be shows for Scandinavia and the Near East. Programs in Swedish, Norwegian, Finnish and Danish will be beamed to Scandinavia, while Near East programs will be in Turkish, Persian and Arabic.

Cowan Signs 3 More, Plus Dorsey Renewals

(Continued from Page 1)

month or two, but the number of stations which have indicated their intention of renewing will assure the program's continuance, he said.

National Biscuit Co., through McCann-Erickson, bought the Cowan "Red Ryder" ET series for a five-market campaign covering Pittsburgh, Buffalo, Elmira, Schenectady-Albany-Troy and Burlington. Stations will be selected in the near future, with broadcasts scheduled to begin around Aug. 15.

The "Smiths of Hollywood" show was purchased by Harry B. Cohen agency for Jeris Hair Tonic, over WFAA, Dallas, and by Lennen & Mitchell for Dr. Ross Dog Food, over KNBC, San Francisco.

A three-market deal for "Murder at Midnight" was set by Hoag & Provandie, Boston, for Cold Spring Brewing Co. on behalf of Hacker's Ale. Show was placed on WHDH, Boston; WCSH, Portland, and WLLH, Lowell.

Sales were handled for Cowan by Joseph W. Bailey, vice-president.

ABC Adds 2 Account Execs.

Two more account execs have joined ABC's eastern sales staff headed by newly appointed Charles Ayers. Already on deck is Harry Woodworth, former producer of "Welcome Travelers" and executive with Erwin Wasey and Morse International. Woodworth also has produced shows for Compton and Benton & Bowles.

Edward Bunker becomes an ABC account exec July 19, moving over from Avery-Knodel. Prior to the war Bunker was regional sales manager of WIS, Columbia, S. C.

West Coast FM Network Launched In Los Angeles

(Continued from Page 1)

casts being fed the San Diego outlet of the new network, by KKLA, 58-kilowatt FM independent station.

The opening climaxed a series of daily tests initiated by KKLA feeding portions of its program schedule to the new San Diego FM station, KWFM, owned and operated by the licensees of KSON, San Diego independent.

Network officials are Maurice D. Buchen, General Manager of KKLA, Los Angeles, David S. Ballou, vice-president and general manager of FM Repts, Inc., only exclusive FM station national representative and John Gordon Studebaker, executive director of KWFM, San Diego and his associate, Fred Rabell, general manager of the station.

KKLA presently feeds KWFM with eight hours of programming daily, Monday through Sunday, with service commencing at 8:00 a.m. to sign off at noon, and reinstatement of service at 6:00 p.m. until 10:00 p.m. This is the present operating schedule of KKLA. KWFM operates a full schedule daily, filling in its afternoon time with programs of its own origination.

The network is fed only from North to South at the moment, although with the construction of the new antenna, by KWFM, it is expected that two-way service will be a strong possibility.

Program Director for the new network is Arch. D. Scott, ex-NBC producer of Chicago and Los Angeles; and more recently of McCann-Erickson where he produced the Carnation Hour, among many others.

PROMOTION

Freedom-Train Tie-In

WTMJ, WTMJ-FM and WTMJ-TV went all out in promoting Re-dedication Week in connection with the appearance of the Freedom Train in Milwaukee. A week before the train's arrival, 10 to 15 spot announcements were used every day and special interviews were scheduled on five WTMJ programs and the "Meet Your Neighbor" show on WTMJ-TV. A transcribed program, "The Freedom Train," was broadcast on WTMJ and WTMJ-FM.

On television several special film programs were featured on WTMJ-TV.

When the Freedom Train arrived, WTMJ broadcast the welcoming ceremonies and originated two programs from aboard the train. As a climax to all the special programs, WTMJ-TV television presented a half-hour live program "Freedom Is a Living Thing."

"Live" Promotion For Buck

WONS, Hartford, Conn., went all out promoting Frank Buck's RKO reissue, "Bring 'Em Back Alive" with extra heavy schedule of courtesy announcements, plugs at Hartford Eastern League ball park loudspeaker system and announcements at midget automobile race track in nearby Avon, Conn. Manager Bob Manby of WONS worked hand-in-glove with Regal Theater management promoting picture which had successful run here.

In Praise Of Silicone

A 30-page illustrated bulletin (No. CDR-57) describing in detail G-E silicone products has been issued by the General Electric Company's Resin and Insulation Materials Division. The bulletin describes the new G-E silicone resins, oils, greases, water repellents, and rubber together with their many industrial uses. Charts and tables are included for handy reference.

McClancy In New Post

Appointment of Benjamin F. McClancy as general manager of The Associated Industries, Cleveland, has been announced by Col. William Frew Long, chairman of the association's advisory committee. McClancy, who assumes his new post August 1, goes to The Associated Industries from ATF Incorporated, Elizabeth, N. J., parent firm of American Type Founders, Incorporated; American Type Founders Sales Corporation; the Daystrom Corporation; Daystrom Laminates, Incorporated; and Frederick Hart and Company, Incorporated, where he has served as director of the human relations division. A native of Springfield, Mo., Mr. McClancy attended the Missouri schools. The first phase of his business career saw him rise to the post of traffic manager of NBC in New York City. He then entered the manufacturing field as assistant plant manager, and later as acting plant manager, of the Eaton Manufacturing Company, Battle Creek.

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

Daily section of RADIO DAILY, Friday, July 9, 1948 — TELEVISION DAILY is fully protected by register and copyright.

U.S., CANADA IN TENTATIVE TV PACT

TELE TOPICS

By JIM OWENS
Associate Editor

MUTUAL & GILLETTE has snagged TV rights to the All Star Game in St. Louis next Tuesday and has assigned the job to KSD-TV, the Post-Dispatch outlet. It will be another "first" for TV. . . . and speaking of sports, J. Arthur Rank, the British film magnate, has practically sewed up all TV film rights to the upcoming Olympics. Talk on Fleet St. is he won't discuss any offer less than 50 G's. . . . Not a few execs wondering if a code for TV at this stage isn't "premature," in view of the multiple growing pains of the industry. But it's significant they agree the biz should get off on the right foot.

WJZ-TV, ABC's flagship, hits the busy TV air in Gotham on August 10th, with a three-hour premiere on the books. Web's still having a space headache, but will debut from several origination points. Net, as matter of fact, now negotiating for another temporary studio site. . . . UST's 10 ft. by 4 ft. tele set at the Museum of Science & Industry heavily outdrawing attention on A. Hitler's armored car. Silly, perhaps, but true. . . . Alfred Leftwich, Jr., former American Network producer-director, has switched to CBS television in same capacity.

U. S. RUBBER CO., after a successful stint on WFIL-TV brought its "At Liberty Club" to Gotham last nite on NBC. Roger Muir & Sy Frolick, who've been doing some of the best stuff on the air for the rubber co., handled the reins. . . . Ben Gedalecia, ABC's associate research director, got it good during that Monday nite cloudburst. His TV antenna, atop his home on Long Island, was struck by lightning and ripped a hole this big in his roof. . . . Cleveland radio-tele survey, which gave WGAR the nod for popularity, also found baseball was the big joy on TV. Little surprise, what with the Indians really war-whooping it for the American League flag.

ABC will go all out for special events and outside stuff during the Demo meet next week. Web, which used two mobile units during the GOP brawl will double that number this trip. Net'll use the WMAL-TV and WENR-TV trucks to roam about Philly to scan sidewalk caucuses (or is it caucus?). . . . Starting today, in all the local dailies, Du Mont will give John Q. Public the inside dope on why he's faced with a wait for his TV set. Full-page ad points up the fine-comb process of making a set and why it's gotta be perfect before it leaves the shop. Stunt should pay off in much good will for the industry, and Du Mont toppers rate a bow for attempting to answer a biting question dealers get hit with every day.

Bevis Named Manager Of NBC-WNBK, Cleve.

Charles C. Bevis, Jr., in charge of NBC station relations, has been named manager for the network's Cleveland television outlet WNBK, it was announced yesterday by John McCormick, general manager of all NBC stations in Cleveland. Bevis will assume his new duties effective immediately.

Since March 30, 1948, Bevis has been handling television matters for the Station Relations Department. Prior to that date, Bevis has been a member of the NBC television department for more than 2 years as executive assistant to vice-president John F. Royal.

WCAU-WIP "Wed"

Philadelphia—Television has been making some unusual marriages, but the Philadelphia office of the Robert J. Enders agency has brought about one of its most eye-lifting affairs. Starting next Monday the "Uncle WIP" program, for 26 years the daily children's show on Gimbel Brothers' WIP, will be "simulcast" over WCAU-TV, local CBS affiliate, every Monday and Wednesday from 6 to 6:15 p.m. Gimbel Brothers and Pierce-Phelps distributors of Admiral Television are co-sponsoring the simulcasts, which originate in WCAU-TV's studios.

Pact "Mrs. America" Rights

Roger White Productions and Leonard Traube Associates have acquired the radio and television program rights to the title and titleholding "Mrs. America," under a five-year arrangement with Mrs. America, Inc. The latter company is headed by Bert Nevins, of Bert Nevins, Inc., originators of the beauty-housewife contest

Williams-Beau Jack On ABC For Ballantine

ABC, currently in progress of cementing its program operations prior to invading the New York area, came up with one of its first major sports plums yesterday via a pact to air the Ike Williams-Beau Jack lightweight championship bout next Monday night from Philadelphia for Ballantine, it's been learned. Web will feed a seven-station chain, with WFIL-TV originating the telecast, set for approximately 10:30 p.m., EDT. Fight will be picked up by WABD in N. Y.; WBZ-TV and WNAC-TV, Boston; WNHC, New Haven; WMAR-TV, Baltimore, and WMAL-TV, Washington.

ABC is scheduled to air the Democratic confab same night, but has cleared time for the fight. Ballantine will also sponsor the AM version of the bout via Mutual.

Film Council To Meet

Second meeting of the newly-formed National Television Film Council will be held next Thursday night at Sardi's. Confab will be devoted essentially to the standard exhibition contract, a clearance bureau for TV rights, film cataloguing, etc.

WTTG's Control Equip.

Washington—New master control equipment is now installed in WTTG, DuMont outlet here, as manufactured and delivered by the net's transmitter division. Equipment augments facilities now available, and includes the most modern electronic system.

conducted for the last 10 years. Program, tentatively called "Meet Mrs. America," will be built around the titleholder and packaged as a daytime show across-the-board.

New Jersey Slighted Re TV, Trenton B'caster Tells FCC

Washington Bureau, RADIO DAILY
Washington—Charge that a "gross disparity" exists in TV assignments for the state of New Jersey was made yesterday at the FCC hearings on channel reallocations, coupled with an urgent plea that the state be awarded additional facilities to cover the entire area from Newark to Atlantic City. Complaint was made by Arthur Scharfeld, attorney for the Mercer Broadcasting Co., Trenton, who declared the Commission "has

not exercised its discretion in conformity with the statutory mandate."

The state has been allocated only two channels—one for Newark and one for Atlantic City. This means that the country's ninth most populous state is 47th in the number of assigned TV channels, Scharfeld said. He charged "an excessive number of channels to the neighboring states of New York and Pennsylvania, particularly within the metropolitan areas of New York and Philadelphia.

FCC Issues Chart On Border Area Assignments

Washington Bureau, RADIO DAILY
Washington—Details of the tentative agreement between the United States and Canada regarding TV channels in the border regions were announced yesterday by the FCC, and were met with complaints that some provisions of the pact would limit opportunity for power expansion by outlets in the areas concerned. Announcement of the agreement, which was informally discussed by representatives of the two governments in Washington last December, came during the hearings on reallocation of video channels.

Would Halt Interference

Bilateral agreement, which covers channels in the 54 to 88 and 174 to 216 megacycle band, calls for an allocation structure to prevent "undue" interference between stations in the respective areas within 250 miles of the U.S.-Canadian border, and will provide for assignments in cities in 21 states and eight Canadian provinces. Pact, as currently set up, also calls for removal of Channel 13 from Buffalo for Canadian use in St. Catherine, Ont., and switching of Channel 9 in Cleveland, O. to Canton, to reduce interference to Windsor, Ontario.

While cognizance is taken of the possible value of directional antennae, it is expected, the Commission said, that "assignments will normally be made on the basis of omnidirectional antennae." It was added that assignments made at points which are more than 250 miles from the nearest point on the border would "normally have no international significance . . . except in cases of unusual power and unusual antenna heights."

Buffalo Attorney Objects

When the agreement was mentioned yesterday, attorney Paul Spearman for WBEN, Buffalo, objected strenuously that he had had no chance to study it. From what he knew of it, Spearman said, it limited the opportunity for power expansion by stations in the border area—at the least providing for notification of Canada where power is to go above 50 kw. an antenna more than 500 feet above average terrain. His contention was that this, in effect, limits stations to such power and antenna height.

New ITI Set

Clifton, N. J.—Industrial Television, Inc. announced this week that it will shortly start production of a new 20-inch "Teleceiver" which will combine all the features of its earlier models and will offer a number of advantages and improvements.

FMA Plans To Enroll Dealers As Members

(Continued from Page 1)
bership to retail dealers was recently reached by the FMA board, it was explained, "that the dealers may be better informed as to FM's superior qualities as a broadcast medium."

Bailey said yesterday the future should see two major organizations in the broadcast field—NAB and FMA. He added, in discussing the projected expansion of FMA, that:

"Only One Left The Air"

"Since V-J Day only one FM station has left the air after starting operations. In the early days of AM, more than a score of stations were forced to cease operations. To date a total of 97 construction permits or conditional grants for FM stations have been surrendered, the FCC reports to the FMA. Of that number 89 were turned in for various reasons by the holders, six were taken back by the FCC and one elected to return his construction permit rather than begin operations.

"Thus only one FM station which began operations, folded up, while 96 others actually returned to the FCC unused construction permits or grants. Eighteen applications were denied by the Commission after hearings and 156 others were withdrawn—but in each case no construction had been started by the applicants.

"We have found an appalling lack of knowledge of FM on the part of retail dealers who are crying for information about the products for which there is a growing demand—FM sets. Some manufacturers are providing dealers with information about their particular sets, but on the whole dealers want to know more about FM. Scores of them have asked to join the FMA that we may assist them in providing data regarding FM's performance."

Treats "Industry As Whole"

Bailey said of NAB that "as an overall trade association, it thinks in terms of the radio industry as a whole. The FMA, until now, has been concerned primarily with the promotion and development of FM broadcasting. Now that FM has developed to the stage where it is a firmly established service and will continue to grow, the FM Association is exercising its prerogatives under our by-laws by greatly expanding our activities."

ARTHUR EDDY

Public Relations — Publicity

812 Taft Building
Hollywood

Gladstone 5305 — Gladstone 9082

COAST-TO-COAST

"I See By The Papers"

Wilson, N. C.—New WGTM feature, the result of conferences with editors of Eastern North Carolina daily and weekly newspapers, recently made its debut over that station. Entitled "I See By The Papers," stint features station news and sports chief, Bill Jackson, who rounds out a thrice weekly show of home town, human interest news which is furnished by the newspaper editors and is not available through other news programs.

Appt'd. KDYL Nat'l. Sales Dir.

Salt Lake City, Utah—The appointment of Ralph Miller as director of national radio sales for KDYL, has been announced by S. S. Fox, president and general manager of The Intermountain Broadcasting Corp. Miller, who replaces George A. Provol, now administrative assistant to S. S. Fox, was formerly with WKY as sales manager.

Joins WSB Engineering Dept.

Atlanta, Ga.—An addition to the engineering department of WSB is Harl Hockeborn, formerly with WOLF and WFBL in Syracuse. Hockeborn attended Syracuse University and plans to enroll in Georgia Institute of Technology this fall.

Proud Papa

Clarksburg, W. Va.—WHAR president and general manager, Glacus G. Merrill, is the proud papa of a son born June 15. Merrill and his wife, the former Marie Bailey, have another child, Darla Dean.

WONS Staffers Wed

Hartford, Conn.—WONS staffers who recently wed are Jack Downey, station announcer, and former station receptionist, Phyllis Coplan. Bob Ellison of the WONS sales staff and Patricia Haley of Coral Gables, Fla., are also on their honeymoon.

KXOK Adds Engineer

St. Louis, Mo.—George A. Blase, formerly affiliated with the Missouri Research Laboratories in this city, has joined the engineering staff of KXOK. He has been assigned to studio and transmitter duties.

KDKA Staffer To Lecture

Pittsburgh, Pa.—KDKA production department member, Lionel Poulton, will conduct two lecture-forum programs at the Radio Institute of Pennsylvania State College. He will present a demonstration of line reading for radio on July 14. His topic for the next day will be "Radio Announcing as a Profession."

Shell Oil Co. Signs With WMT

Cedar Rapids, Ia.—The Shell Oil Company, Minneapolis division, has signed with WMT to sponsor all Iowa University Football games, according to an announcement made by the station's commercial manager, Don Sullivan.

Leake Rejoins KXOA-KXOB

Sacramento, Calif.—Paul E. Leake has rejoined the staff of KXOA and KXOB as technical director after a year's absence as consulting engineer on the West Coast. Leake was actively engaged in engineering in the San Francisco Bay Area prior to joining KXOA, which recently received authority to increase its power to 1,000 watts and which is now constructing new studios to house its expanding AM and FM technical facilities.

WRNL Appointment

Richmond, Va.—Addition to the WRNL sales staff is Fred A. Dabney, Jr., recent graduate of the University of Virginia. While attending the University, Dabney was a part-time employee of WCHV, Charlottesville.

KOOL Holds "Thing" Contest

Phoenix, Ariz.—KOOL emcee, Gil Lee, is conducting a "thing" contest on his Coffee Cup Parade morning program. The listener sending in the most unusual thing will receive for his or her efforts, an Arctic Circle Cooler, complete with icebergs.

New WGTM Kid Show

Wilson, N. C.—"Kids Of Wit," new show which conducts contests between groups of boys and girls, recently made its debut on WGTM. Regular question and answer sessions are held with the winners receiving gifts. Every thirteen weeks, the club with the most points receives an additional cash prize. Show is held at the local theater with ice cream and bubble gum given all those attending.

WLBR Additions

Lebanon, Pa.—Recent additions to the staff of WLBR are Robert Sweigart, a recent Pennsylvania State College graduate, who has been added to the news staff and John Hanly, formerly with the WOL continuity department, who has joined the station's staff of announcers.

Confidence Game Used On Radio Show

(Continued from Page 1)

L. Goldstein, it all began last Dec. 18, when John A. Walker of the Bronx and East Haddam, Conn., and his wife appeared on A. L. Alexander's Mediation Board program over Mutual. They sought advice as to whether or not they should tell their three children that the father had once been convicted of putting into circulation a phoney check.

Claiming he had only 30 cents in his pocket, the papers state, Walker said his family was without food and in danger of eviction. Not revealed to Alexander, the papers continue, was the fact that Walker's record dated back to 1917, that he was under indictment for forgery and grand larceny and that he had a home in the country.

Christmas A Factor

"The radio audience, undoubtedly moved by the plight of the children, and the fact that it was closely approaching Christmas," an affidavit by Goldstein said, made contributions of one and two dollars "for the purpose of rehabilitating and re-establishing the Walker family." According to Alexander, the statement continued, this was the first time such a thing had happened in connection with the show.

"While it is true that this money, undoubtedly was obtained by false pretenses by the fact that the defendant and his wife withheld material facts from the Board of Mediation, which had it been disclosed to a listening audience, would have resulted in their not having sent any contributions, there seems to be no way in which the money can be returned to the donors," the affidavit said.

Child A Gainer

By safeguarding the remaining money—a \$2,250 bank account in the name of John Walker, 10, one of Walker's three children—"the faith of the radio contributors will not be lost," the Attorney General said in conclusion.

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

5,000
WATTS at
800 Kc.
•
MUTUAL

CKLW

J. E. Campeau, President

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

RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television

VOL. 44, NO. 7

NEW YORK, MONDAY, JULY 12, 1948

TEN CENTS

DEMOCRATIC CONVENTION COVERAGE BEGINS

Television Coordination Improved By Web Pool

New TV Technique Developed For Demo. Show

Television's most colorful and assertive bid for a permanent niche among the major communications media—gets under way today as the Democratic National Convention opens in Philadelphia's Convention Hall. As at the Republican meet an 18-station live hookup will air the proceedings to an estimated

(Continued on Page 7)

New IRE-RMA Group Named To Aid FCC

Washington—Creation of a new joint IRE-RMA technical advisory committee was announced Friday by the two organizations—with the first task of the new group preparation of a report on the high-frequency TV bands for the FCC's September hearing. A sort of peacetime Radio Technical Planning Board (RTPB),

(Continued on Page 7)

Kramer And Mitchell Get WJR Promotions

Detroit—Appointment of Worth Kramer as assistant general manager and Franklin "Bud" Mitchell as program head of WJR was announced Friday by Harry Wismer, exec assistant to President Frank E. Mullen of WJR, WGAR and KMPC.

Kramer, identified with broadcast-

(Continued on Page 8)

Ban Waning?

Rumors of an imminent end to AFM recording ban were flying thick and fast Friday, but spokesmen for both Petrillo and Industry Music Committee said there was nothing doing. However, informal talks between union and record firms have been going on to explore ways of circumventing Taft-Hartley Act ban on royalties for unions.

Tele Tests for Delegates

Philadelphia—Democratic leaders who wish to ascertain if they are photogenic and want the services of a make-up artist to cover their "five o'clock shadows" will be given the opportunity to undergo tele tests by WFIL-TV. The Philadelphia station has set up a test television studio in the Bellevue-Stratford Hotel and will hold open house during the convention for the tele conscious delegates. Visitors will be given the benefit of makeup, will be televised by cameras and will be able to view their pictorial value on receivers set up in the studio.

New Broadcasters Get FCC Instructions

Washington Bureau, RADIO DAILY
Washington—The FCC said Friday that broadcasters about to go on the air must hereafter notify the Commission at least two business days in advance of the commencement of program testing—and preferably a week in advance for new stations or for changes in assignment or facilities, and cautioned not to schedule any program service or formal "Opening" without Commission confirmation.

It was said that failure to ascertain that the intended operation meets technical and other requirements has forced the Commission in some cases "to deny last-minute pleas by stations which have advertised air debuts, but which have not complied with the terms of their grants."

In its warning announcement the

(Continued on page 6)

NAB Technical Co-Op Promised Commission

Washington Bureau, RADIO DAILY
Washington—Full industry cooperation with the FCC in solving engineering problems and frequency allocation difficulties was promised Friday by the NAB engineering executive committee. In a wire to FCC Chairman Wayne Coy, the group's "good offices and aid in co-ordinating the requirements of the broadcasting industry and others" were pledged. Also pledged was "aid to the Commission in any experimental or developmental work within their scope."

Committee membership during the coming year was announced at the time the message was sent. Voting members, to serve under Chairman A. James Ebel of WMBD, Peoria, Ill., include Orrin W. Towner, WHAS, Louisville; Oscar Hirsch, KFVS, Cape

(Continued on page 6)

Full Coverage Set By Major Webs At Philly

Philadelphia—Radio and television coverage of the Democratic National Convention, which gets under way here at noon today, probably will be even more effective than the job done on the Republican conclave last month. This is the consensus of network news execs and reporters who arrived over

(Continued on page 6)

British Pop Number Leads Song Survey

"Now Is The Hour," first popularized by Gracie Fields, English singing comedienne and published by Leeds Music Company, ranked first in popularity among the 35 song hits with the largest radio audiences during the year ending July 1, 1948, according to annual Peatman Survey issued by the Office of Research, Inc., yesterday.

Second honors in the popular song

(Continued on Page 8)

McNeil Named Director Of WNJR In Newark

Appointment of John H. McNeil, formerly manager of radio station WJZ in New York, as director of the Newark News radio station, WNJR, was announced by Edward W. Scudder, Jr., president of North Jersey

(Continued on Page 6)

The Philadelphia Story

... Chapter II—the Democrats Take Over

By FRANK BURKE, Editor, RADIO DAILY

PHILADELPHIA—This is a repeat performance of the Big Show of last month with the Democratic donkey replacing the GOP elephant as the headliner and a new cast of principals on hand to give showmanship to the sessions . . . the supporting cast of radio, television and press men remains unchanged and an air of expectancy prevails as the curtain rises on the first session at Convention Hall today.

☆☆☆

ALL the brass and name personalities of radio and television who attended the Republican convention are expected to be on hand when the Democratic show gets under way today. . . . NBC's Niles Trammell is coming; Mark Woods of ABC has reservations here and Frank Stanton, prexy of CBS, is on hand to catch the conven-

(Continued on Page 2)

Greatest Free Shows

Termining coverage of major political conventions as "radio's \$2,000,000 free show in behalf of democracy," Robert F. Hurlough, Friday devoted his entire MBS 15-minute show to the all-industry conclave programs. He explained how all four webs had cancelled commercial commitments, and concluded, "... convention was yours for the more flick of a knob."





Vol. 44, No. 7 Mon., July 12, 1948 Price 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; James Owens, 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
Ralph Witt, Manager
6425 Hollywood Blvd. Phone: Granite 6607
WASHINGTON BUREAU
Andrew H. Older, Chief 6417 Dahlonga Rd.
Phone: Wisconsin 3271
CHICAGO BUREAU
Nat Green
1417 Ashland Bldg. 155 No. Clark St.
Phone: State 2332

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

FINANCIAL

(July 9)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Admiral Corp.	15 1/8	14 1/4	15 1/8	+ 3/8
Am. Tel. & Tel.	155 1/4	155	155 1/4	+ 1/4
CBS A	28	27 3/4	28	+ 3/8
CBS B	27 3/4	27 1/2	27 1/2	+ 1/4
Farnsworth T. & R.	10 7/8	10 1/2	10 5/8	+ 1/8
Gen. Electric	40 7/8	40 3/8	40 5/8	+ 1/8
Philco	45 1/2	44 1/2	44 1/2
RCA Common	14 3/8	14	14 3/8	+ 3/8
RCA 1st pfd.	73 1/4	73	73
Stewart-Warner	15 3/8	15 1/8	15 1/4	- 1/4
Westinghouse	30 3/4	30 1/4	30 3/8	- 1/8
Zenith Radio	34 7/8	34	34 3/4	+ 1/8

NEW YORK CURB EXCHANGE

	Bid	Asked
Hazeltine Corp.	15 3/4	15 3/4
Nat. Union Radio	3 3/8	3 3/8

OVER THE COUNTER

	Bid	Asked
DuMont Lab.	13 3/4	14 3/4
Stromberg-Carlson	17	18 1/2
U. S. Television	2 1/2	2 3/4
WCAO (Baltimore)	28
WJR (Detroit)	9 1/4	9 3/4

MUSIC . . . SPORTS . . . NEWS
FULL TIME
WINZ
Florida's Big Independent

Primary Signal Covers
GREATER MIAMI and Florida's Rich East Coast from the Palm Beaches to Coral Gables.

STUDIOS:
MIAMI, HOLLYWOOD,
WINZ BLDG., MIAMI BEACH
MAIN STUDIO:
HOLLYWOOD BEACH HOTEL
940 Kc. — FULL TIME
JONAS WEILAND, President
Represented by: John H. Perry Associates

The Philadelphia Story

(Continued from Page 1)

tion spirit. . . Ed Kobak, an absentee at the GOP show, is not expected here this week . . . the Mutual president is on vacation.

★ ★ ★
KEN FRY, former NBC and State Department radio executive, has the trying job of handling the credentials of 1,000 radio and television men as well as co-ordinating the schedules of broadcasts. . . Ken, who is radio director of the Democratic National committee, has his headquarters in the Bellevue-Stratford and at Convention Hall . . . daily conferences with the network news directors, television pool producers, and the news reel and special events men keep Fry on the job from early morning until late at night.

★ ★ ★
CBS advance guard of news specialists arrived at their Bellevue-Stratford headquarters on Friday. . . Heading the group was Wells Church, director of news broadcasts, with Bill Henry, Robert Hudson, Ted Koop, Ed Murrow, Charles Collingwood and John Daly checking in as the day progressed. . . Church plans wide usage of the web's mobile unit and the handy talkies which enabled reporters to do some fast work on the Convention Hall floor two weeks ago.

★ ★ ★
BILL BROOKS, NBC vice-pres. in charge of news and special events, has same line of name personalities on hand to cover the Democratic convention that was used during the GOP show . . . among them are H. V. Kaltenborn, Bill Chaplin, Richard Harkness, Bob Trout, John MacVane, Ben Grauer and John Cameron Swayze. . . Syd Eiges and his NBC publicity staff are here too and again are quartered in their sumptuous antique suite at the Sheraton Hotel.

★ ★ ★
ABLE ABE SCHECHTER, whose convention coverage service stripes would cover his forearm, is here heading up Mutual's news and special events department. . . Schechter's lieutenant is Jack Paige with Bob Wilson and Frank Zuzulo rounding out the operational staff. . . Mutual's lineup of newscasters is augmented by Ben Gimbel's able crew from WIP.

★ ★ ★
ABC's interest in convention coverage is torn between their AM responsibilities and their active participation in TV—the network's news and special events crew headed by Tommy Velotta holds forth in the Bellevue-Stratford with Paul Mowrey's television crew working closely with WFIL-TV, the web's Philadelphia station. . . George Hicks, Pauline Frederick, Martin Agronsky, and John B. Kennedy were among the early arrivals of the ABC commentator staff.

★ ★ ★
CLETE ROBERTS, George Lewin and David Karr, representing KFWB, Hollywood, arrived by plane yesterday to set up plans for the station's daily coverage of the convention. . . Among the Democratic leaders corraled by Roberts for a pre-convention interview was Jimmie Roosevelt, son of the late President, who heads the California delegation.

★ ★ ★
JIM SAUTER is down from New York to lend a hand in the entertainment aspects of the convention. . . Jim, famed for his civic wartime service, is giving valued counsel to Ken Fry of the convention's radio and television department on the programming of entertainment personalities. Doug Edwards has been nominated by the CBS press department as one of the busiest newsmen at the convention. . . Doug, they tell us, gets up at 5 a.m. every morning to be ready for the 8:00 a.m. "World News Roundup," does "Wendy Warren and the News" at noon and then takes on several television broadcasts.

★ ★ ★
BEV KELLEY, the circus space grabber, who got much space for Little Eva, the elephant, during the GOP show, isn't going to let the Democrats down. . . Kelley, they say, will show up at the Bellevue-Stratford Hotel tomorrow with a donkey, living symbol

(Continued on page 6)



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 . . . may we suggest that in Baltimore you use W-I-T-H?

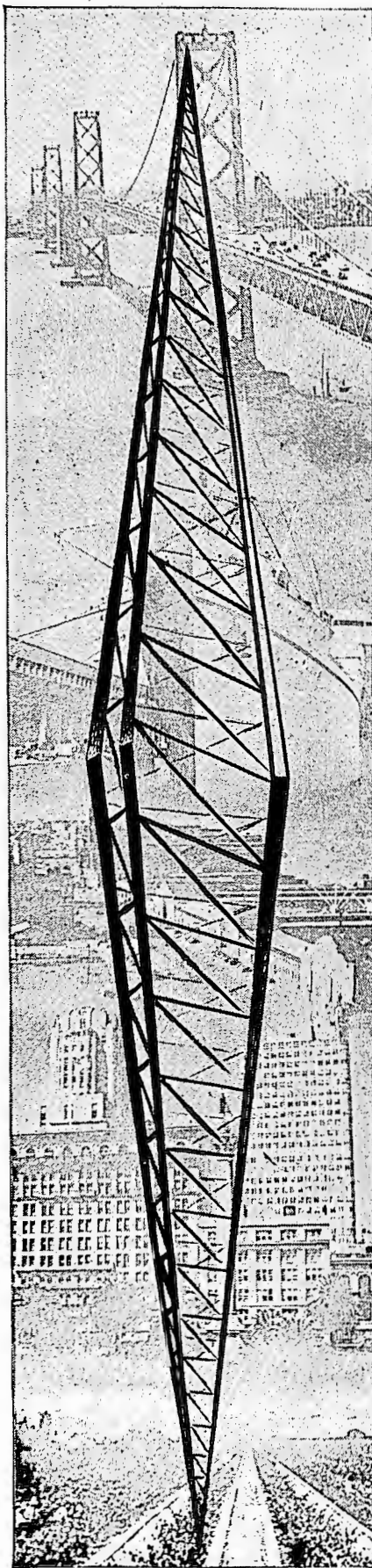
W-I-T-H is the successful independent that delivers more sales-per-dollar-spent than any other station in this big town.

W-I-T-H is on the smart lists. On yours?



W-I-T-H
Baltimore 3, Maryland

TOM TINSLEY, President
Represented by Headway-Red



KGO

explodes a myth — reveals the best spot radio buy in San Francisco!

On the Pacific Coast, network schedules end at 10 p.m.—instead of at 11 p.m. as they do in the East. For years, everyone has accepted the myth that in the West listeners want to hear news at 10—and go to bed at 10:15!

Nothing could be farther from the truth! With the other three Bay Area network stations battling each other with news programs, KGO has stepped in from 10 to 10:30 with half-hour

variety and dramatic shows.

The result? Two special Hoopers and thousands of letters prove beyond a doubt that KGO can get *more audience at less cost* in this half hour than any other station. Best of all, this is guaranteed time, at daytime rates. And right now, two established shows —Philo Vance and Bulldog Drummond—are available! Get complete details *today* from the ABC Spot Sales representative in your city.

KGO's 50,000 watts draw listener-response from every corner of California—from Alaska, Canada, and seven western states. Look over these availabilities on the new, more powerful KGO...

1. Baukhage Talking, 11:30 a.m. weekdays. Available for the first time in five years! Remember: KGO now has a larger audience every weekday morning than any other Northern California station!

2. Abbott & Costello, 8:00 p.m. Wednesday. An ABC co-operative program, available for local sponsorship right in the middle of the Bingsday-night lineup! A 7.6 Hooperating and new, low talent cost.

3. Bay Area News, 1:30 p.m. weekdays. A chance to be on "the home team" with this news program which, through correspondents in key news centers, is the only program giving *local* coverage to the dozen Bay Area cities.

4. Ira Blue's Sports, 11:15 p.m. weeknights. The West is a sports world of its own—and to thousands of listeners, Ira Blue is a top expert. Factual, complete—with that touch of human interest which attracts both men and women.

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

WJZ—New York 50,000 watts 770 kc

KECA—Los Angeles 5,000 watts 790 kc

WENR—Chicago 50,000 watts 890 kc

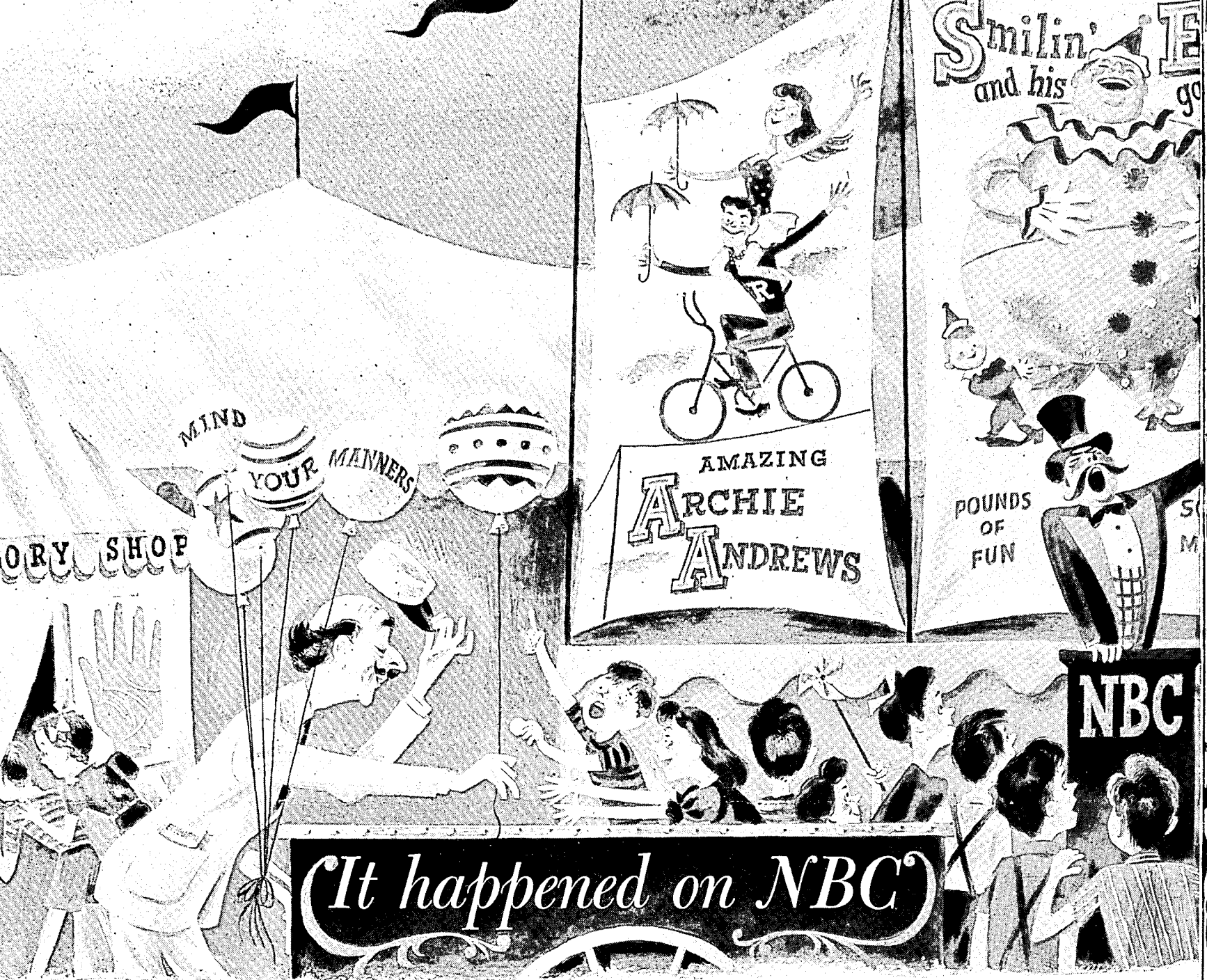
WXYZ—Detroit 5,000 watts 1270 kc

KGO—San Francisco 50,000 watts 810 kc

WMAL—Washington 5,000 watts 630 kc

ABC Pacific Network

ABC American Broadcasting Company



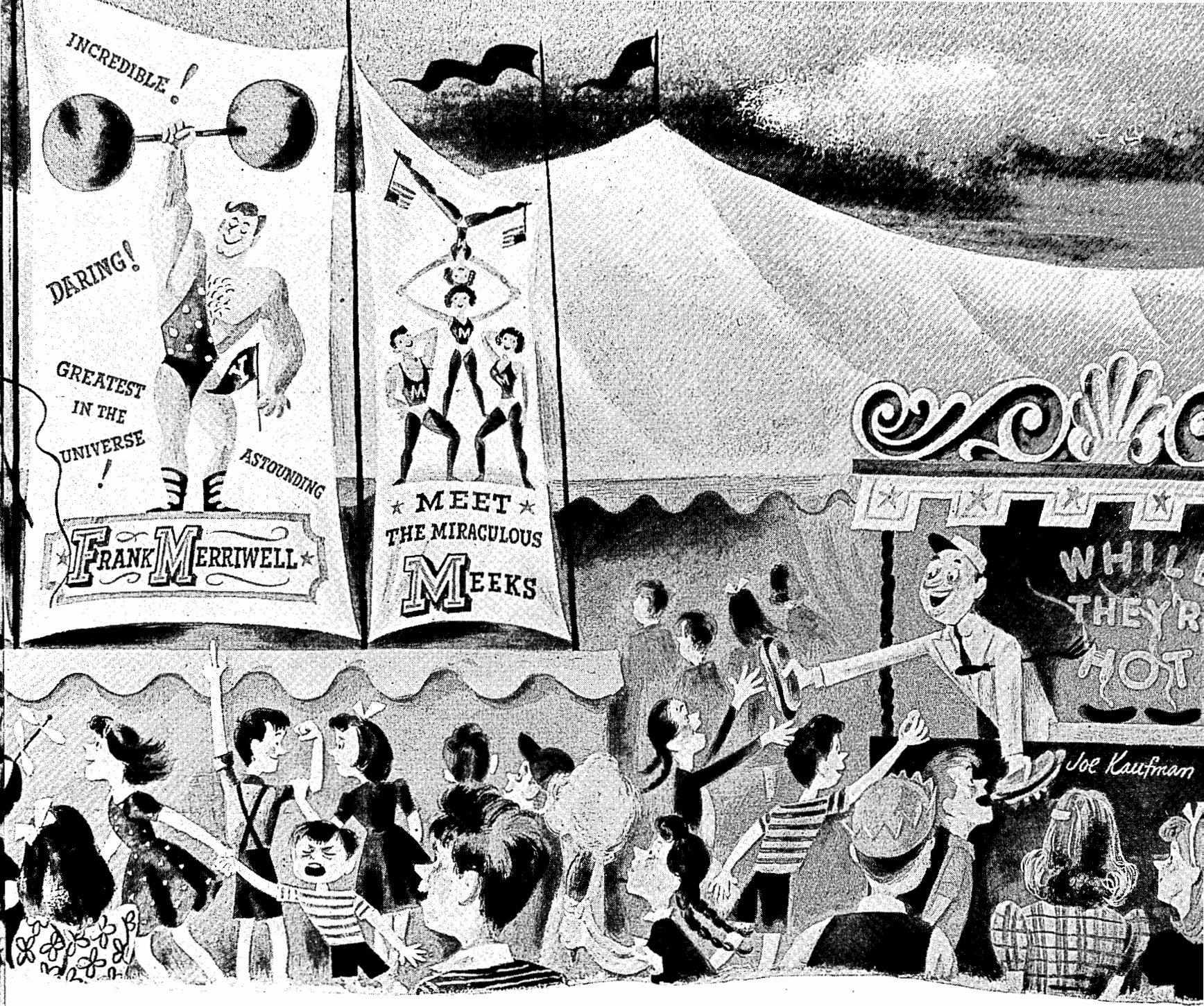
STORY OF A SIX RING CIRCUS ★ The Big Top's pitched every Saturday morning from nine till noon on the NBC Network. First ring: story-teller Craig McDonnell cracks his whip and favorite characters of fairy lore come to life. Second ring brings us back to this world with small fry themselves participating in a Mind Your Manners session during which Proper Department jumps through hoops and illustrates how easy it is to make friends and influence people.

A fanfare, and American hero Frank Merriwell sprints into ring three for another dramatic adventure. The

Adventures of Frank Merriwell is higher than the circus' loftiest serial act with the January to March quarterly Hooper-rating soaring to 5.4. The Gilbert Youth Research Organization Survey shows that availability of younger listeners reaches its peak when Frank carries the ball for NBC. Incidentally, Frank Merriwell, Mind Your Manners, and Story Shop are all waiting for a sponsor's banner to fly over their rings.

Swift and Company hold the hot-dog concession at this NBC Saturday morning circus when they present Adventures of Archie Andrews—the comic-strip lad and a first-

AMERICA'S NO. 1 NETWORK



the clown in his own right. Ring five is filled with the wacky characters of Meet the Meeks, as wacky a family as ever staged a circus of its own—again for Swift and Company.

Joining Ed McConnell and His Buster Brown Gang are going into ring six with thirty minutes of thrills, drama and fantasy bringing all the world of glamour and imagination to the sawdust trod by the millions of young folks who wear shoes made by the Brown Shoe Company.

Just like the circus that rolls across the continent, stretching its tents in the soil of America, the Saturday

morning NBC big top is visited by Mom and Dad as well as the young folks—only the NBC big top stretches from the Rock Bound Coast of Maine to the Sunny Shores of California.

How to stage a circus? Jump on the Band Wagon in the big parade that goes on every Saturday morning through all the forty-eight states. Route your act over the powerful facilities of the NBC Network. Stretch your canvas over the vast NBC audience. Join the performers of other great NBC acts. The result: a circus of sales that pays off week after week for show-minded sponsors.



... the National Broadcasting Company

Service of Radio
Association of America

NAB Technical Co-Op Promised Commission

(Continued from Page 1)

Girardeau, Mo.; K. W. Pyle, KFBD, Wichita, Kansas; J. R. Poppele, WOR, New York; E. K. Jett, WMAR, Baltimore, and John H. DeWitt, WSM, Nashville.

The technical advisory members are George Adair, Paul DeMars and Dixie B. McKey, all radio consultants in Washington.

Network advisory members are Frank Marx, ABC; William B. Lodge, CBS; Earl M. Johnson, MBS, and O. B. Hanson, NBC.

NAB board liaison members are T. A. M. Craven, WOL, Wash., and G. Richard Shafto, WIS, Columbia. Speaking on behalf of this "group of the nations top broadcast engineers," NAB engineering director Royal V. Howard telegraphed Chairman Coy:

"I commend to your attention the action of the executive committee at its meeting of May 18 in Los Angeles authorizing the NAB department of engineering and the engineering executive committee to offer its good offices and aid to the Commission in co-ordinating the requirements of the broadcasting industry and others as to frequency spectrum requirements, allocations and engineering standards, and, further, to aid the Commission in any experimental or developmental work within their scope."

McNeil Named Director Of WNJR In Newark

(Continued from Page 1)

Radio, Inc. McNeil's appointment, Scudder said, is the first step in a program to enlarge the activities of WNJR and its FM affiliate which is expected to begin operations in the late fall.

In addition to six years as manager of WJZ, McNeil's experience includes one year (1947-48) as manager of DuMont's New York television station, WAED. He has also acted as a consultant for other radio and television interests, and will continue in this advisory capacity.

New Radio Broadcasters Get Instructions From FCC

(Continued from Page 1)

Commission said: "It is becoming increasingly difficult to squeeze new stations into the crowded broadcast spectrum. In order to fit it, stations must meet exacting technical requirements. The growing number of complex antenna systems adds to the difficulty in making adjustments to the fine points required."

WANTED!!

By Ad Agcy. Original Video productions. Send detailed formats. Box 150, Radio Daily, 1501 Broadway, New York 18, N. Y.

Coverage Of Dem. Convention Expected To Better GOP Job

(Continued from Page 1)

the weekend to begin round two of what is shaping up to be the greatest public service project in radio history.

The newsmen are practically unanimous in the belief that the experience gained during the five hectic days of the GOP convention will be invaluable during the coming week. Upcoming broadcasts from Convention Hall, the Bellevue-Stratford and other key points, they say, will be better-paced, pithier and technically better than last month's shows. Latter point, they added, will be especially true of television.

Over the weekend, engineers completed installation and testing of the 30 tons of equipment used by the broadcasters. This includes microphones, video cameras, pack transmitters, shortwave mikes, tape recorders, telephone switchboards, control panels and other specialized devices. Almost all of the gear was brought to town for the GOP blow-out and has been stored here since June 25.

Same Staffs on Hand

The same newsmen and other staffers who covered the Republicans are on hand again, headed by the news chiefs of the four webs—veepes Tommy Velotta, of ABC; Dave Taylor, CBS; Abe Schechter, MBS, and Bill Brooks, NBC.

For NBC, Robert Trout and H. V. Kaltenborn will be in the web's booth overlooking the convention floor. Richard Harkness and Morgan Beatty will alternate on the speaker's platform, and Robert McCormick, W. W. Chaplin and Kenneth Banghart will be stationed at other key points. The two NBC central news desks will be supervised by Frank McCall.

Heading the Mutual news staff will be Fulton Lewis Jr., Albert Warner, Macon Reed and Art Feldman, from Washington; William L. Shirer, Cecil Brown, John B. Kennedy, Henry J. Taylor, and Leslie Nichols, from New York; Cedric Foster, and Bill Cun-

ningham, Boston; Robert F. Hurlleigh, Chicago; Al Helfer, Cincinnati; and Bill Burns, Pittsburgh.

The CBS news staff, supervised by Ted Church, includes Griffing Bancroft, Larry Lesueur, Quincy Howe, Ed Murrow, Ned Calmer, Doug Edwards, Eric Sevareid, Lowell Thomas, John Daly and Richard Holtelet. The web's new mobile unit with plexiglass bubble top, which created quite a stir on the streets of Philly last month, again will be utilized.

The ABC booth will be manned by Elmer Davis, with Walter Kiernan working from the speaker's platform. Others covering key points for the web include Martin Agronsky, George Hicks, Tris Coffin, H. R. Baukhage, Earl Godwin, John Edwards, Taylor Grant and Edwin C. Hill. Nightly roundtable discussions will be conducted by Ernest K. Lindley, John B. Kennedy, Thomas K. Stokes and Erwin Canham.

FM Web Participating

The entire proceedings of the convention—routine activity as well as the high spots—will be carried by the Continental FM Network for relay to more than 55 stations. Commentary and analysis will be kept to a minimum. Three 15-minute news roundups will be aired each day.

Joe McCaffrey will be behind the mike at Convention Hall for Continental, aided by John Corcoran. Editor Paul S. Green will operate from the Bellevue-Stratford. Other web staffers include Larry Carl, program director of WASH-FM; John McClay, program manager of WPEN-FM; Gill Babbitt, Allen Gray and Len Hall.

Political-Time Sellers Named

Appointment of William Dix and Ed Benedict, of the ABC sales staff, to handle political time sales for the web was announced Friday by Charles Ayres, Eastern sales manager. Benedict will cover the Democrats and Dix the GOP.

The Philadelphia Story

(Continued from Page 2)

of the grand old party. . . . Mary Margaret McBride, accompanied by Estella Karn, is here to originate her WNBC programs from the convention. . . . Mary Margaret is not the only femme observer, however. . . . others include CBS' glamorous Margaret Arlen, ABC's well informed Pauline Frederick and a number of gals representing out-of-town stations.



ROGER CLIPP, who took time out to attend to his duties as treasurer of Broadcast Measurement Bureau in N. Y., is on hand to extend Philadelphia Radio hospitality to the visitors. . . . Roger not only has had the job as a civic greeter but has managed to devote some time to the operational end of his station, WFIL. . . . another active committee participant is Ben Gimbel, Jr., general manager of WIP. . . . Ben is chairman of the local Democratic hosting committee and has the gladhanding job of a civic greeter at the Bellevue-Stratford.

W N B T

'scope



REEL OUT NEWS— REEL IN SALES

The most experienced television newsreel crew in the country—the largest live television network to air its films simultaneously—the greatest number of non-connected video affiliates to carry those films on a short-delay basis—that's what the NBC Television Newsreel means to its current sponsors.

Director-editor-commentator Paul Alley, long with NBC and now with Jerry Fairbanks, produces this newsfilm series with a staff of thirty technicians—all experienced to the minute in video. Anybody interested in the sight of Democrats at work can view special showings of the NBC Television Newsreel any morning this week at 11:30—when the highlights of the preceding day are telecast on the network as were those of the Republican Convention.

Regularly, the NBC Television Newsreel is sponsored by General Electric Friday nights and by Oldsmobile Sunday nights. Monday and Wednesday evening showings are still open: A 10-minute slot each time, with 1½ minutes for selling messages.

Typical critical reaction, *Variety's*: "Alley edited the material admirably. . . . dramatic voice lent plenty of impact to the film. . . . background music fit in very well with the mood of the events depicted."

NBC
Television

A Service of Radio Corporation of America

TELEVISION DAILY

Daily section of RADIO DAILY, Monday, July 12, 1948 — TELEVISION DAILY is fully protected by register and copyright.

TV'S DEMO COVER TO SURPASS GOP

TELE TOPICS

By JIM OWENS
Associate Editor

WORLD VIDEO, currently on the air with a fashion seg (Paris Cavalcade Fashion, NBC) making a heavy pitch for league talent. Ilka Chase, whose career has been anything but imperfect, and Faye Person (Roosevelt) are two of the top names skedded for new WV film packages. Will the Ike Williams-Beau Jack fight in Philly tonite be tele-screened in a major Philadelphia movie house? And isn't a group of demo toppers—who hoss laughed the GOP because the latter was nettled over the Louis-Walcott TV "intrusion"—fuming because the same thing's happening to them?

WNAC-TV, the Hub's second outlet, is said to have a working-agreement with DuMont, which makes it a three-web affiliate. Station pacted with ABC and CBS last week. . . . NBC will have Dick Smith, the makeup magician, on hand to dress up the politicians-facing the ikes. GOPers Dewey, Stassen and Warren all got the powder-treatment a few weeks ago. . . . Georgie Price comes on stage for "Texaco Star Theater" tomorrow nite with a hot bill lined up, headed by The Andrews Sisters. . . . And Patrice Kay is on the bill of CBS' "We, the People" an hour later. . . . WNBT will scan Albert & Sullivan's "H.M.S. Pinafore" tonight at 8—fourth of the G&S classics to get package treatment.

JOHN KIERAN, sports scribe emeritus, poet, philosopher and walking encyclopedia of "Information Please," has been selected for a video series titled "Kiernan's Kaleidoscope." Show is in the works at International Tele-Film Co., which has also booked Budd Schulberg ("What Makes Sammy Run") to script a series featuring Ray Rcel, the fite trainer. . . . TV's effect has already occasioned a revamp of promotion methods here and there, and may soon generate a change in technique of plugging sports, for better or worse. Fite promoters and/or TV bankrollers may decide to hold off announcing a telecast 'til the last possible moment. The gate, y'know.

PARAMOUNT THEA., which got itself an O.K. to air the Dem. meet, is reportedly working over a buck or so per seat to the casters for the privilege. . . . Philly, which again spreading the red carpet for the conventioners, has aroused the nationally-famous Mummies to strut their stuff tonite. CAU-TV will scan the parade, which starts at 7 p.m. and will feed the CBS web. . . . Daily newspapers now have an interest, control, 11 of the 28 outlets currently in the airwaves, and 71 more are anxious to hop the TV bandwagon. . . . Crosley's fancy station, WLWT, out with a clever promotion piece to prospective clients. It's a color guide which shows what happens at a tint when it gets video film or live treatment.

New IRE-RMA Group Named To Aid FCC

(Continued from Page 1)

The new committee will be known as the JTAC, and will report to the boards of directors of RMA and IRE through Dr. W. R. G. Baker, director of the RMA engineering department, and IRE President Benjamin E. Shackelford.

Membership was selected by the two boards. Philip F. Siling, chief engineer of the RCA frequency bureau, Washington, is first chairman of the new committee as a representative of IRE. Vice-Chairman is Donald G. Fink, editor of Electronics, New York, a representative of RMA.

The other six members of the eight-man committee are, Dr. Ralph Bown, Bell Telephone Laboratories, Murray Hill, N. J.; Melville Eastham, General Radio, Cambridge, Mass.; John V. L. Hogan, Interstate Broadcasting Co., New York; E. K. Jett, former FCC commissioner and now director of the Baltimore Sun's radio and television operations; Haraden Pratt, Mackay Radio & Telegraph Corp., New York; and David B. Smith, Philco. Laurence G. Cumming, IRE technical secretary, is non-member secretary of the committee.

RCA Appts. Bannon

Camden, N. J.—Joseph P. Bannon has been appointed field sales manager of the RCA Victor home instrument department, it was announced last week by H. G. Baker, general sales manager. Bannon, who has been with RCA Victor for five of the thirteen years he has spent in the field, will act as sales liaison between the company and its field representatives and distributors.

Para. Thea. To Screen TV Of Democrat Meet

Theater video will initiate another major stride forward this week as the result of arrangements completed Friday whereby the Paramount Theater (New York) is licensed to pick up any and all parts of the Democratic Convention in Philadelphia. Deal was consummated between officials of Para and the Television Committee for Pooled Coverage of Major Political Conventions, and provides for a "service charge" from the theater firm, amount of which was not disclosed.

Para also has a separate deal with the Committee to make film recordings of the confab for exhibition on its two outlets, KTLA, Los Angeles, and WBKB, Chicago.

Stumer Joins WABD

Louis M. Stumer has joined the staff of WABD, key outlet of the DuMont network, as an assistant to Robert Jamieson, manager of operations, it was announced Friday by Leonard Hole, general manager of the station.

As his chief responsibilities, Stumer will assist in the handling of station traffic and according to present plans, will eventually join the WABD program department.

13,750 In Washington

Washington—The Washington Television Circulation Committee representing the three operating stations in the area announced Friday that as of July 1, 1948, there are 13,750 television sets installed and operating in the metropolitan area of Washington, D. C.

Streamlined Cover For 2nd Confab Due At Phila.

(Continued from Page 1)

10,000,000 persons along the eastern seaboard, including New York, Philadelphia, Washington, Baltimore, Richmond, Newark, Schenectady, New Haven and Boston.

Top industry execs are fully confident that TV will outshine widely-acclaimed performance at the GOP confab, if only from the standpoint of know-how acquired during that convention—admittedly video's most hectic but satisfactory undertaking to date. J. R. Poppele, president of TBA and coordinator of the General TV Committee for the conventions, said Friday: "Experience gained during the Republican Convention will enable cameramen and others participating in the active pickup of the Democratic Convention to provide an even more excellent view of this Convention than was accomplished at the GOP gathering."

Expect 200 Hours Of Video

Networks and indies participating in the Demo meet are expected to air a combined minimum total of some 200 hours, including the daily sessions from Convention Hall. Few of the webs began their confab schedules over the weekend via pre-convention programs.

NBC's stint will hew pretty closely to the pattern set last month, with much of its exclusive programming based on the co-op deal with Life Magazine. Web will also use its kinescope recorder, films supervised by the Jerry Fairbanks organization, under over-all supervision of Bill Brooks, web's vice prexy.

CBS' Edmund Chester, recently named chief of TV news, and special events, will be faced with his first major assignment at Philly, the task of supervising the web's cover.

Mobile Units Ready

ABC, elaborating the all-out pattern set at its cover of the GOP, will use a "fleet" of mobile units for the Demo meet, in expectation of emphasis on special events outside the hall and hotels, under direction of Tom Veilotta and Paul Mowrey. DuMont will tee off its convention cover with seven special shows today, and has scheduled interviews throughout the week with top Demc reps, political commentators and writers. N. Y. News' WPIX, which was faced with a burly task shortly after its formal opening in the GOP meet, will again emphasize its idea of "tabloid television," with Carl Warren heading activities. Outlet has set two special 30-minute shows each day of the meet, in addition to its pool pickup.

Press-Time Paragraphs

Largest TV Set Array At Dem. Meet

Philadelphia—What is expected to be the largest single installation of video sets under one roof for a public event is available this week in the Commercial Museum, adjacent to Convention Hall, for the purpose of airing all sessions of the Democratic meeting. Six top set manufacturers have contributed 150 receivers to the display, which will accommodate 6,000 persons.

American Tobacco Renews CBS Spots

American Tobacco Company has extended its contract for five one-minute announcements per week, over WCBS-TV, CBS flagship, for another 13 weeks. Announcements are heard five days per week, and Lucky Strike is the product.

Polaroid Plugs Filter on WBKB

Chicago—Polaroid Scientific Corp., which recently set up a distribution office here, has pacted for a 10-minute comedy show Friday nights on WBKB. Program will plug company's video filter.

Peron Criticized At IAAB Meeting

Buenos Aires—A number of delegates to the third annual meeting of the Inter-American Association of Broadcasters here have drafted a resolution blasting President Juan Peron for paying lip service to the principle of freedom of the air when virtually all Argentine radio is government-controlled. The broadcasters were especially angered by Peron's address to the opening session of the conclave in which he extolled free radio.

Asks End Of "Comedy"

The conference has taken on a farcical air since the Peron speech, and one delegate said it was time that the "comedy" of the meeting was ended. NBC veepee John F. Royal, while not a voting delegate, has been quite active in various sessions, and said that the issue of freedom of the air under President Peron is "smoldering."

Believed to be among the leaders of the anti-Peron group are Emilio Azcarraga, of Mexico, and Goar Mestre, of Cuba, both fierce opponents of government intervention in commercial broadcasting throughout the hemisphere.

Another resolution drawn up by the conference commends the CBS and NBC Voice of America broadcasts for keeping Latin America informed of U. S. affairs "without having sought to hide the defects of our democratic system, but rather to continue strengthening it by means of the free interchange of ideas."

NAB Represented

American broadcasters attending the conference, in addition to Royal, are Gilmore Nunn, president of the chain of stations bearing his name, who is here for NAB and as ex-officio representative of the State Department, and Mead Brunet, head of RCA International.

Kramer And Mitchell Get WJR Promotions

(Continued from Page 1)

ing for 17 years, came to WJR as program director in July, 1946, after his release as an officer in the Navy. Mitchell became associated with WJR in 1935 and was named chief announcer in 1946.

Wisner also announced the addition of Ralph Dawson to the WJR sales staff which is headed by Arch Shawd. He comes to WJR from WWCK, Flint, where he acted as sales manager.

Stork News

Johnny Mince, clarinetist with the Archie Bleyer orchestra heard on the Arthur Godfrey program over CBS, is the father of twins, a boy and a girl, born last week to Mrs. Mince at the North Country Community Hospital, Glen Cove, L. I. Coincidentally, Remo Palmieri, also a band member, became the father of twins just a few days before Mince.



California Commentary . . . !

● ● ● Hal Bock, manager of television operations for the western division of NBC, has returned to Hollywood following several months in New York, where he not only studied all phases of operation of NBC's local video stations in New York and Washington, but also the operation of the NBC east coast tele network. Most impressed by the NBC-Life coverage

Hollywood

of the Republican convention Bock said, "the television coverage of the convention was the most outstanding thing in the field of disseminating information that I have seen in my entire life." . . . Carole Landis' final professional appearance took place July 2, when she transcribed a two-minute "talking picture" for Hollywood Star Records at the Universal Recording Studios. In the talk addressed to her fans, Miss Landis told about the gay parties she was giving and attending and revealed much about her personal life, which she described as happy. Gene O'Brien, director of artists' activities for Hollywood Star Records, supervised the recording. . . . Richard Crane's guest appearance on a recent Frances Scully show resulted in two bids to star on radio programs of his own. He has done various guest spots in Hollywood and New York.



● ● ● John Sinn, of the Frederic W. Ziv Transcription Co., is in Hollywood, where he'll combine business with a vacation by lining up motion picture talent for his firm's full-time swing to video. . . . Gene Mann, who will present Rudy Vallee in "Anything Goes" this summer in the Greek Theater in Griffith Park, will be associated with Vallee-Video in the production of films for television at the conclusion of his Greek Theater season. Vallee and Mann are huddling on several short story properties. . . . Upton Close will be heard in a new series of international news commentaries over KFOX, Long Beach. The program, which began July 5, will be heard at 7:15 p.m. daily. . . . Edgar Bergen and Charlie McCarthy helped celebrate the birthday of King Gustav V of Sweden, when they appeared in a huge parade in honor of the event recently. . . . Byron Nelson, formerly an account executive with ABC for the coast with headquarters in Hollywood, is now commercial manager for KROY, Sacramento. He entered the radio field in 1942 after 10 years as printing salesman for Schwabacher-Frey Co., and Borden Printing Co., both of San Francisco. Prior to his affiliation with ABC, he was associated with KGO, KFI and the Blue Network. . . . Singer Jo Stafford is about ready to sign on the dotted line for a farm just outside of Mystic, Conn. The farmhouse, a pre-Revolutionary War dwelling, was built in 1710. If she buys it, Jo will spend several months in the East each year.



● ● ● KMPC will use Fleetwood Lawton and a personal ambassador (Joe Micciche) to cover the upcoming Democratic conlabs in Philly. . . . KMPC's John Baird has been selected as narrator for the famous Hood River, (Ore.), Music Festival the first week in August. He makes another junket September 1 to Lakeside Inn, Erie, O., to officiate at the International Platform Association convention. . . . Garry Moore, a student of political conventions, says that the theory of most candidates is not so much standing on their own platforms as jumping on the other guys.



● ● ● CBS "Radio Theater" Announcer John M. Kennedy, his wife and their son, Johnny, left Hollywood July 10 for an extended vacation at various national parks in the western area. . . . Phil Baker was made an honorary member of the San Francisco Junior American Red Cross after headlining a drive in the Bay City recently. . . . Maestro Meredith Willson has returned to Hollywood after having been away from the movie city for almost a month. He'll begin preliminary work on getting his new radio show ready.

'Silver Shower' Drive Gets Nation Wide Aid

Washington Bureau, RADIO DAILY

Washington—NAB on Friday reported that the industry participation in the "Silver Shower" campaign to raise funds for providing radio sets for German and Austrian school-rooms got under way last week as stations all over the country completed their plans within their respective communities.

Network participation also got rolling as MBS started a schedule of announcements Thursday night. ABC promised support through a number of network programs on top of an increased schedule over its owned-and-operated stations.

O-And-O Stations Busy

CBS reported that its owned-and-operated stations had been wired and requested to assist in the drive.

NBC's plans were still under consideration late Friday afternoon.

Broadcasters of Southern California reported plans for a large scale one-night benefit show at one of the major showplaces in Los Angeles. The show, which will devote its efforts to raise funds for the Silver Shower campaign, will feature a number of the nation's top stars.

A committee of California broadcasters, under the chairmanship of Harry Maizlish, KFVB, is working on details. Other committee members are Don Feddersen, KLAC; Jennings Pierce, NBC, and Calvin J. Smith, KFAC.

British Popular Number Is Song-Survey Leader

(Continued from Page 1)

division went to "But Beautiful," from the picture, "The Road to Rio," third to "Ballerina," fourth to, "You Do" and fifth to the oldie, "I'm Looking Over A Four-Leaf Clover."

In "The Favorite Standards" category for 1947, "Begin The Beguine," a Harms standard, ranked first. Second honors went to "Blue Skies"; third to "Just One of Those Things"; fourth to "Night and Day" and fifth to "Smoke Gets in Your Eyes." Thirty-five songs were rated in this group.

An interesting sidelight of the rating of popular songs is the number of oldies which turned up in the first 35 during the past year. Among those listed are "Best Things in Life Are Free," "You Were Meant For Me," "Peg O' My Heart," "Baby Face" and "The Whiffenpoof Song."

Aluminum Co. Buys Year On McBride Show

Aluminum Co. of America has signed a 52-week contract for across-the-board participation in the Mary Margaret McBride program on WNBC, beginning July 26, it was announced Friday by Donald A. Norman, sales manager of the outlet. Account was placed on behalf of Wear Ever Aluminum, through Fuller, Smith and Ross.



RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television

VOL. 44, NO. 8

NEW YORK, TUESDAY, JULY 13, 1948

TEN CENTS

DEMS MAY ESPOUSE RADIO-TV FREEDOM

Army Pubrel Project Slated For AM-TV Aid

Washington Bureau, RADIO DAILY
Washington—Recruiting of a selected group of men to receive specialized training in public relations media will begin early in September, an Army spokesman announced yesterday. The program, he added, is "receiving generous support" from radio and tele stations and newspapers which will cooperate in the project by providing on-the-job training for the future PRO staffers.

Purpose of the move—as outlined by Maj. Gen. Floyd L. Parks, Chief of (Continued on Page 8)

Five N. Y. Sta. Participate In Chain Store Debut

Five Gotham outlets tomorrow will participate in an 11-hour "open house" signifying official opening of the newest supermarket of the Grand Union chain in upper Manhattan, dedication ceremonies of which will be featured by the appearance of Mayor William O'Dwyer.

New York stations—WMCA, WJZ, WOV, WINS, and WHN each will air portions of the regular daily schedule (Continued on Page 5)

Guarantee Title & Trust Buys Gardiner On WJZ

The Guarantee Title & Trust Company of New York has signed with WJZ to sponsor the Tuesday and Thursday broadcasts of Don Gardiner's news program heard Monday-through-Friday at 7 a.m., EDT.

The contract, which begins Thursday, July 15, will run for 26 weeks. Doremus & Company of New York is the agency.

Hot Weather Quiz

Cleveland—Refrigeration Equipment Manufacturers Association, in process of compiling a history of the development of air conditioning, would like to know which AM and/or TV station in the U.S. was the first to install such equipment. REM expects such info to become a vital chapter in its archives, will specifically cite the "forward-looking companies" who pioneered.

For Henry, Too

Philadelphia—The major networks will huddle with the Wallace forces in New York on next Monday to work out plans for coverage of the Wallace convention at Shibe Park here, July 23, 24 and 25. Understood that webs propose to give the Wallace show good coverage and the TV pool will also pick up the highlights of the show.

Inter-Amer. B'casters Set Free Edit. "Code"

Buenos Aires—A 15-point program advocating the right of a free radio to editorialize was adopted "in principle" by the Inter-American Association of Broadcasters at its closing sessions over the past weekend. The organization also adopted a resolution stating that freedom of the air "has been virtually abolished in the Argentine radio."

Goar Mestre, of Cuba, was elected (Continued on Page 4)

British Government To Honor Col. Wall

Col. Charles A. Wall, vice-president in charge of finance and treasurer of Broadcast Music, Inc., will be decorated July 23, by the British government at its Embassy in Washington for wartime services. Col. Wall en- (Continued on Page 4)

The Philadelphia Story

... Radio and TV hard pressed for features.

By FRANK BURKE, Editor, RADIO DAILY

PHILADELPHIA—Unlike the GOP show the Democratic convention to date has lacked the color of the Republican affair and both radio and television has been hard pressed in their quest for spot news and features. . . . For example Marty Snyder's one man jeep campaign for General Dwight D. Eisenhower was pounced on by all hands as a feature and as a result Marty is getting plenty of ballyhoo for his New York Headquarters restaurant.

☆☆☆

GENTLEMAN JIM SAUTER has an office on the third floor headquarters of the Democratic National Committee, but is never in. . . . Jim spends a lot of his time at Convention Hall lining up the rehearsals and spotting of the entertainment features. . . . He

(Continued on Page 2)

Plank Suggested For Party's Platform Puts Industry On Par With Press; Convention Cover Complete

Bands In FM Debut Via Continental Web

Top "name" bands will be aired by the Continental FM Network in a new weekly series from Convention Hall, Asbury Park, beginning Saturday, 9:30-10 p.m., Larry Carl, web program manager, announced yesterday. It is the first time, he said, that name bands have been (Continued on Page 5)

Bastille Day Program Planned By WQXR

Special Bastille Day program will be broadcast over WQXR, July 14, 7:30-8 p.m., under sponsorship of France Amerique, French weekly. Program will feature music of contemporary French composers heard (Continued on Page 4)

Alaska Network Cited; To Air All-Star Game

Anchorage—The Alaska Broadcasting System has been cited for its outstanding service and facilities in Alaska by the Anchorage Chamber of Commerce. William J. Wagner, (Continued on Page 4)

Philadelphia—Further recognition of radio as an independent news medium and the dreary prospect of one or two more convention grinds were the major radio developments here yesterday as the disheartened Democrats began their quadriennial conclave.

Former was brought about by the expected inclusion in the Democratic platform of a plank advocating the freedom of radio and television on a par with the press. Broadcasters (Continued on Page 5)

Coal Strike Perils Prod. At Gen. Electric

Schenectady—Output of the General Electric Co. will be greatly reduced within a month unless the captive coal mine strike is ended, according to Harry L. Erlicher, GE veepee in charge of purchasing and traffic. Should the walkout continue, he added, "virtual chaos" in the electrical industry will result.

Pointing out that production of elec- (Continued on Page 5)

Yankee Network Host To New England Teachers

Boston—For the second year The Yankee Network will act as host to teachers from all over New England attending the radio workshop auspiced by the New England Committee on Radio in Education, and Boston (Continued on Page 5)

Quiet, Please

Radio entertainment "while you ride" in Gotham taxicabs is virtually extinct nowadays, according to New York City transportation officials. Of the city's 11,000 hacks only a paltry few hundred have sets in working condition—almost a complete reversal of the situation in 1940-41. Officials say parts shortage during the war created the dearth.

The Philadelphia Story

(Continued from Page 1)

plans later to give Ken Fry's department a hand in the convention radio activities and will be with Ken when the Demo. radio department moves to New York.



TED CHURCH, CBS director of news and special events, hit the nail on the head when he said the convention up till now "lacks color." . . . Ted pointed out that the actual news happenings of the competitive GOP show made for good copy and that many feature events were also available . . . right now, Church said, the boys have to dig for feature copy and the actual news of the convention has been sluggish.



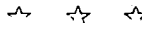
THE problems of video production were pointed up yesterday when J. Howard McGrath, chairman of the Demo. committee, had to borrow the jacket of Hal Keith, NBC director, for an appearance on the NBC-Life "Room 22" interview. . . . McGrath's seersucker jacket, though spotless to the naked eye, showed up to have invisible stains when the infra-red of the television camera was focused upon it. . . . Bob Stanton, NBC tele commentator, also figured in an unusual incident. . . . Bob was appearing on a special program with Dick Smith, NBC's video makeup expert, and submitted to a graphic explanation of how Smith could crayon in hair on his bald pate.



SYD EIGES, NBC v.p. in charge of press, discovered that the Philadelphia phone directory needs at least one correction. . . . Syd, who worked for INS in Philly 14 years ago, still has a number listed in the phone book as INS bureau manager. . . . The other Syd of the NBC operation—Syd Desfor, demon photog, nearly broke his neck when he tried to get a close-up photo of the NBC news booth at Convention hall from a ladder . . . he finally solved his problem by using a long range 40-inch telescopic lens to catch Brooks, Swayze, Kaltenborn, and Trout at work.



ED MURROW, Quincy Howe and Doug Edwards are the CBS "Big Three" in television at the Demo. sessions. . . . Murrow and Howe are doing video exclusively with Edwards doubling between AM and TV shows. . . . Elmer Davis harried by "Douglas for President" badge dispensers as he walks through the lobby of the Bellevue-Stratford en route to a broadcast. . . . Davis, as you might know, declined with thanks the lapel decoration. . . . CBS press department publicized the net's famed mobile unit—"the bubble"—so well that the Sullivan County News in Blountville, Tenn., wants a pic of it. . . . Bill Henry, CBS newscaster, overheard a reporter in the press workroom at Convention Hall, say "I hope my editor doesn't hear how quite things are here, he might charge this week against my vacation" . . . WFIL-TV engineers are still on strike, but WFIL's convention activities still go merrily on.



THE hidden mike trick worked for Roy Hofheinz of KTHI, Houston, when he slipped a wire recorder into the California caucus at the Ben Franklin Hotel . . . after 2½ hours of recording Hofheinz did a playback and found he didn't have enough real news to justify a two-minute spot for his Houston station. . . . Hofheinz, however dug up enough convention activity to send a 45-minute program to his station Sunday night.

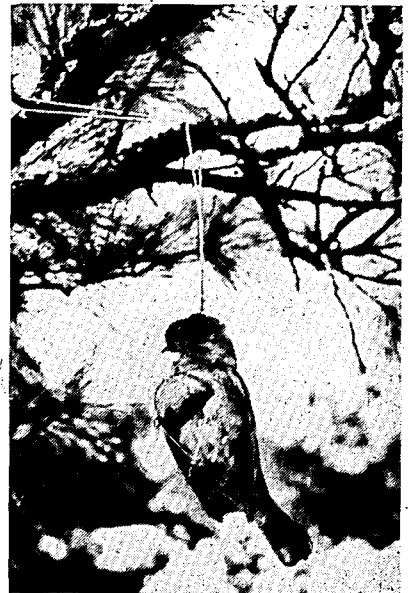


JACK PAIGE of Mutual news and special events nominates Tom McCabe of WREX, Duluth, as one of the most helpful broadcasters at the convention. . . . McCabe, according to Paige, is master of midwest politics in both the GOP and Democratic parties, and has given Mutual invaluable aid in lining up political personalities. . . . incidentally Paige did 88 shows for Mutual affiliates during the GOP convention and may top that number during the present Demo. show.



PAUL MOWREY and BURKE CROTTY of ABC television are two of the busiest TV boys on deck . . . they are collaborating with WFIL-TV in

(Continued on Page 5)



Who Killed Cock Robin?

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

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

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

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

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



W-I-T-H

Baltimore 3, Maryland

TOM TINSLEY, President
Represented by Headley-Reed



Vol. 44, No. 8 Tues. July 13, 1948 Price 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; James Owens, 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

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

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

(July 12)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Admiral Corp.	15 1/8	15	15	- 1/8
Am. Tel. & Tel.	155 1/2	155	155	- 1/4
CBS A	28	28	28
Farnsworth T. & R.	10 7/8	10 3/4	10 7/8	+ 1/4
Gen. Electric	40 5/8	40 5/8	40 5/8
Philco	44 1/4	44	44 1/4	- 1/4
RCA Common	14 1/2	14 3/8	14 1/2	+ 1/8
Stewart-Warner	15 3/8	15 3/8	15 3/8	+ 1/8
Westinghouse	30 3/4	30 5/8	30 5/8
Westinghouse pfd.	98 1/2	98 1/2	98 1/2	+ 1/2
Zenith Radio	35	35	35	+ 1/4

NEW YORK CURB EXCHANGE

Nat. Union Radio.	3 3/8	3 3/8	3 3/8
---------------------------	-------	-------	-------	-------

OVER THE COUNTER

	Bid	Asked
DuMont Lab.	14	14 3/4
Stromberg-Carlson	17	18 1/2
U. S. Television	2 1/2	2 3/4
WCAO (Baltimore)	27
WJR (Detroit)	9 1/4	9 3/4

10 YEARS AGO TODAY

(From the files of Radio Daily)

As a result of the Segal-Smith hearing before the FCC, commission proposed new procedure for FCC lawyers in which each application shall contain full and complete disclosures with regard to real party or parties in interest, and their legal, technical, financial and other qualifications. Purpose of action is to prevent formation of dummy companies which results in delaying action on applications. . . . Coverage of the Howard Hughes N. Y.-to-Paris flight had networks battling for scoops on coverage. NBC, CBS & MBS remained on air all night bringing audiences up-to-the-minute progress of flight.



There's a lot more to it than this...

Close cooperation between the salesman and his client is perhaps more important in Spot Radio than in any other form of advertising. For that's how the vital decisions of this highly profitable and highly complex medium are made . . . and made correctly.

But there's more to the story than this . . . a lot more. For instance — there are things like the skill and experience of the Spot Radio representative. Without them even the closest cooperation has no value. But if the representative has the advantage of 250 years of combined experience behind him . . . if he has the energy and persistence to learn about *your* business before he talks about his own . . . if he knows markets and market coverage as well as his own name . . . and if he can show you how to get maximum results from every penny you spend for radio advertising — he's the kind of man you'll always want to do business with.

In short, if he's a Weed and Company representative he can guarantee you the same expert service that has proved so valuable to so many successful advertisers.

Weed *radio station representatives*
and company
new york • boston • chicago • detroit
san francisco • atlanta • hollywood

Inter-Amer. B'casters Set Free Edit. "Code"

(Continued from Page 1)

president of the association. Emilio Azcarraga, of Mexico refused to run.

Declaring that radio is "of public interest" but not a "public service," the "code" stated also that broadcasting should not be monopolized, either by government or a private interest. Freedom of dissemination enjoyed by other media of expression should also be granted to radio, it said.

Among other provisions were: Equal access to air time should be granted to all political parties; a government should use private facilities only for specific purposes, such as weather, shipping reports, emergency announcements, etc.; there should be no censorship of program content, except in cases of security; government radio should not be allowed to compete commercially with private stations.

An Argentine move to rule out the statement that broadcasting "does not constitute a public service" was voted down, 12 to 8, with Gilmore Nunn, president of the Nunn stations, who represented NAB, voting with the majority.

The resolution on Argentine radio said, in part:

"Whereas these sessions have taken place without, despite the opportunities, the true situation that confronts radio in this country having been frankly explained so as to link the forces of Argentine broadcasting with those of all of us toward the realization of our common ideals and principles, the undersigned members of the board and of the General Assembly of the Inter-American Broadcasting Association

"Resolve that liberty of dissemination as conceived by our association has been virtually abolished in the Argentine radio."

The charges were denied by Eduardo Pellicciari, of the Argentine delegation, who said, "Over our microphones are broadcast only truth and purity."

Members signing the resolution represented Brazil, Canada, Chile, Costa Rica, Cuba, Ecuador, El Salvador, Guatemala, Mexico, Panama, Puerto Rico, the United States, Uruguay and Venezuela.

New Juve Show On WSUV

Irene Murphy, erstwhile star of the RCA Victor Allied Stores Television Caravan, begins a program of kiddie stories over Fordham's FM station WSUV this week. Program, featuring original fairy tales, will be heard Monday, Wednesday and Friday from 6 to 6:15.

Zenith Sues Admiral

Chicago—Zenith Radio Corp. filed suit in Federal Court here against Admiral Corporation and Continental Can Co., charging that Admiral had "copied, imitated, and appropriated" the design of Zenith's "Zenette" model portable radio. Suit charges unfair competition. Zenith seeks an injunction.



Mainly About Manhattan. . . !

● ● ● Ford auto outfit planning to sink a lot of coin into coast-to-coast video—both live and film. The punch of video commercials is practically irresistible and more and more outfits are realizing this. . . . Is Clark Dennis replacing Andy Russell on the Revere Camera airtel this fall? . . . WPIX's Ben Gross adding a daytime telecasting stint during the Demmy convention. Dean of radio ed's political analysis for his paper's tele-station is definitely big league stuff. . . . Barry Gray gives the local boys some competition when he starts his all-niter Thurs. from the Edison Green Room via WAAT. . . . Ronald Colman and the Ziv outfit huddling regarding televising "Favorite Story" series. . . . H'wood radio comics cutting down heavily on gagwriter staffs. . . . Ted Collins has nixed three tele offers for Kate Smith, preferring to wait until the fall to make a deal. Meanwhile, howcum she hasn't been grabbed off by a sponsor for a return of her evening variety hour?



● ● ● Director-producer Jack Rubin, who toils for Ed Wolf, isn't busy enuf, it seems. On Thursday nites, he does two shows (Lucky Partners and Talent Jackpot) in the same theater, to the same audience, with one following the other. This gives our Jackson just about 30 seconds to clear the decks between shows.



● ● ● TELESCOPES: The cameramen handling the Yankee ball games via DuMont are too stingy with closeups of outfield catches and too quick to take the camera away after a play has been made. Somebody oughta tell somebody that the least entertaining picture in television (and that goes for studio shows, too) is the long shot. . . . Jon Knagy's NBC Gulf show is a nice little 15-minuter showing a competent artist at work—with the thought that you, too, can draw. . . . "Try and Do It" isn't a bad visual quizzer, but emcee Jack Bright might restrain himself a bit. He practically jumps thru the screen.



● ● ● STORK CLUB JOTTINGS: It's a boy, Jeffrey Allen, at the Hugh Bensons. Pop is the Popsicle exploiter. . . . Peggy Stone Gilbert's daughter, Greta, just gave birth to a baby daughter—making Peg the only grandmaw in radio selling time. . . . Press agent Ade Kahn went "pop" last week also—his second heir, a gal tagged Jane Susan.



● ● ● FILLER-DILLERS: Lisa Kirk believes some people would rather be wrong than quiet for a minute. . . . Vic Damone sez that when two egotists meet, it's a case of an I for an I. . . . Al Schacht, describing a Radio Row gent, cracked: "He's strictly a vegetarian—except when it comes to biting the hand that feeds him." . . . Harvey Stone sez the slogan of those quizzers must be: "Give and Let Live." . . . They've been together so long, why not call them Guy Lombardo and his Loyal Canadians? . . . Dick Kollmar can't understand why Duz doesn't sponsor "Superman." After all they both do everything. . . . Add Imp-ressions: Chesterfields: Giant-sized cigarets. . . . Mr. & Mrs. North: Cool customers.



● ● ● SID-BITS: Dwight Weist narrating special series of morale-building films for the Navy. . . . Les Tremayne starring Wed. on NBC's "Big Story." . . . Scripter Lillian Schoen defines a cad as a guy who phones you when "Stop the Music" is on the air—and Gary Stevens knows a guy who got the phone company to install a phone immediately. Claimed it was an emergency, as how else could he hope to win on "Stop the Music."



Alaska Web Cited; To Air All-Star Game

(Continued from Page 1)

general manager of ABS, was presented with a bronze plaque yesterday at a special meeting here.

Presentation stated: "For providing Alaskans with a Territory-wide chain of radio stations making possible a unity of expression and exchange of ideas which will promote the progress of Alaska."

According to Pan American Broadcasting Company, the New York office of ABS, a fifth station, WIBH, Seward, will be in operation shortly bringing the total to five stations operating as a network within Alaska. In addition, KOQL, the four-channel high-frequency transmitter in Anchorage will shortly commence broadcasting.

Alaska will hear the All-Star game today direct from St. Louis, with Gillette sponsoring the game over ABS stations in Anchorage, Juneau, Ketchikan and Fairbanks.

The broadcast will be picked up from the Don Lee lines and transmitted by the Army Communication System lines to the Alaska stations. This marks the second time in recent weeks Gillette has used the facilities of the ABS—the other being the Louis-Walcott fight.

British Government To Honor Col. Wall

(Continued from Page 1)

tered extended active duty with the Army in May 1941, graduated from Command and General Staff School and served successively with War Department General Staff, Amphibious Force Atlantic Fleet, (Navy), Provisional Engineer Special Brigade Group in Normandy Assault, and Hq. 12th Army Group (General Bradley) throughout the European campaigns.

Previous military decorations include those of the United States, France, Belgium, and Luxembourg. Military school and Harvard graduate, Col. Wall was an executive of National Broadcasting Company before joining BMI last year.

Bastille Day Program Planned By WQXR

(Continued from Page 1)

for the first time in this country, and a lineup of prominent speakers.

Michel Pobers, publisher of the weekly, will emcee, and transcribed messages will be aired from Mayor William O'Dwyer, of New York; Mayor Pierre de Gaulle, of Paris, and Ludovic Chancel, French Consul General in New York.

Moore Leaves 'Breakfast'

Garry Moore has tendered his resignation as emcee of "Breakfast In Hollywood" but will continue on "Take It Or Leave It." Resignation will become effective as soon as someone is found to replace Moore and the new emcee can become familiar with the show.

Bands In FM Debut Via Continental Web

(Continued from Page 1)

aired on an exclusively FM network.

Originations will be made by WJLK, Continental affiliate in Asbury Park, and fed by radio relay to W2XMN, Alpine, N. J. for rebroadcast by Maj. Armstrong's station and relayed to the web.

Arrangements for the eight-week series were made by Thomas B. Tighe, station manager of WJLK, with Joseph Rediker, Convention Hall booker, and Chet Arthur, secretary of the Asbury AFM local.

Tex Beneke will be featured on the tee-off show, and will be followed on successive Saturdays by Tommy Dorsey, Woody Herman, Carmen Cavallero, Vaughn Monroe, Louis Prima, Johnny Long and a repeat by Beneke.

Yankee Network Host To New England Teachers

(Continued from Page 1)

University, beginning today. Classes will be held each morning, five days a week, at WNAC's studios on Brookline Avenue from 9:00 a.m. until noon.

Conducted tours of the studios will be given with experts from the various departments explaining the workings of their divisions. All of this is to familiarize the teachers with the mechanics of radio that they may be better able to evaluate programs both for "in school," and "out of school" listening.

James S. Powers, director of The Yankee Network Institute is a member of the board of consultants working closely with Boston University, and the New England Committee.

Five N. Y. Sta. Participate In Chain Store Debut

(Continued from Page 1)

of the store, teeing off with WMCA's Joe O'Brien. Latter will describe the activities and color surrounding arrival of the Mayor and guests. Scheduled to take part in the air proceedings are the Fitzgeralds, Johnny Olsen, Ella Mason, Freddie Robbins, plus a bevy of Broadway show people.

FOR THAT TIRED FEELING

Rapid Conditioning Exercises.

Hydrotherapy for circulation, relaxation and elimination.

Massage for relief of fatigue also for relaxation and reducing.

WHERE STARS OF RADIO, STAGE AND SCREEN KEEP FIT.

REILLY HEALTH SERVICE

Rockefeller Center • Columbus 5-8481
R.C.A. Building • 1250 Sixth Avenue
New York • 8th Floor • 6th Ave. Entrance
49th to 50th Sts. • Separate Departments
for Men and Women • 9 A.M. to 8 P.M.

Freedom Of Radio And Video Suggested For Dem. Platform

(Continued from Page 1)

were openly disappointed when the Republicans failed to nail such a plank in their platform, and those covering the proceedings in Convention Hall welcomed reports of the Platform Committee's action with open arms.

Added convention coverage chores—no pleasant task in the sweltering heat which beat down on this city yesterday—became definite assignments for most of the network newsmen and technicians here when it

Cued For TV

Last night's address by Mrs. India Edwards, executive director of the Democratic National Committee women's division, was one of the first major talks here specifically slanted for television. Discussing the high cost of living, Mrs. Edwards held up a box of food to illustrate a point about food prices. Using a young Philadelphia lassie as a model, she also demonstrated price increases in clothing.

was revealed that the full radio and television treatment will be afforded Henry Wallace's Third Party conclave, which is scheduled to be held here July 23-25.

For many there will be no respite between the Democrats and the Third Partyites because of still another political session—the Southern Rump Convention, skeddled for Birmingham, Ala., July 17. ABC has announced that it will definitely cover the event, and the other major webs are expected to follow suit. Tommy Velotta, ABC news veepee, will head the web crew, which will fly down at the end of the Democratic deliberations. Coverage will be directed from WSGN, web affiliate in Birmingham.

Others who will make the trip include John Madigan, Ray Diaz, Elmer Davis, Earl Godwin, Martin Agronsky and Tris Coffin.

Final plans for coverage of the Wallace convention are expected to be completed this week, since the webs must make provisions for the 30 tons of operating equipment which has been here since the GOP conclave. It is believed that coverage of the three-day affair will be comparable to the major conventions. Both AM broadcasters and the 18-station television pool have been under considerable pressure from Third Party sources to come across.

Many Cancellations Made

Noticeable efforts by party leaders to speed up the Democratic proceedings are keeping web schedules in a highly fluid state. Commercial commitments were cancelled last night for the airing of the keynote address, but possible cancellations for the rest of the conclave are, for the most part, still undecided. Another factor keeping newsmen in a dither is lack of information as to whether or not President Truman will accept the nomination in person.

Judging from yesterday's scannings, tele programming probably will surpass the job turned in for the GOP, mainly because of the experience gained during that hectic week last month.

An unusual tele show was aired last night by the NBC-Life combo. Program was a round-robin telecast, originating in Philadelphia, New York and Washington, with high-ranking Democrats in each city appearing before the ikes. Total of 17 video cameras in the three cities were used by the web during the day. Most tele pickups from Convention Hall again were pooled, with

The Philadelphia Story

(Continued from Page 2)

producing tele shows and also feeding convention visuals to the web's affiliated television stations on the east coast. . . . Mowrey and Crotty are two of TV's veterans.

★ ★ ★

PEN and PENCIL club is a popular hangout with the visiting radio and press crowd . . . caught there last night were Ben Gross, Syd Eiges, Mike Foster, Frank Zuzulo and Bill Brooks . . . Brooks incidentally won a rhumba contest at the CR club the other night. . . . Mike Jablons, who quietly did some public relations work for Frieda Henneck, new FCC member, during the period her name was placed in nomination, turned up at the Bellevue-Stratford yesterday doing some special contact work for the Women's division of the Democratic National Committee. . . . Charley Hoban, Philco tele station publicist, huddling with Alan Kalmus of NBC, on how to get some more space for the NBC tele web in the Philly dailies. . . . Jack Pacey of ABC rushing about between the hotel and Convention Hall as he shepherded ABC brass and artists. . . . Kay Campbell, secretary to Ted Church, has a Pan American airways ticket in her pocketbook, which takes her home to London, England, for a month's vacation on July 24.

Coal Strike Perils Prod. At Gen. Electric

(Continued from Page 1)

trical products depends largely on the use of steel, Erlicher said there has not been sufficient steel available to allow stockpiling, "and work stoppages in the mines will deplete still further the already scarce supply of steel in the nation."

Other metals vital to the industry also are in short supply, he added. These include aluminum, pig iron, tin, lead and zinc, he said.

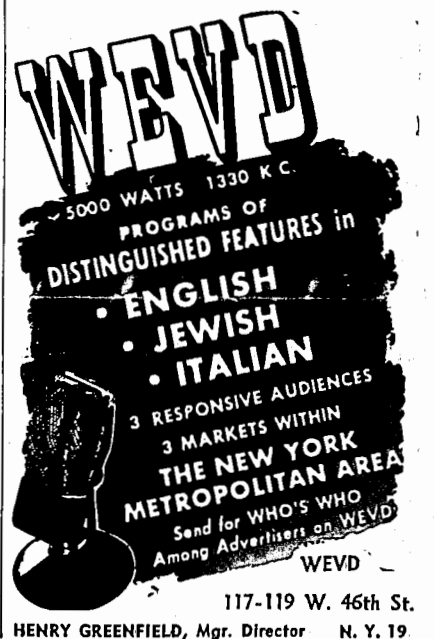
Holiday Food Co. Buys Galen Drake On CBS

Holiday, the macaroon cake mix, will be one of the new sponsors of the Galen Drake program. Drake, one of the top names in radio in the household product field, will describe how easily macaroons can be made, six days a week at 4:35 p.m. and 11:30 p.m. over CBS.

Bob Jamieson, of DuMont, serving as traffic coordinator.

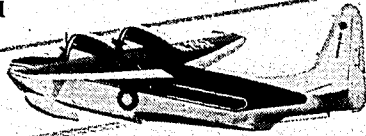
Two network commentators suffered injury—one physical, one moral—because of the donkey mascot of the Dems. Leslie Nichols, of Mutual, was riding in a Bellevue-Stratford elevator along with a live donkey and the animal's owner. Halfway up to the 10th floor, the donkey kicked Nichols, severely bruising his (Nichols') right foot.

The other incident involves Gordon Fraser, of ABC. Preparing to go on the air for a dual AM-TV show in the lobby of the Bellevue-Stratford, Fraser was introduced by an announcer in the web's sixth floor studio, as follows: "And now we bring you Gordon Fraser from the lobby of the hotel." There then was flashed on the video screen a beautifully clear close-up of the papier-mache donkey atop the hotel marquee.



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

Grumman Amphibian,
completely equipped
flying darkroom...



TELEPIX NEWSREELS NOW AVAILABLE!

DAILY NEWSREEL... news while it's new, plus prompt coverage of sports, special events, fashions, human interest... 10 minutes—daily.

SUNDAY ROUNDUP... picked clips of the week from the WPIX daily newsreel, and coverage of current news... 20 minutes—every week.

To television stations in the market for more informative, interesting and entertaining news and news features... WPIX offers Telepix—a complete and comprehensive newsreel.

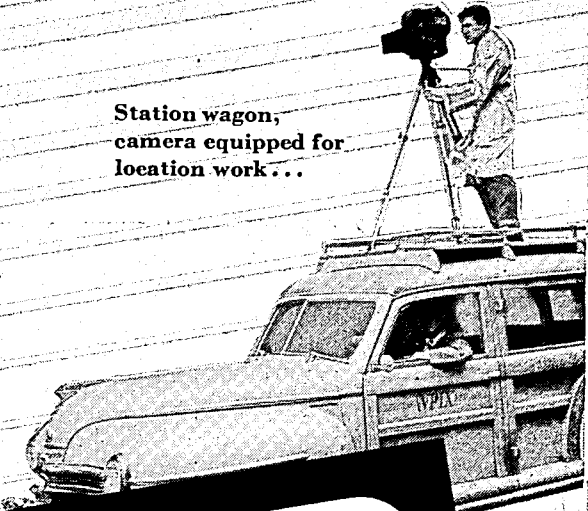
With a total staff of twenty-four... ten cameramen covering New York, Washington and the Eastern Seaboard... two planes, station wagon for fast on-spot work... AP and News wires... foreign footage from French Gaumont, British contacts, many other exclusive WPIX sources... most modern movie production facilities and newest equipment... Telepix will attract additional audience... promote prestige, create comment, increase stature for any television station!

For all the facts on the Telepix... phone, write or wire—WPIX,
220 E. 42nd St., New York 17, N. Y.

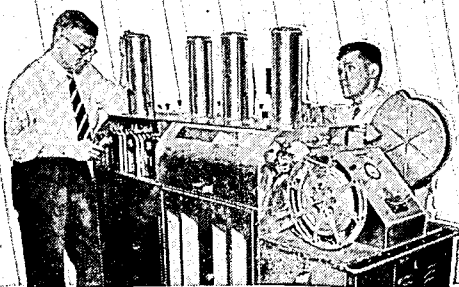


Waco for spot
air shots, quick
delivery...

Station wagon,
camera equipped for
location work...



WPIX
NEW YORK CITY • CHANNEL 11



Two Huston film
developers process
15 feet of film a minute...

TELEVISION DAILY

Daily section of RADIO DAILY, Tuesday, July 13, 1948 — TELEVISION DAILY is fully protected by register and copyright.

FOX-U. P. SIGN FILM-LIBRARY PACT

TELE TOPICS

By JIM OWENS
Associate Editor

PHILADELPHIA REVISITED—The faces are different, and so is the weather—about 20 degrees—which may or may not be significant. No question but that the Dems are a "hotter" crew than the GOP, if only under the collar. Busiest guys here are the newsboys, who, in the absence of smoke-filled rooms, are practically forced to cook up something worth talkin' about. . . . But the zany and unexpected—which provided much spice during the GOP party—are still with us. Guys getting locked in (or out of) their rooms, lights out in the middle of an AM or TV show (from some obscure labyrinth of Convention Hall.) NBC's John Cameron Swayze, coming out of Bookbinder's Restaurant Sunday nite, hopped into what he thot was the web's staff car. Riding a few mins, the chauffeur turned and casually asked: "Isn't the Senator coming, too?" It wasn't known if the Senator (Alben Barkley) decided to hoof it or cab it.

SHERMAN H. DRYER has pacted Ethel Smerman for both TV & AM work. Star-bright of "Annie Get Your Gun," Miss M will make her video debut in a series of films. . . . Starting this week and thru July 13 "Small Fry Club" is aired (WABD) via DuMont's tele-transcription method. Both program content and commercials—Sheffield Farms & General Foods—are TV'd. Meanwhile Big Bro. Bob Emery vacations. . . . WLIB gabber Dick Sheppard makes his initial TV fling via the comml on "Stop Me" in WNBT this Fri. . . . Walter Kiernan, NBC's comic commentator, heads for a couple weeks in the woods after the Philly follies breaks up. . . . The 10th Annual Diaper Derby at Palisades Park on the 28th will be scanned, if a current deal jells, in case anybody cares.

20th-Fox Promotes Kahn To Tele-Dept. Executive

Spyros P. Skouras, president of 20th Century-Fox Film Corp., has announced the promotion of Irving B. Kahn to an executive position in the company's television department. Kahn, formerly radio manager at Fox, will work on television programming. Charles Schlaifer, director of advertising, publicity and radio, revealed that a successor to Kahn as radio manager will be made shortly.

WEWS Skeds Races

Cleveland—With the Leisy Brewing Co. as sponsor, Scripps-Howard's WEWS will add the North Randall racing season to its coverage of Greater Cleveland sports events. This week's new program is labeled the Leisy Tele-Racing Review.

Denies FTC's Charge Regarding TV Schools

Washington—The Radio Training Association of America told the Federal Trade Commission that it is "not guilty" of misrepresentation and deception in advertising training courses in radio and television. In replying to FTC charges the respondents say their correspondence courses, which emanate from their headquarters on Hollywood Boulevard, Hollywood, provide every bit of training and instruction students can properly expect from the advertising matter."

Bulova In ABC Sked

The Bulova Watch Company has signed 52-week contracts for television time signals with three of ABC's owned and operated video stations—KGO-TV, San Francisco, Cal.; WXYZ-TV, Detroit, Mich. and WENR-TV in Chicago, Ill., Murray Grabhorn, vice-president in charge of owned and operated stations for the network announced yesterday.

Contracts specify 17 time signals a week on each station and the starting date will coincide with the start of ABC television in the three cities.

Fashions and TV

George Moscovics, manager of CBS television sales development, talks about trends in video Wednesday, July 21, at the monthly luncheon at the Hotel Roosevelt of the Fashion Group. Luncheon subject is "Looking Into Television."

Kelly Program Mgr. For NBC's WNBW

Washington—Appointment of Chas. Kelly to the post of program manager of WNBW was announced yesterday by George Y. Wheeler, NBC Washington director of programs. Kelly, formerly a WNBW staff producer, succeeds John Gaunt who leaves Washington to join the production staff of NBC television in Hollywood.

Kelly joined WNBW just prior to the station's opening on June 27, 1947, after serving as assistant to the manager of WTTG, the DuMont outlet here. Kelly began his broadcasting career ten years ago as an announcer at WROL, later became manager of WGYN-FM in New York City, which he left to become an announcer-producer at WQXR.

WBAP-TV Joins ABC

WBAP-TV, Fort Worth, Texas, has become an affiliate of the American Broadcasting Company, it was announced yesterday by Ernest Lee Jahncke, Jr., director of station relations for ABC television.

Owned and operated by the Carter Publications, publishers of the Fort Worth "Star Telegram," of which Amon G. Carter is president, WBAP-TV will commence operations on September 15 as the first TV station in Texas to go on the air. The addition of WBAP-TV brings the total of ABC's owned and operated or affiliated TV outlets to 13.

TV Coast To Coast To Obtain Pix Of People, Events

Television stations throughout the country will soon have at their disposal a film library covering all important world-wide events as the direct result of a long-term agreement for joint establishment of a television news service signed yesterday by Spyros P. Skouras, president of 20th Century-Fox and Hugh Bailie, president of United Press Association. Under the agreement Fox Movietone News will document United Press dispatches with motion pictures which will be sent to television stations weekly, after the distribution of a basic film library is sent to all television stations subscribing to the new service.

Daily Coverage Provided

The service will provide daily coverage, according to Leroy Keller, United Press general sales manager who will immediately begin a sales survey of television stations. Keller disclosed sponsorship plans by television stations for the new service have not yet been consummated.

Pictorial material from the library will be added to the weekly motion pictures sent to television stations so that they will constantly have current, fresh films, according to Peter Levathes, 20th Century-Fox director of television who said "this is only the beginning of our vast television program to service the entire television industry."

"Other plans will be announced from time to time," he added, "linking this company even closer to television."

Progress Report No. 1

Philadelphia's WCAU-TV First Month Commercials, Convention Top Sked

Philadelphia—After its first full month of operation, WCAU-TV (debuted in June) notched a total of 127 hours and 12, for an average operating week of 29 hours, 38 minutes. Figures include ordering time during the GOP convention during which the CBS affiliate was on the air a total of 59 hours and 30 minutes. According to Dr. Leon Levy, the totals of the first month's activity provide a sharp indication of what can be expected from new TV outlets.

Of the entire month of June, total of 74 hours and 39 minutes, or approximately 58 per cent of program time, was of local origin. More than 50 per cent of this time was commercially sponsored, with 30 per cent of overall time—network and local, under the commercial column. Average program day, based on a 30-day month for June, shows four hours, 14 minutes of actual programming. Local commercial live programming accounted for a total of 31 hours and four minutes, as against 23 hours of local sustaining fare.



DR. LEVY

Philco Appoints Moran Special Television Rep

Philadelphia—John J. Moran, formerly sales manager of the accessory division of Philco Co., has been appointed special television representative, it was announced this week by Frederick D. Ogilby, manager of television sales for Philco. In his new assignment, Moran will assist Ogilby in the expanding television sales program of Philco as new stations go on the air.

To Prod. TV Films

Plans for production of video films "tailored" to meet needs of advertisers and agencies were outlined this week in the announcement that Sterling Films, Inc., producers and distributors of 8 and 16 mm home movies, will establish a TV department. Carl King has been appointed to coordinate Sterling's video activities.

COAST-TO-COAST

"Let's Go Hillbilly"

Lufkin, Texas—"Let's Go Hillbilly," featured on KTRE, is claimed to be one of the longest recorded hillbilly programs in the nation. Heard from 1:00-5:00 p.m., show features tunes from each record distributing company as well as two transcription libraries.

Johnson Subbing For Lee

Cincinnati, Ohio—Rome Johnson, popular WLW folk artist, is filling in for Ernie Lee these weeks, while the latter is vacationing. Johnson, a member of the Trailblazers, vocal and instrumental quartet, is heard on "Top O' The Morning" and "Mid-western Hayride" as soloist.

WLAW Aims Children's Stories

Lawrence, Mass.—"The Children's Story Hour," featuring Ann Minahan as story teller, recently made its debut over WLAW and WLAW-FM and will be heard each Saturday at 10:00 a.m. Program's sponsor is the Curran & Joyce Company of this city, distributors of Toddy, a chocolate malt flavored drink, a case of which will be drawn for by the studio audience.

"Name The Singer"

Washington, D. C.—New daily on WWDC is "Name The Singer," heard Monday through Friday at 12:45 p.m. Disc Jockey Norman Gladney emcees the show which features a different Mystery Singer each day with special clues as to his identity.

Helps Blind Listener

Pittsfield, Mass.—Bob Youse, morning announcer at WBRK, and a raiser of pedigreed Dalmatians on the side, recently presented one of his prize coach dog puppies to a blind listener whose own seeing eye dog was brutally poisoned.

Holmes At Berkshire Playhouse

Pittsfield, Mass.—WBRK production director and night manager, Thurston (Ted) Holmes, has been called back for his third consecutive season at the Berkshire Playhouse in Stockbridge, Mass. Just completing "Skin of Our Teeth," Holmes is presently in rehearsal, for "Coming Thru the Rye," an original Scottish play on the life of Robert Burns. Arthur Kent and Edith Fellows will be featured.

To Air City Hotel Opening

Cincinnati, Ohio—On Monday, July 19, WLW will broadcast a special 15-minute program at the opening of this city's Terrace Plaza Hotel. Taking the roving mike to describe the festivities will be Jim Gaylord and Brenton of WLW's Special Broadcast Services.

KITE Appointment

San Antonio, Texas—Latest addition to the KITE news and announcing staff is John M. Lewis, formerly with KSFA, Nacogdoches. While with the United States Navy, Lewis spun platters at XORA, China.

AM, TV Stations To Support Army's Public Rel. Program

(Continued from Page 1)

the Army's Public Information Division, in a letter to station managers, program directors, editors and publishers—is "to improve the public information service of the Army, offering an enticing enlisted program to especially qualified men, and put an important portion of the training of these new soldiers in the hands of professionals."

An initial quota of 100 men—16 or 17 from each of the six Army areas—has been set to test the program. Prospects must be between 18 and 25, with high school education or better and the recommendation of English, journalism and public speaking teachers.

After induction, they will take the normal basic training of ground soldiers, and then will be sent to the Armed Forces Information School at Carlisle Barracks, Pa., for six weeks preparation. From this point, trainees will be sent, in civilian clothing, to stations and papers where they will become staff members for 90 days.

On-the-job training is at Army expense, at no cost to cooperating organizations, and entire direction of the soldiers for the three months is in the hands of the management. Station or paper will prepare a report on the soldier and his work, to allow the Army to sort out those unable to make the grade. Soldiers then will return to Carlisle for transfer to Army installations.

Present schedule calls for the men to begin basic training around Oct. 1, and to report to cooperating agencies early next year.

Cooperating station execs include:

Radio: Harry Butcher, KJST, Santa Barbara; Julian J. Neilsen, KVON, Napa; Calvin J. Smith, KFAC, Los Angeles; Eddie Albright, KWKW, Pasadena; Thomas E. Sharp, KFSD, San Diego, California; Ted Cooke, KOIN, Portland, Oregon; Albert D. Johnson, KOY, Phoenix; Harry Peck, KFOR, Lincoln, Nebraska; Ben Ludy, WIBW, Topeka; Karl K. Koerper, KMBC, Kansas City, Missouri; Jack Fitzpatrick, KFEL, Denver; James G. Riddell, WXYZ, Detroit; R. C. Winnie, WTMJ, Milwaukee; Helen Nelson,

GE To Annex Plant For Elect. Appliances

Brockport, N. Y.—The General Electric Company is completing negotiations to purchase an 80,000-square-foot factory in Brockport, according to H. L. Andrews, vice-president in charge of the company's Appliance and Merchandise Department. Nearly 500 persons ultimately will be employed in the plant, title to which is expected to pass to G. E. ownership this week.

The plant, owned by Standard Brands, Inc., was built in 1946 and used briefly in food processing. It will be used by General Electric for the manufacture of electrical appliances.

WHLS, Port Huron, Michigan; Cliff Gordon, WMLN, Mt. Clemens, Michigan; Monte A. Kleban, WOAI, San Antonio; Martin B. Campbell, WFAA, Dallas; J. J. Bernard, KOMA, Oklahoma City; Henry B. Clay, KWKH, Shreveport, Louisiana; G. E. Zimmerman, KARK, Little Rock; Jack Harris, KPRC, Houston; H. W. Slavick, WMC, Memphis; Calvin T. Lucy, WRVA, Richmond; John M. Croft, WFLB, Fayetteville, Arkansas; Jim Woodruff, WRBL, Columbus, Georgia; John Cleghorn, WRBC, Jackson, Mississippi; G. W. Covington, Jr., WCOV, Montgomery, Alabama; Harry Stone, WSM, Nashville; George J. Higgins, WISH, Indianapolis; Al Binger, WCOL, Columbus, Ohio; Lester B. Spencer, WHIO, Dayton, Ohio; Harry McTigue, WINN, Louisville; Marshall Rosene, WSAZ, Huntington, West Virginia; Harold C. Burke, WBAL, Baltimore; Emerson J. Pryor, WRRN, Warren, Ohio; Bernice Judis, WNEW, New York; Raymond Katz, WHN, New York; Virgil Sharpe, KOIL, Omaha.

Television: James M. Gaines, WNBT, New York; Robert Coe, WPIX, New York; R. C. Maddux, WOR-TV, New York; Harold P. See, WBAL-TV, Baltimore; Norman Kal, WAAM-TV, Baltimore; Bruce Dennis, WGNA, Chicago.

AGENCIES

YOUNG & RUBICAM, INC., announces that Taylor Adams has rejoined the agency as an account executive.

H. FOX & CO., Brooklyn, manufacturers of U-bet Chocolate Flavor Syrup and five other U-bet True Fruit Flavor Syrups, has appointed Fred Gardner Company, Inc.

THE SOUTHWESTERN BELL TELEPHONE COMPANY, with main offices in St. Louis, has announced the appointment of Gardner Advertising Company as counsel.

JAMES THOMAS CHIRURG COMPANY, Boston and New York advertising agency, announces the institution of an Advisory Board of Directors consisting entirely of agency personnel under 35 years of age. The present Board is composed of W. L. Shepardson, chairman; J. M. Page, secretary; E. J. Shea; R. Holtgrieve; J. N. Clifford; R. Burns; E. Leonard.

DELETUS MURREL (DEL) GAY, well-known exponent of experimental photography, has joined the staff of Television Advertising Productions, Chicago, and will serve in the newly-created post of director of photography under Don Faust, vice-president in charge of production. He will be in charge of all photographic work in TAP's video film program.

YOU ASKED FOR IT!..... NOW, HERE IT IS!

* * *

Quality Films for Television
... "tailored" to fit the needs
of the advertiser . . . at the
unbelievably low cost of LESS
THAN \$1000 per picture!

* * *

Get the FACTS...

* * *

by calling Carl King, head of our Television
Department, and make an appointment NOW!

* * *

STERLING FILMS  INCORPORATED
61 WEST 56th STREET NEW YORK 19, N. Y.

Circle 7-2443-4-5

RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 44, NO. 9

NEW YORK, WEDNESDAY, JULY 14, 1948

TEN CENTS

RADIO-TV AFTER POLITICAL BUSINESS

Spec. Permit Holders Ask Ban Deferment

Washington Bureau, RADIO DAILY
Washington—Postponement of the ban on special temporary authorizations for a two-year period, with reasonable expectation that FM will by the end of that time be sufficiently well established to make up for the service loss, was asked of the FCC this week. It was denied that impairment of the signals of full-time stations resulted from special temporary authorizations because "not one full time station appeared to argue its case before the Commission" in the May hearing.

Two weeks ago the Commission
(Continued on Page 8)

Ziv Buys Film Library And Moves Stock East

Purchase of the General Film Library of California from M. M. Landres at a cost of \$100,000 was announced yesterday by Frederick W. Ziv company, producers of transcribed radio shows. The library, representing 3,500,000 feet of film will be moved east and added to the Ziv growing television department, John Sinn, said. New film footage acquired by Ziv represents stock shots, production footage and short subjects.

New Lever Prod. Set For 35-Sta. Spot Sked

Lever Brothers next week launches one of the heaviest ad campaigns for a new member of its product line with introduction of "Surf," soap powder, in 11 key midwestern cities and their surrounding markets.

In addition to a newspaper saturation
(Continued on Page 2)

Georgia Quartet

Four stations in Georgia have banded together as "The Georgia Quartet." They are WGST, Atlanta, WRDW, Augusta, WRRL, Columbus and WSAV, Savannah. All four are being represented by George P. Hollingbery Company and may be purchased at combination rates. They are 5 KW stations and claim full coverage of the Georgia territory.

In Bad Taste

Profanity coming from an argument near the speaker's platform at the Democratic National convention in Philadelphia Monday night was picked up by the TV sound mike and was carried on television network of East coast stations. The argument came just after a Metropolitan Opera Company tenor had announced he would sing the vocal version of "The Lord's Prayer."

AAAA Unit To Study Operation Problems

New committee to deal with operating problems in radio and television, as distinguished from problems of program production in these media, has been formed by the 4-A's, it was announced yesterday. Carlos Franco of Y&R, has been named chairman of the new unit. Franco, who becomes a member "ex-officio" of the 4-A's committee on media relations, is also a director of BMB.

Members of the new committee
(Continued on Page 8)

Three New ET Programs Set By Kermit-Raymond

Three new transcribed programs are being released by Kermit-Raymond Radio Productions, Ray Green, general manager, announced yesterday.

The first is a new quarter-hour five times per week interview-variety show featuring Jackie Gleason.

(Continued on Page 8)

130 Independent Stations Covering Demo. Convention

By IRWIN ROSTEN
STAFF WRITER, Radio Daily
Philadelphia — Although network radio and television coverage of the major political conventions has thus far stolen the spotlight here, a yeoman job of public service is being turned in by the 130-odd local stations—network affiliates and independents represented here.

This by far the largest number of stations ever to cover a single na-

Web Salesmen Solicit GOP And Dems For Estimated \$3,000,000 To Be Spent Between Now And Next November

Says FM And TV Alter Radio Mfg. Picture

Chicago—FM and television are rapidly changing the nature of radio manufacturing because of the high capital investment required for production of quality receivers of these new phases of electronic advancement, and because the public has become increasingly discriminating in its buying habits, according to H. C. Bonfig, vice-president of Zenith Radio Corp. "The changing character

(Continued on page 6)

Oil Company Sponsoring Football Series On WTMJ

Plans to broadcast the Green Bay Packers and University of Wisconsin football games over WTMJ, Milwaukee, for the 20th consecutive season were announced yesterday by Larry Holmberg, manager of the Chicago

(Continued on Page 2)

Sanka Coffee To Sponsor Carson Show On Columbia

Sanka Coffee, a General Foods Product will sponsor the Jack Carson show, commencing in the fall, for the 1948-49 season. Show will air

(Continued on Page 2)

Commercial time salesmen of the major webs have begun contacting the Republican and Democratic National committees for a good slice of the estimated \$3,000,000 which will be spent by the political parties between now and the November elections.

Indications are that the GOP
(Continued on page 6)

B.B.B. Suggests 'Code' For TV Selling, Adv.

In an ambitious effort to initiate a level of standards for the advertising and selling of video sets—some phases of which have occasioned criticism from segments of the buying public—the Association of Better Business Bureaus this week put forth a set of proposals which it suggests be the standards were prepared at a adhered to by manufacturers and retailers.

Proposed by the advertising standards committee of the Association,
(Continued on Page 7)

H'wood Bowl Symphony Debuts On CBS Sunday

Hollywood Bowl Symphony Orchestra, under direction of Eugene Ormandy, begins its first network series Sunday over CBS, 3-4:30 p.m., EDT, via KNX, Hollywood. Series
(Continued on Page 2)

New FM Outlet

Milwaukee—WISN-FM, the new voice of radio station WISN, went on the air for its initial broadcast Monday. G. W. Grignon, WISN general manager, has announced. The new FM station will broadcast daily from 3 to 10 p. m., duplicating all WISN programs for those hours. Its signal will blanket the city of Milwaukee, suburbs, and rural areas beyond.



★ COMING AND GOING ★



Soft Life

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

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

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



W-I-T-H
Baltimore 3, Maryland
TOM TINSLEY, President
Represented by Headley-Reed

JEAN ("Dr. Christian") HERSHOLT and MRS. HERSHOLT, who had been in Denmark during recent months, will arrive back in New York today aboard the Queen Elizabeth.

JOHN DERR, assistant director of sports at CBS, sails today for Southampton aboard the S. S. America. He'll cover the forthcoming Olympic Games.

ART LINKLETTER, emcee on the Columbia network's "House Party" program, who is now vacationing, has arrived in New York for a short visit.

S. C. VINSONHALER, manager of KGHI, American network outlet in Little Rock, Ark., is in town on another of his frequent but brief business trips.

JULIA MEADE, model featured in "Tele Fashions on Parade," is in Glen Rock, N. J., for a six-day summer stock run as lead in "Laura," starting July 16.

LILLIAN SCHOEN off to Thattford, Vt., to vacation from "Grand Slam" and other scripting chores.

ROBERT B. JONES, Jr., manager of WIRL, American network outlet in Peoria, Ill., is visiting in Gotham.

DON BALL, continuity writer on WCBS, and his family, are spending three weeks motoring through New England.

QUINCY A. BRACKETT, president of WSPR, Springfield, Mass., an affiliate of ABC, is in Gotham conferring with web officials at Rockefeller Center.

RALPH G. ELVIN, general manager of the Fort Industries' WJBK, Detroit, has left for a two-week vacation at Manitoulin Island in Canada.

LESTER C. FLOOD, general manager of WAVZ, New Haven, off to New York and Washington on station business.

DWIGHT COOKE, chairman of the "People's Platform" program on CBS, has returned from Philadelphia, where he moderated a forum on the subject, "The Democratic Party and its Candidate."

DAVE DRISCOLL, news and special events chief at WOR, is in Philadelphia for the Democratic Convention.

LOWELL THOMAS, Columbia network newsman and commentator, is doing his twice-daily programs from Philadelphia.

HUGH CONOVER, announcer on "Big Sister" (CBS) and "Right to Happiness" (NBC), is vacationing. During his absence, his shoes are being filled by Roger Forster.

JACK DOWNEY, announcer at WONS, Hartford, Conn., is honeymooning in Florida with the former Phyllis Coplan.

Oil Company Sponsoring Football Series On WTMJ

(Continued from Page 1)
office of the Compton agency and R. G. Winnie, station manager of WTMJ. The games will be sponsored by the Wadhams division of the Socony Vacuum Oil Company with Bob Heiss slated to give the play by play account of each of the 23 games.

Sanka Coffee To Sponsor Jack Carson Show On CBS

(Continued from Page 1)
on the CBS net, 8:30-9:00 p.m., Friday evenings.
Announcement of sponsorship of the show was made by J. K. Evans, general manager of the Corporation's Maxwell House Division. Young & Rubicam is the agency.

Nielson Cites 7 WGN Shows

Seven WGN programs placed in a list of the top 15 local-sponsored shows broadcast by the four major stations in the Chicago area, according to an average audience report compiled by the A. C. Nielsen Co. for the February-March period.

On the Way!
Another Charles Stark
Transcribed Show
P.S.—It's Musical!

New Lever Prod. Set For 35-Sta. Spot Sked

(Continued from Page 1)
tion schedule in the areas listed, Lever has set a four times a day across-the-board series of spot announcements on 35 stations in each of the cities, starting July 26. Entire campaign is being handled by Day, Duke and Tarleton Agency, under direction of William L. Day, prexy of the agency.

10 YEARS AGO TODAY

(From the files of Radio Daily)
Both NBC & CBS signed contracts with AFRA, the first such pact involving union actors. Ad agencies and sponsors' negotiations are scheduled next to be signed by the actor's union. Contract called for 2-year agreement, wage increases up to 125 per cent and an "AFRA shop". . . First license to operate a TV theater in the U. S. was issued to the Mass. Television Institute. Under terms of contract theater would be authorized to give continuous sight-sound performances from 7 to 10 p. m. daily except Sundays. . . CBS reported that food and food beverage advertisers increased their expenditures by 7.5 per cent on the web during the past six months over same period last year

At Radio City
THE VIRGINIAN
50th STREET JUST WEST OF 6th AVENUE
SERVES
AMERICA'S FAVORITE FOODS
"Around The Clock"

Vol. 44, No. 9 Wed., July 14, 1948 Price 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; James Owens, Associate Editor; Chester B. Balin, 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
Ralph Wilk, Manager
6425 Hollywood Blvd. Phone: Granite 6607
WASHINGTON BUREAU
Andrew H. Older, Chief 6417 Dahlgren St. D.
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
(July 13)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Admiral Corp.	15	14 3/4	14 3/4	- 1/4
Am. Tel. & Tel.	154 3/4	154 1/4	154 5/8	+ 3/8
CBS A	27 1/2	27 3/8	27 3/8	- 1/8
Farnsworth T. & R.	10 5/8	10 1/4	10 1/4	- 1/4
Gen. Electric	40 1/2	40 3/4	40 1/2
Philco	44 1/2	44 3/8	44 1/2
RCA Common	14 1/4	13 3/4	13 7/8	- 3/8
Stewart-Warner	15 3/8	15 1/4	15 1/4
Westinghouse	30 3/4	30 1/4	30 3/8	- 1/2
Westinghouse pfd.	92	92	92	+ 1/2
Zenith Radio	34 1/4	33 3/8	33 3/8	- 7/8

NEW YORK CURB EXCHANGE

	Bid	Asked
Hazeltine Corp.	16	15 7/8
Nat. Union Radio	3 3/8	3 1/4

OVER THE COUNTER

	Bid	Asked
DuMont Lab.	14	14 3/4
Stromberg-Carlson	17	18 1/2
U. S. Television	2 1/2	2 3/4
WCAO (Baltimore)	27
WJR (Detroit)	9 1/4	9 3/4

H'wood Bowl Symphony Debuts On CBS Sunday

(Continued from Page 1)
runs for eight weeks. Intermission feature, the "Greenroom," will continue, moderated by James Fasset, web supervisor of music.

INS has served

WJR
DETROIT

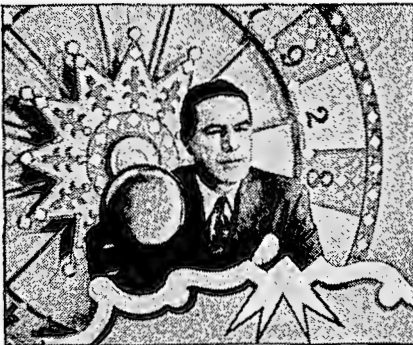
FOR 12 YEARS

REPORT ON TELEVISION

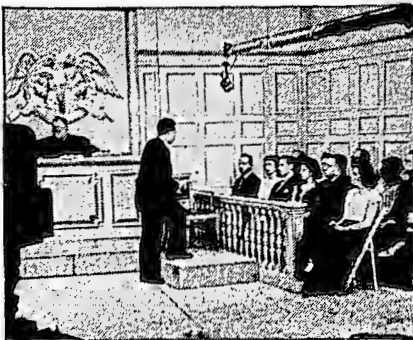
NO. 3



30,000 SMALL FRY. The vast army of young listeners to WABD's Small Fry program has a solid core of 30,000 faithful followers who have qualified as members of the club.



ORIGINAL AMATEUR HOUR promises to repeat on television its great radio success. Two successive Hooper Reports have given it a whopping rating of 46.8—tops in television.



"COURT OF CURRENT ISSUES," television's most adult public service program. Vital topics of public interest are put "on trial" before a picked jury of competent authorities.



PROGRAMS FOR EVERY TASTE. This breakdown of a month's programs on WABD—key station of the Du Mont Network—shows a well balanced entertainment diet.

Ask Du Mont—

For information on any phase of television—advertising, starting a broadcasting station, opening a dealership—ask Du Mont. Du Mont has pioneered in every phase of television; knows all the angles; is interested in anything that promotes television.

DU MONT TELEVISION NETWORK
"The Nation's Window On The World"
515 Madison Avenue, New York 22, N. Y.

TELEVISION
DU MONT
NETWORK

DU MONT NETWORK STATIONS

WABD—Channel 5
New York, N. Y.

WTTG—Channel 5
Washington, D. C.

WDTV—Channel 3
Pittsburgh, Pa.

WNHC—Channel 6
New Haven, Conn.

LOS ANGELES

By RALPH WILK

CHARLES C. BARRY, ABC vice-president in charge of television and programs, arrived in Hollywood from New York, last week. He will visit with ABC west coast officials for a week discussing summer shows and plans for the fall.

Bob Weiss has packaged "Moment of a Lifetime" half-hour show featuring Benay Venuta as singing mistress of ceremonies and Walter Gross and his ork, with Paul Dudley writing and producing. Layout has an audience participation angle, plus guest star shots. Charlie Wick of William Morris agency is pitching the show for a fall commercial.

A. Culver Boyd, copy chief of John H. Riordan Company, Los Angeles advertising agency, for 10 years, has joined the creative staff of Erwin, Wasey & Co., Ltd., Los Angeles.

Walter Bunker, Young & Rubicam Hollywood director of radio and television, back from three weeks of home office huddles in New York.

Ruby Irwin, Young & Rubicam Hollywood radio commercial writer, has left for Chicago, where she will be married July 17 to Bernie Smith, scripter on the Groucho Marx Show and West Coast representative of "We The People."

Pet Milk Programs Will Switch To NBC

Pet Milk's programs, "Saturday Night Serenade" and "Mary Lee Taylor," will switch to NBC in October, it is announced by the Chicago NBC sales office. The "Mary Lee Taylor" show, which originates in St. Louis, will replace Mars' "Curtain Time" program. Gardner is the agency for Pet Milk Sales Co.

Lampkin Takes Vets Post

Phil Lampkin, ex-Army lieutenant colonel formerly with the Special Services division and the Armed Forces Radio Service, has been named to succeed Ben Piermont as head of the production department of the Veterans' Hospital Camp Shows. Lampkin, a native of San Francisco, has had extensive theater and radio experience on the West Coast and in the East.



Mainly About Manhattan. . . !

● ● ● Time-Life mag outfit, having changed its mind and now very much keyed up about video's future, is anxious to latch onto a television station. (Not that we blame them—it's the chance of a "life"-time"). . . Talent booking offices, operating on the hunch that the record ban will be lifted pronto, are desperately trying to book their musical acts into towns where there are recording facilities available. . . Earl Wilson tells of the bum who tried to tap him for a dime for a glass of beer. "There's a tele show I'm following," the bum explained. . . Competition already going on between CBS and NBC for their 2-hour Thanksgiving and Christmas show lineups. . . Peggy Lee being tagged with a million bux plagiarism suit based on the "Manana" tune—a real round-robin involving everyone except the guy that blew on the shellac to dry it. . . Brian Donlevy being sought to take over the lead on "Johnny Medero" if the ailer returns to the kilocycles in the fall. . . Agency execs impressed with movie short currently at the Criterion featuring Allen Funt and his fabulous "Candid Mike." (His forthcoming television show is based on the same format). . . Gen'l Foods reported to be dropping Danny Thomas and grabbing Jack Carson. . . Chevrolet bankrolling Yankee gridiron sked on WABD for '49 and '50.

★ ★ ★ ● ● ● Allied Artists' "The Babe Ruth Story" has its world preem at the Astor Theater on the 26th with Maxine Keith handling all radio and video for the opening, plus special promotion work on the film. Maxine has made quite a rep for herself as a special exploiter since she deserted the ranks of radio commentators—but if you ask us, she was right up there near the top when it came to interviews, fashions and stuff and somebody's missing out on a good bet by not grabbing her off.

★ ★ ★ ● ● ● THE REVIEWING STAND: Anita Colby's subbing for Louella Parsons has proven her ability with a script, but the fact that she's employed by Paramount and plugged its product and players so heavily made her stint top heavy with obvious commercials for her boss, Henry Ginsberg. . . "The Amazing Mr. Tutt" is another of those lawyer programs that bloom regularly with summer flowers, but 'tain't nearly as sweet. Situations are too, too predictable. . . "Tomorrow's Tops" is a fast-moving production featuring able teen talent with Margo Whiteman proving quite a showman and Jimmie Blaine making a fine foil for her. . . Margo's talent reflects the tutoring of her father, "Pops," and her astute mother, Margaret Whiteman.

★ ★ ★ ● ● ● TELE-SCOPES: "Author Meets Critic" is adult video fare, but some of the critics should stop talking down to the audience. Yes, and John McCaffrey could unbend a bit, too. . . The DuMont session of the Original Amateur Hour isn't a bad way to invest 60 minutes of peering into the little window if tyros are your dish. Ted Mack is a pleasant television personality. . . New Barry Wood TV show, "Places, Please," is a welcome addition to the video scene. It's a wonderfully-paced, compact, fresh 15-minute job with Barry emceeing and presenting some of the finest young talent to be had in N. Y.

★ ★ ★ ● ● ● SID-BITS: Deal cooking for humorist Eddie Dunn to headline a fall comedy-variety daily package slated for noon-time slot. . . Last week's 5th ann'y airing of Staats Cotsworth package, "Casey, Crime Fotog," a swell tribute to Staats and the cast and production staff. . . Dick Ash, radio director of Blaine-Thompson, guest-lectured the other nite for Walter McGraw's class in radio writing at Columbia University. . . Ted Nelson has the exclusive radio and tele rights for American Professional Basketball League.

AGENCIES

GROVE LABORATORIES, Inc., St. Louis, has engaged the Harry B. Cohen Advertising Company of New York as advertising agency for Pazo Ointment and Pazo Suppositories. The appointment will become effective August 20. In addition to Pazo, the Cohen agency already handles the advertising for three other Grove products—Four Way Cold Tablets, Grove's Chill Tonic and Dr. Porter's Antiseptic Oil. The Gardner Advertising Company of St. Louis has been appointed for Grove's Cold Tablets. This is in addition to Bromo Quinine Cold Tablets previously announced for Gardner.

FREITAG ADVERTISING AGENCY, Atlanta, Ga., this month moves into its own building at 988 Spring St., N.W. The new quarters are located in the heart of Atlanta's television center, being directly across the street from the WAGA television studios and a few blocks south of WSB's television studios.

Newspaper Web Moves Offices

On July 10th the American Newspaper Advertising Network moved from 220 East 42nd Street to larger quarters in the Empire State Building, 350 Fifth Avenue, where it has taken a 6-year lease. The new offices are located on the 67th floor in rooms 6709-6714. The new telephone number is LOngacre 4-3939.

Coverage!

... OF THE ENTIRE KANSAS CITY TRADE AREA by the KMBC-KFRM Team!

You can reach your audience most effectively, more completely and more economically with The Team's custom-built coverage.

Your message has a potential audience of 3,659,828 listeners in the rich Heart of America market.

KMBC of Kansas City

KFRM

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

1906 1948
Henri
 CONFISEUR
FRENCH RESTAURANT
 LUNCHEON from \$2.00
 DINNER from \$3.00
 COCKTAIL BAR
Famous French Candies
 15 East 52nd St.
 AIR CONDITIONED

130 Independent Stations Covering Demo. Convention

(Continued from Page 1)

all highlights locally. Rupe Werling is in charge of production, with newsmen Fred Knight and Tom Moore alternating the sessions.

WPEN-FM is feeding the Continental FM network in addition to its local coverage. Handling the job for the web are Joe McCaffrey, Paul S. Green, John Corcoran and Len Hall. Also very much in evidence are James Crosson and James Gantz, of KYW; Joseph Tinney, of WCAU; John Kennedy and James Quirk, of WFIL; Michael Deegan and Leonard Matt, of WDAS; Dolly and William Banks, of WHAT; Sam Ettinger and Sam Serota, of WIP; Pat Stanton of WJMJ; Alan Stewart, of WTEL.

Perhaps the most spectacular job is being done by KFWB, Warner Bros. station in Hollywood, which is feeding the entire proceedings back to the coast, at an estimated line charge of \$275 per hour. Cleve Roberts, George Lewin and Dave Carr are in charge of the station's coverage.

N. Y. Well Represented

New York stations are well represented here, with reporters, women commentators and other air personalities scurrying all over the place to beat the competition in the race for exclusive features.

Minimum of six shows daily has been skedded for WNBC by news and special events chief Fred S. Heywood. Three of the station's newscasters—Kenneth Banghart, Bob Trout and Peter Roberts are doing their regular programs for the outlet in addition to covering for NBC. Mary Margaret McBride is on hand lining up special interviews, and came up yesterday with Van Heflin and Frances Perkins. Gov. Beauford Jester, of Texas, was heard on John McCaffery's Room 416 stanza.

Local WCBS convention broadcasts are angled for the women's audience, with both Margaret Arlen and Bill Leonard originating their daily shows

from the City of Brotherly Love. Clarence Worden, public service director, is coordinating their activities. Headed by news chief Dave Driscoll, the WOR contingent includes Dorothy and Dick Kollmar, Martha Deane, Fred Vandevanter and Lyle Van, all of whom are snagging celebrities and airing color spots. The outlet's Bill Berns also is in town, acting as mentor to Anthony Astrachan and John Nason, winners of the WOR-Herald Tribune journalism contest, who are recording material for airing on the station on Sunday.

WINS Has Heavy Sked

Among the indies, WINS, which did 51 shows from the GOP convention, again has its news staff on hand for complete coverage. Don Goddard, Gil Kinsbury, Carroll Alcott, Sidney Walton and Joe Durso are handling coverage chores for the Crosley station. WHN commentator George Hamilton Combs, former Congressman from Missouri, has one of the toughest schedules in the radio corps. He does four shows daily. The first at 8 a.m. and the last at 12:45 a.m. Cecil Brown is doing a daily show for WMCA and Lisa Sergio is covering for WOV's Italian audience. WNYC is airing the entire conclave, via the Continental feed.

From Chicago, Clifton Utley is on hand, doing two programs daily for WMAQ, and Robert Hurleigh is feeding WGN. Among Pittsburgh broadcasters, Bill Burns and Don Hirsch are airing daily programs for KQV and KDKA, respectively. Other local shows are being done by Albert Warner, for WOL; Ed Wallace, for WTAM; the Macfarlanes, for WCBM and Tom McCabe, for WREX.

Broadcasters Listed

Among the independent stations who have sent staff men to the convention for live and recorded programs are:

- WAAT & WATV Television, Newark: Val Frank.
- WAGE Syracuse: William Lane.
- WARM Scranton: John von Bergen.
- WAVE Louisville: Mr. Schneider. Miss Hubbard.
- WBAL Baltimore: Galen Fromme.
- WASH-FM Representing Continental FM Network. Washington: Joseph McCaffrey. Paul Green.
- WBBC Flint, Mich.: Robert Balfour.
- WBUX Quakertown, Pa.: Charles M. Meredith.
- WBAB Atlantic City, N. J.: Bern Penrose.
- WBIB-FM New Haven: Samuel Botwinik. Sol Chain.
- WCBM Baltimore: Ian Ross MacFarlane. Louis MacFarlane.
- WCCO Minneapolis: Sig Michelson.
- WCOP Boston: Ronald Cochran.
- WDEL Wilmington: Gorman Walsh.
- WEDO McKeesport, Pa.: Bob Badger.
- WETB Johnson City, Tenn.: Berney Burleson.
- WFMZ Allentown, Pa.: Raymond Kohn.
- William Phillips, Earl Kohn, Robert Curie.
- WGFG Kalamazoo, Mich., and also representing WJIM Lansing, Mich.: Howard Finch.
- WHAS Louisville: Dick Oberlin.
- WHBF Rock Island, Ill.: Leslie Johnson.
- WHDH Boston: Paul Benton.
- WDAF Kansas City, Mo.: Dean Fitzer.
- Harold Flannery.
- WDAS Philadelphia: Michael Deegan.

(Continued on Page 8)



He Has a Barrel of Fun with 'Crabs, Crustacean and Bureaucratic

Whether crabbing at his Maryland farm on the Patuxent River or crusading as a protector of the public interest in Washington, D. C., he devotes his enormous vigor to the cause at hand. His campaigns against clumsy or inept bureaucrats are severe but conscientiously fair. And his showmanship is such that radio listeners are kept interested in the continuity of his broadcasts.

As a result his program consistently rates high with listeners and advertisers. Currently sponsored on 304 stations, the Fulton Lewis, Jr. program is the original news "co-op." It affords local advertisers network prestige at local time cost, with pro-rated talent cost.

Since there are more than 475 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).

W
N
D
R

THERE'S THAT VOICE AGAIN!.



BASIC MUTUAL NETWORK

5000 watts, 1260

SYRACUSE, N. Y.

Studios in the Wilson Bldg.
Al Godwin, General Manager

Represented nationally by
Paul H. Raymer Co.

Webs Contact Politicos For Commercial Time

(Continued from Page 1)

crowd will use more national and regional network time than the Democrats, according to one web spokesman. He said that Republican candidate, Governor Thomas Dewey, is very radio and television-minded and has asked his associates to make an immediate survey of web time availabilities. The Dewey crowd, he said, are assured of a friendly press throughout the nation and as a result will spend the major part of their advertising budget in radio and television.

Democratic Planning

The Democratic picture on the use of radio and television time is reported to differ from the GOP setup. The Democrats, it is said, faced with a shortage of funds in the Democratic National Committee, will have to rely on state organizations for financial support for their radio and television campaigns. As a consequence much of the money spent by the Democrats for radio and TV will be localized to state organization and regional networks. The Democrats, however, are expected to use more on radio and television than they will black and white space on the press.

Transcribed spots and 15 minute programs will be used a great deal by both parties. Spots for national distribution will be produced in New York, Los Angeles and Washington and serviced to state organizations by the GOP and Democratic national radio offices. In addition they plan to make available to state organizations transcribed versions of network programs that feature important political personalities.

Headquarters in New York

It is expected that Ed Engle's radio department of the GOP will move its Washington headquarters to New York within the next couple of weeks. Assisting Engle will be Florence Warner who will head up the women's activities.

Kenneth Fry, radio director of the Democratic committee, currently at the Bellevue Stratford in Philadelphia, will move his headquarters from Washington to New York with the closing of the national convention. Both Fry and Jack Reddy, publicity director for the national committee, will office with the Democratic National Committee in the Biltmore Hotel, New York.

The Biow agency, as previously reported, will handle the radio advertising of the Democratic party. Albert Frank, Guenther Law Inc., New York, are reported to be the probable choice of the GOP with Ford Bond handling the party's ET business. The GOP agency connections may be announced this week.

British Export Record

British radio exports show that twice in the first quarter of the year the monthly target value of exports of 1,000,000 pounds (\$4,000,000) was exceeded, the British Information Services, reports.

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 July 2-July 8, 1948

TITLE	PUBLISHER
A Tree In The Meadow.....	Shapiro-Bernstein
Baby Don't Be Mad At Me.....	Paramount
Baby Face.....	Remick
Beyond The Sea.....	Chappell
Blue Shadows On The Trail.....	Santly-Joy
Crying For Joy.....	Monacho
Don't Blame Me.....	Harry Warren
Haunted Heart.....	Williamson
I May Be Wrong.....	Advanced
I'd Give A Million Tomorrows.....	Oxford
It Only Happens When I Dance With You.....	Berlin
It's Magic.....	Witmark
It's You Or No One.....	Remick
Little White Lies.....	Bregman-Vocco-Conn
Long After Tonight.....	Broadcast Music
Love Of My Life.....	T. B. Harms
Love Somebody.....	Kramer-Whitney
My Happiness.....	Blasco
Nature Boy.....	Burke & Van Heusen
Now Is The Hour.....	Leeds
P.S. I Love You.....	LaSalle
Put 'Em In A Box.....	Remick
Rhode Island Is Famous For You.....	Crawford
Sabre Dance.....	Leeds
Serenade (Music Played On A Heartstring).....	Duchess
Steppin' Out With My Baby.....	Berlin
Tell Me A Story.....	Laurel
We Just Couldn't Say Goodbye.....	Words & Music
Woody Woodpecker.....	Leeds
You Can't Be True Dear.....	Biltmore

Second Group

A Bed Of Roses.....	Johnstone-Montei
A Boy From Texas.....	Shapiro-Bernstein
A Fella With An Umbrella.....	Feist
Better Luck Next Time.....	Feist
Bride and Groom Polka.....	George Simon
Delilah.....	Encore
Dream Girl.....	Famous
Dream Peddler.....	Southern
Dolores.....	Famous
Encore Cherie.....	Miller
Ev'ry Day I Love You.....	Harms
Fiddle Faddle.....	Mills
Home.....	Mills
Hooray For Love.....	Melrose
I Went Down To Virginia.....	Jefferson
It's A Most Unusual Day.....	Robbins
Just Because.....	Leeds
Laroo Laroo Lilli Bolero.....	Shapiro-Bernstein
Little Girl.....	Leeds
Nobody But You.....	Duchess
Pecos Bill.....	Santly-Joy
Take It Away.....	Pemora
Toolie Oolie Doolie.....	Chas. K. Harris
What Do I Have To Do.....	Bregman-Vocco-Conn
Yours.....	E. B. Marks

Copyright, 1948, by Office of Research, Inc.

Says FM And TV Alter Radio Mfg. Picture

(Continued from Page 1)

of the radio industry," he said, "brought about by FM and television, means that our industry must toss out as rapidly as possible the economic malpractices that have caused us so much trouble."

Before the mid-year conference of the National Electrical Retailers Association in the Sheraton Hotel here yesterday, Bonfig averred that the trend in radio manufacturing appears to be undergoing a methodical and significant change. Industry has been a billion dollar business made up of many small and relatively few large manufacturers, but is now directing itself toward a smaller number of large manufacturers, he pointed out.

"In the early days radio was an opportunist's business," Bonfig said, "that anybody with a few dollars, a circuit diagram, a soldering iron, and a pair of pliers" could enter. FM and television, however, require such immense facilities for research and production that the day of the "fringe operator" is near an end. As an example, Bonfig said Zenith today employs more people in developing and setting up test equipment for video than were employed in the entire factory 20 years ago.

Zenith exec said that the large number of small and "sideline" manufacturers had led to many "unsound merchandising practices, such as dumping, loading dealers with overpriced merchandise and then slashing prices; forcing sale of radio sets on combination deals with other appliances; resorting to various forms of commercial bribery; neglecting to instruct retail salesmen in merchandising features, etc." He asserted that the history of several "perennially successful" radio manufacturers shows that the radio business can be both "stable and profitable," and that those companies which have concentrated on quality and sound merchandising "are finding business to be very good today, even though radio sales in general have fallen off."

Bonfig also predicted that the radio industry, by virtue of FM and television, is bound to secure a "greater share of the consumer's dollar than it has in the past."

Janet Wood Joining WVNJ

Newark, N. J.—Effective August 1, Janet Wood will be promotion and publicity director of WVNJ, 5,000-watt, scheduled to open September 1 in Newark. Miss Wood resigned from CBS last week. She has been with CBS-owned stations' promotion service since September, 1945.

Stork News

Covington, Ky.—Paul Sommerkamp, sports editor in the WCKY news department, and Mrs. Sommerkamp are the parents of their first child, an 8 lb. 7 oz. daughter, born Tuesday, July 6, at St. Elizabeth Hospital, Covington.

TELEVISION DAILY

Daily section of RADIO DAILY, Wednesday, July 14, 1948 — TELEVISION DAILY is fully protected by register and copyright.

ANTI-TRUST EDICT MAY HIT PIX-TV

TELE TOPICS

By JIM OWENS
Associate Editor

VIDEO's cup runneth over (well, almost) on the Coast, especially in the film biz, so much so a drop or two is spilling into Mexico. Jerry Fairbanks this week inked a pact with Churubusco Studios in siesta land to turn out a 26-week series of whodunits for NBC. To share the wealth Fairbanks will use Mexican crews on camera, etc. In Hollywood, 'tis said the only live-wire activity out there to speak of is TV, with the summer slump definitely on. . . . Joe Greamer, WOR's director of advertising and promotion, will ditto his chores for the Gotham outlet's TV operation come fall. . . . Station's got a bit of a headache, incidentally, re its video tower over in North Bergen (N. J.). Seems the local citizenry's agin the zoning law which made it possible for WOR to go ahead with original plans for construction in a hitherto residential area.

ED COLLINS said to be ogling two sites for TV stations, one near Dallas, Tex., the other in Boston. . . . Comptone Co., (Oculens) first of the sun-glass trade to use TV as a merchandising medium (via tie-in commercials with Whelan Drug Store on "Charade Quiz") using a cute twist on the old plug routine. Gag is the product is as "visual" as the medium it uses. . . . Adelaide Hawley's fashion-able gabbing on "Fashions On Parade" has tagged her the top femme narrator in Gotham. Several designers whose stuff has been used on "Parade" now using her for their regular trade showings.

W CBS-TV, CBS flagship, now on a 35-hour weekly air schedule. Norman Thomas, most durable of the Presidential candidates, next in line for the net's "Presidential Timber" series week from today. Thomas has been before the ikes couple of times before, particularly during the GOP meet, and was more intelligent than a lotta the current political lens lizards. . . . NBC's "Howdy Doody" does its first commercial tomorrow via Polaroid TV screen filters. And the Dems are lookin' for a "plank," doesn't howdy have the sluff it's made of?

CONVENTION-AL—NBC's Martin Hoade roaming the Hall making like an H. G. Wells character. His usual headgear consists of three (!) earphones, with wires akimbo, etc.—for constant contact with the web's quarters in Bellevue-Stratford, Convention Hall and NY. . . . WPTZ set some sort of Olympic record yesterday a.m. in prep for the Sen. McGrath press confab. Philco crew shifted complete TV setup—camera, control panel and microwave antenna—to the roof of the Bellevue in 17 mins. . . . WPIX doing a h---uva job re grabbing Dem toppers for "private" press confabs. News outlet collared Mrs. Marcella Killam yesterday afternoon to discuss the hottest topic (in addition to the weather) here—southern rights proposal.

TV Plugs Build Sales For Phila. Dept. Stores

Philadelphia—The sales potential inherent in imaginative and dramatic video display is currently undergoing measurement here, where the Gimbel Bros. and John Wanamaker department stores are devoting 31 display windows and 44 RCA-Victor television receivers of all types and price categories to a continuous video program for street traffic.

The Gimbel's demonstration got under way during the first week in June, tying in with Father's Day, and Wanamakers installed their windows in time for the two conventions. Both demonstrations, which will continue until after the Democratic National Convention, have already attracted record window audiences and increased store traffic and sales of television and radio receivers, both stores have reported.

CBS Ups Bendick

Robert L. Bendick has been named assistant director of news, special events and sports for CBS television, it was announced yesterday by Edmund Chester, director. Bendick's appointment, effective immediately, follows that of Chester, former director of shortwave broadcasting to his newly created executive post.

Elected To IRE Post

Toledo, O.—Dr. A. R. Bitter, radio designer, has been elected chairman of the Toledo Section, Institute of Radio Engineers, succeeding William Stringfellow, television engineer. A. A. Garn was elected vice-chairman and John K. Beins, sec-treasurer.

Press-Time Paragraphs

WMAL-TV, WBAL-TV Hike Rates

WBAL-TV this week issued its second rate card, effective Aug. 1, as result of set increase in Baltimore to an estimated 16,000. New schedule excludes live studio programs, rate for which remains as is. Washington Star's WMAL-TV also effects a rate hike, with Class A time set at \$300 per hour. However, station is offering clients 52-week protection against further increases.

WCAU-TV Signs Two For Confab

Philadelphia—WCAU-TV this week bacted two sponsors for its coverage of the Democratic National Convention, also effected renewal of "Show Business," first program to go commercial on the Bulletin station. New clients are N. Snellenburg & Co. and Pierce-Phehps.

WSPD-TV Completes Production Staff

Toledo, O.—E. Y. Flanigan, genl mgr of Fort Industry's WSPD-TV, announced this week completion of outlet's program production staff. Station getting set to take the air next month.

Gadabout!

Philadelphia—George Allen, confidant to President Truman, told Sidney Olson, Life-NBC reporter, that television was "haunting" the city. "Wherever you go," he said in substance, "there's a video camera haunting you, in hotel rooms, at Convention Hall, in secret caucus sessions and even at parties where you want to relax!"

B.B.B. Suggests 'Code' For TV Selling, Adv.

(Continued from Page 1)

The standards were prepared at a two-day meeting in which Better Business Bureaus of six cities currently serviced by TV attended.

Points emphasized in the "standards" include several which have been the basis of alleged complaints from the public in some quarters, and are suggested by the Association to adhere to clarity and frankness. "Definition" of TV sets, the Association suggests, should clearly state whether a "unit or attachment" will reproduce both pictures and sound, or pictures only. It's also suggested that the price advertised should "conspicuously indicate" whether the amount included cost of installation, antenna, etc., or servicing necessary.

Association also recommends discretion regarding "claims" by a manufacturer and/or dealer, regarding programs and performance or picture size of a set. It suggests noting a distinction between program material televised from motion picture film and recommends that "superlative and exaggerated general statements" descriptive of a set be avoided.

FCC Will Consider Para. Decision In Licensing

Washington Bureau, RADIO DAILY
Washington—Possibility of major movie companies being excluded from the television picture was raised yesterday as the FCC said flatly it is taking into consideration the Supreme Court decision of May 3 in the Paramount case in determining what action should be taken on an application by a company half-owned by Paramount to purchase a Des Moines radio station. This would appear to indicate that the anti-trust records of the majors will be held against them as they apply for television outlets, although the FCC yesterday simply asked for a memorandum brief from the applicant discussing the matter.

The letter made public yesterday by the FCC was addressed to the Murphy Broadcasting Company, Tri-States Meredith Broadcasting Company, Tri-States Theater Corp., Meredith Publishing Corp., and A. H. Blank, all of Des Moines. Murphy, licensee of KSO and KSO-FM, Des Moines, has proposed to sell to Tri-States Meredith — which is jointly owned by Tri-States Theater Corp. Meredith Publishing Co-Tri-States is controlled by Paramount.

The matter has not yet been acted upon finally, the Commission said, because of "certain substantial considerations"—namely, the May 3 decision.

Statement by Commission

"As you are probably aware, the Supreme Court of the United States issued on May 3 its decision in the case of United States vs. Paramount Pictures, Inc. That decision, predicated on a suit brought by the U. S. to restrain Paramount and others from violating the Sherman Anti-Trust Act adjudged the defendants, including Paramount, in violation of that Act and formally enjoined them from pursuing the practices in restraint of trade originally complained of. That decision is of interest to this Commission in considering the assignment before it because of the ownership by Paramount Pictures, Inc. of stock in Tri-States Theaters, Inc., which latter organization in turn holds 50 per cent ownership of the instant assignee."

Before finally passing upon this matter, however, the Commission said it would be glad to receive a memorandum brief from interested parties discussing the question of the qualifications of the proposed assignee in the light of the course of "conduct of Paramount Pictures, Inc. as set forth in the above-mentioned Supreme Court Decision."

RADIO DAILY

Spec. Permit Holders Ask Ban Deferment

(Continued from Page 1)

announced it will cancel all STAS August 16, and will issue no more. The petition for reconsideration of this step was filed by Attorneys Philip Baker and Charles Thompson for several daytime stations. They include KTBI, WEAS, WPWA, WHIM, KXRN, WBIS, WLAD, WSFT and WAUX.

They told the Commission that: "The so-called degradation of the nighttime service of fulltime stations to which the Commission refers in its report and order as grounds therefor is unsupported by any evidence or statement in the record.

"It is inconceivable that the impairment of service would be as bad as the Commission seems to believe in view of the fact that not one full-time station appeared to argue its case before the Commission."

Three New ET Programs Set By Kermit-Raymond

(Continued from Page 1)

son, radio, stage and screen comic. The program is titled, "It's a Great Show."

Fred Robbins, famed disc jockey, is also being offered in a new one-hour six days' weekly program titled, "Robbins' Nest." Package consists of 312 one-hour shows, allowing a schedule of six one-hour shows weekly with the stations buying the show receiving a bonus of the sixth hour gratis.

The third show announced by Green is a five-minute comedy show entitled, "Anything for Laughs." Program features Frank Gallop as emcee with a different name guest comedian on every program. A minimum of 312 shows will be produced.

Brenle Leaves Relay Assn.

Ralph T. Brenle, president of the National Association of Relay Manufacturers, has recently announced that effective immediately, he will devote his full time to Potter & Brumfield, manufacturer of industrial relays, 549 W. Washington Blvd., Chicago. He has discontinued his operations as Ralph T. Brenle Sales Co., manufacturers representatives, and has turned this phase of his business over to the (newly formed) Lund-Hansen Co., who will continue to represent Potter & Brumfield and other lines formerly handled by Brenle in the Chicago area.



REPRESENTED NATIONALLY BY EDWARD PERRY & CO.

Indies From Coast To Coast Reporting Philly Convention

(Continued from Page 5)

Leonard Matt, Bill Klein, Jack Melloy, Joseph Nigro. WEAM Arlington, Va.: Charles Parmer, M. M. Parmer. WFBC Greenville, S. C.: Nicholas Mitchell. WFMJ Youngstown, Ohio: Robert Mackall. WGAR Cleveland: Charles Day. WGAY Silver Spring, Md.: Ernie Tanner, Glenn Beall. WGBF Evansville: B. F. Ellington, Dorothy Ellington. WGPA Bethlehem, Pa.: Arthur McCracken, Roland Adams. WHAT Philadelphia: Dolly Banks, William Banks, Albert Greenbaum, Joseph Indzel. WHFB Benton Harbor, Mich.: Willard Banyon. WHLI Hempstead, N. Y.: Clifford Evans, E. L. Godofsky, J. Carr. WHO Des Moines: Otto Weber. WHOM New York City: Carl Sorest. WIN New York: George Combs, Jr. WILK Wilkes-Barre: Roy Morgan, Chas. Whittier. WILM Wilmington: William Frank. WINK Fort Meyers, Fla.: George Case. WINR Binghamton: George O'Connor. WINS New York: Don Goddard, Joseph Durso, Sidney Walton, Carroll Alcott. WINX Washington: Charles T. Wade. WPTH Baltimore: James Connolly. WJMJ Philadelphia: Patrick Stanton, Jo Goris. WJXX Jackson, Miss.: James T. Ownsby. WJR Detroit: George Cushing. WKBR Manchester, N. H.: Scott Killgore, William Rust, Jr. WKNE Keene, N. H.: Joseph Close. WKRC & WCTS-FM Cincinnati: Tom McCarthy, Helen McCarthy. WKTY La Crosse, Wis.: Marvin L. Rosene. WKZO Kalamazoo, Mich., also representing WJEF Grand Rapids, Mich.: Dr. Willis Dumar. WLAM Lewiston, Me.: Parker Hoy. WLXN La Crosse, Wis.: Bill Erin. WLW Cincinnati: G. W. Kingsbury, Howard Chamberlain, Peter Grant, Gene Martin. WMAK Nashville: Frank M. Mayborn. WMID Atlantic City: Mel Siskind. WMAZ Macon, Ga.: Ben Chetfield. WNAO Raleigh: Elmer Oettinger. WNT Cedar Rapids, Iowa: Jim Bornmann. WNAW Norristown, Pa.: Norris E. Rahall. WNEW New York: Richard Paek. WNBC New Haven: Margaret Wilson. WNOG Norwich, Conn.: John Melville. WNRJ Newark: Otis Williams, Harry Nash. WNSD South Network, Columbus, Miss.: Bob McCraney. Edward Hart & Assoc., Washington, D. C.: Edward Hart, Eugene Hart. Iowa Tall Corn Network, Des Moines, Iowa: William Jacobson. KBUR & KBUR-FM Burlington, Iowa: Richard Ploek, James Schramm. KDKA Pittsburgh, Pa.: Donald B. Hirsch. KELA Centralia-Chehalis, Wash.: J. Elroy McCaw. KFV Wichita, Kan.: George Gow.

KFWB Los Angeles, Cal.: Clete Roberts, Harry Maislish. KGEZ Montana Assn. of Broadcasters Kallispell, Mont.: Don Treloar. KGFV Kearney, Neb.: George Kline. KIOA Des Moines: John Bolter, Donn Clayton. KLZ Denver: Bill Folger. KMPC Los Angeles: Joe Micciche. KOMO Seattle: Rudolph Block. KQV Pittsburgh: Bill Burns, Herb Morrison. KQW San Francisco: Grant Holeolmb. KRCC Rochester, Minn.: Ray Thompson. KSD & KSD-FM St. Louis: George Burbach, Frank Eschen, James Lawrence. KSTP St. Paul: Stanley Hubbard. KTBI Tacoma, Wash.: Florence Hoff. KSWI Council Bluffs, Iowa: William A. McGill. KUOA Siloam Springs, Ark.: Storm Whaley. KTHH Houston: Roy Hofheluz, Ed Yuhl. KVOO Tulsa: Ken Miller. KVOX Great Northern Broadcasting System, Moorhead, Minn.: E. J. McKellar. KXOK St. Louis: Bruce Barrington. KXXX Colby, Kan.: John Hughes. WORD Spartanburg, S. C.: Walter Brown. WOOK Silver Spring, Md.: Edward W. Alfriend. WOR New York: Dave Driscoll, Edythe Meserand, Fred Vandeventer, Edgar Higgins, Jr., Robert Wood. WOY New York: Thomas Morgan, George Padovani. WPEN Philadelphia: John Corcoran, John McClay. WPPA Pottsville, Pa.: Jerry Gaines. WREX Duluth, Minn.: Thomas McCabe. WROW Albany, N. Y.: William Tompkins. WSAW Allentown, Pa.: Bryan Musselman, Olivia Musselman. WTHH Hartford, (Also representing Con-

AAAA Unit To Study Operation Problems

(Continued from Page 1)

include R. C. Bachman of W. Earl Bothwell, Inc., Pittsburgh; Elizabeth Black of The Joseph Katz Company; Henry Clohessy of Compton Advertising, Inc.; William C. Dekker of McCann-Erickson, Inc.; Jan Gilbert of Harold Cabot & Company, Inc., Boston.

ticut State Network: WHNC New Haven, WNLG New London, WNAB Bridgeport, WSTC Stamford, WTOR Torrington, and WATR Waterbury; Sereno B. Gammell. WSRB Cleveland Heights, Ohio: George Bickford, Clare Gehring. WSTV Steubenville, Ohio: John Laux, Joseph Troesch. WSUA Bloomington, Ind.: Warren Davis, Lyle Warrick. WTEL Philadelphia: Alan Stewart, Douglas Hibbs. WTIC Hartford: Jerry Hallas, Tom Eaton. WTRY Troy, N. Y.: John Givney. WTTG-Du Mont Television Network Washington, D. C.: Charles Gridley, Lee Chierne, Walter Compton. WTUX Wilmington, Del.: Gordon Macintosh, Robert Wilcox, Fred Heckman. WVCH Chester, Pa.: James Tisdale, Edna Whittington. WVET Rochester, N. Y.: Ellison Jack. WWOL Lackawanna, N. Y.: Albert Haley. WWBZ Vineland, N. J.: Layman Cameron, Dorothy Carlson. WXPX U. of Pennsylvania, Philadelphia: Judah Siegal, Leonard Guss. WWJ Detroit: James G. Crowley. WSFC Somerset, KY.: Billy Vaughn. WCPA Clearfield, Pa. (Also representing WMAJ State College and WHUN Huntington, Pa.): W. J. Thomas.

MUSIC . . SPORTS . . NEWS FULL TIME WINZ Florida's Big Independent Primary Signal Covers GREATER MIAMI and Florida's Rich East Coast from the Palm Beaches to Coral Gables. STUDIOS: MIAMI, HOLLYWOOD, WINZ BLDG., MIAMI BEACH MAIN STUDIO: HOLLYWOOD BEACH HOTEL 940 Kc. — FULL TIME JONAS WEILAND, President Represented by: John H. Perry Associates

By every measurement WTIC dominates the prosperous Southern New England Market

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



DEMS ADOPT RADIO-TV FREEDOM PLANK

Fox Amends TV Bid; Asks Oakland Studio

Washington Bureau, **RADIO DAILY**
 Washington — Twentieth Century-Fox yesterday formally asked FCC permission to amend its San Francisco TV application in order to include plans for an auxiliary studio in Oakland. Details of the proposed \$45,000 studio were discussed during the hearings last month, but with the understanding that final approval was yet to be determined on the question of whether Fox should be permitted to alter its application at this late date.

It was intimated by counsel for
 (Continued on Page 7)

New Biz and Renewals Reported By WMAQ, Chi.

Chicago — Sale of a transcribed daytime serial and renewal of four half-hour periods paced the past week's business for WMAQ. The transcribed "Aunt Mary" program, an NBC recorded package, was purchased by the John Puhl Products Co. (bleaching agents), through Roche, Williams & Cleary, Inc., for sponsorship on Mondays, Wednesdays and Fridays, 11-11:15 a.m.,

(Continued on Page 2)

Kennedy News Series To Be Sponsored On MBS

John B. Kennedy begins a new commentary series over Mutual, Aug. 1, with Doubleday & Co. pacted to pick up the tab beginning Sept. 12, it was announced yesterday by Z. C. Barnes, web veepee in charge of sales. Program will be heard Sundays, 1:15-1:30 p.m. Huber Hoge is the agency for the publishing house.

Forensic Toppers

Washington — AAAA President Frederick Gamble and NAB Prexy Justin Miller will be featured speakers at the NAB 4th district meet, July 26 and 27, at the Greenbrier, White Sulphur Springs, W. Va. Fourth District Director Campbell Arnoux, WTAR, Norfolk, sent members an agenda yesterday which, according to NAB, sets the pattern for district meetings in the next three months. A banquet will be held in the evening.

Radio Delegation Will Cover Olympics

Top sportscasters and newsmen of the four major networks will cover the Summer Olympic Games in London with daily shortwave descriptions and roundups during the 17-day international athletic competition.

First broadcaster to depart was John Derr, assistant sports director of CBS, who sailed yesterday aboard the America together with the first contingent of team members. Sports-

(Continued on Page 3)

KSDJ, San Diego Station, Purchased For \$272,000

Los Angeles — Negotiations have just been completed by the Blackburn-Hamilton Company, radio station brokers, for the sale of KSDJ, CBS outlet for San Diego, for \$272,000 from Clinton D. McKinnon to David Salik, San Antonio manufacturer.

(Continued on Page 3)

Convention Recognized Radio And Tele Along With Press In '48 Platform; Adoption Practically Unanimous

AM-TV Top 'Legmen' At Dem. Convention

Philadelphia—Radio and TV's first combined effort to cover events of major stature—both the Democratic and Republican meets in Philadelphia—have further illustrated the broadcasting industry's unmatched ability to break top news speedily to the public—with video this month adding the *coup de grace* to whatever opposition to radio and the sight-and-sound media remained from the news and picture services.

Such is the opinion of many top
 (Continued on Page 7)

NAB District 9 To Elect Directors At Chi. Meet

Washington Bureau, **RADIO DAILY**
 Washington—With election of most NAB district directors accomplished through the mail, Charles Caley, director for the 9th District, has decided to hold the election for that

(Continued on Page 3)

Some Of Godfrey's Time On WTOP To Gallaher

Taking over some of Arthur Godfrey's time, Eddie Gallaher, WTOP, Washington, becomes a morning man August 2 in a 40-minute section of

(Continued on Page 2)

Philadelphia — Moving into high gear for the first time, the Democratic National Convention concluded its major business last night after a stormy all-day session. Stealing a march on the Republicans, the Dems included in their platform a plank calling for universal freedom of radio, tele-

(Continued on page 6)

Philip Morris Sales Show Marked Gains

Substantial increases in the sales of Philip Morris cigarettes for the first five months of 1948 were reported yesterday by O. Parker McComas, executive vice-president of Philip Morris & Co., Ltd., Inc., at the annual stockholders meeting held at Richmond, Va. Philip Morris cigarettes are heavy users of network and

(Continued on Page 3)

Study Paramount Reaction To FCC Anti-Trust View

Reaction of Paramount to the FCC invitation that a brief on the relationship of its anti-trust conviction of May to its applications in radio and TV was very much in doubt yesterday. It was not known late yesterday whether the purchase agreement between Tri-States Mere-

(Continued on Page 2)

Co-Op Organization Formed By 18 Independent Stations

Formation of an Association of Independent Metropolitan Broadcasters representing 18 independent major market stations was announced yesterday in St. Louis by Frank E. Pellegrin of KSTL, who sponsored the organizational meeting the past weekend.

No officers, dues or other formal organization is planned, Pellegrin said, when he announced the group would function under an executive

committee composed of S. A. Cislser of WKYW, Louisville, chairman, Patt McDonald of WHHM, Memphis and Pellegrin of KSTL.

The purpose of the independent organization will be to interchange helpful information and ideas on a confidential basis, bi-weekly. Special problems affecting independent stations will be considered as they occur. The AIMS organization will

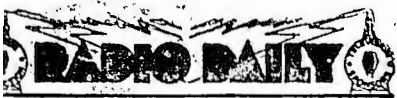
(Continued on page 6)

Convention Casualty

MBS commentator Leslie Nichols was one of the first casualties of the Democratic convention. Riding a hotel elevator with a Texas donkey, loaned to the Democratic National Committee for the conclave, Les was kicked on the right foot by the frightened animal. He has a badly bruised right ankle. However, Nichols is in there pitching with the rest of the MBS.

New CBS Series

"My Favorite Husband," now half-hour situation comedy series starring film actress Lucille Ball, makes its debut over the CBS network, Friday, July 23, 9:00-9:30 p.m., EDT. The program, which was aired as a one-shot a week ago, evoked such favorable comment that it was decided to expand it to a regular series. Program will come from Hollywood.



Vol. 44, No. 10, Thur., July 15, 1948 Price 10 Cts.

JOHN W. ALICATE : : : Publisher
RANK 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. Fersereau, Treasurer and General Manager; Marvin Kirsch, Vice-President; James Owens, President; Charles A. Alicate, Secretary, Associate Editor; Chester B. Bahn, Vice-Pres. (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
 Ralph Wilk, Manager
 6425 Hollywood Blvd. Phone: Granite 6607
WASHINGTON BUREAU
 Andrew H. Older, Chief 6417 Dahlonega Rd.
 Phone: Wisconsin 3271
CHICAGO BUREAU
 Nat Green
 1417 Ashland 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
 (July 14)

NEW YORK STOCK EXCHANGE				Net
	High	Low	Close	Chg.
Admiral Corp.	15	14 3/8	15	+ 1/8
Am. Tel. & Tel.	154 7/8	154 5/8	154 3/4	+ 1/8
CBS A	27 3/8	27 1/8	27 3/8	0
CBS B	27 1/8	27	27	0
Farnsworth T. & R.	11 3/8	10 3/8	11 1/4	+ 1/8
Gen. Electric	40 3/8	40 1/8	40 3/8	+ 1/8
Philco	44 3/8	44 1/4	44 1/4	0
RCA Common	14 1/8	13 3/4	14	+ 1/8
RCA 1st pfd.	73 3/4	73 3/4	73 3/4	+ 1/2
Stewart-Warner	15 1/4	15 1/8	15 1/8	- 1/8
Westinghouse	30 1/2	29 1/2	29 3/4	- 1/8
Westinghouse pfd.	92	92	92	0
Zenith Radio	33 1/4	33	33 1/8	- 1/8
NEW YORK CURB EXCHANGE				
Hazeltine Corp.	15 3/8	15 3/8	15 3/8	- 1/2
Nat. Union Radio	3 1/4	3 1/4	3 1/4	0
OVER THE COUNTER				
	Bid	Asked		
DuMont Lab.	14	14 3/4		
Stromberg-Carlson	17	18 1/2		
U. S. Television	2 1/2	2 3/4		
WCAO (Baltimore)	27			
WJR (Detroit)	9 1/4	9 3/4		

Coca-Cola Show Returning
 "The Pause That Refreshes On The Air" sponsored by Coca-Cola Company, returns to CBS after a summer recess on Sunday, August 1, 6:30-7:00 p.m., EDST. The musical roster includes Percy Faith's orchestra with Jane Froman handling the vocal chores. Roger Pryor is the emcee.

INS has served

FOR 12 YEARS

Study Paramount Reaction To FCC Anti-Trust View

(Continued from Page 1)

dith Broadcasting Co. and the Murphy Broadcasting Co. for the purchase of KSO, Des Moines, would be extended beyond its July 15 deadline. Either party could terminate the agreement if Commission approval were not received by today.

See Question "Purely Academic"

If the agreement is not extended, then the question of Paramount's anti-trust convictions is academic so far as this application is concerned. Paramount is 50 per cent owner of Tri-States Theater Corp., which in turn is 50 per cent owner of Tri-States Meredith.

Even if the Des Moines deal falls through, however, it is certain that the majors will be brought to account on their anti-trust records before they can move into the TV field.

Texas Outlet Adds FM

San Antonio—KONO-FM, San Antonio's fourth FM outlet, went on the air last week at 92.9 mc. Daily seven-hour program sked is divided between KONO shows and its own originations. Slogan of the outlet is "Your Music and News Station." Both stations are owned and operated by Mission Broadcasting Co., Eugene J. Roth, president.

10 YEARS AGO TODAY

(From the files of Radio Daily)

R. M. Wilmotte, consulting engineer, appeared before the FCC on behalf of the NAB as hearings on proposed rules for operators were recessed until Sept. 14. Wilmotte sought explanation and intention of the Commission in applying rules as explained by Chairman Jett and urged action be taken prior to the new hearing date. . . . S. M. Saltzman, president of American Television Corp., predicted that the N. Y. TV audience would reach an estimated 25,000 within a year's time. . . . Standard tele rules were expected to come about as a result of an RMA meeting at the Hotel New Yorker. The rules were promulgated in cooperation with FCC engineers who were present at the meeting.

Completely new idea in Programming... the new Charles Stark Transcribed feature

Some Of Godfrey's Time On WTOP To Gallaher

(Continued from Page 1)

"The Sundial," Maurice B. Mitchell, general manager, announced yesterday. Godfrey retains two periods of "The Sundial," which was his springboard to national fame. The new morning schedule gives him necessary morning rehearsal time for his CBS network show when it expands to a full hour August 30 (10:30 to 11:30 a.m. Monday through Friday.)

With Gallaher in the morning period, Godfrey will be free for network duties after 8:15 a.m.

Gallaher will substitute for Godfrey in all "Sundial" periods during Godfrey's vacation in the month of August, and Gallaher will continue indefinitely his nightly "Moondial" (11:15 p.m. to 1:00 a.m.), the program that brought him his local fame, by transcription.

New Biz and Renewals Reported By WMAQ, Chi.

(Continued from Page 1)

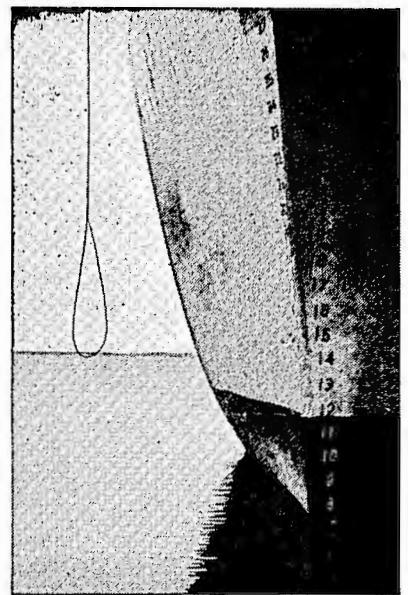
CDST, starting August 2 for 52 weeks. Program will be heard sustaining on Tuesdays and Thursdays. "The Food Magician," now heard at 11 a.m., will move to 12:15 p.m. on August 2.

Longines-Wittnauer Watch Co., through Victor A. Bennett Co., renewed the transcribed "Symphonette" program, heard 10:30-11 p.m., Sundays, Tuesdays, Thursdays and Saturdays, for 52 weeks, effective August 1.

Buys Ziv Programs

Frederic W. Ziv Co., producers of transcribed radio shows, announce that radio station KFGO, Fargo, N. D., has purchased a group of Ziv programs before starting on the air. KFGO, which plans to start broadcasting early in the fall, recently contracted for the Guy Lombardo Show, Boston Blackie, Favorite Story, The Barry Show and Philo Vance.

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



TOWLINE

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

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

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

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

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

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

AM FM

W.I.T.H.
 Baltimore 3, Maryland
 TOM TINSLEY, President
 Represented by Headley-Reed

Radio Delegation Will Cover Olympics

(Continued from Page 1)
 writer Bob Considine, who has been engaged as special correspondent by ABC, and Bill Henry, of MBS, leave tomorrow on the Queen Elizabeth with the second group of U. S. athletes.

While at sea, Considine will do a special show from the Cunard liner interviewing officials and members of the U. S. delegation, Sunday, 6:45 p.m. From London, where Considine will be assisted by Frederick B. Opper, manager of the web's bureau there, a schedule of more than ten broadcasts has been set, covering the major track events and the basketball finals, as well as roundups and color.

For CBS, Red Barber and Judson Bailey will fly to England July 28 to join Derr and Stephen Laird, web London correspondent. Their reports will be aired on CBS news shows and Barber's regular stanzas. Latter will be heard also on a special 5:15 show across-the-board. Upwards of 70 spots on the Olympics are planned.

Henry Has Book Published

Henry, who is the author of a newly-published book "An Approved History of the Olympic Games," will be heard from London on his nightly 9:55 p.m. mutual show and will do spots for the web's newsreel program. Working with Arthur Mann, MBS London reporter, Henry also will do daily summaries on the proceedings in Wembley Stadium.

Sports director Bill Stern will cover for NBC together with correspondent Merrill Mueller. Stern will do three half-hour roundups on successive Saturdays, 8:30 p.m., beginning July 31, as well as inserts for NBC news shows, his nightly WNBC stanza and the Colgate Sports Newsreel. As a special feature, Stern will record interviews with American athletes for airing on their hometown NBC affiliates.

Grocery Chain On KITE

The Handy Andy Grocery Stores have signed for a half hour program Monday through Friday on KITE, San Antonio. The programs are heard each weekday at 1 p.m. and feature tunes of the west in "Roundup Time."

Such Is Fame

Emerging from CBS, Wednesday, Bill Cullon and Tony Marvin, of "Winner Take All," hailed a taxi. As the cab pulled up, Marvin said, "Okay, Bill Cullon in first." Wido-oyod, the driver asked, "Are you Bill Cullon?" Then, as Cullon's chest expanded, the cabbie added, "You're on the same network with Arthur Godfrey. Tell me, what does Godfrey look like?"

NAB District 9 To Elect Directors At Chi. Meet

(Continued from Page 1)
 district during the meeting scheduled for August 12 in Chicago. Nominations have been received by mail, under NAB by-laws, for this election. Ernst & Ernst, certified public accountants designated by the NAB board to conduct mail balloting, have certified 17 nominees: Ralph L. Atlas, WIND, Chicago; Charles C. Caley, WMBD, Peoria; Walter J. Damm, WTMJ, Milwaukee; Oscar C. Hirsch, WKRO, Cairo; W. E. Hutchinson, WAAF, Chicago; Bernard Jacobs, WOAK, Oak Park; Leslie C. Johnson, WHBF, Rock Island; Robert B. Jones, Jr., WIRL, Peoria; F. Ward Just, WKRS, Waukegan; William J. Kutsch, WMMJ, Peoria; Ben A. Laird, WDUZ, Green Bay; Harry R. Lepoidevan, WRJN, Racine; Roy W. McLaughlin, WENR, Chicago; Fred C. Mueller, WBEK, Peoria; K. F. Schmitt, WIBA, Madison; Glenn Snyder, WLS, Chicago; Edward A. Wheeler, WEAW, Evanston.

Notice of these nominations has been sent to all 9th District members. Other nominations may be made at the meeting, from the floor.

Ex-Footballer Joins KRNT

Des Moines, Ia.—Arthur (Art) Vogel, former member of the Drake Univ. football team from 1943 through 1946, has joined KRNT as a staff announcer and color man of the play-by-play sports broadcasting team with Al Coupee, station manager Bob Dillon announced. Last year Vogel was head coach and a faculty member at Brighton, Ia., high school. He is a graduate of Drake, where he studied radio under Ed Barrett and did considerable public address system announcing at basketball games.

KSDJ, San Diego Station, Purchased For \$272,000

(Continued from Page 1)
 turer. The transfer of control papers are being prepared for filing with the Federal Communications Commission.

KSDJ, operating with 5,000 watts on 1,170 kc, went on the air in 1946, and was owned by McKinnon, also former owner of the San Diego Journal, and last year he sold the Journal to John A. Kennedy, West Virginia broadcaster. Studios and offices of the station are located in the Journal building and under the terms of the contract the facilities will remain there.

David Salik, a newcomer in broadcasting circles, is buying this property for his son Charles, who until recently was a captain in the Armed Forces Network. When the control has been authorized Charles Salik will be actively in charge of the operation.

"Life" Drive In Twin Cities

The Brown & Williamson Tobacco Corporation, through Ted Bates, Inc., is using newspapers, card cards and spot announcements to introduce its new Life cigarettes to the twin cities, Minneapolis and St. Paul, the first areas outside New York to receive the new product. A teaser campaign appeared in the Minneapolis and St. Paul papers the week of June 21. This was followed by larger insertions on June 30, the day the new brand was introduced.

Philip Morris Sales Show Marked Gains

(Continued from Page 1)
 spot radio time and recently bought visual spots in television.

The company's sales for April and May 1948 showed a 12 per cent gain over the same period last year, while in the preceding three months of January, February and March, 1948, the sales gain was approximately 10 per cent over the same period of the previous years. These figures, McComas said, represents "a healthy trend."

It was pointed out that the gains were confined to the domestic business as exports are about the same level as last year.

Caskey Appt'd To Head WPEN Prog. Operations

Philadelphia—Appointment of William B. Caskey to head WPEN program department operations was announced this week by general manager Edward C. Obrist. Caskey, assistant to the manager and director of advertising, assumes the duties of John L. McClay who resigned to accept a local television post.

Advertising and promotion will continue to be supervised by Caskey assisted by T. Harrison Mooney who has been made advertising operations assistant.

1,177,951 CARLOADS

In a region closely approximating the coverage-area of KDKA, 1,177,951 freight cars were loaded with 32 important commodities during 1947.

This total was higher than that of any other freight district in the country!

As we've mentioned before, KDKA covers a tremendous chunk of geography. People in KDKA-land produce a whale of a lot of the nation's goods . . . and consume every bit of their share, too!

50,000 WATTS
 PITTSBURGH
 NBC AFFILIATE

KDKA



WESTINGHOUSE RADIO STATIONS Inc

KEX KYW WBZ WBZA WOWO KDKA WBZ-TV
 National Representatives, NBC Spot Sales—Except for KEX. For KEX, Free & Peters

THE FETTER FAMILY HOTELS - Kentucky Ave. near Beach

Many Unusual
Vacation Features
and Conveniences

MONTICELLO

AMERICAN AND
EUROPEAN PLANS

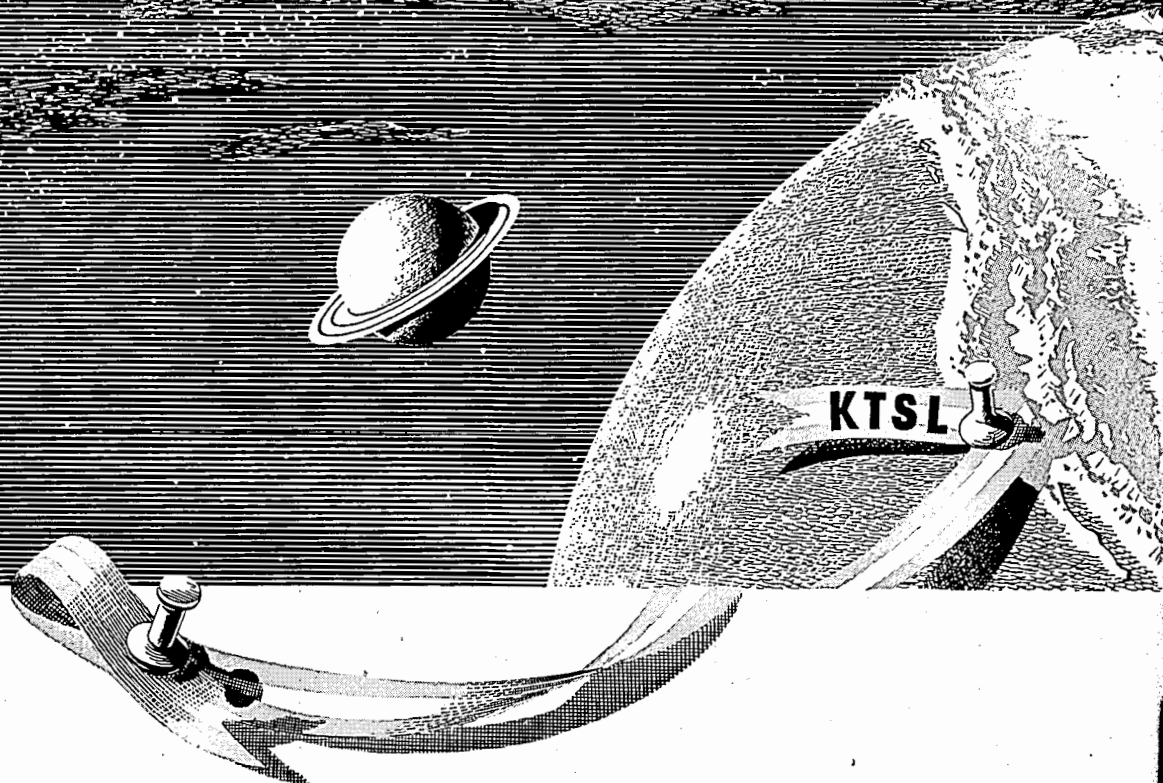
New Tile Baths
with Showers
Coach-and-Four
Cocktail Lounge

OCEAN BATHING
Direct from Hotels
Sun Deck. Solarium.

BOSCOBEL

All Newly Renova-
ted for a delightful
Spring or Summer
Family Vacation.

Charles, Kenneth & John H. Fetter, Mgrs. ALSO THE **Jefferson** ATLANTIC CITY Welcome All Conventioneers

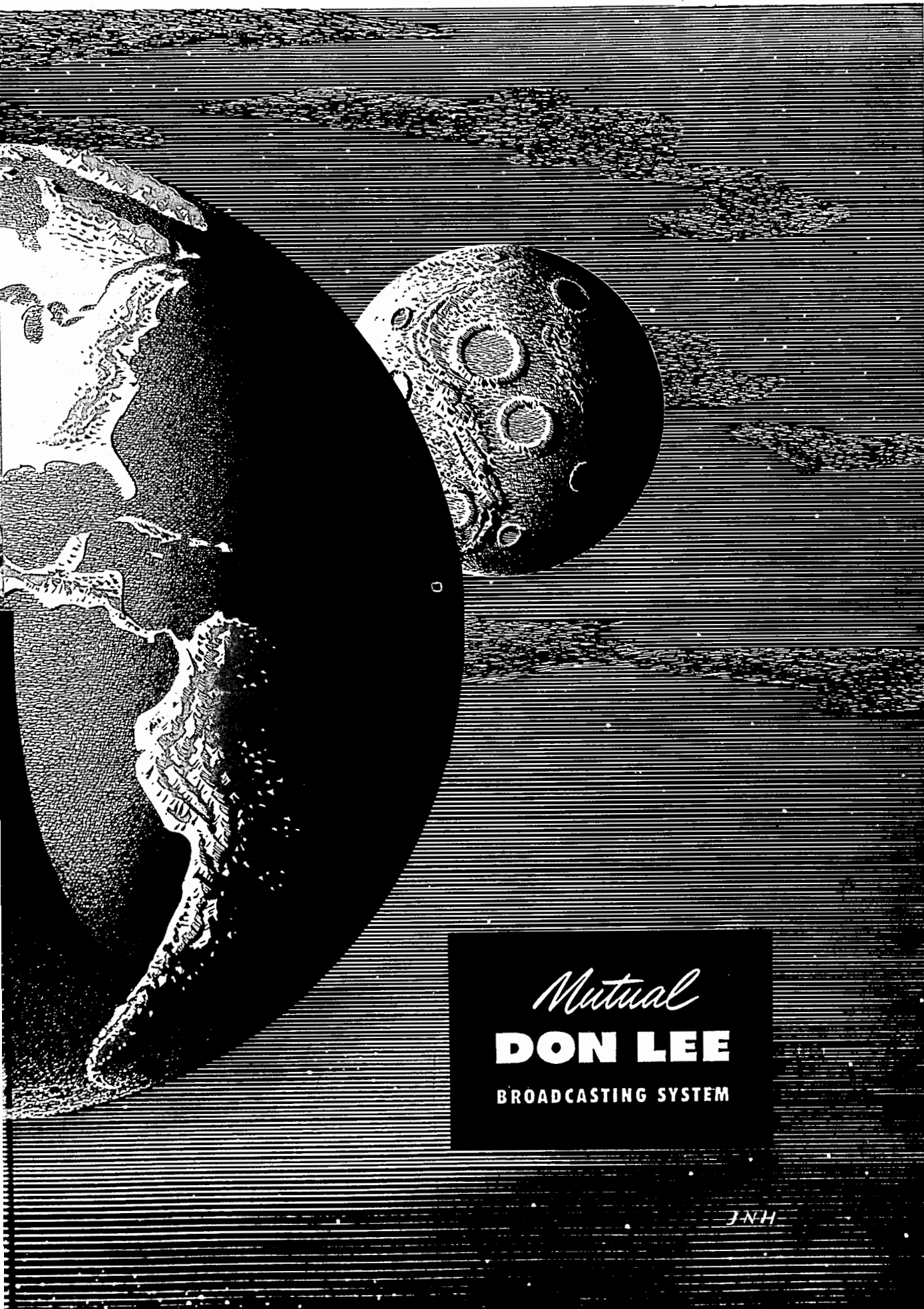


*The Don Lee Broadcasting System's
Los Angeles Television Station*

KTSL (W6XA0)

offers the newest and finest facilities in the world for the televising of your commercial programs and announcements...in the important and rapidly developing Los Angeles market. Detailed information and rates on request. Write or call Sydney Gaynor, General Sales Manager, Don Lee Radio Center, 1313 North Vine Street, Hollywood 28, California.

THOMAS S. LEE, *Pres.* • LEWIS ALLEN WEISS, *Vice-Pres. & Gen. Mgr.* • SYDNEY GAYNOR, *Gen. Sales Mgr.*
Represented Nationally by John Blair & Company



Mutual
DON LEE
BROADCASTING SYSTEM

JNH

Dem. Convention Asks Free Radio-Tele

(Continued from Page 1)
vision and the press. The plank, which was one of the few not marked by partisan bickering, reads as follows:

"We urge the vigorous promotion of worldwide freedom in the gathering and dissemination of news by press, radio and television, with complete confidence that an informed people will determine wisely the course of domestic and foreign policy."

Effort to terminate the conclave one day ahead of schedule was like manna from heaven to the weary, sweat-drenched broadcasters who have been on the scene since last week-end airing pre-convention shows as well as the actual proceedings. As last night's session came to a close, one web newsman sat back, mopped his brow and sighed, "Two down and one to go," referring to the Third Party convention which gets under way here July 23.

Webs Gave 80 Hours

The four major networks devoted over 80 hours to the convention. Cancellation of commercial commitments were estimated to be in the neighborhood of \$400,000, bringing the total cost of the convention up near the million dollar mark.

Cost to radio of the GOP conclave was considerably higher, mainly because it ran its full course. Break-down for the Repubs is as follows: NBC—\$320,000 cancelled time, AM and TV, plus \$250,000 operating costs; CBS—\$181,500 cancelled radio and tele commercials, over \$100,000 operating costs; ABC—\$325,750 in cancellations, and \$60,000 coverage costs; MBS, \$20,000 time, \$35,000 operating expenses.

Thornburgh, Kaiser Host So. Cal. Dealers

Los Angeles—One thousand Kaiser-Frazer dealers, sales people and their families from the Southern California area gathered in Studio "A" at Columbia Square here this week to hear plans of the advertising schedule planned for the Southern California territory by the Kaiser-Frazer Corporation. Included in this advertising campaign are four half-hour and five quarter-hour programs each week on radio station KNX.

Industry Leaders Present

On hand to welcome the dealers and to discuss with them this large-scale enterprise in their behalf was D. W. Thornburgh, vice-president in charge of Western Division, CBS, Henry J. Kaiser, Jr., vice-president and general manager, Southern California Division of the Kaiser-Frazer Corporation, Edgar F. Kaiser, general manager of the Kaiser-Frazer Corporation, who flew in from the Willow Run plant for the meeting, William H. Weintraub, president of the William H. Weintraub Advertising Agency, New York, and A. M. Doane, executive assistant to Henry J. Kaiser, Jr.



Windy City Wordage. . . !

• • • Freddy Martin, stopping in Chi on a personal appearance tour, was guest of honor Friday at a party at the Sheraton Hotel at which he greeted agency execs and the press. . . . The big ones don't all get away. Art Mercier, WBBM announcer, landed a 20-pound northern pike while vacationing at Round Lake, Wis. . . . The RCA-Victor show will broadcast from WMAQ on

Chicago

August 15 when star Robert Merrill is in Chicago for a concert appearance. . . . Sidney Strotz, NBC administrative v-p in charge of television, is making Chicago his headquarters this week while visiting NBC affiliated tele stations in the midwest. He returns to Hollywood next week. . . . E. D. Scandrett, formerly of KXIC, Iowa City, Iowa, has been appointed chief engineer of WGIL, Galesburg, Ill.



• • • Dolph Hewitt, WLS vocalist and member of the Sage Riders, has two recently released recordings on the Dixie label, three numbers of which were written by WLS talent. Backing his vocal of "Peg o' My Heart" is "Love You As You Are" by Doc Hopkins, folk song authority, and Dolph's recording of "I'm Mad About You" written by Don White of the Sage Riders, is backed by Red Blanchard's lyric "Sally's Gone to Santa Fe." The Maple City Four, also of WLS, have released two new records for their "Gaslight Ballads" album of Mercury recordings.



• • • Hal Tate Radio Productions, syndicators of the "Who's Talking?" transcribed program for local stations, have signed WDUK, Durham, N. C.; WCON, Atlanta, Ga., and WHAN, Charleston, S. C., and received a 13-week renewal from KALL, Salt Lake City. Show is sponsored on three of the stations. . . . Dean Linger, ABC promotion manager, and Carl Sutphin, assistant, are in Philadelphia, O., arranging for the appearance there in August of the "Breakfast Club." . . . Henry Livesey, NBC guest relations manager, in a Chicago hospital recovering from an appendectomy. . . . William E. Macke, who has had 23 years of radio experience, has been appointed advertising manager of Zenith Radio Corp.



• • • The King's Jesters, Chicagoland favorites as featured singers on the "Gold Coast" shows, will begin a new morning series of popular songs on WBBM, Monday through Friday, starting August 9. . . . The ABC promotion department has a corps of glamorous Patricia Stevens models in Chicago's Loop distributing 40,000 buttons reading "Don McNeill for President."



• • • The presentation made by John W. Shaw Advertising, Inc., of Chicago, which won appointment to handle the \$250,000 campaign for recruitment during the next year in the Fifth Army Area is being made this week to army personnel at six recruiting district headquarters. Representing the agency on the trip in a regulation C-47 airplane are L. W. Scott, account executive; Edmund B. Abbott, radio executive; Frank J. Walsh, copy director, and Carl E. Riblet, Jr., director of the public relations division. The Fifth Army is represented by Capt. George R. Moser, director of publicity for the Military Personnel Procurement Division. Trip includes Detroit, Milwaukee, Minneapolis, Omaha, Denver and Kansas City.



• • • • • Tommy Bartlett, emcee of "Welcome Travelers," has had a newly arrived young miss named for him. Last week Mrs. Joseph Bartlett of Flint, Mich., gave birth to a daughter while listening to "Welcome Travelers" and she named the lass Tommy Sue. . . . Jack Owens, who recently incorporated as Jack Owens, Inc., and opened offices at 360 N. Michigan Ave., now has a D rating with ASCAP because of his tunes "Cynthia" and "How Soon?"

Metropolitan Indies Formed In St. Louis

(Continued from Page 1)

also consider engaging in group selling as a "metropolitan market group," group purchasing of transcribed programs and other matters of mutual benefits.

Asked by RADIO DAILY to clarify the function of AIMS as it relates to the National Association of Broadcasters, Pellegrin said:

"The AIMS organization is definitely not in competition with NAB. Has no connection or relationship to NAB whatever. All AIMS members belong to NAB and intend to remain perfectly happy with NAB as industry's strong, unified, sole trade association. Purposes of AIMS are simply exchange of practical ideas among independent stations in large metropolitan markets with similar problems and opportunities, including exchange of good program ideas, business tips, promotion ideas, etc. AIMS does not intend in any sense to become pressure group or lobbying organization. Plans no officers or dues. Content to leave all industry problems in capable hands of NAB and concentrate on practical operating problems of metropolitan independents."

Membership Announced

Charter members of the association are as follows:

WKYW, Louisville, Ky., Stephen A. Cisler; WHHM, Memphis, Tenn., Patt McDonald; KSTL, St. Louis, Mo., Frank E. Pellegrin; WKDA, Nashville, Tenn., T. B. Baker, Jr.; WMIE, Miami, Fla., Robert Venn; WIKY, Evansville, Ind., John Engelbrecht; WXLW, Indianapolis, Ind., George Losey; WXGI, Richmond, Va., Douglas Robertson; KFAC, Los Angeles, Calif., Calvin Smith; WLOW, Norfolk, Va., Robert Wasdon; WJMO, Cleveland, O., David Baylor; KCKN, Kansas City, Mo., Ellis Attebury; WGBE, Atlanta, Ga., Maurice Coleman; KATL, Houston, Tex., King Robinson; WFTW, Fort Wayne, Ind., Edward G. Thoms; KITE, San Antonio, Tex., Charles Balthrope; WCCC, Hartford, Conn., Harry LeBrun and WMIN, St. Paul, Minn., Edward Hoffman.

O'Brien on Board

Hollywood—Eugene O'Brien has been elected a member of the board of directors of Hollywood Star Records, it was announced by Howard Helmick, executive vice-president. O'Brien also continues as director of artists' activities.

Wakely Cast Named

Hollywood—Supporting Jimmy Wakely in his new transcribed 15-minute "Jimmy Wakely Show" are Arthur Smith, who was featured on "Grand Old Opry" for 14 years; The Sunshine Girls, Capitol recording stars; Jack Rivers, guitarist; Johnny Bond, Columbia recording artist; Dick Reinhardt, Columbia recording star and the Saddle Pals, instrumental group.

Television

Thoroughly experienced motion picture, public relations, publicity director, former newspaperman with knowledge of television industry, seeks connection with producer, station or advertising agency.
Write Box 151

RADIO DAILY

1501 Broadway New York 18, N. Y.

TELEVISION DAILY

Daily section of RADIO DAILY, Thursday, July 15, 1948 — TELEVISION DAILY is fully protected by register and copyright.

AM-TV TOP PHILA. "NEWSHOUNDS"

TELE TOPICS

By JIM OWENS
Associate Editor

PHILLY FIGHT PROMOTER Herman Taylor, who staged the Ike Williams - Beau Jack brawl Monday date in Shibe Park, has been thumbs down on TV. Fite, which was aired by ABC, cost Taylor 10 G's, and was plenty burned as a result. He blasted the sponsors yesterday for "not cooperating," sez he'll ban the medium from future matches. In his ill-considered fury, a cauliflower dealer forgot to mention that 18,000 suckers paid a sucker price for tickets, while some 15,000 other fans—who probably would've gone to Shibe Park if it didn't cost 'em a half-week's salary—preferred to "rough it" via TV.

BETTER BIZ BUREAU having most trouble with Chicago dealers re outlandish pricing of TV sets. Retailers have promised to go easy on the sauce from now on, though. . . . Turnabout: WPIX gabber John Loman went down to Philly yesterday to be the Dem confab. He was a Dem Ala delegate to the convention in '36. Amon Carter's WBAP - TV, Dallas, which pactured with ABC last week, now is on the NBC affiliate list. Station began programming on Sept. 29. . . . Ilka Cise began work this week on "Cooks' Tir," a World Video film package dealing, much, with famous European restaurants. W, incidentally, has a tie-up with a film group owned by Burgess Meredith.

VIDEO WEBS registered a heavier effort on the Demo meet than the GOP thus far both in time and number of programs. Ph NBC & CBS up to yesterday mid-day were over the 30-hour mark—better than the GOP figure. NBC had also aired 33 hrs shows (in co-op with Life mag.) whereas only 30 had been booked for the previous meet. CBS thus far has rebated 17 G's in commercial, laid out about 17 G's in convention expenses. . . . Jim Farley, who's been strictly a behind-the-scenes operator at Phila this time, sez "some" politicians don't pass the TV beauty tests, and sez it could hurt their chances with John C. Public and his missus.

SEN. ALBEN BARKLEY told Ed Murrow on a CBS interview he hoped video would stand—recalling his early days in politics when there was no radio—and said he'd like to see the Senate sessions exposed to TV. Barkley, tagged the "grand old man" of the City, is startlingly spry for his age (71). After his keynote talk Monday nite he climbed up three flights of stairs for a stint on Life-NBC, donned make-up, did his piece, then scurried back downstairs to the rostrum and the gavel—all in 12 minutes. One way of keeping the old gams in shape—he can have it. We'll take the elevator.

TV Pool Will Cover 3rd Party Convention

Full coverage of the proposed three-day convention of the Henry Wallace Third Party in Philadelphia beginning Friday, July 23 is planned by all video networks and independent broadcasters along the eastern seaboard. Plans for coverage of the event were completed yesterday by representatives of the General Television Committee for Pooled Coverage of Major Political Conventions at a meeting held in Philadelphia, at which J. R. Poppele, president of TBA and Coordinator of the Committee, presided.

Arrangements call for a battery of cameras to scan the proceedings both inside and outside Convention Hall in Philadelphia during the Third Party conclave. In addition, cameras will be set up at Shibe Park in Philadelphia for a special Third Party rally Saturday night, July 24.

Syracuse Gets 4 CP's

Washington—Construction permits for three television applicants in Syracuse, N. Y., were announced this week by the FCC, with licensees of AM stations getting two of the three grants. WAGE and WSYR were both successful in their bids, being assigned Channel 10 and 5, respectively. Estimated construction costs, respectively, are \$219,852 and \$218,520.

Third successful applicant was the Meredith Publishing Co., of Des Moines, Ia. Construction on Channel 8 is estimated to go to \$248,487. The same company has applied also for Albany and Rochester, N. Y.

Fox Amends TV Application; Would Add Oakland Studio

(Continued from Page 1)

Other San Francisco applicants that the Oakland studio plan was evolved when Fox saw that KROW and Television California had plans for auxiliary studios elsewhere in the Bay area. Yesterday's petition from Fox pointed out that the original application "did leave unanswered that portion of Paragraph 13 in Section V-C pertaining to other studios proposed."

While preparing its application originally, the petition said, Fox "considered the possibility of locating an auxiliary studio in the so-called East Bay area." Although no

TV's Bib & Tucker

Philadelphia—Video guys turned lounge lizards here Tuesday night when NBC and Life staffers covered the formal party given by Mrs. Pearl Mesta, prominent Washington society matron. Affair, which was staged for top Demos, was aired on the NBC web at 11 p.m., following convention proceedings.

Chev. Buys Yank Grid On WABD Through '50

Local Chevrolet Dealers Association, Inc., will sponsor the N. Y. Yankees professional football games on WABD this fall and for the following two seasons. Under the pact, which runs through the '49 schedule, 184 greater N. Y. dealers will underwrite telecasts of the games from Yankee Stadium, as well as "away" games of the squad which can be aired to WABD via cable. Seven home games of the '48 season are included in the arrangement.

Production will be handled by Winslow Case, vice-prexy of Campbell-Ewald, agency on the account.

Myers To Assist Smith

J. Robert Myers has been appointed administrative assistant to Carleton D. Smith, director of NBC's television operations. Myers, formerly budget officer of NBC, will assume his new duties Sept. 1.

Myers joined the research division of NBC in 1936, resigning in 1939 to become assistant director of research for the NAB.

Combined Efforts Re News Cover A Top Job

(Continued from Page 1)

political and industry execs here, in addition to several sideline convention observers who've scanned proceedings via TV. Typical reaction of the "new look" in convention news cover engendered by the webs' addition of sight to their by now veteran top flight AM "beats" may be overheard in many gatherings in hotel lobbies. The "Oh, yes I saw that press conference on television . . ." school has become numberless this week.

Tele Scored Many Scoops

Further to outline the oft' uttered contention that TV has been the top legman during both conventions is the fact that at least a half-dozen major convention news breaks first hit the public eye and ear on a video show—press conference, interview, etc.—staged by the various webs. This was so during the GOP meet, and was exceeded in number during this week's meet, to the point that it's been privately contended that a few of the Demos have purposely held off on an announcement till they face the TV ikes. First reasonably accurate picture of what the official Democratic platform would be was offered, for instance, on a WPIX show Monday by Mrs. Marcella Killem of Minnesota. Her talk dwelt on the platform and shed light on the issue a full day before it was presented to the convention itself.

Inside Dope from Henderson

The NBC-Life combo has been similarly a consistent newshound, what with several shows breaking first info on a hot issue. Leon Henderson last Saturday on NBC provided the "inside" attitude of many Demo's regarding the proposed platform's "hedging" on the Palestine issue; and Sen. McGrath's press confab Tuesday in which he intimated Sen. Barkley would get the nod as Truman's running mate.

Films a Big Help

Added to its consistent cover of live fare in all cities, TV thru films is holding its own—and in some cases eclipsing—the local newspapers with convention features. Both NBC and Paramount, which have film-recorded the confab for outlets west of the Hudson, say their celluloid material hits the local air anywhere from 12 to 20 hours after actual shooting. Longest stretch, of course is Los Angeles, which gets stuff from the east by plane the morning after events and schedules them that night.

PLUG TUNES

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

Rytvoc, Inc.
 1585 Broadway New York 19, N. Y.

LOVE SOMEBODY

KRAMER-WHITNEY, Inc.

1650 Broadway New York City

DUBONNET MUSIC PUBLISHERS
 1619 Broadway New York City
 HEADQUARTERS — for
"THAT GRAND OLD PARTY"

Recorded by the Jesters on
 20th CENTURY RECORD No. 20-63A

They're Playing!

"OUR GRADUATION WALTZ"
"I'D LIKE TO TELL-A-VISION"
"BARCLAY'S BOOGIE"
"MY MEMORY WALTZ"

PIANTADOSI MUSIC PUBLICATIONS
 Encino Calif.

A Great Rhythm Ballad

CONFESS

OXFORD MUSIC CORPORATION
 1619 Broadway New York City

The Nation's Next Waltz Hit
SLEEPY-TIME IN CAROLINE

Words & Music by Hal Moore
 Published by JOE DAVIS
 1619 Broadway New York 19, N. Y.

IRVING BERLIN'S "EASTER PARADE"

An M-G-M Picture
**BETTER LUCK
 NEXT TIME**

**A FELLA WITH
 AN UMBRELLA**

LEO FEIST, INC.
 1619 Broadway New York 19, N. Y.

WORDS AND MUSIC

By PINKY HERMAN

● ● ● TIN PAN ALLEY OOPS:—It's an old axiom along the street of swing that music publishers "start in business" with each new song they publish . . . the advent and growth of radio again proves (if further proof is needed) that hits can be made by smaller firms . . . in fact the latest data, released by Dr. Peatman, shows that of all the songs programmed on the nets from July 1, 1947 to July 1, 1948, the three most performed songs namely, "Now Is The Hour," "But Beautiful" and "Ballerina," were published by Leeds, Burke & Van Heusen and Jefferson, respectively . . . however the larger music publishers will come into their own again once Television assumes the proportions it promises . . . when that happens, the major pubberies will once more publish simultaneously various types of numbers including the plug ballad, novelty, comedy, rhythm and instrumental pieces to supply the numerous variety acts . . . and the picture will seem brighter for many contact men, for their services will be needed to cover the many spots and contact new artists seeking material.

☆ ☆ ☆

● ● ● La Salle Music Publishers are reviving an oldie (originally published in 1934) "P.S. I Love You" . . . written by Johnny Mercer and Gordon Jenkins, this ditty stands a real chance to make the grade now that Mercer and Jenkins are high in the radio firmament. . . ● Peter Maurice Music, Ltd., starting on another English importation, "The Flower Seller," written by Ross Parker, John Turner and P. G. Redi. . . ● Laurel Music Co. has acquired the publishing rights to the novelty, "Myrtle The Turtle and Flip The Frog," from Manor Music Co. . . Tommy Valando, general manager of Laurel, who discovered and plugged the "Three Little Fishes" ditty to the top, feels that "Myrtle and Flip" will prove a worthy successor. . . ● Leeds Music starting work on a clever little number, "Little Girl," written by Madeline Hyde and Francis Henry . . . number already recorded by Guy Lombardo, Kay Kyser, King Cole Trio, Larry Green and others.

☆ ☆ ☆

● ● ● ON AND OFF THE RECORD:—Easily one of the best items to stem from Apollo is Mary Small's fine rendition of a new modern spiritual, "My Home, My Home" . . . reverse is "Lullaby of the Leaves." . . ● Henry Cohen of the Rivoli Music Center on Broadway has picked several hits including, "Encore Cherie," "The Gypsy" and "Woody Woodpecker" . . . he's latched onto Perry Como's Victorecord of "Ramblin' Rose" and predicts an early ride on the Hit Parade for this one. . . ● MGM has a sure click in the latest Korn Kobbler waxing of "I Wanna Be A Cowboy In The Movies," flipped with "Twenty-Five Chickens, Thirty-Five Cows." . . . Stan Fritts' vocal of the tunes is rib-tickling. . . ● Gordon McRae offers a fine platter for Capitol with "Steppin' Out With My Baby" and "Evelyn" . . . Carlyle Hall's orchestra provides smooth musical support. . . ● Happened to hear the master of Dinah Shore warbling "The Flower Seller" . . . this Columbia platter should be released, but quick . . . ranks with the best D.S. has ever done. . . ● The cleverest satire of the week: . . . when deejay Bill Williams, at WOV, "gave away" as prizes, the networks . . . next week he plans to give away vice-presidents—(are you reading, Fred Allen?)

☆ ☆ ☆

● ● ● Manor Music has a clever novelty tune titled "It Must Be L U V" . . . song has the earmarks of becoming another "Onezy Twozy." . . ● Mac Kooper, at Patmar Music, going all out on an oldie from the "Crazy With The Heat" score . . . written by Irving Graham and titled "With A Twist of the Wrist." . . ● Beloved by hundreds of America's songwriters, Sylvia Rosenberg, "Girl Friday" to ASCAP prexies, Gene Buck, Deems Taylor and Fred Ahlert, rounding out her 20th year of sterling service. . . ● Tunesmith Carl Sigman will marry Terry Berk (she's secretary to Louis Prima) next month. . . ● Eagle-Lion starlet Lois Butler, will guest tomorrow on the ABC telecast of "Three On The Town," which stars Bill Harrington, Phyllis Wood and Betsi Allison.

PLUG TUNES

On Records and Transcriptions
"TELL ME A STORY"

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

A Best Seller!

THE FLOWER SELLER

THE PETER MAURICE MUSIC CO., LTD.

On RECORDS and TRANSCRIPTIONS
**"I'M WAITING FOR SHIPS
 THAT NEVER COME IN"**

FORSTER MUSIC PUB., INC.
 1619 Broadway New York City
 216 S. Wabash Avenue, Chicago, Illinois

#1 in the Juke Boxes
 In the Country

"I'LL HOLD YOU IN MY HEART"

Till I Hold You in My Arms

ADAMS, VEE & ABBOTT, Inc.
 216 S. Wabash Avenue, Chicago 4, Illinois

From Walt Disney's
 Technicolor Musical,

MELODY TIME:

BLUE SHADOWS ON THE TRAIL
PECOS BILL MELODY TIME
LITTLE TOOT

SANTLY-JOY, INC.

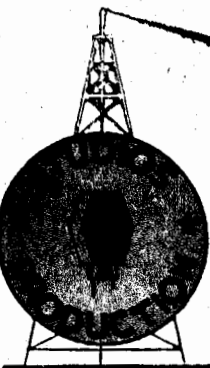
1619 Broadway, New York
 Eddie Joy, Gen. Pro. Mgr.

Jack Robbins sez—

"Featured by Dick Jurgens on
 his Coast to Coast programs
 from Hotel Astor."

**SHOEMAKER'S
 SERENADE**

J. J. ROBBINS & SONS, Inc.
 201 W. 52nd St. Plaza 7-2760



RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 44, NO. 11

NEW YORK, FRIDAY, JULY 16, 1948

TEN CENTS

FM TRANSIT RADIO SERVICE OPERATING

'Newspaper Is Unfair; No Station,' Says FCC

Washington Bureau, RADIO DAILY
Washington—The FCC yesterday reaffirmed its denial of the applications of the Mansfield and Lorain, Ohio, Journals for AM and FM stations in those cities. The two papers are published by the brothers Isadore and S. A. Horvitz, who are believed largely responsible for the charges of Communism hurled against the Toledo attorney, Edward Lamb. It was these charges which led to the Harness committee investigation of
(Continued on Page 3)

Two New Sponsors Reported By WCBS

Two new accounts for WCBS were announced yesterday by Arthur Hull Hayes, general manager of the CBS flagship. Albert Ehlers, Inc., for Ehlers Coffee, will sponsor the station's 9-9:15 a.m. news show thrice weekly, beginning Aug. 17. Weiss & Geller is the agency.
Best Foods, Inc., purchased three participations per week in Arthur Godfrey's wake-up show on behalf of 2 in 1 Shoe Polish and Nucoa Margarine. Contract which becomes effective Aug. 2, was placed through Benton & Bowles.

Candy Company Client Will Sponsor 'Superman'

Returning to network radio after an absence of three years, Brach Candy Co., Chicago, will assume sponsorship of "Superman" over Mutual, across-the-board, 5:15 p.m., beginning Aug. 30. The 52-week contract was placed through George H. Hartman agency.

Fish Story

Salt Lake City—Thirty-seven of the 600 KSL cash-prize trout, tagged and planted in Utah waters on the opening day of fishing, have been caught by Utah anglers to date, according to Ted Kimball in charge of the KSL "Gold" Fish Derby. Numbers stamped on the tags attached to the fish are good for cash prizes ranging from one to fifty dollars.

Candid Closeups

Television produced some great candid closeups during the closing session of the Democratic National Convention in Philadelphia on Wednesday night. There was the moment when Jim Sauter was frantically shooing the white doves from the Liberty Bell floral piece on the rostrum; Ben Gross, Daily News radio editor, sporting a king-sized cigarette holder directly behind Chairman Sam Rayburn; President Truman chuckling as Rayburn encountered difficulty in stopping the band music, and the little colored newsboy being interviewed in the rain-drenched entrance of Convention Hall.

Airing Of Convention Cost Webs \$1,000,000

As radio and television personnel wearily bade farewell to Philadelphia yesterday following the all night closing session of the Democratic National Convention, they also kissed goodbye to well over a million dollars, the estimated cost of covering the conclave.

This brought the total for radio's greatest public service job—the two
(Continued on Page 8)

Major Oldfield Leaving Army Post In Washington

Washington—Maj. Barney Oldfield, assistant to Maj. Gen. Floyd L. Parks, chief of the Army's Public Information Division here, will check out of the Pentagon Monday for a new
(Continued on Page 2)

Decca Signs 10-Year Pact To Record La Scala Operas

Decca Records will undertake an extensive campaign to popularize the world-famed productions of the La Scala Opera Company via a 10-year deal providing for exclusive recording rights of the Milan (Italy) organization, it was learned yesterday. Deal was set recently by Jack Kapp, president of Decca Records, calling for the latter to set up and install a complete recording system in the

100 Receivers Now In Use In Busses In Cincinnati Area; 300 More Installations Being Made

NAB Urges Hearing On Band Re-Allocation

Washington Bureau, RADIO DAILY
Washington—The NAB yesterday asked the FCC for an informal hearing on the proposed re-allocation of channels. It opposed deletion of the present 152-162 megacycle channels, and supports assignment of 26 and 450-460 megacycle channels for remote-pickup broadcast stations. NAB said frequencies assigned for this purpose "have never been adequate in quantity or quality to serve
(Continued on Page 3)

CARE Radio Message Brings Many Contributions

A public service message contributed by Gillette Safety Razor Co. on the Louis-Walcott fight broadcast over ABC, June 25, hiked sales of CARE food packages to Europe by \$35,000 over the daily average, the
(Continued on Page 8)

FM School Of The Air At Syracuse 'U' July 19-21

Syracuse—First annual workshop conference of the newly-organized Empire State FM School of the Air will be held at Syracuse University, July 19-21. Aim of the confab is
(Continued on Page 4)

Cincinnati — First regular service of FM broadcasting to riders of city transit vehicles has been inaugurated in Covington, Ky., and pronounced successful by its sponsors, Transit Radio, Inc., WCTS; Cincinnati, Newport and Covington Railway, and the Dixie Traction Co., both known local.
(Continued on Page 3)

Illegal Competition Charged By Zenith

Suit has been filed by Zenith Radio Corporation against Sears, Roebuck and Company, International Detrola Corporation and the Colonial Radio Corporation charging unfair competition as it relates to the manufacture and sale of a phonograph pickup arm. The suit charges Sears, Roebuck with infringement on the design of Zenith's Cobra tone arm and that the impression has gone out to the trade
(Continued on Page 8)

Howard Named Pres. Of Tobacco Network

Greenville, N. C.—Louis N. Howard, president of WHIT, New Bern, and WJNC, Jacksonville, has been elected president of the Tobacco Network at a regular meeting of the regional
(Continued on Page 2)

Secret Out

Large teaser sign in front of Embassy Newsreel Theater, Broadway and 46th St., is enticing passersby with an offer of the mystery melody title on ABC's "Stop the Music." During show, Fox Movie-tone News title and opening montage are flashed on the screen as theme is played, immediately followed by announcement that music is titled "World Events."



Vol. 44, No. 11 Fri., July 16, 1948 Price 10 Cts.

JOHN W. ALICOATE : : : Publisher
FRANK BURKE : : : : : Editor
JOHN W. ALICOATE : : : : : Publisher

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; James Owens, 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
Ralph Wiik, Manager
6425 Hollywood Blvd. Phone: Granlte 6607
WASHINGTON BUREAU
Andrew H. Older, Chief 6417 Dahlonega Rd. Phone: Wisconsin 3271
CHICAGO BUREAU
Nat Green
1417 Ashland Bldg., 155 No. Clrks St. Phone: State 2332

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

★ COMING AND GOING ★

WALTER WINCHELL, American network commentator, is in Hollywood for Sunday's program, after which he'll leave on a six-week vacation, returning to the air Sept. 5.

JIM YANKAUER, reporter on "This Is New York" broadcast over CBS, off for Antwerp aboard the S. S. Continental. He's heading for a European bicycle tour.

THOMAS P. CAREY, one-time program director of NBC's international division and now on the overseas staff of Foote-Cone & Belding International, left early this week for Europe.

BRUFF W. OLIN, Jr., president of WQUA, Moline, Ill., in town this week on station and network business.

MARK PERKINS, general manager of KPAB, Mutual network affiliate in Laredo, Tex., is back at the station after having spent three days in New York.

G. W. "JOHNNY" JOHNSTONE, radio director of the National Assn. of Manufacturers, yesterday wound up his visit to the Democratic National Convention and moved on to Washington for conferences today. He'll week-end on the Jersey coast and will return to New York Monday.

RICHARD GOGGIN, recently named West Coast program director in the television department of ABC, is expected in Hollywood today to take over his new duties.

PHIL GOULDING, announcer on WHN and straight man for Morcy Amsterdam on that worthy's program, is holidaying in Maine. He'll be back Monday.

ADAM YOUNG, station rep, and members of his sales staff, are back from Hartford, where WKNB threw a party for them.

JIM MAHONEY, of the Mutual network's Chicago sales office, leaves the Windy City today via American Airlines for Detroit.

SAM ELFORD, program director for WLIB, leaves today for 10 days on Cape Cod.

J. P. WILLIAMS, vice-president of WING, American network outlet in Dayton, Ohio, in Gotham this week for a series of conferences with officials of the web.

DWIGHT WEIST, the flying emcee of "We, the People," has zoomed in from Chicago, where he had been working out details for an industry film narration series.

MURRY HARRIS, publicity director of WNBC, sails today on the M. S. Batory for a three-week vacation in Paris and London.

HERBERT SCHILLER, regional sales manager for United States Television, is in Detroit on a merchandising trip.

MILT BERKOWITZ, sports and news director of WONS, Hartford, is spending today, tomorrow and Sunday in Gotham for the Giants-Dodgers series at the Polo Grounds.

GERALD F. BOYD, station manager of WPAY, Portsmouth, Ohio, a visitor this week at the New York headquarters of his national station representatives.

JOHN LOTAS, announcer at WWRL, is back from a vacation-honeymoon spent at Bennington, Vt.

ART JOHNSON, script editor and research director for "Housewife's Protective League" of CBS, is motoring with his family to Hollywood, where he will work out of KNX, Columbia station.

FINANCIAL

(July 15)

NEW YORK STOCK EXCHANGE

Table with columns: 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, 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.

Boys-Camp Show On WNYC

Kate Smith, Mimi Benzell, Met. opera star, and a host of civic officials will be heard on a special program over WNYC Sunday marking the formal dedication of Camp Loyaltown, summer camp for underprivileged boys, 4:30 p.m. Nat Abramson, of WOR, is president of the camp.

It's Longhair... but not Highbrow the new Charles Stark Transcribed Program

Major Oldfield Leaving Army Post In Washington

(Continued from Page 1)

assignment in the Command and General Staff School class starting in September at Fort Leavenworth, Kas. He will take 40 days leave and travel time en route going via New England and Canada. After Leavenworth, his next assignment may be Hawaii.

During the war, Oldfield handled public relations assignments for Generals Bradley, Lear, Simpson, and Field Marshal Montgomery.

Howard Named Prexy Of The Tobacco Network

(Continued from Page 1)

web's board of directors here. He succeeds B. S. Hodges, Jr., general manager of WGTC, Greenville.

Other officers elected were: Vice-president Victor W. Dawson, general manager of WFNC, Fayetteville; Secretary-treasurer Fred Fletcher, general manager, WRAL, Raleigh, and Rudolph K. Scott, of Raleigh, general sales manager.

Network is made up of eight stations in Eastern Carolina: WGBR, Goldsboro; WGTC, WRAL, WHIT, WTIK, Durham; WFNC, WJNC, and WGNI, Wilmington.

Howard announced that an intensive promotion campaign will be launched under direction of sales manager Scott, and permanent committees will be appointed to handle various departments of the web. General offices of the network are located in the Odd Fellows Building in Raleigh.

Carol Gluck On Hummert Show

Carol Warner Gluck, of the Blanche Gaines office, has been signed as writer for the new Frank Hummert "Mystery Theater" series on CBS. In the past, she has done three scripts based on story ideas by Hummert.

Will Shortwave Series

Armed Forces Radio Service will shortwave the new CBS series "Let's Dance, America" to U. S. troops overseas beginning with the July 17 broadcast. Aired Saturdays, 10-11 p.m., program features pickups of four name bands, with Fred Robbins as emcee.



Playing for keeps

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

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

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

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

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

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

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

Decca In 10-Yr. Pact To Record La Scala

(Continued from Page 1)

Democrats during the recent election and it's said he set up the deal with Decca.

Pact is said to provide La Scala with approximately 60 million lira (\$100,000) per year on a percentage basis. In effect, sale of Decca recordings of La Scala works throughout the world would bring in this amount.

Under present setup, Decca will make masters in Milan and produce platters in volume in the U. S. While La Scala has been recorded before by American outfits, this is the first deal in which an exclusive has been obtained by a U. S. recording firm with the Milan company.

World-Famous Organization

La Scala has for decades been considered Europe's outstanding organization in the field of Italian opera. The La Scala Opera House, the largest in the world (New York's "Met" is in second place), was partially destroyed in a bombing raid during the war, but was repaired and reopened recently with a special program under the direction of Arturo Toscanini, who went to Italy for the purpose. Many, if not most of the Metropolitan's leading artists in the field of Italian opera have come to 39th Street and Broadway direct from the famous institution in Milan.

NAB Requests Hearing On Band Re-Allocation

(Continued from Page 1)

the public interest from day to day, to say nothing of meeting distress and emergency needs."

The statement added that channels originally assigned in the 1600-3000 kilocycle band are subject to serious interference, especially in coastal areas, and that the 30-40 megacycle band assigned before the war was also subject to interference from long range, diathermy and other harmonics.

"... The 152 megacycle band is the only one left to the broadcaster in which to carry the program transmission load," the NAB statement said.

"Unquestionably," the statement added, "there would be greater use of these facilities were it not for

ARTHUR EDDY

Public Relations — Publicity

812 Taft Building
Hollywood

GLadstone 5305 — GLadstone 9082

FCC Calls Two Papers Unfair; Denies Them Station Permits

(Continued from Page 1)

the FCC, which is now getting underway.

Commissioners Webster and Hennock did not participate, while Commissioners Jones and Sterling dissented.

The matter is of particular interest in the trade because of the Commission's frank admission that competitive practices by the Horvitzes in running their newspapers have been considered — especially the attempts of the Mansfield paper to harass WMAN, existing Mansfield station. The Journal has refused advertising or program listing for WMAN. If it were to get a station it would publish the program log for that station but not for WMAN.

"These practices not only reveal a desire to stifle fair competition but indicate a lack of concern for the listening public in Mansfield," said the Commissioners. The Horvitzes, it went on, "have sought to suppress competition in the dissemination of news and information and to achieve an advertising monopoly in the community through the use of exclusive advertising contracts."

Jones and Sterling Dissent

Were they to be licensed in Mansfield or Lorain, the Commission ventured, "competition in the dissemination of news and information would be suppressed and . . . pressure . . . exerted on advertisers, who require the use of the only daily newspaper in the city for their businesses, to enter into exclusive advertising contracts."

Commissioners Jones and Sterling objected to the majority decision concerning the business practices of the Horvitz brothers. They said, in a dissenting statement, that "no specific violations of law have occurred," and added:

"It is apparent from this record that the Mansfield Journal Company, like most newspapers, has engaged in vigorous competitive practices, but these seem to be entirely within the realm of normal conduct of a private business enterprise, and, particularly, one in the newspaper publishing industry. We see no reason

the lack of stability caused by the failure of the Commission to make final and relatively permanent allocations. Without such action by the Commission, manufacturers are deterred from developing and stations from buying equipment."

NAB added that, contrary to FCC belief, the sharing of frequencies for remote pickups with the geophysical and motion picture services has been practical, and there is no known objection to such a sharing.

"It is only the sharing of these channels with the mobile press that is impractical, for they have their greatest value and both radio and press need them simultaneously whenever emergencies or events of public importance occur," said NAB.

to conclude that all of the business practices engaged in by these two newspaper company applicants would be carried over into the operation of the broadcast stations for which they are making application.

"The majority concludes that in the event these two newspapers acquired broadcast facilities, advertisers would have pressure exerted upon them to enter into exclusive advertising contracts. In reaching this determination, the majority apparently accepted, as true, testimony given by a number of witnesses who appeared in opposition to the newspaper applicants, and refused to give any credence to the testimony of witnesses who contradicted that testimony.

"We cannot conclude that such opposition testimony should be accepted as conclusive, although it was so accepted by the majority and in the main forms the basis of the majority's finding that these two newspaper companies are not qualified to hold radio station licenses. Particularly is this true when the uncontroverted evidence shows that approximately 54 advertisers have simultaneously used the Mansfield News-Journal and the existing radio station in Mansfield.

Papers' Good Deeds Cited

"Moreover, we fail to find any mention in the conclusions of the majority decision with respect to the clearly established affirmative qualifications of the Mansfield Journal Company and the Lorain Journal Company to operate the stations proposed by their present applications. We think it but fair that it should be stated that this record discloses that the Mansfield Journal Company has conducted campaigns in the interests of the residents of Mansfield; has promoted worthwhile charity drives; has required its employees to reside in Mansfield and generally has taken a very active part in the city's affairs.

"Similar findings can be made on this record with respect to the Lorain Journal Company and the activities in which it has taken part in the community life of Lorain. The record further shows that both companies propose entirely meritorious services designed to meet the needs of the residents of the areas which they propose to serve."

Al Jolson On CBS Monday

Al Jolson will be heard on CBS Monday when he appears as guest on the Radie Harris program, "Broadway and Vine," now being aired from Hollywood. It will be heard in New York from 3:55-4 p.m.

Art Johnson To KNX

Art Johnson, script editor and research director for "Housewives Protective League" on CBS, is en route to the West Coast by auto. He will work out of KNX.

FM Transit Service In Operation In Cincy

(Continued from Page 1)

ly as the Green Line. Total of 100 receivers are installed and functioning in Green Line vehicles, with short news bulletins, popular music and sports results comprising program content.

Service was inaugurated with a talk by P. G. Vondersmith, president of the bus line. He said that tests during the past six months have received virtually 100 per cent approval of passengers, with riders of the opinion that FM would make bus rides more pleasant.

"National First," Says Taft

Hulbert Taft, Jr., executive vicepresident of WCTS and WKRC, and also president of Transit Radio, hailed the event as a "national first" and expressed the belief that many cities would follow in providing a brand new service by radio.

Transit Radio receivers in use on the vehicles have two unique features, Taft said. One enables the set to be turned on or off by remote control from the transmitter, and the other, by electronic control, increases speech level about six decibels over that of the music.

With the Green Line installation completed, WCTS technicians are now installing 300 more receivers in busses and trolley coaches of the Cincinnati Street Railway. It is expected that this project will be completed on or about Aug. 1, at which time, it was said, 380,000 riders each day will be added to the WCTS audience.

Philco Contest Winner Named

In a competition among all Philco distributors, the Jos. M. Zamoiski Co. of Baltimore and Washington was awarded the 1948 "James H. Carmine" Trophy for "most consistently and most effectively advertising and merchandising all Philco products." Presentation of the award was made at the national convention of Philco distributors in Atlantic City.

MUSIC . . . SPORTS . . . NEWS
FULL TIME

WINZ

Florida's Big Independent

Primary Signal
Covers
GREATER MIAMI
and
Florida's
Rich East Coast
from
the Palm Beaches
to Coral Gables.

STUDIOS:

MIAMI, HOLLYWOOD,
WINZ BLDG., MIAMI BEACH

MAIN STUDIO:

HOLLYWOOD BEACH HOTEL
940 Kc. — FULL TIME

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

LOS ANGELES

By RALPH WILK

CBS' production "Our Miss Brooks" starring Eve Arden, originally scheduled to debut July 12, has been postponed one week to July 18. The ninety-minute broadcast of the Democratic Presidential Convention at Philadelphia this week preempted the time.

Peggy Lee will join "Supper Club" singing stars Perry Como and Jo Stafford as a regular member of the NBC program when they return to the air in the fall.

Jack Wormser has been added to KECA's writer-producer staff for the summer vacation period. He pinches first for Frank Morris, who left over the weekend for Chicago.

James H. Love, for the past year West Coast production supervisor of the U. S. State Department's International Motion Picture Division, has joined the KFI-TV staff as film editor.

William Spier, producer of CBS' "The Adventures of Sam Spade," is in the east for a five-week vacation. Gil Doud, co-writer with Bob Tallman of the program, will direct in Spier's absence.

An exclusive Hollywood Bowl program with Eugene Ormandy will be aired on KMPC each Mon. Program began July 12th. Ormandy, musical director of the Hollywood Bowl and conductor of the Philadelphia orchestra, will introduce musical selections and comment on the background of the music, composers, etc., as well as narrate his experience with famous artists who have performed with his orchestra during this year.

FM School Of The Air At Syracuse 'U' July 19-21

(Continued from Page 1)

"to teach participants the methods of effective radio planning, writing, production and classroom adaptation of radio programs."

Robert Hudson, director of education for CBS, will be the main speaker at a banquet on the 19th. His topic will be "Radio's Role in the Next Decade." Dr. Harold McCarthy, director of WHA at the University of Wisconsin, will keynote the conference.

Heading workshop sessions will be William Levenson, of Cleveland Public Schools; Elizabeth Marshall, WBEZ, Chicago; Olive McHugh, WTDS, Toledo, and Walter Krulvitch, program supervisor of WHA, Wisconsin.

Other speakers include Kenneth G. Bartlett, head of Syracuse University's Radio Center; Paul Reed, director, Rochester School of the Air; Don Lyon, production supervisor of Radio Center, and Betty Griffin, educational director of WBX, CBS outlet in Utica.

Eugene Foster, Radio Center faculty member, is supervisor of the conference.



Mainly About Manhattan...!

● ● ● It Had To Happen Dep't: They're gonna make a movie based on the current craze for giveaways. It'll be tagged "Miss Mink of 1949." . . . Margaret Truman studying television makeup technique with an eye to a series of appearances next winter. . . . Latest radio survey is a poll currently being taken of listeners at beaches. . . . H. D. Hover, who owns Ciro's in H'wood, will bankroll a new television mag to the tune of 60 G's. . . . Paul Hartman is peddling a mag article which insists that video will kill the legit theater just as talkies kayo'd vaudeville. . . . Prof. Quiz, who lost his gasoline-fuel oil sponsor because of unsettled marketing conditions in this industry, is being wooed by several agencies for a new fall berth.



● ● ● Handsome Harry Wismer, ABC's sports ace, heads for H'wood tomorrow where he's skedded to face the cameras again in the U.A. flicker, "30 Seconds to Play," featuring top professional gridiron personalities. This marks Harry's 3rd screen assignment in the past 6 months ("Spirit of West Point" and "Babe Ruth Story") and shapes our boy up as important television material.



● ● ● CONVENTION CONCLUSIONS: Bill Slater scooped the town with prediction that Pres. Truman would call a special session of Congress for July 26th and also got the first on-the-spot broadcast of the "démarche" (French for Gromyko) of Mississippi and Alabama delegates. . . . For over an hour Monday nite, the Barkley was louder than the bite. . . . The Donkey was somewhat less spirited than the Elephant—the only action being the delegates fanning themselves. . . . With everybody against something, why not call it the DemoCRITIC party? . . . Maybe you heard Vandeventer say it yourself the other nite. During all the hullabaloo. Van reported it this way: "I never saw so much noise in all my life."



● ● ● It happened on the nite Ed Wolf's new show, "Three for the Money," bowed in on Mutual. Clayton Collyer, the emcee, had just made his first phone call when the woman broke in excitedly: "I know, I know, the name of the mystery tune is 'The Old Gray Mare!'" Maybe they oughta run a special quiz just to see if the customers know their quiz shows.



● ● ● THE REVIEWING STAND: Morey Amsterdam's new stint for CBS must be regarded as definitely big time and credit for the click must point to Hub Robinson for his faith in the comic. We use the term 'faith' advisedly, because the other nets were inclined to shy away from this completely uninhibited and unpredictable gent. Furthermore, Hub's choice of Irving Mansfield as producer-director must be considered an especially happy one, because the latter has shown through his expert guidance of the Arthur Godfrey Talent Scout stanza an astuteness possessed by very few in this biz.



● ● ● Gagwriter Ken Lyons, guesting on Dorothy & Dick's breakfast airer, happened to mention to Dick Kollmar that "Boston Blackie" had been knocked off the air Wed. nite due to the convention. "Some guy from the South took your place," he said. "I think it was Savannah Sam, or something." It was this same Ken Lyons, who, when commenting on all the giveaway shows invading the airwaves, cracked: "The only way an actor can get a job nowadays is to disguise himself as a frigidaire."



● ● ● LUV 'n' KISSES: Herb Shriner's expert humorology in the stage click, "Inside U.S.A." . . . Phil Leeds' comedy antics on the Jane Pickens series. . . . John Tillman's versaTELEty in his video emceeing.

CHICAGO

By NAT GREEN

HELENE HERZFELD, formerly production assistant for WGN-TV, has been transferred to the station's script department.

Starting this week, "The Chicagoans, quarter-hour program of musical variety, began a five-a-week series, featuring Louise King on Thursday nights and Connie Russell the other four nights.

"The Camel Caravan with Vaughn Monroe," which made its debut over CBS July 5, will originate from the WBBM studios on July 19.

In a contest conducted by Radio Best magazine, NBC's Dave Garroway was voted Chicago's most popular disc jockey, and also "the most original new radio personality in 1948." In another disc jockey poll, conducted by Dale Harrison, Tribune columnist, Al Benson, Negro disc jockey on WJJD, won the title of "Chicago's favorite disc jockey."

Wally Holden, Mutual account exec, back in his Chicago office after an eight-day vacation in Wisconsin during which it rained steadily for six days.

WGN introduced a new sports program, "Final Week-End Sports Review," on July 10. It will be handled by WGN director Frank Korch.

After serving 18 months in the armed services, Francis Scott is back on the NBC guest relations staff, replacing Jean Boileau, who resigned to enter the ministry.

'Whiz Quiz' Gets Sponsor; Olson To Handle Show

"Whiz Quiz," man on the street type of interview quiz featuring Johnny Olson, will be sponsored by the Paul F. Beich Company over 43 stations of the ABC network, beginning Saturday, September 11. The program will plug "Whiz" and "Pecan Pete" candy bars and the commercials will be handled by Olian advertising agency of Chicago.

Olson will set up a tape recorder in different sections of New York each week and will ask questions submitted by the listeners. The program was first heard as a feature on WJZ.

Admiral Corp. Buys Pressed Steel Subsidiary

Chicago—Admiral Corp. has purchased the domestic appliance division of Pressed Steel Car Co. at Hegewisch, Ill., according to a joint announcement this week by Ross D. Siragusa, president of Admiral, and John J. Snyder, head of Pressed Steel.

Transaction makes available to Admiral all of the electric range manufacturing facilities of Pressed Steel, including equipment, certain inventories and trade names. Plant covers approximately 280,000 square feet.

OVER
250 TELEVISION
SHOWS

will be Previewed

in the NEW

1948-1949

PROGRAM DIRECTORY

of

SHOWS of TOMORROW

As well as Important Articles

on

The TV Program Report

to be

PUBLISHED AUGUST 16

Advertising Forms Close July 30

NEW BUSINESS

WMAQ, Chicago: The sale of a transcribed daytime serial three days a week and the 52-week renewal of four half-hour periods by the Longines-Wittnauer Watch Co., paced the business week. The transcribed Aunt Mary program, an NBC recorded package, was purchased by the John Puhl Products Company (bleaching agents), through Roche, Williams & Cleary, Inc., for sponsorship on Mondays, Wednesdays and Fridays, 11:00 to 11:15 a.m., CDST, starting August 2 for 52 weeks. The program will be heard sustaining at the same time on Tuesdays and Thursdays. The Food Magician, now heard at 11:00 a.m., will move to 12:15 p.m. effective August 2. The transcribed Symphonette program, heard 10:30 to 11:00 p.m. Sundays, Tuesdays, Thursdays and Saturdays, was renewed for another 52-week cycle by Longines-Wittnauer Watch Company through Victor A. Bennett Company, Inc., agency for the watch firm.

Spot business included an order for participations in the Food Magician program (five-a-week, 11:00 a.m.) on Tuesdays and Thursdays placed by Lite Soap Company, thru L. W. Ramsey Company. Two live station breaks weekly for 39 weeks were ordered by the Beechnut Packing Company (gum) through Newell-Emmett, Inc. The Pepsodent Division, Lever Brothers Company, through Needham, Louis & Brorby, Inc., ordered a one-minute announcement and two station breaks weekly for 13 weeks.

Wedding Bells

Rae Sands, production assistant on CBS' "Winner Take All" and "Hit The Jackpot" and William Raphael, script writer for the American network have just returned from a Nantucket honeymoon. They were married on July 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 0-1120

★ **AGENCY NEWSCAST** ★

HERSCHEL DEUTSCH has become a member of the firm of Small & Seiffer, Inc., advertising agency, New York. As part of his executive duties, he will supervise all radio operations for the agency. He was formerly associated with the Grey Advertising Agency.

BRIAN MacCABE, executive director of the London office of Foote, Cone & Belding, has been appointed as attache to the whole of the British team in the XIV Olympiad in London. Prior to the war, MacCabe was himself a well-known Olympic athlete, and was the only British finalist in the 800 meters in the 1936 Olympics in Berlin. His athletic career was brought to a close by the war, in which he was wounded twice and twice awarded the Military Cross.

IRVING GLASER, for six years art director of Goldring, Inc., has taken over the art directorial duties of Hiram Ashe Advertising Associates, Inc., according to an announcement made this week by Hiram Ashe, president. The appointment takes effect immediately.

THE KENDALL MFG. COMPANY, Lawrence, Mass., has appointed Kastor, Farrell, Chesley & Clifford, Inc., to handle the advertising for their product, Soapine, effective August 1.

A. CULVER BOYD, copy chief of John H. Riordan Company, Los Angeles advertising agency, for 10 years (less war service as major, Air Forces) has joined the creative staff of Erwin, Wasey & Co., Ltd., Los Angeles.

DIX-E-LEA FOOD PRODUCTS, Inc., of Alexandria, Virginia, have appointed Courtland D. Ferguson, Inc., Washington, Baltimore and Richmond Advertising Agency to handle their account. Products to be advertised are Dix-E-Lea 2-Layer Cake Mix and Dix-E-Lea Hot Roll Mix. Newspaper, radio and point-of-sale advertising will be used.

MCCANN-ERICKSON'S London office has been appointed by Mitchells, Ashworth & Stansfield Co., Ltd., British felt manufacturers, dyers and printers, to handle the advertising of their line of "Masco" products. Although "Masco" products have been manufactured and sold for 140 years, this is the first time they have ever been advertised.

FOREST PRODUCTS, Inc., Cambridge, Mass., has appointed Badger & Browning, Inc., Boston, as its advertising agency. Initial plans call for consumer and trade advertising for Spin-a-Tune, plastic musical toy. J. W. Barndollar is account executive.

**PUBLIC RELATIONS
SERVICE AVAILABLE**

... To a manufacturer, service organization, network or station there is an exclusive opportunity offered to secure an efficient and effective public relations service in AM, FM and Video fields.

... Public Relations Policies defined and established. Publicity prepared and placed. Exploitation executed.

... National Research facilities of unusual nature available.

... Geared to handle but one client in an industry, service is offered on annual retainer basis to function either as the public relations department of a client or to aid and supplement current staff.

... Interviews between principals can be arranged by writing—

Box 511, RADIO DAILY
1501 Broadway, N. Y. C. 18

W N B T
Scope



**THE FOURTH
NECESSITY**

When NBC wrote another new page in television history by airing a three-city roundtable telecast this week, diplomat-politico James W. Gerard came out from under the lights with a pronouncement.

"There used to be," he said, "three necessities for victory in a political campaign—registering the vote, getting the vote out on election day, and radio. Now there's a fourth: Television."

Which is why presidential candidates allowed themselves to be cosmetized by NBC's Dick Smith—and why NBC and LIFE magazine sent 230 staffers all told to Philadelphia—and why NBC kinescope recordings of the conventions were regularly used for the first time and were gobbled up by NBC affiliates and non-affiliates from coast to coast.

Ten hours a day of political telecasting. The longest, biggest, most elaborate coverage of any event since video began—national in range, superb in clarity. Emphatic confirmation of "1948—Television's Year."



A Service of Radio Corporation of America

TELEVISION DAILY

Daily section of RADIO DAILY, Friday, July 16, 1948 — TELEVISION DAILY is fully protected by register and copyright.

WABD IN REVAMP OF STUDIO EQUIP.

TELE TOPICS

By JIM OWENS
Associate Editor

RCA, which has been holding informal skull sessions for visiting engineers re the latest in video equipment, next week will host 60 of the slide rule boys in a five-day course at Camden. Company, which has been flooded with inquiries from new stations, etc., the past half-year, decided to organize classes, tours and working demonstrations of what makes TV equipment tick. Cuba, Mexico & Australia will send reps to give TV at Camden (N. J.) the double-o. . . . Corning Glass Co., which is among the topers in output of material for video cathode ray tubes, expects to be able to fill most urgent demands by the end of August, or fall at the latest. The tube shortage, as emphasized by practically all television manufacturers the past month, is now in the acute stage.

WHELAN DRUG CORP. yesterday broke with what must be one of the heaviest promotion drives yet accorded a local TV show. Chain (which sells drugs, too) has 224 shops in Gotham, windows of which are plastered with posters pitching "Charade Quiz" on WABD. Bill Slater—who rates it—comes in for strong billing as show's emcee. . . . World Video, the package house, has pacted a deal with some of B'ways top drawer talent for a dramatic series. Latter group, under title of Actors' Studio, Inc., such as Elia Kazan, Burgess Meredith, Cheryl Crawford, David Wayne. TV series, on film, will be adapted from one-act plays and short stories selected by John Steinbeck. . . . And Buffalo's TV goes legit July 22 when WBEN-TV scans the entire production of Philip Barry's "Foolish Notion" from the stage of the Grand Island Playhouse in Niagara Falls.

CLOSING SESSION (Wed. nite) of the Dem. Convention clearly emphasized TV's over-all smoother handling than that of the GOP confab—with the last segment without doubt its most breathtaking and inspiring job to date. Scanning of Pres. Truman as he boarded his special train in Wash., and his arrival at the Phila. station, was stark drama at its realistic best, with both DuMont and NBC-Life coming in for a deep bow. Latter's scanning of the Chief Exec and party—and particularly the smooth switches from Convention Hall to the station as a keeper-of-the-electric atmosphere—was perhaps the finest example yet of what TV can do when assigned a major news event, whatever the barriers. Equally thrilling was Life-NBC's brilliant scanning of the Alabama-Mississippi walkout. Web collared the fuming delegates for "Room 22," let 'em give their gripes to the public on the spot, then topped it with a shot of the boys tossing their delegate badges on the table. No ballot necessary for TV, it's in.

TV Of '52 Confabs Nationwide—Kintner

By 1952 the national political conventions, which yesterday closed in Philadelphia, will be aired to TV audiences throughout the nation "in the fullest sense of the word," according to Robert E. Kintner, ABC's exec veepee. He predicts that four years hence the video transmission picture will be "vastly altered" what with extension of coaxial cable or microwave relay. Convention cover by that time will also be improved by advances in cameras, lenses and production technique, he believes.

Four Join Y. & R.

Four new staff members have joined the radio-television department of Young & Rubicam, Inc.: Wallace Chateauvert, Broaddus Johnson, Jr., Ogen Knapp and William H. Brown, Jr. Brown was previously concert director of the Juilliard School of Music and a destroyer officer in the Navy. Knapp was formerly with the Music Corporation of America and Foote, Cone & Belding.

Form Tele Info Firm

Formation of a new service to provide central source of information on television facilities is announced this week by Robert S. Keller, Inc., sales promotion firm. Information, to be gathered under "Television Information Service" will cover set distribution, equipment, market, etc.

Starts Construction On KTTV Trans. Bldg.

Construction of a new building atop Mt. Wilson to house the TV transmitter of KTTV, Los Angeles, has been started by CBS for lease to the Los Angeles-Times-Mirror Company, station's licensee. Cost of construction, which is designed by the web's engineering department, is put at approximately \$100,000 exclusive of equipment.

Building will be 30,000 cubic foot structure and will adjoin the FM transmitter of KNX, CBS-owned station in Hollywood.

Audition TV Package

Hollywood—A new television show, "From Head To Toe," was auditioned last week at the Town House Hotel. The package, idea of Robert M. Light, Frank Danzig and Catherine Nesburn, is an audience participation quiz . . . giving away clothes instead of money. Clothes are shown on Caroline Leonetti Ltd. models, who are being used exclusively on the show. M. C. is J. C. Flippen.

Morrison Joins WFIL

Philadelphia—Robert Z. Morrison, Jr., has joined the sales staff of The Philadelphia Inquirer Radio and Television Stations, it was announced by John E. Surrick, sales director. Morrison will be in charge of new business development for The Inquirer radio and television outlets.

Sets 125 G Program To Replace All B'cast Units

In line with a substantial hike in billings the past several weeks, provided by annexation of four major long-term advertisers, WABD studios next week will undergo a complete refurbishing to streamline and modernize studio operations at an estimated outlay of \$125,000. Face-lifting, which will remand all current studio equipment, including cameras, lighting, etc., to the junk pile, is the first major overhaul since the DuMont flagship opened its Wanamaker studios two years ago.

Expansion of WABD's program sked with arrival of new business will impose heavier demands on the physical setup of the DuMont outlet and thus necessitates the studio modernization.

Re-equipping program calls for installation of: four new image orthicon cameras, at an estimated cost of \$70,000, and a new control panel attendant to them; complete new overhead studio lighting system, said to reduce considerably heat of current kleigs; and a complete new floor in main Studio A. Another feature will be the acquisition of a new hydraulic dolly which permits elevating camers eight feet above the floor.

Control rooms in Studio A and master control will be air-conditioned, it was said. Studio's A and C, latter now being used on a regular basis, will also get a new paint job.

Entire over-haul job is scheduled for completion the end of this month.

Press-Time Paragraphs

KFI-TV To Scan Pro Grid

Los Angeles—KFI-TV will be the exclusive television outlet in Southern California for all league games and several exhibition games played by the Los Angeles Rams in 1948. W. B. Ryan, KFI general manager, announced yesterday. Station 10 will telecast 14 games, starting with the intra-squad exhibition contest either August 22 or 28 and ending with the Pittsburgh Steelers game December 11 or 12 in the Coliseum.

McClay Joins WCAU-TV

Philadelphia—John McClay, program director at WPEN, has been appointed program coordinator at WCAU-TV. In his new capacity McClay will be responsible for program development and special writing as well as coordination of local and network programming, studio assignment and overall scheduling.

WNHC-TV Aiding Dealers

New Haven—As a special service for radio dealers and servicemen throughout Connecticut, WNHC-TV, is now televising its test pattern from 10 a.m. to noon, and 2 to 5 p.m. five days a week, Mondays through Fridays. Regular programs begin each day at five o'clock in the afternoon. WNHC-TV, under its present program schedule, is off the air on Saturdays.

Children Want Stories, Video Survey Shows

Survey of children's TV program preferences (age 9-12) in the metropolitan N.Y. area shows the kiddies' likes center around the story-book format, with mysteries and historical adventures on top. Study, made by Junior Programs, Inc., covered over 300 youngsters in communities in N.Y.C., Bronxville and a few Jersey suburbs.

Significant point among the study was the fact that 85 per cent of the youngsters queried had already seen at least one video program. Nine types of programs were suggested in the questionnaire, ranging from fairy tales to quiz programs.

WXYZ Names Kamins

Len N. Kamins has been named as television sales manager, effective immediately, of WXYZ-TV, Detroit. He was formerly with Brooke, Smith, French and Dorrance.

Airing Of Convention Cost Webs \$1,000,000

(Continued from Page 1)

major political conventions—to more than \$2,000,000. Still to come, however, is the Third Party meeting, July 23-25. Coverage costs here will be considerably lower, probably in the neighborhood of \$500,000.

Breakdowns for the Democratic conclave follow:

ABC aired a total of 20 hours, 40 minutes; cancelled commercial time and talent commitments to the tune of \$71,760, and paid out about \$60,000 in operating costs.

CBS convention shows on AM ran 24 hours; commercial cancellations amounted to \$197,000, with operating costs estimated at \$65,000. In television, the web lost \$10,000 in cancellations and spent \$17,000 for coverage.

MBS aired 28 hours of convention programs; reported commercial time and talent cancellations to the tune of \$120,000, with operating expenses around \$22,500.

NBC devoted 24 hours, 14 minutes radio time, and 41 hours, 24 minutes, tele time to the convention. Cost figures were not officially released, but were reliably estimated as follows: AM cancellations, near \$300,000; TV cancellations, about \$15,000, and close to \$200,000 in operating costs during the course of the conclave.

P & G Exec. Joins Agency

Theodore Palmer, who was formerly radio and copy supervisor in the Advertising Department of Procter & Gamble, Cincinnati, has joined Kastor, Farrell, Chesley & Clifford, Inc., New York.

Send Birthday Greetings To—

July 16

Phillip S. Barrison

Charles Elgeston Frank Singiser

Evelyn Lynne Murray Grabhorn

July 17

George Barnes

Carl Burkland Ed Sims

Walter P. Bura John B. Hughes

Charles Howard Dick Ruben

July 18

Harriet Hilliard Red Skelton

Marvin Mueller Hal Styles

Adele Ronson Howard Jones

July 19

Merlin H. Aylesworth

Frank Hodek Irene Hubbard

July 20

Irving Fields Henry W. Lange

Murray Forbes Don Stevens

July 21

Elsie Hitz

Allyn Joslyn Art Franklin

Fulton King Walter E. Benoit

July 22

Joe B. Carrigan Shirley Howard

Jack Edwards, Jr. Audrey McGrath

COAST-TO-COAST

Special Sport Series

Waterville, Me.—Bill Stern, director of sports for NBC has agreed to do a special series of four shows via WTVL, ABC affiliate here. Stern, who summers at Belgrade Lakes near Waterville, agreed to the series in an effort to assist in promoting a new Summer Theater, Belgrade Lakes Playhouse, which last week opened its first season at Belgrade Lakes Village. Series will be devoted to inside sports stories and personal highlights in the life of the sports commentator. He will also do a feature story on the Olympic Games. Paul Huber, WTVL's sportscaster, will work with Stern on the broadcasts.

My Favorite American

Baltimore, Md.—In the recent "My Favorite American" contest promoted by Rice's Hobby Club of the Air over WFBR, George Washington was the top choice of Baltimore school children. Following in order of entry preference to the Father of our country was: Franklin D. Roosevelt, Abraham Lincoln, Mother and General Douglas MacArthur, by a great majority. Contest rules allowed the children to write on any American for which they had a high regard. Two shrewd youngsters chose the Rice's Bread man, and one lad singled out his dog for top honors. One youngster chose himself "Favorite American."

Get Salary Increase

Boston, Mass.—More than 119 salaried workers, supervisors and management representatives at WBZ, WBZA, WBZ-FM, WBZ-TV and WBOS will share a general pay increase of more than eight per cent, it was announced the early part of this week, by station manager W. C. Swartley. Also sharing in the increase will be another 250 workers in Philadelphia headquarters of the Westinghouse Radio Stations, Inc., which operates WBZ, WBZA, WBZ-FM, WBOS and WBZ-TV—and in these other stations of the group: KYW, Philadelphia; KDKA, Pittsburgh; WOWO, Fort Wayne, and KEX, Portland.

New WCCO Sales Mgr.

Minneapolis, Minn.—Appointment of Alfred J. Harding as sales manager of WCCO was announced this week by Merle S. Jones, station manager. Harding replaces Tom Dawson, who has accepted a post in the sales department of CBS in New York. Harding joined the station's staff as a salesman in 1939 and remained in that position until he joined the Navy in 1942. In 1945 he returned to KSTP before rejoining WCCO two months ago. Two other changes were announced by Jones. Carl Ward, sales promotion manager, moves into the sales department. He will be replaced by Tony Moe, who comes to the station from KELO, Sioux Falls, S. Dakota.

Katz Drug Renews On KCKN

Kansas City, Mo.—The Katz Drug Co., largest user of radio time in this city has renewed their schedule on KCKN for another 13 weeks—4 quarter-hours each day, 7 days per week. This is in addition to the full hour Monday through Friday program, which has been on yearly contract since 1938.

To Celebrate Two Years On Air

Paterson, N. J.—Two years of continuous bi-weekly broadcasts over WPAT will be celebrated by the Urban League of Englewood, N. J., with its presentation of a program entitled "Hunter" on the station Friday, July 23, at 2:00 p.m. Begun under the direction of Mrs. Marian Forrester, executive secretary of the League, programs during the last two years have dramatically depicted all phases of relationship between Negroes and Whites, races and religions in the North Jersey area, and has endeavored to promote better understanding and brotherhood.

One Millionth Visitor

Schenectady, N. Y.—Martha Brooks, on her "Breakfast with the Brooks" program over WGY, recently interviewed Mrs. Caroline Kast Miskimen, of Philadelphia, deep in the heart of Howe Caverns, 200 feet below the ground. Mrs. Miskimen was the one millionth visitor to this underground cavern. In honor of the occasion, Virgil H. Clymer, president of the Caverns, presented Mrs. Miskimen with a section of a stalagmite taken from the caves, and also gave her 69 silver dollars, one for each year of her age.

Power Increase for WBT-FM

Charlotte, N. C.—Completion of WBT's 500-foot FM tower, atop Spencer Mt., 1,818 feet above sea level, and 1,050 feet above the surrounding terrain, increases WBT's-FM power to 50,600 watts ERP, serving listeners within a hundred mile radius of Charlotte. Simultaneous with the increase in power, M. J. Minor, chief engineer announced a change in station's frequency, from 102.5 mc., channel 273 to 99.9 mc., channel 260.

Tape Recorder Trouble

Atlanta, Ga.—Carlton Morrison, WSB tape recorder section head, sparked quite a flurry at a recent city council meeting. Carlton brought the recorder into council chamber, but further installation was momentarily halted until Atlanta's sovereign body decided it was o.k. A Dixie alderman took the floor and asked why the unit was there. Another member countered with a motion that the unit be excluded before a vote was taken on a liquor license issue. The Mayor Pro Tem explained that a portion of the Council's meeting was being recorded for rebroadcast on WSB. Finally a motion was made and seconded, allowing the recorder to remain.

Unfair Competition Charged By Zenith

(Continued from Page 1)

that the tone arm marketed by the mail order house is the same as the Zenith product. The suit also alleges that the Colonial Radio Corporation and International Detrola Corporation have manufactured and are manufacturing the tone arm sold by Sears, Roebuck and have contributed to the unfair competition upon which the suit is based.

CARE Radio Message Brings Many Contributions

(Continued from Page 1)

Advertising Council announced yesterday.

The increase occurred on the Monday following the Friday night broadcast. CARE officials attributed the sudden rise in sales directly to the announcement which was aired between the sixth and seventh rounds of the fight by sportscaster Bill Corum. Sales on Tuesday took a decided dip back toward the daily average, CARE reported.

Broadcast of the appeal was arranged by A. Craig Smith, Gillette veepee in charge of advertising, and Maxon, Inc., agency for the firm, prepared the copy stressing the need for the food packages.



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.

RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television

VOL. 44, NO. 12

NEW YORK, MONDAY, JULY 19, 1948

TEN CENTS

FORECASTS TV MANUFACTURING BOOM

Religious Workshop Plans Are Completed

Chicago — Third annual religious radio workshop will be held at the University of Chicago, Aug. 2 to 27, it was announced over the weekend by Ross Snyder, associate professor of religious education on the federated theological faculty at the university.

Conference will be broken down into five sections. They are: "Constructing goals and policies of religious broadcasting; writing and producing religious programs and pro-

(Continued on Page 5)

Cleveland Firm Gets CP Over Scripps-Howard

Washington Bureau, RADIO DAILY

The FCC on Friday announced a final grant of a construction permit to the Cleveland Broadcasting Company for operation on the 1300 band with five KW, unlimited. At the same time the competing application of Scripps-Howard was turned down, with the decision based largely on the Commission's desire to diversify the ownership of the means of public communication. Commissioners Walker, Webster and Henneck did not participate.

28% G.E. Increase Reported By Wilson

A increase of 28 per cent in net income for the first six months of 1948 as compared with the same period a year ago was revealed by Charles E. Wilson, president of General Electric Company in a statement to stockholders released Friday.

The Wilson statement follows: "Operations of General Electric (Continued on Page 5)

Novel ET Series

Mel Blanc, creator of the voices of Donald Duck and Bugs Bunny, has recorded ten animal voices to be used by the First National Bank of Minneapolis for a series of commercial spot announcements which will be heard on WDGY, WTCN and WLOL. Deal for the Blanc recordings was handled by the Olmsted & Foley agency in Minneapolis.

McNeill's '4th Party' To Hold Convention

Chicago — Doubtless Don McNeill's "Fourth Party" political convention, continuation of the promotional stunt of ABC's "Breakfast Club," will be a burlesque of the recent Republican and Democratic national conventions. The "Fourth Party" conclave will be held in New Philadelphia, Ohio (population 13,000), on Friday, August 13. Entire "Breakfast Club" cast will arrive in Canton, Ohio, August 12, greeted by civic officials, and escorted by automobile caravan over the 30 miles to New Philadelphia, where there will be a torchlight parade in the town square. Friday the 13th will be proclaimed Don McNeill Day by 26-year-old Mayor Robert Lukens, and stores and offices will be closed during the morning. Broadcast will originate from the Tuscora Park amphitheater, seating 2,000 persons.

Periodic Examination Of News Staffs Urged

The NAB Radio News Committee, meeting in Washington Friday, urged broadcasters to re-examine periodically their news organizations to improve professional standards and coverage of local news.

Meeting at NAB headquarters, the committee also voted to continue the radio news clinics, which were begun in Springfield, Ill. in 1945. The clinics are workshop sessions for radio newsmen and management.

The group heard NAB President (Continued on Page 5)

BMB Subscribers Total 706; Same Figure As 1st Study

Reporting a total of 706 subscribers for the new audience measurement study of Broadcast Measurement Bureau, BMB Friday pointed out that the list of subscribers totals exactly the same number which participated in the organization's first study.

There are 596 AM stations listed among those subscribing to the new study. In addition there are 97 FM stations and five television stations.

RMA Gives Figures On Tele Progress With Receiver Production Rate Seen Setting New Mark

Tri-States Blasts FCC, Withdraws Station Bid

Washington Bureau, RADIO DAILY
Washington — The FCC will be told today or early this week that it has acted in an inexcusable manner in handling the projected sale of KSO and KSO-FM to the Tri-States-Meredith Corporation, and that because of the long delay the would-be buyers have backed out of the deal. The agreement between the purchaser and the Murphy Broadcasting Company, (Continued on Page 6)

What's My Name? Revises Odds On Its Giveaway

In an attempt to improve listener's chances of being called by a giveaway show — estimated odds of 22,000,000 to 1 against it were first revealed by RADIO DAILY over a month ago — ABC's "What's My Name?" has completely reversed its (Continued on page 6)

NAB Official Okays New Co-op Indie Group

Washington — Commenting on the organization of 18 independent broadcasters in a cooperative group known as Independent Metropolitan Broadcasters, A. D. "Jess" Willard of NAB (Continued on page 6)

Washington Bureau, RADIO DAILY
Washington — Forecasting further boom in the TV set-production rate, RMA Friday reported that its members turned out 170,430 cathode ray receiving tubes in the first quarter of this year — compared with only 51,214 for the same period of 1947. Of this total, 158,706 went to set equipment manu-

(Continued on Page 7)

Columbia-NBC Courses Will Cover Radio, TV

Columbia University School of General Studies will offer 27 radio and television courses in cooperation with NBC during the 1948-49 academic year, it was announced Friday by Sterling W. Fisher, manager of the web's public affairs and education department.

This marks the fifth consecutive year that NBC and Columbia have (Continued on page 6)

'Voice Of America' Relay Started Sunday By BBC

The State Department on Saturday announced inauguration of a new relay of "Voice of America" programs by BBC. The new service, which went into effect Sunday, is provided for in agreements recently negoti-

(Continued on Page 2)

Headliners

President Harry S. Truman and Governor Thomas E. Dewey are slated to make their first appearance together since their respective nominations at the dedication of New York's Idlewild Airport, July 31. Coronies will be carried by WNYC, and Seymour Slagel, director of the municipal outlet, has offered the program to the four webs and local stations.



Vol. 44, No. 12 Mon., July 19, 1948 Price 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; James Owens, 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
Ralph Wilk, Manager
6425 Hollywood Blvd. Phone: Granite 6607
WASHINGTON BUREAU
Andrew H. Older, Chief 6417 Dahlonega Rd.
Phone: Wisconsin 3271
CHICAGO BUREAU
Nat Green
1417 Ashland Bldg., 155 No. Clark St.
Phone: State 2332

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

★ COMING AND GOING ★

HARRY WISMER, director of sports at ABC, left Saturday for Hollywood, where he'll be featured in a Kay Productions movie, "30 Seconds to Play." In the cast will be top-flight pro football stars.

GORDON GRAY, vice-president of WIP, Philadelphia, is in Washington, D. C., today for a meeting of the Sales Managers Executive Committee.

NORMAN CORWIN, writer and producer for CBS, with MRS. CORWIN, is expected in New York today from the West Coast. He plans a trip abroad in mid-August.

BRET MORRISON, actor-singer recently heard on Mutual's "Song of the Stranger," has returned from Philadelphia, where he arranged for several personal appearances.

ROSEMARY DE CAMP, actress heard on the "Dr. Christian" program over CBS, has left town for Hollywood, origination point of the show. JEAN HERSHOLT, who has the title role, left for the Coast last Friday.

FRED BARR, program director at WWRL, is vacationing in the Poconos. CATHERINE JOHNSON, of the station's traffic department, is spending her annual holiday sailing on Long Island Sound.

JOSE M. GARCIA, vice-president of Publicidad Inter-Americana, Havana, associate agency of National Export Advertising Service, Inc., has arrived in New York to study methods used on top-flight radio and television programs.

JOSEPH ENGEL, president of WDEF, Chattanooga, Tenn., and KEN FLENNIKEN, manager of the station, in town Friday for conference at the American network, with which WDEF is affiliated.

TED SCHNEIDER, director of daytime operations at WHN, is expected back today from Montague, N. J., where he vacationed.

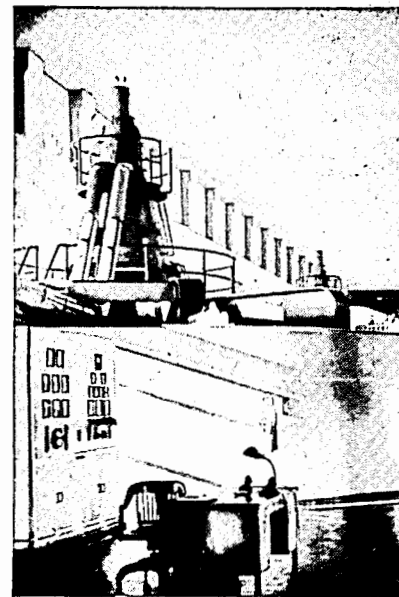
VAUGHN MONROE and the members of his band are in Chicago, origination point of today's program.

HARRY MARBLE, who is heard on CBS Saturday mornings, is on vacation. During his absence Dennis James is taking over.

HARVEY TOBACK, of the sales promotion department at United States Television, back from a business trip to Washington, D. C.

MIKE JABLONS and NAT RUDICH, of Gainsborough Associates, publicists, have returned from a trip to Washington and Philadelphia.

BOB ELLISON, of the sales staff at WONS, Hartford, is back on the job following a brief honeymoon. His bride is the former Patricia Halcy of Coral Gables, Fla.



135,000 wild horses

That's a generator room at Bonneville Dam, out in Oregon.

One flick of the wrist sends both giant generators into action.

We've used that caption—"135,000 Wild Horses"—because it's an equivalent in power.

Our point about W-I-T-H is duck soup from here on. It's the independent station here in this sixth largest city that means real power, when it comes to sales.

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

And one flick of the wrist, as you jot down the call letters W-I-T-H, brings all this sales power to you.



W-I-T-H
Baltimore 3, Maryland

TOM TINSLEY, President
Represented by Headley-Reed

FINANCIAL

(July 16)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Admiral Corp.	143 3/8	14	14	1/2
Am. Tel. & Tel.	154 3/8	153 3/4	153 3/4	—
CBS A	26 1/2	26 3/8	26 3/8	—
CBS B	26 1/4	26 1/4	26 1/4	—
Fornsworth T. & R.	10 3/4	10 1/4	10 1/2	—
Gen. Electric	40 1/2	39 3/4	39 7/8	—
Philco	42 1/4	41 1/4	41 3/4	—
Philco pfd.	91	91	91	+ 1
RCA Common	13 3/8	12 7/8	13	—
RCA 1st pfd.	73	73	73	—
Stewart-Warner	14 1/2	14 1/8	14 1/8	—
Westinghouse	29 1/2	28 1/8	28 5/8	—
Zenith Radio	32	31	31	—

NEW YORK CURB EXCHANGE

Nat. Union Radio... 3 1/4 3 3/8 3 1/8

OVER THE COUNTER

	Bid	Asked
DuMont Lab.	13 3/4	14 1/2
Stromberg-Carlson	17	18 1/2

Seeks Declaratory Judg'm't In FCC's Port Huron Case

Houston, Texas—The Houston Post as owners of KPRC have filed in Federal District Court, Houston, for declaratory judgment in the Port Huron case in an effort to clarify conflicting State and Federal Laws.

'Voice Of America' Relay Started Sunday By BBC

(Continued from Page 1)

ated between BBC and the State Department. It calls for use of five additional transmitters to increase BBC relays of Voice of America broadcasts from the present three hours to nine hours a day. Assistant Secretary of State for Public Affairs, George V. Allen, said the increased relay service was undertaken to improve the signal of "Voice of America" broadcasts to Europe and to insure a larger listening audience in this vital target area.

Tom Mix On ETs

Chicago—The cast of the WGN-Mutual program "Tom Mix and His Straight Shooters" is planning a three-week vacation during which the "Tom Mix" show will be heard by transcription. Curley Bradley (Tom Mix) and Leo Curley (Sheriff Mike) will visit friends on the West Coast. Forrest Lewis will do some ranching in Montana, and producer Mary Afflick will visit Bermuda.

Goodwin Named Manager Of WNJR By McNeil

Appointment of Harry D. Goodwin as manager of WNJR, radio station of the Newark News, was announced by John McNeil, newly appointed director of radio operations for the News. The appointment will be effective August 9.

Goodwin has been promotion, publicity and merchandising manager of Station WCOP, Boston, since 1944. Previously he had served for 14 years with WBZ, Westinghouse station in Boston.

SMPE Exec. To Speak

J. A. Maurer, executive vice president of the Society of Motion Picture Engineers, will address the National Television Film Council at its meeting at Sardi's Thursday night. Maurer, who heads 17 technical committees of SMPE, will discuss the future of films in video.

10 YEARS AGO TODAY

(From the files of Radio Daily)

Neville Miller, president of the NAB, in his first formal statement of policy since taking office as president of the Association, pledged his faithful service and declared that he wanted the right answers to each of the industry's problems both within and without. . . . The "Job Clinic," a program aired by WOW, Omaha, placed 1,200 persons in jobs throughout the mid-west section of the U. S. during the 14 months existence of the program. . . . FCC opened hearings on application of WLW, Cincinnati, for permanent use of 500 kw. power.

NOW AVAILABLE

TV TROUBLE-SHOOTER . . .

A topflight radio-TV writer-director and IDEA MAN. To organize or HEAD-UP advertising agency or station program department. . . . Or assume executive duties for over-all planning and NEW BUSINESS in Television. Heavy advertising agency experience. Both C.B.S. network and local station experience. Knowledge of films, live talent, animation, music. AND . . . can make a BUDGET STICK! Right spot more important than immediate pay-off. . . . BOX 152, RADIO DAILY, 1501, B'way, N. Y. C.

It puts a smile into serious music... new Charles Stark Transcribed Production

**PEOPLE
ARE "SEEING THINGS"
IN DETROIT**



Every day of every week, WWJ-TV, Detroit's first and only television station, has the eyes of Detroiters focused in its direction. WWJ's diversity of programs and features has aroused the interest of Detroiters of all ages, in all walks of life, to the point where steadily increasing sales of television receivers has attracted an impressive list of national and local advertisers. Thanks to WWJ-TV's pioneering and showmanship, television has already become an effective advertising medium in the Detroit market—4th largest in America!

FIRST IN DETROIT . . . Owned and Operated by THE DETROIT NEWS
National Representatives: THE GEORGE P. HOLLINGBERY COMPANY

WWJ-TV

Associate FM Station WWJ-FM . . .
Associate AM Station WWJ

AGENCIES

ALFRED EICHLER, for the past year a member of the creative staff of The Biow Company, has been made copy director in charge of all soap copy on the Procter & Gamble account. Previously, he was copy chief of the New York office of Dancer-Fitzgerald-Sample, Inc., and for 19 years a member of the copy staff of Ruthrauff & Ryan, Inc., where he specialized in soap and package goods copy.

ADVERTISING FEDERATION OF AMERICA has elected to membership: The Parker Pen Company, Janesville, Wisconsin; Caterpillar Tractor Co., Peoria; Intermountain Broadcasting Corporation, Salt Lake City; Alabama Outdoor Advertising Co., Inc., Birmingham; Parade Publications, Inc., New York, and New Holland Machine Company, New Holland, Pennsylvania.

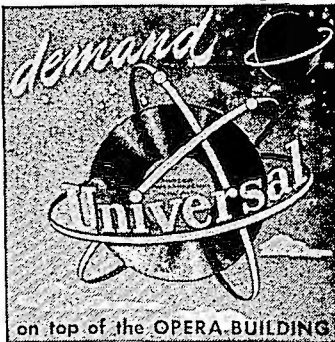
LEILA FORD has been appointed manager of the office placement division of Jobs Unlimited. Miss Ford has been associated for the past five and a half years with Walter Lowen, most recently as manager of the office placement division there. She will now direct all office placement work in the advertising, publishing and commercial fields for Jobs Unlimited.

RETA COWLES has joined Federal Advertising Agency, Inc. as associate account executive. Mrs. Cowles formerly conducted her own advertising and publicity business.

McCANN-ERICKSON Buenos Aires Office has been appointed by Reinaldo R. Donnelly & Co. to handle the advertising of Fruehauf trailers in Argentina.

BETTY POWELL has just joined the staff of the H. B. Humphrey Company as time-buyer for spot and network shows. She was with Biow from 1942 to 1946 and for the past two years has been time-buyer for B B D & O handling spots for nationwide accounts including American Tobacco, TWA, Cresta Blanca, Brown & Williamson, etc.

Recording?



in chicago

TRANSCRIPTION MASTERS - REFERENCE RECORDING



California Commentary . . . !

● ● ● Television can possibly improve films, Ronald Reagan, proxy of the Screen Actors Guild, told a luncheon meeting of the Hollywood Ad Club. He pointed out that television can be made for a more adult audience and said that his organization's theory of payment for an actor's work in video is that it should be on a royalty basis. Among the other speakers were Rodney Pantages, Stuart Ludlum, William Lasky, Bernard Tabakin and Phil Booth. Lou Place, of the Russel Seeds agency, presided, and Mal Boyd prepared the program. By the way, Benton Paschall, former commercial manager of KROY, Sacramento, who has been made manager of Western Radio Advertising, Inc., lost no time in joining the Hollywood Ad Club. . . . A split connecting rod brought a split vacation for Milt Samuel, Young & Rubicam's Coast publicity director, who's back in his Hollywood office a week earlier than he planned. Need of a brand new engine stopped the Samuel family vacation at the midpoint last weekend at Newport Beach. . . . Art Linkletter, accompanied by his wife and oldest son, is vacationing in the mountains of New Hampshire.



● ● ● Jeannie McKeon holds the record for guest appearances on "Sound-Off." She made her first appearance on the program July 12. . . . Mr. and Mrs. Boris Karloff, off to New York for the premiere of "Tap Roots," Universal-International picture, stopped en route to see Ralph Edwards in "Goodbye Again" at the El Teatro de Santa Fe, New Mexico. . . . Joy Hodges, wife of radio writer Paul Dudley, to Pittsburgh to appear three weeks in "Rosalie" at the Pittsburgh Festival. . . . KGW, Portland, held "open house" July 17 to celebrate the opening of its new studios in the new Oregonian Building. . . . "Bud" Edwards and Ernest Felix of the ABC Western division staff, recently decided to give "the fishing freshman," Don Searle, their chief, a lesson in "landing the big ones." They all went trolling at Dana Point, and the net result (no pun intended) was that Searle caught 12 barracuda, Felix six and Edwards only one.



● ● ● Joe Floyd, of the Hollywood theater, Sioux Falls, South Dakota, and Cliff Gill, now of Hollywood, who originated "Blind Date" in 1943, recently staged a new quiz show, "Stairway To Fortune" at Floyd's theater. The program is designed for both AM and television. . . . Ilene Woods, singing star of the Sealtest show, had her own commercial show twice a week over WHEB in Portsmouth, N. H., when she was 11 years old! . . . Robert Hussey, Young & Rubicam Hollywood program development director, off with his family for two weeks at Ojai, San Francisco and Lake Tahoe. . . . Gale Gordon is on "vacation," to use the word loosely. However, his vacation adds up to both work and commuting. Gordon spends week-days at a Santa Barbara guest ranch, and Fridays and Saturdays on rehearsals and the broadcast of "Junior Miss."



● ● ● Allan Young's new variety show, which already has aroused considerable sponsor interest due to its two-way format, TV or radio, is ready for waxing by the comic and will be ready for presentation to prospective sponsors within the week. . . . Jerry Lawrence has added a twist to his "The Quiz Down." The highlight of the show features a Caroline Leonetti model as "Lady Luck," who awards the prizes to the winners. The program is sponsored by Rexall over KMPC five times weekly. . . . Dick and Gene Wesson, zany brother comic team, just reunited by their manager, "Bullets" Durgom, are now preparing their own half-hour radio package for the fall season. . . . Frank DeVol's third Capitol record album, "Classics in Modern," set for national release. Wax package features DeVol's 38-piece concert orchestra playing fox-trot adaptations of "The Breeze And I," "Moon Love," "Our Love," etc.

SOUTHWEST

"THE Fourth Army Presents" which originates in the studios of WOAI, San Antonio each Friday, will now be also carried by member stations of the Texas Quality Network. Gen. Thos. T. Handy, Commanding Gen. 4th Army, spoke on the initial TQN ainer. Capt. Philip LeRoy Loomis PI Officer, Fourth Army Headquarters, Ft. Sam Houston, is narrator of the programs which features music by the official Fourth Army Band. The series was the first radio program to salute all ninety ground combat divisions of World War II.

Bill Lamar, merchandising and promotion manager of KTSA, San Antonio is off on a two weeks vacation from his duties. Following his return Clyde Wendt, his assistant will take her vacation.

Latest addition to the staff of KMAC, San Antonio is Dale Clinker. He is heard each afternoon in a new KMAC feature titled "Leave It To The Men."

Kastner Leaving NBC

Alton Kastner, column and magazine editor of the NBC press department in New York, has resigned to accept the editorship of Modern Television and Radio, a new fan magazine which will be published by Dell Publications.



fly
"the Hollywood"
United's DC-6
Mainliner 300
onestop flight

Leave New York 12:15 pm, arrive Los Angeles (Lockheed Air Terminal) at 8:25 pm.

Fares are surprisingly low. Flights operate on Standard Time.

UNITED AIR LINES

NEW YORK & BROOKLYN: Call Murray Hill 2-7300.

NEWARK: Call Market 2-1122 or an authorized travel agent.

Periodic Examination Of News Staffs Urged

(Continued from Page 1) Justin Miller and General Counsel Don Petty discuss the "Mayflower Rule," forbidding editorializing by broadcasters, and voted to continue opposition to the rule until final reversal.

Chairman E. R. Vadeboncoeur, vice-president of WSYR, Syracuse, reported to the group on an appearance by himself and Michael Hanna, WHCU, Ithaca, N. Y., NAB 2nd District director, before the law revision committee of the New York legislature, to urge inclusion of radio newsmen in a bill to protect newsmen from pressure to reveal sources of information.

Pamphlet to Be Published James L. Howe, president and general manager of WCTC, New Brunswick, N. J., reported on a New Jersey newspaper privilege bill with an amendment to cover radio newsmen. At the suggestion of Judge Miller, the committee agreed that the Vadeboncoeur report should be distributed to NAB member stations as a pamphlet, listing states having newspaper privilege laws with or without clauses covering radio newsmen.

Present at the committee meeting were Chairman Vadeboncoeur; Howe; Milton E. Cobb, general manager, WMAZ, Macon, Ga.; Miller; Petty; C. E. Arney, Jr., NAB secretary-treasurer and Arthur Stringer, NAB director of special services, committee secretary.

WFIL-FM Fax Edition Carries 7 Advertisers

Philadelphia—First commercial facsimile edition of the Philadelphia Inquirer was aired by WFIL-FM the end of last week, with seven quarter-page ads in the eight-page, 30-minute transmission.

A weekly feature of WFIL-FM, the fax edition carried news, pictures, sports and amusement, women's, radio-tele and comic pages. Ads were prepared by the ad departments and agencies of the seven participating firms. Finished copy and layout was submitted to the station's art staff for inclusion in the issue.

Initial advertisers, all of whom signed 13-week contracts, were: Bold Cigars; Mort Farr; Greystone Wines; J. M. Korn & Co., ad agency; Land Title Bank & Trust Co.; Lit Brothers and Parkway Bread.

BMB Subscribers Total 706; Same Figure As 1st Study

(Continued from Page 1) the subscription arrangement for the first survey as subscribers then were entered as individual broadcasters.

New Subscribers Listed New subscribers, not previously announced, follow: WAPX Montgomery, Ala.; WJRD Tuscaloosa, Ala.; WRFO Athens, Ga.; WSAC, Columbus, Ga.; WKLY Hartwell, Ga.; WIRE Indianapolis, Ind.; WASK Lafayette, Ind.; KXEL Waterloo, Ia.; WHIR Danville, Ky.; KRMD Shreveport, La.; WPDF and WTCB Flint, Mich.; KPRM Kansas City, Mo.; WJLK Asbury Park, N. J.; WTHK Durham, N. C.; WAKR Akron, O.; KPOJ and KPOJ-FM Portland, Ore.; KVI Tacoma, Wash.; WMON Montgomery, W. Va.

In addition, new FM subscribers not previously announced are: WFOB-FM Mobile, Ala.; WFSM-FM Montgomery, Ala.; KPSA-FM Fort Smith, Ark.; KUOA-FM Siloam Springs, Ark.; KECA-FM Los Angeles, Calif.; KGO-FM San Francisco, Calif.; KLZ-FM Denver, Colo.; WTCO-FM Hartford, Conn.; WMAI-FM Washington, D. C.; WIOD-FM and WQAM-FM Miami, Fla.; WGST-FM Atlanta, Ga.; WGBA-FM and WRBL-FM Columbus, Ga.; WRLD-FM West Point, Ga.; KIDO-FM Boise, Ida.; WENR-FM Chicago, Ill.; WSOY-FM Decatur, Ill.; WJPF-FM Herrin, Ill.; WMBD-FM Peoria, Ill.; WMLL Evansville, Ind.; WOWO-FM Fort Wayne, Ind.; WKMO-FM Kokomo, Ind.; KCRK Cedar Rapids, Ia.; WDBQ-FM Dubuque, Ia.; WKYC Paducah, Ky.; WBOC-FM Salisbury, Md.; WBZ-FM Boston, Mass.; WBZA-FM Springfield, Mass.; WTAG-FM Worcester, Mass.; WXYZ-FM Detroit, Mich.; WLAJ-FM Grand Rapids, Mich.; WTCN-FM Minnea-

28% G. E. Increase Reported By Wilson

(Continued from Page 1) Company and its consolidated affiliates for the first six months of 1948 resulted in a profit available for dividends of \$54,602,339, or \$1.89 a share of common stock. This net income represented an increase of 28 per cent over the \$42,802,075, or \$1.48 a share, earned in the corresponding period of 1947. Although the earnings were equivalent to 7.1 cents per dollar of sales in each respective period, "Mr. Wilson pointed out, "the 1947 results reflected the receipt, in the first quarter of the year, of a non-recurring dividend of \$5,306,835 as a result of the liquidation of Electrical Securities Corporation, a former investment affiliate.

"For the three months ended June 30, 1948 the consolidated net income was \$29,213,190, equivalent to 7.2 cents per dollar of sales and to \$1.01 a share of common stock. This compares with \$24,883,484, or 7.3 cents on the sales dollar, and 86 cents a share, earned in the corresponding quarter last year.

Net Sales at \$772,761,792 "Consolidated net sales billed amounted to \$772,761,792 for the first six months and to \$406,803,802 for the second quarter of 1948, new record rates in each instance and increases of 29 per cent and 19 per cent, respectively, over the billing for the corresponding periods a year ago.

"A dividend of 40 cents a share of common stock will be paid on July 26 for the second quarter of 1948 making a total of 80 cents a share in dividends for the first-half of this year, the same amount as was paid for the same period last year.

polis, Minn.; KCFM Kansas City, Mo.; KXOK-FM St. Louis, Mo.; WMUR-FM Manchester, N. H.; WCTC-FM New Brunswick, N. J.; WKOW-FM Albany, N. Y.; WENE-FM Endicott, N. Y.; WHCU-FM Ithaca, N. Y.; WJZ-FM and WOR-FM New York, N. Y.; WYNY-FM Watertown, N. Y.; WBBB-FM and WFNS-FM Burlington, N. C.; WNGC-FM Gastonia, N. C.; WNAO-FM and WRAL-FM Raleigh, N. C.; WAIR-FM and WBSJ-FM Winston-Salem, N. C.; WTRF-FM Bellaire, O.; WSAI-FM Cincinnati, O.; WCOL-FM and WELD-FM Columbus, O.; WING-FM Dayton, O.; WPAY-FM Portsmouth, O.; WJEM-FM Springfield, O.; WKBN-FM Youngstown, O.; KCRG-FM Enid, Okla.; KTUL-FM Tulsa, Okla.

KEX-FM Portland, Ore.; KYW-FM Philadelphia, Pa.; KDKA-FM and WCAE-FM Pittsburgh, Pa.; WGBI-FM Scranton, Pa.; WIAK-FM Williamsport, Pa.; WCSC-FM Charleston, S. C.; WIS-FM Columbia, S. C.; WDXY and WSPA-FM Spartanburg, S. C.; WTIS-FM Jackson, Tenn.; WKPT-FM Kingsport, Tenn.; WMCF Memphis, Tenn.; KGNC-FM Amarillo, Tex.; WFAA-FM Dallas, Tex.

KURV-FM, Edinburg, Tex.; KFYO-FM Lubbock, Tex.; WOAI-FM San Antonio, Tex.; WSAV-FM Harrisonburg, Va.; WLVA-FM Lynchburg, Va.; WTAR-FM Norfolk, Va.; WDBJ-FM, WROV-FM and WSLF-FM Roanoke, Va.; KWLK-FM Longview, Wash.; WJLS-FM and WKWK-FM Beckley, W. Va.; WKBH-FM La Crosse, Wis.; WJBA-FM Madison, Wis.; WOSH-FM Oshkosh, Wis.

New Television station subscribers include: WMAI-TV Washington, D. C.; WIOD-TV Miami, Fla.; WBZ-TV Boston, Mass.; WTCN-TV Minneapolis, Minn.; WOR-TV New York, N. Y.

KYW Holds Open House For Broadcasters

Philadelphia—All NBC program originations in Philadelphia plus 30 special pick-ups for a half-dozen additional broadcasters were handled by KYW during the recent Republican and Democratic National Conventions.

Although not taxed to capacity, the Westinghouse station's facilities were operating at close to maximum performance on several occasions during the two conclaves. Early evening listening hours found KYW handling as many as five programs simultaneously. Heaviest load, twenty-five programs daily, was handled during the Tuesday and Wednesday (July 13-14) sessions of the Democratic convention. The convention proceedings of Wednesday extended well into Thursday morning.

Reporters, Stations Listed Among the individual news reporters and stations accommodated in addition to NBC were Blair Moody of WWJ, Detroit; Bill Thomas, Harris Breth, and Bill Burns of WCPA, Clearfield, Pa.; Galen Fromm and Bill McKeldin of WBAL, Baltimore and Don Hirsch of KDKA, Pittsburgh.

Coverage of the conventions by the Connecticut State Network was highlighted by two 54-minute forum programs which originated directly from KYW. Stations receiving the broadcasts were WTHI, Hartford; WATR, Waterbury; WNLC, New London; WSTC, Stamford; WNHC, New Haven; WTOR, Torrington and WNAB, Bridgeport.

Special records were made for KSD, St. Louis and KGU, Honolulu by KYW.

Religious Workshop Plans Are Completed

(Continued from Page 1) gram series; utilizing radio programs in the educational work of the church; building relations with the listening public, and training religious broadcasters in the local community and in the seminary."

Snyder will serve as dean, Everett Parker, director of the Joint Religious Radio Committee and instructor at Columbia and Yale, will direct the workshop.

Enterprise Non-Sectarian A non-sectarian enterprise sponsored by the U. of C. and the Joint Religious Radio Committee, workshop will include open discussions, observations of local radio shows and an advanced program for those who have attended previous sessions.

Instructors and lecturers include Arnold Marquis, of the NBC-University of California Radio Institute; Frank Papp, director of NBC's "The Eternal Light"; Buell Gallagher, Pacific School of Religion; Davis Edwards, University of Chicago; George Probst, director of University of Chicago Round Table, and Ola Hiller, radio director, Pontiac, Mich., public schools.

National Guard Series

Chicago—A new series titled "G. I. Notebook," presented by the Illinois National Guard, was given its debut on WCFL July 17 at 12:45 p.m. and will be heard weekly. Series will feature guest service men, a commentary by Frank Smith, veterans editor of the Chicago Sun-Times, and news flashes concerning Guard activities. Each week the history of a National Guard outfit will be reviewed.

Takes WLNH Sales Post

Station WLNH, Laconia, New Hampshire has appointed John J. Hull, sales coordinator and account executive for the Lakes Region territory. Hull was previously a copywriter for Abner J. Gelula & Associates, and assistant advertising and sales promotion manager of Motor Parts Company, in Philadelphia.

Renews 'Favorite Story'

Frederic W. Ziv Co., announce that the D. H. Holmes Company, New Orleans department store, which has been a Ziv advertiser since 1944 recently renewed the half-hour dramatic program Favorite Story for a second year over WDSU.

Bankroller Lanny Ross' program on WNBT is bankrolled by Swift. It now comes to light that Lanny is doing some very altruistic sponsoring himself. The New York Public Library reports that its free outdoor concerts, which start today in Bryant Park and continue until Sept. 15, "are being made possible through the generous gift of Lanny Ross, the singer.

Weather Report Cincinnati, Ohio—WCKY has inaugurated a "Sunday and Holiday Flying Weather Service" to private aircraft owners in the Greater Cincinnati region. Airway forecasts are broadcast on each Sunday and holiday morn at specified hours for the purpose of giving potential flyers info on whether the weather will permit contact flying. Report is furnished by U.S.W.B.

Columbia-NBC Courses Will Cover Radio, TV

(Continued from Page 1)

participated in the joint venture. Seventeen of the 21 instructors will be NBC staffers, with 17 courses to be given in the network's Radio City studios.

There will be three new courses, this year, Fisher said. One, in audience research, will be conducted by Hugh M. Beville, NBC director of research; one treating radio in international relations, will be taught by Fred Bate, assistant to the web veepee in charge of international relations, and the third, a documentary workshop, will be under direction of producer Frank Papp.

Courses Listed

Other NBC staffers conducting courses, in addition to Fisher, include Robert K. Adams, national production manager; Wade Arnold, assistant manager, script division; Doris Corwith, director of talks and religious broadcasts; Sydney H. Eiges, vice-president in charge of press; Patrick J. Kelly, chief announcer; Frederick G. Knopfke, sound effects manager; Walter McGraw, producer; James Nelson, advertising and promotion director; Adolph J. Schneider, assistant news and special events manager; Ferdinand A. Wankel, assistant director of tele engineering, and directors Tom Bennett, James Harvey and Edward King.

About 350 students will be accepted for each of two semesters, Fisher said. Minimum educational requirement is high school graduation, and courses will carry credit toward an AB, MA or MS degree, he added.

What's My Name? Revises Odds On Its Giveaway

(Continued from Page 1)

format so that listeners will phone the program.

New gimmick works like this: each week listeners of a different ABC affiliate will be "invited" to identify the voice of a famous personality, via a collect call to New York. The first person to phone in the correct answer to emcee Arlene Francis wins the jackpot. Immediately preceding the jackpot question, local announcer will be cut in, giving listeners in that area the long distance number which will reach the show.

Although the switch apparently does reduce the odds for residents of that community to be chosen each week, it leaves listeners to the other 167 stations carrying the program out in the cold entirely.

NAB Official Okays New Co-op Indie Group

(Continued from Page 1)

said "NAB will be happy to work with this informal organization through its independent committee and other groups. Willard said he understood the aim of the organization was to improve the program structure of independents."

★ THE WEEK IN RADIO ★

Dems Adopt Radio-TV Freedom Plank

By ERNEST STERN

THE Democratic Party, concluding their oven-baked Philadelphia National Convention in the wee small hours of Thursday morning, came through with a plank in their platform calling for universal freedom of radio, television and the press. Urging "the vigorous promotion of worldwide freedom in the gathering and dissemination of news by press, radio and television, with complete confidence that an informed people will determine wisely the course of domestic foreign policy," plank was one of few not marked by partisan bickering. . . . Coverage of the Democratic Convention cost the major webs well over a million dollars, making a combined total of over two million for both major political confabs in the "City of Brotherly Love."

New FCC ruling makes it necessary for broadcasters about to go on air to notify the Comm. at least two business days in advance of the commencement of program testing date. . . . The NAB engineering executive committee promised full industry cooperation with the FCC in solving engineering problems and frequency allocation difficulties. . . . U. S. Army announced recruiting of a selected group of men to receive specialized training in public relations media with radio and TV stations lending generous cooperation in the project by providing on-the-job training for the future PRO staffers.

Inter-American Association of Broadcasters adopted "in principle" a 15-point program advocating the right of free radio to editorialize. Organization also adopted a resolution stating freedom of air "has been virtually abolished in Argentine radio." . . . Continental FM Network announced a new weekly series of top "name" bands to be aired from Convention Hall, Asbury Park, beginning last Sat. It's the first time, according to Larry Carl, web program manager, that name bands have been aired on an exclusively FM network. . . . Commercial time salesmen of major webs were on an all-out drive soliciting Republican and Democratic National committees for a good slice of the estimated \$3,000,000 which will be spent by the parties between now and Nov. elections. Indications are that the GOP will use more national and regional net time than the Democrats.

The 4-A's announced formation of a new committee to deal with operating problems in radio and TV, as distinguished from problems of program production. Carlos Franco of Y & R was named chairman of the new unit. . . . H. C. Bonfig, v.p. of Zenith Radio Corp. said that FM and tele are rapidly changing nature of radio manufacturing due to high capital investment required for production of quality receivers of these new phases and because the public has become increasingly discriminating in its buying habits. . . . 130-odd local stations, network affiliates and indies were represented in Philly at the Democratic Convention, making it

largest number of stations ever to cover a single national event. About one-third brought in lines for direct reports of proceedings and activities of hometown delegates. . . . A number of top sportscasters and newsmen of the four major webs departed via ship last week to cover the Summer Olympic Games in London. They will broadcast shortwave descriptions and roundups during the 17-day international athletic meets.

Formation of an Association of Independent Metropolitan Broadcasters representing 16 independent major market stations was announced in St. Louis by Frank E. Pellegrin of KSTL. Group would function under an executive committee composed of S. A. Cisler, WKYW, Louisville, chairman; Patt McDonald, WHHM, Memphis, and Pellegrin of KSTL. Purpose will be to interchange helpful information and ideas on a confidential basis, bi-weekly. Pellegrin clarified that "the AIMS organization is definitely not in competition with NAB." . . . The Blackburn-Hamilton Co., radio station brokers, completed negotiations for the sale of KSDJ, CBS outlet, San Diego, for \$272,000 from Clinton D. McKinnon to David Salik, San Antonio manufacturer. Transfer of control papers are in preparation for filing with the Commission.

First regular service of FM broadcasting to riders of city transit vehicles has been inaugurated in Covington, Ky., and pronounced successful by its sponsors, Transit Radio, Inc., WCTS; Cincinnati, Newport and Covington Railway, and the Dixie Traction Co., both known locally as the Green Line. Total of 100 receivers function in Green line vehicles. Some 300 more FM receivers are being installed in busses and trolley coaches of the Cincinnati Street Railway. WCTS expects to add 380,000 people to their daily audience by such installations. . . . Jack Kapp, president of Decca Records concluded a ten year deal providing for exclusive recording rights of the Milan (Italy) La Scala Opera Co. Complete recording system will be installed in the La Scala Opera House for waxing entire performances. . . . Zenith Radio Corp. filed suit against Sears, Roebuck & Co., International Detrola Corp. and the Colonial Radio Corp., charging unfair competition as relates to the manufacture and sale of a phonograph pickup arm. Suit charges infringement on design of Zenith's Cobra tone arm.

Join WPTR Staff

George Miller and Bill Pope, sports reporting team, have joined WPTR in Albany, N. Y. as Co-Directors of Sports. Announcement of the appointment was made by Leonard Asch, General Manager of the Patron Broadcasting Company, Inc. They are scheduled to air three shows daily over WPTR in addition to remote play-by-play descriptions of outstanding sports events.

Tri-States Hits FCC, Withdraws Station Bid

(Continued from Page 1)

licensee, had provided that either party could cancel if FCC approval had not been given by July 15.

Although the matter came before the Commission, and it is said a decision to write a letter for more information was taken on July 6, the letter that finally went out was dated July 12 and received July 15. The original application had been filed last February.

The letter asked for comment on the anti-trust violations of Paramount Pictures in regard to this application, Paramount being a 50 per cent owner of the Tri-States circuit, which is half owner of the Tri-States Meredith Corporation. The company insists that this is not a pertinent issue at this time, pointing out that A. H. Blank, circuit head, had filed an affidavit six weeks ago claiming that he runs the circuit and Paramount does not control. Blank also referred at that time to testimony before the FCC by Paramount's video head, Paul Raibourn, that he did not know of the Tri-States Meredith application for a TV license in Des Moines until he read it in the trade press.

"No Competitive Application"

Furthermore, the FCC will be told, the Commission had, in cases where there have been competitive applications, ruled in favor of applicants with records of anti-trust violation. In this case, there is no competitive application. Reference will be made to cases in Williamsport, Pa. and Lexington, Ky.

The letter to the Commission, which was being drafted over the weekend, also will point out that the buying corporation had to put up \$300,000 in February, which money is still tied up and might remain so for many more months to come. Maybe the FCC can stand such delay but business men cannot, it will say.

A further point to be made will be that, pending FCC approval, the purchaser has no right to act in the station management. In other words, without complaining directly about the present station management, the point is made that what seemed a wise investment six months ago might have depreciated in value by the time FCC approval is finally given—either through mismanagement or through FCC action granting other stations for the same area.

The Tri-States Meredith TV application remains in effect, however, and the Commission will have another opportunity to raise the Paramount anti-trust issue in this case.

KQV Records Durocher Shift

Pittsburgh—KQV recorded on tape the official press conference at the Hotel Schenley Friday morning when Mel Ott announced his resignation as manager of the New York Giants and revealed that Leo Durocher would succeed him as manager. Also the Dodgers announced Burt Shotton as manager. KQV broadcast the announcements and interviews on the 1:15 p.m. newscast.

TELEVISION DAILY

Daily section of RADIO DAILY, Monday, July 19, 1948 — TELEVISION DAILY is fully protected by register and copyright.

ABC SETS PLANS FOR N. Y. STUDIOS

TELE TOPICS

By JIM OWENS
Associate Editor

FIRST of the major printed media to feel the effect of reshuffled ad budgets occasioned by the TV mushroom will be the national magazines, it's averred by the seer-sucker brigade on Mad. Ave. They feel video's more visual (natch!) than the slicks, has already shown its impact to be more powerful despite the circulation barrier—which'll be down before long. . . . Come fall (or sooner) Newell-Emmett will be head over heels in the medium. Flock of the agency's accounts (at least four) are getting ready for the inevitable plunge. . . . Layne, Leene & Green, said to be the only agency in the biz devoted exclusively to tele (it stumped the 4-A brass recently via an application for membership) about to launch a national spot drive for Tills Fruitcake Co., of Baltimore. The reps can find 'em in the Manhattan 'phone book.

A H'WOOD FIRM will invade the eastern market by September with a new-type recording outfit, applicable to both radio and TV, to retail at \$150. Gadget is said to be equipped to transcribe video shows (complete with sound) off the face of a tube. . . . Another example of TV's ability to scoop the gazettes (as well as newsreels) was the film scanning of that Gimbel Bros. (NY) picket line last Thurs. One Gotham outlet had 'em on the air an hour after they were canned—and while the pickets were still chanting. . . . Eddie Sobol, one of the most authoritative men in the biz, has a piece in yesterday's issue of "Parade" in which he sez vaudeville has gotten a terrific shot in the arm from TV, and is "far from being dead."

DAN TOPPING, the Yankee owner, and Wendy Barrie, the film femme who's been doing a lotta radio work in Gotham lately, will demo their respective golf swings tonite on WABD's "Swing Into Sports." . . . Henny Youngman, who subbed for Milton Berle on "Texaco Star Theater" when the latter was ko'd by a cold a few weeks ago, will headline tomorrow nite's NBC seg. Youngman-Berle duo two weeks ago was one of the zaniest, fun-packed performances to hit the TV air yet. . . . The Detroit Symphony ork has been added to the summer sked of WWJ-TV. Detroit News outlet will air the Walter Poole aggregation from the Fairgrounds Shell.

TV BOWS TO MOTHER NATURE DEPT.: WPIX set a special gimmick for last Saturday's session of its puppet aier "Pixie Playtime," feature of which was to be appearance of three lion cubs from the Palisades Park menagerie. Everythin' was fine until the lion man out there discovered showtime would conflict with the cub's dinner hour. Since they're still too young for bottle-feeding, Mom would have to come along, he said. . . . Cute idea, anyhow.

Manufacturing Boom Predicted For Video

(Continued from Page 1)

facturers. Total volume of radio and television equipment sales, including \$10,536,935 for all types of tubes, amounted to \$40,351,820, RMA said, with more than \$18,000,000 of that amount represented by government orders.

Sales of transmitting and communications equipment of all types during the first-quarter of 1948 fell below the \$56 million total reached in the first-quarter of 1947, because of a drop in government procurement from about \$40 million to \$18 million. Much of the early 1947 government business was completion of war-time orders.

Transmitting equipment sales were about equal during the first-quarters of 1948 and 1947. The 1948 quarterly report totalled \$6,725,385.

FM Sales Top AM

FM transmitting equipment sales by RMA member-companies during the first-quarter of this year aggregated \$1,615,204 and AM sales in the same category to \$667,435. Studio equipment sales for both AM and FM stations amounted to \$1,193,060 and antenna equipment for AM and FM stations, excluding towers, to \$558,577.

Sales of television transmitting equipment, including studio, transmitter, antenna and associated relays and accompanying receiving apparatus, amounted to \$1,682,615. Miscellaneous broadcast transmitting equipment sales added \$369,048.

General communications equipment sales, including transmitters, and re-

Just In Case. . .

Toledo, O.—To protect its cameras at Swayne Field, home of the Mudhens of the American Association, WSPD-TV has erected a "Tuf-flex" plate glass screen through which the baseball action will be pictured. Screen is four by nine feet, is one-half inch thick, and was made by Libbey-Owens-Ford Glass Company. It is on a temporary platform in the second deck of the stands and has an open end for swinging cameras down the first base line.

500 Atlanta Dealers Get RCA-WSB Demo

Atlanta, Ga.—Dealers in this area were provided a preview of tele here last week at a demonstration-showing by RCA which was participated in by WSB-TV, this city's first video outlet set to debut before the fall. Showing, which was attended by some 500 RCA dealers, was featured by a special closed-circuit telecast by WSB-TV, designed to outline the effect of an ambitious set sales campaign about to be started by the manufacturer.

Dealers were hosted at a dinner by The Yancey Company, at which Joseph B. Elliott, vice prexy in charge of RCA home instruments, was principal speaker.

Dealers, aggregated \$2,878,198 in the first quarter of this year, and marine communications and navigation equipment sales to \$1,389,317.

To Reconvert Bldg. In Midtown N. Y. In Six Mos.

Completion of plans for its N. Y. video studio, to occupy the width of a city block between 66th and 67th Streets off Central Park West, was announced Friday by ABC, construction of which is to begin immediately. Although cost of reconverting the present structure, a riding academy, is not disclosed, ABC will reportedly pay an annual rental of \$68,000 plus taxes.

New studios, which will serve both the web and its flagship WJZ-TV, are said to be "America's largest" by Robert E. Kintner, executive vice-president. New building will provide 2,000,000 cubic feet of space and will cover the entire tract between 66th and 67th. Main studio will measure 200 feet in length and 100 feet in width, with a 45-foot ceiling. Unit will be provided with sound-proof translucent panels, of glass and plastic material, to divide the principal studio into smaller facilities. Facilities will be provided for the distribution of pictures to public viewing rooms, lobbies, client's room and exec offices to permit viewing shows and rehearsals, etc., Kintner said. In addition, net will install a control room on special balcony with a 95-ft. plate-glass window. Sixteen cameras will be used by ABC staffers, and duplicate sets of studio equipment will be available for emergencies.

Reconversion 6-Month Job

While ABC takes over the building today it's expected that reconversion of the present site will require approximately six months' work, during which time the web will use temporary quarters at 157 East 69th Street for origination of network shows. Site has been leased on a long-term basis from Webb and Knapp, Inc., prominent New York realtors.

Meanwhile plans are near completion for formal debut of WJZ-TV on August 10 (Channel 10). Flagship's transmitter is located atop the Hotel Pierre, at 5th Ave. and 61st, adjacent to Central Park.

TV At Music Fair

Visitors to the World's Fair of Music at Grand Central Palace (N. Y.), which holds forth through this week, will get an expansive picture of video sets thus far available to the public. RCA has set up a special exhibition and camera chain similar to that in the Radio City Exhibition Hall by which visitors "see themselves" walking before a TV camera. Company will have 20 sets on hand for the show.

The Week in Television

Film Library Set Up via Fox-UP Pact

20th Century-Fox and United Press signed a long term agreement to establish video film library covering all important world events. Film documentation of UP dispatches will be sent to stations on weekly basis following distribution of basic library. . . . Official recognition of tele's news prowess came out of Philly when Democrats adopted platform plank calling for world freedom of medium on par with radio and press. . . . Tele completed its second major convention grind in less than a month, with all critics extending kudos for A-1 coverage job.

Chevrolet Dealers of New York area signed to sponsor Yankees pro football on WABD for three years. Home games as well as road contests in cities on the coast will be aired. Campbell-Ewald agency placed the account. . . . Construction of new building atop Mt. Wilson to house KTTV transmitter was begun by CBS for lease to L. A. Times Mirror, licensee. . . . Full video coverage was set for Henry Wallace Third Party conclave in Phila. July 23-25. . . . John McClay was appointed program coordinator at WCAU-TV, and Charles Kelly was named program manager of WNBW.

The Mailbag

Song Writer Has Say

"I was very pleased to see, on reading your issue of July 12th, that the song NOW IS THE HOUR, of which I am co-writer, has ranked first on the Annual Peatman Survey. However, your headline is rather disturbing to me and I feel sure that you would want to correct an impression which takes credit away from a person to whom credit is due.

"NOW IS THE HOUR is not a British pop number. Briefly, I will give you its history. Thirty-five years ago a piano solo was written in Sydney, Australia, by Clement Scott and titled SWISS CRADLE SONG. This was played in the silent movie houses and in this manner got over to New Zealand. There, a Maori woman, Maiwa Kaihau, took 16 measures from the middle of the piano solo, a little melodic theme, and to this she wrote a four line poem. The Maori faith-healer, Ratana, used this little fragment to close all of his religious meetings and in time, all over New Zealand, this chorus became known as a Maori folk tune. It is not Maori; it is Australian in origin. Over the years it has been sung both in Australia and New Zealand, and during 1945 when I took Gracie Fields to Australia and New Zealand on a war tour, toward the end of the tour, the number was given to her. She went off to Capri and I came back to the United States. In the meantime, Marjorie Lawrence had recorded this fragment in a medley of songs here, and Paling & Co. of Sydney, Australia, the owners of the original copyright, felt there might be some commercial interest in this country in this fragment. Accordingly, through Messrs. Allan & Co. of Australia, whom I represent, Palings sent 'Haere Ra,' as the little chorus was called, to me and asked me to see what I could do about selling it in this country. No publisher was interested in an incomplete number and so many Broadway publishers turned it down. Mr. Gus Schirmer suggested that I write this into a full song, conforming with Tin Pan Alley requirements, which I did. I wrote words and music for the verses, and a new musical arrangement for the chorus, and gave it a new title, NOW IS THE HOUR, instead of the Maori word which was not understood by many people. The song was then published by Boston Music Co., owned by Mr. Schirmer.

"When Gracie Fields returned from Italy, she began to use the song in this country to close her various night club programs and at the Roxy during her season there. After this she went to London, I think you know how successful she was in plugging the number for me there. It was top of the Hit Parade in England for about 25 weeks. In the meantime, Lou Levy of the Leeds Music Co. made a deal with Gus Schirmer and me for publication in his popular catalogue."

Yours sincerely,
Dorothy Stewart, New York City

COAST-TO-COAST

First Broadcast Draws Sponsors
Norwalk, Conn.—The Fishing & Hunting Club program, conducted every Tuesday at 7:30 p.m. over WNLK, by Walter Fitzgerald and Wally Peters, drew such a large listening audience on its first broadcast that it was immediately signed up by three cooperative sponsors. They are the Fitzgerald Awning Co., Kellogg Marine and Rowayton Marine. All three cooperative sponsors sell the Johnson Sea Horse, outboard motor.

A Mystery Each Night
San Antonio, Texas—Harold Carr, program director for KABC has announced that nightly the 7 p.m. time slot will be known as "Mystery Time" on the outlet. To appease the thousands of fans who thirst for adventure and mystery, he has scheduled "I Love Adventure" for Sunday; "Front Page" for Monday; "Challenge of the Yukon" is heard on Tuesday; "The Amazing Mr. Malone" has been scheduled for Wednesday; on Thursday "Criminal Casebook" is heard; "The Adventures of the Fat Man" are broadcast on Friday and on Saturday, "Boss Dolan, Detective" is heard at the same hour.

KLZ Staffer Wins NFPW Award
Denver, Colo.—KLZ's only feminine news writer, Lucille Hastings, has won the National Federation of Press Women's first award for preparation of a radio newscast. Announcement of the award was made in St. Paul, Minn. last week. This is the organization's fourth consecutive national award for excellence in radio writing. Miss Hastings is a graduate of the Univ. of Colorado School of Journalism, and was a successful free lance writer of juvenile fiction and trade articles for about two years before joining the staff of a semi-weekly paper, The Brighton Blade, in central Colo. She has been a member of the news-writing staff of KLZ for the past four years.

Power Of Radio Appeal Demonstrated In Providence

Twyma Humphrey, a Louisville, Ky., business man and former district officer of the Kiwanis club, started things rolling for Johnny Ventham, 10-year-old Providence, R. I., cripple, on Mutual's "Heart's Desire" program on July 1 and the whole thing snowballed into a civic event sponsored by WEAN, and the Providence Kiwanis club yesterday.

Humphrey, read a letter on the "Heart's Desire" program in which Johnny asked for a baseball uniform. The letter proved the most appealing of the day and the lad received the uniform from Philip Morris, sponsor of the show. In addition Humphrey was gifted for having read the letter with the greatest human interest

To Address KYW Radio Workshop
Philadelphia—British and French radio reps will address the Sixth Annual KYW Summer Radio Workshop for teachers, according to Gordon Hawkins, education dir. of Westinghouse Radio Stations, Inc. On July 20, Lillian Lang of BBC program operations dept. will address the group. Radiodiffusion Francaise is sending Edward Gruskin, N. Y. program dir., to address the sessions on July 26. Other speakers scheduled to deliver talks in the last two weeks of the month-long workshop include: Hazel Kenyon Markel, dir. of public relations and public service, CBS, Washington; Victoria Corey, education dir., KDKA; Warren Bower, head of radio dept. of NYU; James McLean, sales mgr., WPTZ; Dorothy A. Kemble, dir. of continuity acceptance, MBS, N. Y.; and James S. McMurry, production mgr., WBAL-TV.

Covers Dedication Ceremonies
Topeka, Kans.—Special dedication ceremonies for the number one detention dam completed in the U. S. at Cloud Chief, Okla., was covered by Gene Shipley, WIBW farm service director, for the station's listeners. Dam is rather peculiar, since it is built to hold back a major part of the run-off and to release these flood waters over a three to four day period and is really a pioneering venture. Dedication included welcome address by Gov. Roy Turner and a short talk by Dr. Hugh H. Bennett, chief of the U. S. Soil Conservation Service.

Big Names On Wire
Norfolk, Va. — To add spice to WLOW's "Juke Box Review," Lee Lively, program m.c., makes wire recording interviews with name band leaders appearing at Virginia Beach clubs. Lively has already lined up chats with Tony Pastor, Guy Lombardo, Don Bestor, Sammy Kaye, and Larry Clinton for broadcast on the program. Show is aimed at the young carriage trade and is aired from 7:15 to 8:30 nightly.

PROMOTION

Katz Tells Of WNAX

Last fall when The Dolcin Corp. decided to introduce its product to a five-state midwestern area, they asked WNAX, Yankton, S. D., what to do about the advertising campaign. The story of the sales and distribution WNAX obtained for Dolcin is presented in a six-page, three-color folder prepared and issued by The Katz Agency, Inc., station representatives. How WNAX put Dolcin on the shelves of 15 wholesale drug houses and 81 per cent of the retail drug stores serving its area within a ten-week period is fully outlined. Details of WNAX's program and announcement schedule, its merchandising before and after start of the campaign and its drug store survey checking Dolcin distribution make it a complete story.

In Good Company

Cashing in on a publicity break that amounts to a flack's dream, WINS Friday sent copies of the July 10 issue of "The New Yorker" to about 100 agencies. Cover cartoon, by Peter Arno, shows a battery of microphones surrounding the speaker's stand in Convention Hall, with mike standards bearing call letters of NBC, CBS, MBS and WINS. Attached to the cover of each magazine was a note pointing to the WINS mike that said, "Pardon us, but our call letters are showing!"

S-W At Furniture Show

Participation of Stewart-Warner in the July furniture market in Chicago is highlighted by initial public showing of the Chicago manufacturers' "Decorators' Line" of radio-phonograph combinations. In all, five styles, available in three finishes, are planned for the "Decorators' Line." Variations in utility, involving straight AM, combination AM-FM, conventional record-changers and intermix changers, and other features, will provide a latitude of combinations of style, finish and utility.

Donahue Quits WAA

John C. Donahue, Jr., former Boston and New York newspaper man and advertising copy chief at War Assets Administration in New York City for the past two years, resigned Friday (July 16) to go to Europe as a special news representative for radio and press. The former executive editor of the Boston Transcript magazine will sail July 30 on the Queen Mary for Paris, where he plans to make his headquarters.

Mr. Donahue served in the Coast Guard during the war and previously was employed in the wire room of the New York Times.

KOOL Buys ET Catalog

Phoenix, Ariz.—KOOL has just purchased from Radio Producers of Hollywood the complete catalog of transcriptions produced by Radio Transcriptions Co. of America "Transco."



RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 44, NO. 13

NEW YORK, TUESDAY, JULY 20, 1948

TEN CENTS

FREE RADIO AND PRESS URGED AT U.N.

Winchell's Sponsor May Be Old Gold Cigs.

Hottest tip—and a pretty good bet for several reasons—as to Walter Winchell's next ABC sponsor is centered on Old Gold and its agency, Lennen & Mitchell, a deal which would put the commentator back in old familiar surroundings. While L&M has not yet made an offer to ABC it is known that P. W. Lennen, agency board chairman, is contemplating an offer of \$520,000 for Winchell's services, the guarantee the gather has from the network.

Within the last week L&M, by (Continued on Page 3)

Crosby Renewed On ABC By Philco For 3rd Season

Renewal of Bing Crosby for the third successive year was announced yesterday by James E. Carmine in behalf of Philco Corporation. Crosby, who will again be heard on ABC Wednesday nights from 10 to 10:30 p.m., EST, will be supported by John Scott Trotter's orchestra, the Pythaires and guest stars. The 1948-49 program will be transcribed in Hollywood with the Hutchins Advertising Agency handling the Philco account.

Dyke Gives NBC Position On Code and Enforcement

In a letter to the trade. Ken R. Dyke, vice-president of NBC, clarified National Broadcasting Company's position as it relates to the NAB Code and its enforcement. The Dyke letter, in part, reads as follows: "Confirming the statement issued by Justin Miller, president of the (Continued on Page 3)

'Don't Want \$7,300,' Wimer Tells MBS

Don't ever think radio isn't full of surprises. Fellow named Jack Adams, 26, of Huntington, W. Va., won \$7,300 cash Saturday night on Mutual's telephone giveaway, "3 For the Money," and called back an hour later saying he didn't want the money. He said he wouldn't take it. The Mutual people fell on their faces. He said the \$7,300 dollars added to his \$3,300 as a telephone cable splicer would put him in the upper tax bracket. Also, all kinds of salesmen were telephoning to sell all kinds of gadgets and the Chamber of Commerce wanted him to make a speech. A representative of Ed Wolf Associates, owner of the show, left for Huntington last night with a check for \$7,300 to make a final pitch. If he fails, it may be the beginning of the end for giveaway shows.

BBC Musicians Strike Slated For August 1

London—The threat of a 'general strike' of all outside orchestras hired by BBC hung graver over England this week as last-minute behind the scenes moves and a general meeting of the 25,000 members of the British Musicians Unions were announced for the next ten days. The strike is scheduled to begin on August 1st. As already reported, the trouble arose over a demand by the Musicians' Union for a flat increase of performance fee of £2:25. The BBC (Continued on Page 3)

U.S. Delegation Warns Of Press Control In Special Report To Council; Urges Safeguards

'Voice Of America' Adds New U. K. Relay

Inauguration of a new relay of the Voice of America broadcasts by the British Broadcasting Corporation was announced yesterday by the Department of State. The new service, which went into effect Sunday, is provided for in agreements recently negotiated between BBC and the State Department. It contemplates the use of five additional (Continued on Page 2)

Baker Named Com. Mgr. Of WKBW In Buffalo

Roger Baker, station manager of KOB, Albuquerque, N. M., and prior to that associated with the Buffalo Broadcasting Company and WLW, Cincinnati, will return to Buffalo on August 1st as commercial manager of WKBW, Clinton H. Churchill, found- (Continued on Page 2)

1,000 Radio Engineers To Gather In Los Angeles

Los Angeles—More than a thousand radio engineers will converge on Los Angeles' Biltmore Hotel on September 30 for their annual West Coast Convention, it was announced (Continued on Page 6)

Declaring that the greatest peril to a free radio and press is government control, the United States delegation to the United Nations yesterday issued a special report.

In the field of radio, the report estimates that there are 1,700 standard AM broadcasting stations, 500 FM stations (Continued on Page 3)

Texas Libel Hearing Set For Thursday

Houston—Hearing on the KPRC-Houston Post suit to clarify the right of radio stations to allow free speech to political candidates is set for next Thursday in Federal Court here. Texas laws made the stations liable for anything libelous that any speaker may say over the station's facilities while the FCC has ruled in the Port Huron decision that a station cannot (Continued on Page 3)

Mobile FM Experiment Planned In St. Louis

St. Louis—FM radio service for city bus riders will be tried out here, starting Aug. 4, under an agreement made by the St. Louis Public Service Co. and KXOK-FM, it was announced yesterday by C. L. (Chet) Thomas, general manager of the Star-Times (Continued on Page 4)

Radio, Television Coverage For Third Party Convention

Radio and television networks return again to Philadelphia and Convention Hall this weekend for coverage of their third national political convention within a space of five weeks. This time the spotlight will be trained on Henry Wallace's Third Party conclave from Friday, July 23, through Sunday. Webs are shaving down their overall convention staffs to about one-third of the number which worked

the GOP and Democratic sessions, although news chiefs maintain that the Wallace convention will get as much coverage as the news warrants. At a meeting yesterday with Ed Frisbie, radio director of the National Wallace for President Committee, three of the major networks agreed to air the keynote speech Friday by Charles P. Howard, Des Moines attorney, but CBS has not (Continued on page 6)

Unique Bequest
Sudbury, Ont.—The late W. E. Mason, president of CKSO, Sudbury, and publisher of the Sudbury Daily Star and the North Bay Daily Nugget, in his will asked that all profits from CKSO be distributed each year to charitable organizations. In the future CKSO will be operated independently from the newspapers with G. M. Miller as p. osident.

Holiday
Ted Husing, WHN's famed disc jockey, will take his first vacation in three years when he leaves tomorrow for a three week trip to Europe. During his absence, guest stars will take over his disc jockey chores at the New York indie. Jo Stafford will sub for him on the evening shows and Skitch Henderson on the morning shows for the first week.

RADIO DAILY



Vol. 44, No. 13 Tues., July 20, 1948 Price 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; James Owens, 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
Ralph Wilk, Manager
6425 Hollywood Blvd. Phone: Granito 6607
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

(July 19)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Admiral Corp.	13 3/8	13 1/4	13 1/4	- 3/4
Am. Tel. & Tel.	153 3/4	152 7/8	152 7/8	- 7/8
CBS A	25 3/4	25	25	- 1 3/8
Farnsworth T. & R.	10 1/4	9 5/8	9 7/8	- 5/8
Gen. Electric	39 3/8	38	38	- 1 7/8
Philco	41 3/4	39 1/4	39 1/2	- 2 1/4
Philco pfd.	90	89	89	- 2
RCA Common	12 3/4	12 1/2	12 1/2	- 1/2
RCA 1st pfd.	72	71 5/8	71 5/8	- 1 3/8
Westinghouse	28 5/8	27 1/2	28 1/8	- 1/2
Westinghouse pfd.	90 1/2	90 1/2	90 1/2	- 1 1/2
Zenith Radio	31	29 1/2	29 1/2	- 1 1/2

NEW YORK CURB EXCHANGE

Hazeltine Corp.	15 1/4	15 1/4	15 1/4	- 1/2
Nat. Union Radio	3 1/8	3	3	- 1/8

OVER THE COUNTER

	Bid	Asked
U. S. Television	2	2 3/4
WCAO (Baltimore)	25	...
WJR (Detroit)	9	10

Vets To Get Sets

Sammy Kaye, bandleader, President of the Hospitalized Veterans' Foundation, will present twelve radio sets to the veterans at Halloran General Hospital, Staten Island today. The object of the foundation is to donate radios and television sets to all Army and Navy hospitals.

*He went from
88 to 33 1/3...
Star of Charles Stark's
newest Transcribed Show*

CS-5

★ COMING AND GOING ★

MAJ. BARNEY OLDFIELD, of the public relations staff, U. S. War Department, stopped off in New York yesterday enroute to Canada for a vacation.

KENNETH BAKER, research director of the NAB, in New York for a meeting of BMB's technical committee.

ROBERT HUDSON, Columbia network director of education and public opinion programs, left Sunday for Syracuse. He's in Boston today and will be home tomorrow.

JACK GROGAN, production chief at WNEW, left yesterday for a three-week vacation in Chicago and Phoenix.

ROBERT E. SUMMERS, sales promotion manager of WFAA, Dallas, is in town. Visited yesterday at BMB.

DICK DUDLEY, disc jockey at WNBC, will leave tomorrow via the air route for a week in Bermuda.

HARRY GOLD, salesman at WONS, Hartford, Conn., is soaking up a lot of sunshine at Sound View, Conn.

W. B. RYAN, KFI general manager, Los Angeles, left for Chicago to attend a meeting of the Clear Channel Broadcasting Service. After a look at Midwest TV operations, Ryan will return about July 23.

ADELAIDE HAWLEY, of "Fashions on Parade," video program sponsored by Procter & Gamble over WABD, will leave by plane for Paris following Friday's telecast. Elissa Landi, stage and screen star, will substitute until Miss Hawley's return Aug. 20.

ANN GILLIS, general factotum in the news and special events division of CBS, who performed outstanding yeoman duty in setting the stage for the web's broadcasting of the Republican and Democratic conventions in Philadelphia, has left for the Quaker City to make similar preparations for the third-party meet.

ARCHIE BLEYER, leader of the orchestra on the Arthur Godfrey program over CBS, and **JANETTE DAVIS**, vocalist, are vacationing, the former in Bermuda, the latter in Pine Bluff, Ark., her home town.

DAVID B. STEIN, account executive at WNEW, is vacationing at Hampton Bays, L. I.

Baker Named Com. Mgr. Of WKBW In Buffalo

(Continued from Page 1)
er and president of WKBW, Inc., announced Friday.

Baker broke into radio in 1928 as a member of the staff of the Buffalo Broadcasting Company and during his eleven years association with the company served as studio and program director and director of sports. Baker joined WLW in 1939 to fill the position vacated by Red Barber and three years later became public relations director and promotion director. In 1943 he was made a member of WLW's management committee.

10 YEARS AGO TODAY

(From the files of Radio Daily)
CBS scored a beat on other nets when it presented Douglas Corrigan, the youth who flew the nine-year-old Curtiss Robin from New York to Dublin, in an exclusive broadcast from Dublin. NBC had the flyer on the air an hour later for a 15-minute program. . . . A reported decision that Judge Kene-saw Mountain Landis, baseball czar might resign his post at the end of the season, caused considerable anxiety among radio sponsors using radio play-by-play.

'Voice Of America' Adds New Relay For England

(Continued from Page 1)
tional transmitters to increase the BBC relays of Voice of America broadcasts from the present three hours to nine hours a day.

George V. Allen, assistant secretary of state for public affairs, said the increased relay service was undertaken to improve the signal of Voice of America broadcasts to Europe and to insure a larger listening audience in this vital target area. As in the past, the BBC relays will include long, medium and short wave. They will be in addition to the eight hours daily now relayed by the State Department's European relay base in Munich.

Stork News

A daughter was born to Mr. and Mrs. George Faber July 9 at Evanston (Ill.) Hospital. Faber is a news-writer at WBBM, Chicago.



Try Your Hand at This

Sit down sometimes and try your hand at making one of these lace tablecloths. You'll soon realize how much skill this Belgian lacemaker has.

If you're buying time, your job calls for plenty of skill, too. It's not just a matter of picking out big-wattage stations and sending out your orders.

No, sir! Not if you're trying to get top value for your client's dollar! Get the facts, if you want to get the most for the money.

For instance, in Baltimore, it's a fact that WITH delivers more-listeners - per - dollar than any other station in town! WITH isn't the biggest station, but, as many an advertiser knows . . . it's the "cost-less" station.

So, if you've got clients who want to make money in the nation's 6th largest market, make sure you talk to a Headley-Reed man about WITH.

Blanket Kansas, SELL Kansas
with **WIBW**
Ben Ludy General Manager
WIBW
The Voice of Kansas
TOPEKA

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

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

Government Control Danger, UN Reports

(Continued from Page 1)

and 27 television stations. It is estimated there are 1,700 daily newspapers and 10,000 weeklies and in addition three major new agencies which serve both radio and the press.

"Through this extensive network for the collection and dissemination of news and information," the report states, "the multiplicity of news and information available to the people of the United States is unsurpassed in any other country of the world. The probability that false or distorted reports will be corrected by true reports is correspondingly great.

"A free people cannot go without destroying the most fundamental of all their freedoms, freedom of information."

"The use of government power to combat false or distorted reporting likely to injure friendly relations between states through censorship or suppression would constitute a dangerous infringement of Freedom of information," the report warned.

The report recommended the formation of radio and journalistic organizations on a non-official basis, dedicated to the promotion of high information standards. It also suggested a greater exchange of journalists with other countries.

Dyke Gives NBC Position On Code and Enforcement

(Continued from Page 1)

National Association of Broadcasters, the National Broadcasting Company has endorsed the Standards of Practice adopted by the NAB on May 19, 1948 and has notified the NAB that all requirements of the NAB Standards of Practice will be fully in effect on all NBC network programs and on all NBC owned and operated stations by January 1, 1949.

"With a few exceptions, all of the major provisions of the new NAB Code have been a part of NBC practice for many years. A new edition of NBC Program Policies incorporating all standards covered in the NAB Standards of Practice will be issued at an early date."

Murphy Heads Press Dept. Of Columbia Records, Inc.

Walter Murphy, for several years Assistant Manager of the Magazine Division in Press Information of the Columbia Broadcasting System, has been appointed Director of the Press Department of Columbia Records, Inc., Frank K. White, President of CRI announced Friday.

Murphy attended St. John's University before joining CBS in 1939. Following a period as College Editor in the network's Press Information Department he became a Staff Press Representative and in December, 1941 was appointed Director of Press Information of WEEI, Columbia-owned station in Boston. He served in the army for four years and rejoined CBS in November, 1945.

Libel Hearing This Thursday In KPRC-Houston Post Suit

(Continued from Page 1)

be held responsible for the remarks of a political candidate where commercial time is used by the speaker.

Attorney General Price Daniel said that regardless of the ruling by the FCC radio stations in Texas are still liable for civil damages and may still be punished by criminal proceedings if they allow speakers using their facilities to broadcast anything libelous.

Former Governor W. P. Hobby and Oveta Culp Hobby, president and executive vice-president respectively of The Houston Post Company, are in agreement with the broad policy outlined by the FCC. They are known—and are so identified in the petition filed with the court—as staunch believers in free speech.

"It has always been," the petition says, "is at the present time and will continue to be the philosophy of the plaintiff that the facilities of radio station KPRC should be available to any legally qualified candidate for public office and any such candidate should have the untrammelled right of freedom of speech in radio broadcasting and should have the unqualified right and privilege of making any statement over the radio which said candidate could make to an audience physically present."

Petition Indicates Conflict

In effect, the petition filed in Federal court argues, the FCC is now requiring KPRC to do one thing and the laws of Texas require it to do the exact contrary. Under Texas laws, both the company and its officers and directors may be sued for damages if anything libelous is broadcast. In some cases, also, criminal proceedings are provided. Nevertheless, the Communications Com-

mission has in effect ordered KPRC to let any candidate say whatever he likes, whether libelous or not.

KPRC contends in the petition that certain candidates in the Democratic primaries, now campaigning, have notified the station that they intend to make certain statements over its facilities which, unless proved true, would be libelous. It contends that, in order to comply with the Texas laws and keep from subjecting itself to civil and criminal penalties, as well as possible forfeiture of its charter, it must edit the speeches of such candidates for libel.

Harris Offers Comment

Jack Harris, general manager of the station, said it now has current contracts for 15 different political broadcasts by legally qualified candidates.

"And we expect to make other contracts," Harris said. "More radio time for political speeches will be in demand during the wind-up of the first primary and the run-off."

Nevertheless, the petition sets forth, under the ruling in the Port Huron case the station can not edit any candidate's speech for libel, nor can it refuse to broadcast a speech considered libelous, without danger that its license to broadcast will be revoked by the Communications Commission.

"There is," the petition says, "apparently an irreconcilable conflict between the laws of the State of Texas and the provisions of the Communications Act of 1934 (as amended) as interpreted by the defendant F.C.C., and plaintiff is in great jeopardy of irreparable injury, which jeopardy can be removed only by action of this court."

BBC Musicians Strike Slated For August 1

(Continued from Page 1)

refuses these demands on the ground that they will cost an extra million dollars a year; the musicians claim the increase would be only one-tenth of that figure.

Although prominent dance-band leaders are against strike action saying concessions could be got from the BBC without drastic steps, the Union seems to be bent on calling its men out if full satisfaction is not obtained before the end of the month.

Another grave situation is likely to arise if, in order to exert pressure on the BBC, the Union extends its ban to BBC staff orchestras at present not included in the proposed strike action.

Emergency Plan Drafted

BBC's Director General Sir William Haley is reported to have completed the drafting of emergency plans. One possibility is that TV sound (not covered by strike action) may be used in programming standard radio transmissions.

NBC Promotes Jim Miller To Press Column Editor

James N. Miller, staff writer of the NBC press department, has been appointed press department column editor; it was announced yesterday by Thomas E. Knode, director of the press department. He succeeds Alton Kastner, who has resigned to become editor of "Modern Television and Radio," new Dell publication.

Miller has been with NBC since April, 1946. He is a graduate of Harvard College, class of '42. During the war he served in Europe with the 69th Division.

Underwater Show On KROW

Oakland, Calif.—As a public interest feature, KROW, in support of the U. S. Treasury Department's Security Loan campaign, carried a broadcast from a specially built diving tank in Oakland's Civic Center. Vern Loudon, KROW announcer, donned a Navy diving suit and helmet and carried his mike beneath the water of the mobile Navy exhibit to describe sub-surface salvage activities of a Navy diver.

Winchell's Sponsor May Be Old Gold Cigs

(Continued from Page 1)

Lennen's personal direction, asked ABC for time costs on the show amounting to about a half-hour time rate, considering the fact that Old Gold already has the 15 minutes ("Stop the Music") preceding Winchell. Because of a different time rate, the agency is trying to show Old Gold ad budget chiefs that if they buy Winchell they get "Stop the Music" for almost nothing, a network show in the far-below average-cost class.

Lennen is said to be hot for the Winchell show in order to get a firmer grip on the Old Gold account. It so happens that one of the reasons Old Gold bought the last 15 minutes of "Stop the Music" was because it preceded Winchell and normally had a higher rating than the other three segments of the full hour.

It is believed that if OG's makes an official offer it will be readily acceptable to Winchell and ABC. It would appear that ABC has a strong reason for entertaining an OG offer since the advertiser has not yet signed for a nighttime show next fall, and if he buys Winchell, then Lorillard would not likely return to CBS.

Winchell Seems Agreeable

Tied in with OG's sponsorship of "Stop the Music" and its possible buy of Winchell is the sudden romancing which the giveaway has gotten from the newscaster. In recent weeks Winchell hasn't failed to mention "Stop the Music" every Sunday night playing the "Mystery Tune" as news item.

It all began the night a woman of New York's lower East Side named the tune and collected \$20,000 in prizes. The radio in the ABC new room was turned up to a high volume and Winchell happened to catch the excitement. He used the item for a lead in his broadcast, describing the winner as "a poor woman."

At this point certain ABC executives realized a handsome benefit, in the way of Winchell plugs, for "Stop the Music." Simultaneously, Winchell could see that a bandwagon had suddenly come around the corner which he should hop aboard.

Three weeks ago Winchell was given a "hold for release" clue on the "Mystery Tune" which would begin on "Stop the Music" when the one at that time was guessed. Last Sunday night when a Louisiana woman gave the correct title a flash went out from ABC's New York newsroom to Winchell in Hollywood, informing him to let go with the clue to the new tune. A few minutes later Winchell was spelling the new clue far ahead of anyone else.

Stork News

Hollywood—The stork made another visit to CBS web here last week. Bob Garred, CBS newscaster was presented with his first son and second child Tuesday, July 15. The new arrival weighed in at 8 lbs. 11 oz. at Good Samaritan hospital.

LOS ANGELES

By RALPH WILK

GEORGE Dvorak and Rollie Thomas of the KFI announcing staff have been upped to announcer-producers of KFI's AM operations. Dvorak has been on KFI staff for nine years handling various announcing assignments on KFI produced shows. Thomas has been on the KFI staff since 1942 as announcer on sports and special events.

Sigurd S. Larmon, president of Young & Rubicam, Inc., arrives today for five-day visit in Hollywood office of the agency.

Maurie Webster, Executive Assistant, CBS Western Division Program Department, is on his vacation. While on his vacation Webster will help organize the first Reserve Unit of the Armed Forces Radio Service in this country. He serves as Chairman of the Directors' Committee.

Thelma Ritter, New York radio actress, has arrived for comedy role in "Letter to Three Wives," currently shooting at 20th Century-Fox. A regular in "Mr. District Attorney," "Theatre Guild" and "Big Town," Miss Ritter is the wife of Joseph Moran, Vice-President and Associate Radio Director of Young & Rubicam, Inc.

Maurice Hart, morning emcee of Hollywood Bandstand, KFVB, is on a two week vacation, touring the Pacific Northwest. Bill Anson takes over the whole bandstand during Maurice's absence.

Jim Morgan, producer of "Queen For A Day" and "Heart's Desire," has been elected Vice-President of the Raymond R. Morgan Company and will supervise the agency's forty-one weekly network shows and television activities. Harry Engel, formerly business manager for Earl Carroll, has joined the Morgan Company as Sales Promotion Director.

Actor Orson Welles has passed Joseph Cotten in total number of guesses as to the identity of "The Masked Spooner." Up until recently Cotten had the greatest amount of guesses to his credit, but recently Welles forged out in front. The first ten in "The Spooner" Derby are as follows: Welles, Cotten, Glen Langan, Vincent Price, Robert Mitchum, Victor Mature, Robert Taylor, Tyrone Power, Alan Ladd and Don Ameche.

KMPC's new mailers to ad agencies, aimed at hypoing summer business, carry sponsor's products. With the theme "Take A Tip," the gimmicks vary from cans of Sherwin-Williams paint to Sears polishing cloths. PC's standing promotion, sending birthday cakes to agency executives, has paid off with a file of 400 'thank you' letters, all enthusiastic.

OFFICE SPACE AVAILABLE

Exceptional office space (500 feet) in vicinity of Radio City. \$2500 per year rental. Phone PL: 5-2242.



Mainly About Manhattan. . . !

• • • **WOODBURY GETTING** set to invade the video field. May latch onto a tele-filmed movie-name series, Erskine Johnson's "This Is H'Wood." . . . One of the quiz shows we know uses stooges every week for the big prize, with the producer pocketing the loot himself. (Stooges merely get the AFRA rate for 'winning'). . . . Willys Cooper directing new Army show on NBC. . . . Bill Marshall will take over the direction of "Sea Hound" when he finishes his "Dick Tracy" chores. . . . Arthur Hanna directing "Famous Jury Trials" while Charlie Powers vacations. . . . Drop in the sale of sheet music has Tin Pan Alley worried. . . . Benny Goodman talking about opening a special musicians' nite club in H'wood. . . . Radio actors huddling about what to do now that the audience participation shows have all but replaced them. . . . Betty Garde a regular on the Morey Amsterdam show. . . . Bill Gernann's two new 15-minute stanzas (Walk to Amsterdam and San Fernando Valley) attracting plenty of agency attention. . . . Mike Fitzmaurice new singles badminton champ at N. Y. Athletic Club. (Reminds us of the old wheeze: Do you play badminton? Answer: No better or worse than the next fellow).

☆☆☆
• • • Jerry Wayne will be honored with a plaque from the World's Fair of Music tomorrow for having the biggest record hit of the past ten years, his fabulous seller, "You Can't Be True, Dear." Wayne, who recorded it with an organ, will celebrate the occasion by singing the tune to the accompaniment of a 65-piece band.

☆☆☆
• • • **FILLER-DILLERS:** Pete Donald, in London, writes that he's run into lotsa Piccadilly Squares. . . . Jack Barry's comment on the hike in subway fares: It's a dime shame. . . . Outside the Fireside Inn, two Senators (Ford and Claghorn) comparing constituents—in this case, Hooperatings. . . . Since Joe Curtin started taking vitamin pills, Sid Paris refers to him as "The Iron Curtin." . . . Al Schacht telling of the flop operatic company: No hits, no runs, no arias.

☆☆☆
• • • Songwriter Don Reid (he wrote "Remember Pearl Harbor") was conferring with his publicist, Art Franklin, when the latter was suddenly seized with a pain in his side. Reid, who is also a McGill University medical school graduate, guessed the symptoms sounded like a floating kidney. "But I'm no longer an expert," he added. "Perhaps you'd better ask someone bigger than me." "Maybe you're right," agreed Franklin. "I think I'll talk it over with Irving Berlin."

☆☆☆
• • • The Press-Advertising and Radio Chapter of AVC is lending plenty of muscle to their national "Get-Out-The-Vote" Campaign. Among the literature they've prepared is a radio kit which includes a series of public service scripts and spot announcements for use by radio stations on a non-payola basis, natch. This kit, in our book, contains some of the best stuff of its kind we've yet seen.

☆☆☆
• • • Decca Records have formed a new subsidiary, Brunswick Record Corp., to market a complete line of platters on latter label thru indie distributors. New disc will peddle for 75c and will include such artists as Woody Herman, Tony Martin, J. Dorsey, Bob Crosby, Count Basie, Frances Langford, Charlie Barnet, etc.

☆☆☆
• • • **SID BITS:** Bret Morrison being set for a series of niterie bookings. . . . Staats Cotsworth guests tomorrow on WABD's "Photographic Horizons." . . . Merrill E. Joels set for a running part on "Dick Tracy." . . . Roosevelt Raceway proving that the Trotting Races will prob'ly be more popular with video fans than the flat races. (Make a prettier picture and easier to follow).

CHICAGO

By NAT GREEN

NANCY Carr, Chicago soprano, will be guest of James Melton tenor star of WBBM's Harvest of Stars program Wednesday (21) when it is broadcast from Chicago's Civic Opera House.

Ell Henry, publicity director of ABC's central division, back from a tour of ABC affiliated stations in Columbus, O., Indianapolis, and Louisville.

William Ray, NBC news and special events manager; Everett Mitchell, WMAQ farm director, and Howdee Meyer, national spot salesman, started their vacations this week.

Anita O'Day, noted singer and recording artist, is filling a 10-day engagement at Chicago's Rag Doll, night spot.

Hugh Norman, manager of KSTT, Davenport, Iowa, and Myles Johns, manager of KCBC, Des Moines, stopped off to visit the local Mutual offices on their way to New York.

A new public service program, "From the Files of the Adjutant-General," was started Sunday on WJJD, featuring announcer Marty Hogan and Major General Leo M. Boyle of the Illinois National Guard.

Wilson Sporting Goods Co. will sponsor the All-Star Football Game at Soldier's Field, Chicago, August 20, over the full Mutual network. Harry Wismer will handle the play-by-play description and Red Grange the color.

Mobile FM Experiment Planned In St. Louis

(Continued from Page 1)

radio properties. For the experimental period, Transit Radio, Inc., will install FM receivers and loudspeakers in 20 buses.

Vehicles so equipped will rotate their various routes every 10 days in order to test public acceptance of the plan with the city's entire bus travelling populace. An independent survey organization has been hired to measure the degree of public acceptance, which, if favorable, may lead to installation of FM receivers on 1,000 buses and street cars in St. Louis.

Thomas said KXOK-FM has experimented with various formats and plans special programs of music, short news broadcasts, weather reports, time signals and other brief announcements. Thomas recently inspected FM transit installations in other cities.

Autry To Chicago

Chicago—Gene Autry and his gang will move to the WBBM studio here for a series of five broadcasts starting August 29 and ending September 26. Beginning October 3, "The Gene Autry Show" will begin a series of four broadcasts from WCBS, New York, followed by two programs from WEEI, Boston, October 31 and November 7.

**Do You
Remember
Mama?**



MAMA HANSON is the central character of a book, a play, and a recent movie starring Irene Dunne.

The wonderful thing about the Hanson family was the way they faced the future with confidence. That confidence was all due to Mama. "If anything goes wrong," she'd say, "there's always my Bank Account to pull us through."

Things worked out fine for the Hansons. And they never realized that Mama's Bank Account was Mama's own myth.

"I Remember Mama" proves something.

It proves that, with a reserve fund in the present, you face the future with a confidence and faith that helps you *get results*.

But the average family doesn't have a Mama Hanson to give them that faith with a fable. The average family needs to know that there are *real savings, real security* protecting them, good times and bad.

That's why so many families have begun to save the automatic, worryless way—with United

States Savings Bonds.

Savings Bonds are government-guaranteed to pay back four dollars for every three, and in just ten years. It's an investment that's *safe*—it's an investment that *grows*.

And to make it simpler still, your government offers you two fine plans for their purchase: (1) The Payroll Savings Plan at your firm. (2) For those not on a payroll, the Bond-A-Month Plan at your bank. Start protecting the future of yourself and your family now—today.

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



This Space Contributed by RADIO DAILY



SOUTHWEST

CHARLES LUTZ, manager of KYFM, San Antonio has introduced on his weekly "Fone Me For Music" program on KYFM, a "Melodie Mysterieuse" as part of "Stop That Noise" which is a quiz program to end all quiz programs. Instead of the station offering prizes to name the song, listeners are invited to send in any "white elephants" they may have on hand for the jack pot to be awarded the winner. The winner must identify the melody within 10 seconds after it is played on the air. So far the station has received a host of worthless prizes including a worthless post card, a used mouse trap, burnt out light bulb, several scratched used records and several pin-up pictures, old neckties and other items.

WFAA-FM, Dallas last week began the duplicating of AM broadcasts of WFAA alternating between 820 and 570 kilocycles bringing network airings from the Texas Quality, NBC and ABC networks.

The Jas. K. Wilson Co. is originating a series of broadcasts from the campus of Southern Methodist University in Dallas over KIXL, Dallas. Program is in the form of a musical quiz and bears the title "Musicology Class."

A letter contest is being conducted on KTSA, San Antonio by Stan Nelson on "Why We Must Send Food Packages Overseas." Program is part of the "Feminine Fancies" aired daily. Monday through Friday and contest will run until July 27. Merchandise prizes will be awarded writers of the best letters selected by the judges.

Ralph Widman has been named new sports director of WFAA, Dallas. He was formerly commercial manager for the Texas Independent Network, program director of KWBC, Fort Worth and announcer with KFJZ, Fort Worth. Widman will be heard in "Sports Review" each Monday, Wednesday and Friday at 10:30 p.m. and on Saturday at 5:45 p.m. Guests from the sports world and sports news topics will be included on the show.

Useful ideas for useless things makes up the format of a new quarter hour program being heard over KIXL, Dallas, daily Monday through Friday. Program features Howard Fisher who gives out with the ideas. Program is sponsored by the Million Item Co. of Dallas.

Radio, Television Coverage For Third Party Convention

(Continued from Page 1)

booked it as yet. Mutual will pick-up on Friday from 9:30-9:55 p.m., EDT; ABC from 9:30-10 p.m., and NBC from 9-10:30 p.m. Mutual's "Meet the Press" at 10 p.m., EDT, also will originate in Convention Hall with Sen. Glen H. Taylor as the guest.

All four webs will devote facilities Saturday afternoon, from approximately 2-5 p.m., EDT, to the nominating and balloting session. They all will be on hand again Saturday night in Shibe Park from 10-11 p.m., EDT, for the acceptance speeches of Wallace and Taylor. The line to Shibe Park is an additional installation being made for this convention.

Sunday's convention agenda is devoted to the party platform but network schedules announced yesterday varied as to their hours of coverage on this date. MBS picks up from

noon to 12:30 p.m. and 1-1:30 p.m., EDT; ABC from 12:30-1 p.m.; and NBC from 2-2:30 p.m. and again from 5:30-6 p.m. On Sunday from 10-11 p.m., EDT, CBS will broadcast an actuality and analysis program based on the Third Party's platform. Show will include highlights of the three day session with comments by CBS news analysts.

While most webs have not scheduled a pickup Saturday morning from the convention floor, MBS plans to carry the address of the permanent chairman starting at 10:15 a.m., EDT.

Many network regularly scheduled newscasts will originate from the convention in addition to special shows. Same hookup of 18 television stations will carry the event. NBC television's "Room 22" will continue to operate but Life magazine will not have a hand in it.

FCC Revises Decision Re WCAM, Camden

Washington Bureau, RADIO DAILY

Washington—In another chapter in the lengthy story of WCAM, Camden, N. J., the FCC last week agreed to delete part of its Spring decision regarding the enforcement of the contract between the station and Mack Radio Sales, but at the same time refused to delete important sections bearing upon the qualifications of the chief stockholder of the Camden Broadcasting Company. The Commission wrote that the background of chief stockholder Heine is of great interest, but was not a determining factor in its decision.

The Commission said further that "with reference to the findings regarding Mr. Heine's actions insofar as they concerned and affected the operation of station WCAM, Mr. Heine was afforded full opportunity to present evidence on such matters at a further hearing held at the specific request of Mack Radio Sales. In the light of the predominantly controlling role played by Mr. Heine in both the Mack Radio Sales and the Camden Broadcasting Company, the acts of the former corporation, to the extent that they represent the influence of Mr. Heine, have a distinct

1,000 Radio Engineers To Gather In Los Angeles

(Continued from Page 1)

yesterday by Loyd Sigmon, general convention chairman and chief engineer at Los Angeles station, KMPC.

Six technical sessions on broadcasting, computers, measurements and measuring instruments, electronic devices, military equipment, and an audio symposium will comprise the technical program.

Papers will be presented by 29 outstanding speakers who will describe the latest advances in techniques, processes, ideas, materials.

Special activities are planned for the women attending the convention, according to Chairman Sigmon. These include movie studio visits, a fashion tea, and radio studio tours. Other special events for the delegates include a cocktail party at the Biltmore, a banquet at the Florentine Gardens and several field trips.

bearing upon his qualifications in the operating of the radio station applied for by the latter corporation.

"The argument is now advanced in the application that the refusal by WCAM to broadcast programs submitted by Mack Radio Sales would have adversely affected the rights of Mack Radio Sales, in that it would foreclose it from receiving compensation to which it was entitled without relieving it from its obligation to pay WCAM a stipulated sum per annum. This point was not advanced at the various proceedings, including the further hearing held at Mack's own request. Accordingly such argument cannot now be advanced for consideration at this stage of the proceedings. The findings of the Commission pertaining to the relations between Mack Radio Sales, a corporation controlled by Mr. Heine, are amply supported by the record and are relevant to the qualifications of Mr. Heine to assume the duties and responsibilities of a licensee."

"Cleveland Mushrooming Video-Wise"

"Faster than Any Other City" According to Video Dealers

These quotes from the June 24th edition of TELEVISION DAILY tell the Television story in Greater Cleveland. More people are watching WEWS Television than ever before!

"Nearly 10,000 Sets After Only 6 Months"

(STATION ESTIMATE—7,100!)

Latest figures from Television Distributors indicate more than 7,000 sets in Northeastern Ohio . . . a plus value for WEWS advertisers . . . as Television forges ahead on the double!

WEWS—The ONLY Video Outlet in Cleveland!

THE SCRIPPS-HOWARD RADIO STATIONS

- WEWS Television—WEWS-FM Cleveland, Ohio
- WCPO, Cincinnati, Ohio (Now building Television)
- WNOX, Knoxville, Tenn.

All these stations represented by THE BRANHAM COMPANY



WEWS

TELEVISION
First in Cleveland

FOR THAT TIRED FEELING

Rapid Conditioning Exercises.
Hydrotherapy for circulation, relaxation and elimination.
Massage for relief of fatigue also for relaxation and reducing.
WHERE STARS OF RADIO, STAGE AND SCREEN KEEP FIT.

REILLY HEALTH SERVICE
Rockefeller Center • Columbus 5-8481
R.C.A. Building • 1250 Sixth Avenue
New York • 8th Floor • 6th Ave. Entrance
49th to 50th Sts. • Separate Departments for Men and Women • 9 A.M. to 8 P.M.

Need Help?

100% HONEST EXECUTIVE
Impressive Background
Top-Flight References
Will Prove Self
For Two Weeks

Write Box No. 153, Radio Daily
1501 Broadway
New York 18, N. Y.

TELEVISION DAILY

Daily section of RADIO DAILY, Tuesday, July 20, 1948 — TELEVISION DAILY is fully protected by register and copyright.

WEB SHOWS OF SPORTS DECLINING

TELE TOPICS

By IRWIN ROSTEN

(Pinch Hitting for
Vacationing Jim Owens)

DUMONT, angered by press reports of price cutting on video sets, is preparing to crack down on underselling dealers. The firm now has shoppers in the field, according to genl. mgr. Ernest Marx, with chisels due to lose DuM franchises, or else face prosecution under Fair Trade Act. . . . ABC debuts a new current events stanza Thurs. 9-9:30 p.m.) over WATV and four eastern affiliates. Titled "Quizzing the News," seg is a Bob Brenner package, directed by Dick Goggin, with Allen Prescott as emcee. . . . Tin Pan Alleyite Harry Archer has penned the music for the new Chevy commercial which makes its debut on WABD tonight.

THE CHI-CHI and chic gals of The Fashion Group will get the lowdown on tele their Hotel Roosevelt luncheon tomorrow from two of the most enlightened gents in the industry, George Moskovics, of CBS, and Met Kulesza, of BBD&O. The ultra-busy Melba Hawley also will be on hand. . . . Peakin' of gals, and who isn't these days, Maggi McNellis started shooting in North American Video's "It's a Woman's World" series yesterday. Stanley Simmons and Chas. Bernheimer are handling production of the package.

THE WWJ-TV science series, produced in co-operation with the Univ. of Michigan, has been rated the top educational tele program in the country in a survey by Wesley Somaine, of American University, who dubbed the show "most ambitious and impressive." . . . After several last-minute postponements, WPIX finally aired its first boxing show last nite, from Queensboro arena, with Guy Lebow and Jack McCarthy makin' with the gab.

WMAR-TV wags have conferred upon cameraman Stanley Davidson the imposing title of professor of entomology. Here's howcum: On assignment to illustrate the onslaught of a swarm of Japanese bees on Baltimore, the other day, Stan brought a jar containing several hundred back to the outlet's film lab. With lights set up, mock foliage laid out and beetles apparently content, Stan prepared to shoot away. Just then, the little soandso got chy feet, and after circling the room several times finally escaped through an open window.

Scripter Joins WMAR-TV
Baltimore—Grace Mitchell joined the staff of WMAR-TV as script writer, it was announced by the outlet yesterday. An Army Air Force veteran, Miss Mitchell is a graduate of Smith College, where she majored in theater.

TV Receivers, Films Planned By L. A. Firm

Los Angeles—Production of video receivers as well as TV films and spot commercials are planned by Hayes-Parnell Productions, Inc., recently incorporated in Nevada with capitalization of \$500,000, firm announced yesterday at its offices at 6000 Sunset Blvd., Hollywood.

Parnell S. Billings, former prexy of Belmont Radio Corp., is chairman of the board and veepee. Commentator Sam Hayes is president and general manager.

Filming is already underway, but set production will not begin before next year, it was stated. When latter is undertaken, it will be for the carriage trade, altho price range has not been set.

According to Hayes, three films have been started and will be shown, together with a fourth, by Sept. 1. Featured is a series of 52 five-minute golf shorts.

Staffers include Jim Leicester, producer-director; Ed Dunn, John Dunn and Louis Sylvester, cartoons; Bob Schow, titles, and Harry Lehman, editing.

New Biz For WTMJ-TV

Milwaukee—Flock of new biz signed by WTMJ-TV, includes 13-week spot contracts by Norcross Greeting Cards, through Abbott-Kimball; Canada Dry, through Maxon, and City Liquor Distributors, placed direct. Also signed were pacts for one-minute spots during four weekly airings of Midget Auto Races by three local sponsors, two of them using tele for first time.

Telenews On WSPD-TV

Toledo—WSPD-TV, the Fort Industry outlet here has become the eleventh station to purchase the Telenews-TNS weekly newsreel. The 20-minute newsreel show will make its debut on Friday, July 23rd, the week WSPD-TV takes the air. Program is sponsored by Chevrolet dealers in that city.

Predict Space Sellout For Electronics Show

Almost 80 per cent of total exhibitor space for the National Television and Electrical Living Show has been sold, and "a complete sellout in the very near future is a certainty," according to Lester Shaw, chairman of space sales for the exhibit, which will be held in the Chicago Coliseum, Sept. 18 through 26.

Tele and radio manufacturers comprise the largest group of exhibitors represented. Those signed thus far include GE, Westinghouse, RCA-Victor, Crosley, Motorola, Philco, Halli-crafter, Farnsworth, Admiral, Arvin, Magnavox, Garod and Stewart-Warner.

Maximum attendance expected at the show is estimated at a quarter million. Event will be plugged via an intensive ad campaign in all media, and in addition, TV film trailers are being prepared for use by exhibitors.

KLAC-TV Premiere Set For Latter Part of Sept.

Los Angeles—Latter part of Sept. has been set for debut of KLAC-TV, according to Don Fedderson, general manager. Thackrey-owned outlet has been sold to Warner Bros., pending FCC approval, and transfer to film firm is expected to provide strong hypo for tele operation.

Transmitter site on Mt. Wilson has been cleared and construction started. Work is underway also on sound stage at KLAC headquarters. In addition, engineers are attending TV classes, and program personnel are studying operation of established outlets.

Folsom To Speak On Coast

Frank M. Folsom, executive veepee of RCA, will speak on "Onward Thru Change with Television," before the annual Western Radio And Appliance Trade Dinner Aug. 4, at the San Francisco Merchandise Mart. Westinghouse veepee Charles A. Dostal will preside.

Salvation Army Would Offer TV, Sans Bar

An appeal for a video receiver by World Series time as an aid to the rehabilitation of indigent alcoholics was voiced yesterday by the "Angels of the Bowery." The two Salvation Army lassies, Captains Olive McKeown and Luella Larder, want the set for the Red Shield Club so that "men who are determined not to drink will not be lured into temptation and barrooms by television." Large screen is needed, they said, because most of the men who come to the club have impaired eyesight from hard-drinking days. Club has only one rule: no man with liquor on his breath or person may enter.

Execs. Predict Shift Of Local Games To Indies

Local sporting events—cream of the crop of early TV programming—are slowly finding their own level in the medium and will become strictly a local station plum before another year passes in video. First indication of the trend was the NBC bowout on N. Y. Giants home night games after two years for Chesterfield because of new commercials which conflict in time slots—Texaco, Kraft and Lucky Strike, for example, all of whom are in the 8 to 10 p.m. bracket. As a result, Chesterfield went to WPIX on July 6, to do the remainder of the Giants' after-dark games.

Dodgers an Exception

Dodgers on CBS, kayoed once during the GOP convention, are acting in reverse on that web as shown by the conflicts with "We, the People" duplication. Latter seg will bite the dust on Aug. 4, chiefly because of the "prior commitment" Old Gold has with the web. Same thing happened to the show two weeks ago. However, next year will be a different story, according to the web, which feels that '49 nighttime lineup will not permit a local show to preclude a network commercial.

Dumont's Yankee games have kept solid this year, except for the Repub conclave, and it's felt the same will hold for 1949. But DuMont may make more use of its split-web operation, i.e., feeding affiliates with one show while airing the baseball games locally over WABD. There seems to be little doubt in the minds of industry execs that it will follow the pattern set in radio.

CBS Buys New Antenna

New five-kw. transmitter and special antenna have been purchased from RCA by WCBS-TV for installation before the end of the year, pending FCC approval. New setup will extend the outlet's coverage area and improve signal quality. Antenna will be an array of 16 dipoles mounted atop the Chrysler Bldg. spire, having a power gain of approximately 4.2.

KFI-TV Staff Switch

Los Angeles—Robert Hiestand, KFI production manager, has been transferred to KFI-TV and Pat Kelly has been named production manager, in new changes designed to ready KFI-TV for its programming debut next month.

Hiestand has been appointed a producer-director in charge of auditions for KFI-TV.

COAST-TO-COAST

Confusion In The Ranks At KGO

San Francisco, Calif.—Via phone and mail, over 50 "Stop the Music" fans recently besieged KGO in search of the name of the tune used as a theme for all KGO newscasts, in the belief that it is the "Mystery Tune" currently being played on ABC's "Stop the Music." KGO tune has no name and was composed by ABC director of music, Paul Whiteman. It is used on newscasts on all ABC owned and operated stations.

From Receptionist To Singer

Jacksonville, Fla.—WJHP's singing receptionist, Barbara Kefauver, now has her own 15-minute show. Program, titled "Breakfast With Barbara" consists of songs rendered by the former receptionist, interspersed with patter between numbers. Barbara also accompanies herself at the piano and does her own announcing. Mail pull has been good enough to change the program from a once-a-week feature to a twice-a-week show.

"Agricultural Ambassador"

Oklahoma City, Okla.—Edd Lemons, farm dir. of WKY, and chairman of the program comm. of the national organization of Radio Farm Directors, has received state-wide recognition for the outstanding service he has rendered the Okla. Future Farmers of America. At recent confab of Vocational Agric. Instructors held at Okla. A & M College, J. B. Perky, State Supervisor of Vocational Agri. Education, on behalf of the FFA, presented Lemons with a bronze plaque as a symbol of their appreciation for his services. Perky referred to Lemons as "Oklahoma's Agric. Ambassador of Good Will" and cited his devotion to those who make their living from the soil.

Prepares For Anniversary

Columbus, Ind.—WCSI-FM, has started preparations for its first anniversary party to be held in this city on Sept. 1, when the station will have been on the air officially for one year. Station has sent out invitation letters to all band promoters, booking agencies, and dignitaries. WCSI plans a big stage show and celebrity dinner.

Eighth Birthday For WJHP

Jacksonville, Fla.—An eighth birthday celebration for WJHP took place on July 15th. Station's FM outlet was the city's pioneer FM station and C. S. Veal, general mgr., announced on the anniversary date that within the next several months, the FM outlet now operating with 3000 watts, would be increased to 10,000 watts. Announcement also was made that station has applied for its license to open TV studios. "Our aim this year will be to continue to offer the public the same high quality service WJHP has offered in the past," Veal said. Veal was the youngest announcer on the original staff of 12, when the station first opened on July 15, 1940.

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 July 9-July 15, 1948

TITLE	PUBLISHER
A Fella With An Umbrella.....	Feist
A Tree In The Meadow	Shapiro-Bernstein
Baby Don't Be Mad At Me	Paramount
Blue Shadows On The Trail	Santly-Joy
Dolores	Famous
Dream Peddler	Southern
Ev'ry Day I Love You.....	Harms
Haunted Heart	Williamson
I Went Down To Virginia.....	Jefferson
It Only Happens When I Dance With You.....	Berlin
It's Magic	Witmark
It's You Or No One	Remick
Just Because	Leeds
Little Girl	Leeds
Little White Lies	Bregman-Vocco-Conn
Love Somebody	Kramer-Whitney
My Fair Lady	United
Nature Boy	Burke and Van Heusen
Now Is The Hour	Leeds
P. S. I Love You.....	LaSalle
Put 'Em In A Box.....	Remick
Rambling Rose	Laurel
Rhode Island Is Famous For You.....	Crawford
Serenade (Music Played On A Heartstring).....	Duchess
Steppin' Out With My Baby.....	Berlin
Takin' Miss Mary To The Ball.....	Miller
Tea Leaves	E. H. Morris
Tell Me A Story.....	Laurel
Toolie Oolie Doolie.....	Chas. K. Harris
When The Red Red Robin Comes Bob Bob Bobbin' Along.....	Bourne
Woody Woodpecker	Leeds
You Can't Be True Dear.....	Biltmore

Second Group

A Boy From Texas.....	Shapiro-Bernstein
Baby Face	Remick
Better Luck Next Time.....	Feist
Caramba It's The Samba.....	Martin Music
Chillicothe, Ohio	Mellin
Confess	Oxford
Don't Blame Me.....	Harry Warren
Dream Girl	Famous
Encore Cherie	Miller
Fiddle Faddle	Mills
Foolin'	Jay Dee
Heartbreaker	Leeds
I'd Give A Million Tomorrows.....	Oxford
I'm Looking Over A Four Leaf Clover.....	Remick
It's A Most Unusual Day.....	Robbins
It's The Sentimental Thing To Do.....	Fisher
Just For Now	Advanced
Last Thing I Want Is Your Pity.....	E. H. Morris
Long After Tonight.....	Broadcast Music
Love Of My Life.....	T. B. Harms
Old Ferris Wheel.....	Goldmine
Take It Away.....	Pemora
What's Good About Goodbye.....	Melrose
You Call Everybody Darling.....	Mayfair
You Were Meant For Me.....	Miller
Yours	E. B. Marks

Copyright, 1948 by Office of Research, Inc.

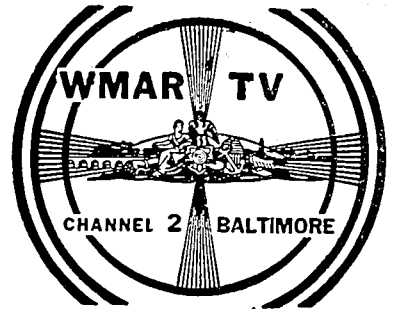
AGENCIES

VERNON BOWEN has joined the copy department of Geyer, Newell & Ganger, Inc., it has been announced by H. W. Newell, executive vice-president. Bowen previously was associated with Donahue & Coe, Inc., as an account executive and copywriter. Before that he served as a copy supervisor for Kenyon & Eckhardt, Inc. and as associate copy director with J. M. Mathes, Inc.

MALCOLM GREEP, general manager of WJVS, Owensboro, Ky., has announced that Joe Fife, WJVS commercial manager, will leave this week for Chicago, where he will have offices at 360 N. Michigan Ave. Through special arrangements with The William G. Rambeau Company, national representative organization, Fife will serve the interests of the station in the Windy City.

STANDARD LABORATORIES, INC., division of William R. Warner Company, Inc. have engaged Kiese-wetter, Wetterau & Baker Advertising Agency for advertising Sloan's Liniment and Sloan's Balm, effective immediately.

STONIER BAKERY, Long Island City, N. Y., maker of Stonier's "Old Fashioned" Breads and Rolls, has appointed Tracy, Kent & Co., Inc. as advertising agents.



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

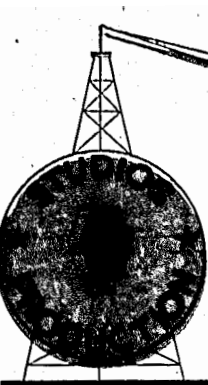
Set-owners call it a sure identification of finest in television entertainment.

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

WMAR-TV

The Sunpapers Station

CHANNEL 2 • BALTIMORE, MD.



RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 44, NO. 14

NEW YORK, WEDNESDAY, JULY 21, 1948

TEN CENTS

SPEC. NITE PERMIT BAN OK'D BY C.C.B.S.

ET-Bar Still Firm, Says Music Comm.

Recent reports—flying thick and fast—that the Petrillo ban on records might come to an end soon are without any basis in fact so far as recording and transcription companies can tell, it was learned yesterday. In a meeting of the executive body of the Industry Music Committee at the Waldorf-Astoria Hotel, New York, industry representatives learned from one another that no word has ever been received from Petrillo in answer to industry requests, by various companies, to begin contract negotiations.

NAB was represented at the meet-
(Continued on Page 6)

Kaltenborn To Europe; Harkness To Substitute

H. V. Kaltenborn, veteran NBC correspondent, will leave Friday on a fact finding tour of Europe. He plans a broadcast from Berlin on August 6 and other foreign broadcasts as his itinerary permits. Kaltenborn's schedule includes visits to England, Holland, Germany, Italy and France. During his absence Richard Harkness, NBC Washington commentator, takes over Kaltenborn's Monday, Wednesday and Friday broadcasts.

Al Capp To Substitute For Pearson On ABC

Al Capp, creator of the comic strip, "Li'l Abner," will substitute for Drew Pearson on four successive Sundays over ABC starting Sunday, Sept. 5. Pearson will begin his vacation on August 8 and will return to the air on Sunday, Sept. 12. Frank H. Lee Company sponsors Pearson on the ABC web.

Convincing

The McCanns—Mr. and Mrs. Alfred W.—have talked almost daily on their program over WOR about the worthiness of the Cardinal's Campaign for Foster Homes. They found their reasoning so convincing that today Lorie, a five-months-old foster child, from the New York Foundling Home is a permanent guest in the McCann home in Yonkers, N. Y.

Adams Accepts \$7,300 With Radio Fanfare

Huntington, W. Va. — Modest Jack L. Adams, who declined to accept \$7,300 cash Saturday night on Mutual's giveaway quiz, "Three For the Money," succumbed to the lure of folding money yesterday afternoon when Edward Lee, public relations counsel for Ed Wolf Associates, owner of the show, induced Adams to accept the money in the studios of WPLH, network outlet here.

Adams' reluctance to take the money faded when he was counseled by civic leaders. They pointed out that the embarrassment of being a winner was worth \$7,300 even if the government took an income tax bite. They even offered to have his telephone number changed so that he might be saved the annoyance of callers who sought to share his wealth or sell him something.

Mr. Lee, the New York public relations man, was present when Adams accepted the \$7,300 in the studios of WPLH. In fact he congratulated Adams on his good judgment and spoke well of the station which arranged some special spot announcements asking the residents of Huntington to stop bothering him.

ABC's Programs Lead In New Hooperatings

Walter Winchell and "Stop the Music" (8:45 p.m.) continue to run one-two in the July 15 Hooperatings, same position they held in the previous report. Commentator had a rating of 12.0, "Stop the Music" 9.9
(Continued on Page 5)

Mutual May Use Stratovision In Telecasting World Series

Hookup between television stations in the East and the Mid-West for airing of the World Series in October was seen as a strong possibility in informed trade circles yesterday. Should a link between the two AT&T regional webs be effected, it will be a seven-league step towards a nationwide video system. (The AT&T Mid-West network is scheduled to go into operation by the end of September, joining Cleve-

Clear Channel Group Asks Commission To Officially End Authorizations; Calls Program-Quality Inferior

Commission Resolves 4 Conflicting Requests

Washington — The FCC yesterday announced four proposed decisions in docket cases in Maryland and Pennsylvania. The Commission proposed to grant a construction permit to Richard Aubrey Raese for a new station at Cumberland, Md., on the 1230 band, with 250 watts unlimited—denying the conflicting application of Tri-
(Continued on Page 3)

ANA's Convention Set For October In N. Y. C.

Association of National Advertisers will hold its 39th annual meeting at the Waldorf-Astoria Hotel, New York, from Oct. 25-27, it was announced yesterday by Robert B. Brown, board chairman of ANA and veepee of Bristol-Myers. First two days of the event will be restricted to ANA mem-
(Continued on Page 3)

Jane Froman To Resume "Pause That Refreshes"

Jane Froman, who five years ago was critically injured in the Lisbon Clipper crash and since has needed the support of either crutches or cane, is now able to do without either, and will walk unsupported when she re-
(Continued on Page 3)

Washington Bureau, RADIO DAILY
Washington—The FCC was urged yesterday by the Clear Channel Broadcasting Service to turn down the earlier petition of a number of daytime-only stations for reconsideration of the Commission's recent decision terminating special temporary night-time authorizations. The daytime stations had argued that FM is not yet sufficiently established to provide the night-time service needed, and that until it is daytime only stations on 1-B channels and others should be permitted to continue ex-
(Continued on Page 6)

Baptist FM Network Forming In Texas

Belton, Tex.—The first of eight FM stations to feature religious programs in a network promoted by the Baptists General Convention of Texas has gone on the air here. It is KMHB, owned by Mary Hardin-Baylor College which is operating here on a probationary 90 day permit preliminary to getting a full FCC license. It is operating with 14,000
(Continued on Page 3)

Oregon State Station Plans Religious Workshop

Corvallis, Ore.—KOAC, the state-owned, educational station this week announced a special RELIGIOUS RADIO WORKSHOP to be held on the Oregon State College campus
(Continued on Page 2)

Educational FM

Columbus, O.—Ohio State University plans to apply to the FCC for an educational FM license, announced Howard L. Bevis, president. The university plans to operate the station in conjunction with its present 5,000-watt AM transmitter, WOSU. Eventually the university hopes to become a part of a regional FM educational network.



Vol. 44, No. 14 Wed., July 21, 1948 Price 10 Cts.

JOHN W. ALICOATE : : : Publisher
FRANK BURKE : : : : : Editor
ARVIN 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. Tersereau, Treasurer and General Manager; Arvin Kirsch, Vice-President; James Owens, 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 W1seonin 7-6336, 7-6337, 7-6338.

WEST COAST OFFICES
Ralph Wiik, Manager
6425 Hollywood Blvd. Phone: Granite 6607
WASHINGTON BUREAU
Andrew H. Oider, 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.

★ **COMING AND GOING** ★

JOSE RAMON QUINONES, owner of WAPA, San Juan, has returned to Puerto Rico after attending the meeting of the Inter-American Broadcasters Assn. in Buenos Aires, where he represented the Puerto Rican Association of Broadcasters.

HAL DAVIS, publicity director of Kenyon & Eckhardt, is spending two weeks at his Summer home in Brewster, N. Y. HERB LONDON, radio publicity director, has returned from a vacation at Miami Beach.

BOB PRYOR, sales promotion director of WCAU-TV, is expected in town today from Philadelphia for conferences at CBS.

ANN GILLIS is in Philadelphia setting the stage for NBC's broadcast of the third party's forthcoming convention. At this job, she is to the manner born, having performed the same chore prior to the Democratic and Republican conclaves.

JAMES MELTON and the cast of Columbia's "Harvest of Stars" were in Chicago for last night's broadcast. They're expected back in New York today.

DAVE DRISCOLL, director of news and special events at WOR, is spending three weeks at his newly-erected home on the North Shore of Long Island.

OSCAR KATZ, director of research at CBS, is back at his desk following a trip to the West Coast.

BILL STERN sails tonight aboard the Mauretania for England, where he'll cover the Olympiad for NBC. MRS. STERN is with him.

JOHN A. BUNING, general manager of WHOQ, American network affiliate in Orlando, Fla., is in Gotham for conferences with officials of the web.

ROBERT SAUDEK, vice-president of ABC in charge of public affairs, is spending this week motoring through New England. He is accompanied by MRS. SAUDEK.

M. M. MICHAUD, sales-service manager at WJZ, has returned from a two-week vacation spent touring the New England States and Canada.

WILLIAM FINESHRIBER, general manager of the program department at CBS, off for a holiday at Atlantic City.

PETER DONALD, comedian, has arrived in Paris on a business trip.

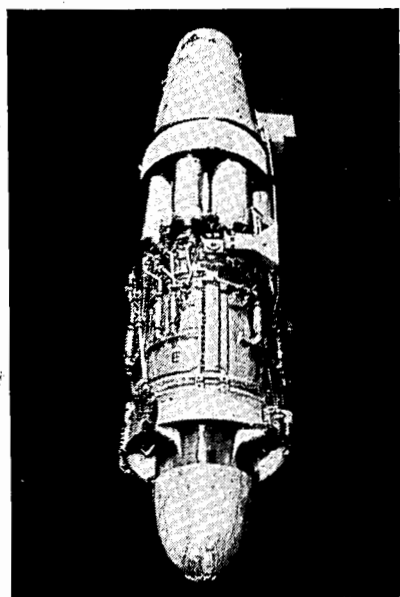
AL SCHACHT, television star of the Borden show and "clown prince of baseball," is in Pittsburgh on the first leg of a 10-day material-collecting tour of eastern ball parks.

JOHN T. MURPHY, of the NBC station relations department, left last night for Toledo, where he will attend the opening ceremonies of WSPD-TV. From there, he'll go on to Detroit for conferences at WWJ and will be back in New York on Friday.

DWIGHT WEIST, flying emcee of "We, the People," leaves today by plane for a short vacation in Bermuda. He will be accompanied by MRS. WEIST.

FELIX MORLEY, foreign affairs editor of "Sunoco 3-Star Extra" on NBC, is spending the second half of his vacation period at Gibson Island, in Chesapeake Bay. Leading Washington correspondents are guesting on the program while he's away.

STAATS COTSWORTH, star of "Casey, Crime Photographer" on CBS, and his actress wife, MURIEL KIRKLAND, have returned from Stockbridge, Mass., where Muriel was featured in a production of "Intimate Stranger."



Spelled J-E-T

We don't know about you, but we've always wondered just what a jet job looked like. There it is.

It seems that GE has developed a "streamlined, axial flow jet power plant" for civilian and military aircraft. It's light. And it's more powerful at high speeds than any reciprocating engine in current use.

Sounds just like a W-I-T-H story. Down here in this big and diversified Baltimore market, it is the streamlined programming of W-I-T-H that has developed more sales power than some of the heavyweight letters. Modern science has pretty well established that you don't have to be a top-heavy, cumbersome thing to be BIG and fast on the uptake.

Smart advertisers have known this a long time in Baltimore radio. They've been buying W-I-T-H... that's the successful independent that delivers more listeners - per - dollar - spent than any other station in town.

AM  FM

W-I-T-H
Baltimore 3, Maryland
TOM TINSLEY, President
Represented by Headley-Red

FINANCIAL

(July 20)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Admiral Corp.	14	13 1/8	14	+ 1/8
Am. Tel. & Tel.	153 3/8	153 1/8	153 3/8	+ 1/2
CBS A	26	25	26	+ 1
CBS B	25 1/4	25 1/4	25 1/4	- 1
Farnsworth T. & R.	10 1/2	10	10 1/8	...
Gen. Electric	39 1/2	38 3/8	38 3/8	+ 1 1/2
Philco	40 1/2	39	40 1/2	+ 1 3/4
Philco pfd.	90	89	90	+ 2
RCA Common	12 5/8	12 1/8	12 1/2	+ 1/4
Stewart-Warner	14 1/2	14 1/4	14 1/4	+ 1/2
Westinghouse	28 3/8	28 1/8	28 3/8	+ 3/8
Westinghouse pfd.	98 1/2	98 1/2	98 1/2	- 1
Zenith Radio	32	30	32	+ 2 1/4

NEW YORK CURB EXCHANGE

	Bid	Asked
Nat. Union Radio	3	3
OVER THE COUNTER		
DuMont Lab.	12 1/4	13
Stromberg-Carlson	15 1/2	17
U. S. Television	2	2 3/4
WCAO (Baltimore)	25	...
WJR (Detroit)	9	10

New Roper Report

Public reaction to the issue which President Truman announced he will put before the special session of Congress next week is the subject of a nationwide poll report by Elmo Roper on his CBS series, "Where the People Stand," to be heard Sunday at 2:45 p.m.

Waring Show Moving From Mon. To Thurs.

The "Fred Waring Show" will be heard on Thursday evenings instead of Monday evenings, starting Thursday, July 29, (NBC, 10:30 p.m., EDT). There will be no Waring broadcast on Monday night, July 26. The program format remains the same, continuing under sponsorship of the General Electric Company.

The Fred Waring morning broadcasts on NBC will continue in their present schedule (Mondays to Fridays, 10: a.m., EDT).

New Web Program

New CBS series, "An American Abroad," debuts Thursday, July 29, at 6:15-6:30 p.m. It will report the thoughts and reactions of a U. S. citizen traveling overseas. Produced by the CBS news department, it will originate each week from a different foreign country.

Oregon State Station Plans Religious Workshop

(Continued from Page 1)
September 14 and 15. The two-day radio session has been arranged for ministers and religious youth workers of Oregon in cooperation with the Oregon Council of Churches, and will stress increased use of radio by religious groups throughout the State of Oregon. Workshop sessions on the techniques of religious broadcasting are being planned according to James M. Morris, program manager of KOAC and director of the workshop.

10 YEARS AGO TODAY

(From the files of Radio Daily)

Boake Carter, CBS news commentator will terminate his series via CBS for General Foods end of August. It was confirmed by the sponsor. Unsatisfactory CBS time period was the reason given. . . Complete alteration of broadcast plans to air the 1940 Olympics was made following cancellation of the games in Japan. Games are now scheduled to be held in Finland. . . Ruppert Co. (beer and ale), through Lennen & Mitchell, announced a new million dollar advertising campaign for the coming year, which would include network programming. . . Donald Flamm, President of Knickerbocker Bcstg. Co., spiked all rumors as untrue that WMCA was up for sale or had been sold.

INS has served



FOR 12 YEARS

*Disc jockeys galore -
but none like this...
Watch for tomorrow's
important announcement*

Baptist FM Network Forming In Texas

(Continued from Page 1)

watts on FM channel 246 at 97.1 megacycles.

According to Dr. R. Alton Reed of Dallas, whose title is director of radio activities for the general convention and who has been connected with the various technical, legal and financial aspects of the network since May 1947, it will be about "fifteen to eighteen" months before the remainder of the outlets get going.

Headquarters of the web will be set up at the Dallas Baptist Building where live religious broadcasts will originate. These airings will include drama, music and preaching. A fund of \$175,000 has been set aside by the convention for this purpose.

Organization Is Non-Profit

Each of the outlets is proposed as a nonprofit organization. Each would be on the air from 6 a.m. to 10 p.m. seven days a week. Each outlet would carry enough commercial programs to pay for operating costs. It was estimated that each of the stations would cost around \$25,000. Where the station is located at a college it would serve as laboratories for radio classes.

Six of the outlets already have been given conditional grants, while the eighth, to be owned by Hardin-Simmons University has filed with the FCC.

Each of the stations would operate with a power of 4,000 watts and include the following:

Stations Listed

KBSG, First Baptist Church, Beaumont, channel 300, at 107.9 megacycles
 KPHC, Howard Payne College, Brownwood, channel 290, at 105.9 megacycles
 KBOH, Buckner Orphans Home, Dallas, channel 300, at 107.9 megacycles
 KSSC, San Antonio Baptist Association, San Antonio, channel 289, 105.7 megacycles
 KSWW, Southwestern Baptist Theological Seminary, Fort Worth, channel 227, at 93.3 megacycles, and
 KWSW, Wayland Baptist College, Plainview, channel 297, at 107.3 megacycles.

Slocum Joins NBC Press

Jack Slocum, former radio and publicity director of the New York Yankee Baseball Club, has joined the Press Department of NBC as magazine editor, according to an announcement by Thomas E. Knode, director of the Press Department.

Slocum succeeds James McLean, who recently resigned to open his own radio and television publicity offices.

KGW

PORTLAND, OREGON

OPERATED NATIONALLY BY EDWARD PETTY & CO.

★ AGENCY NEWSCAST ★

LUDA UROFF has joined the creative staff of Erwin, Wascy & Company (Los Angeles), coming from Foote, Cone & Belding. Eight years with the latter agency as copywriter, her work includes copy on food, financial and household products accounts.

DONACO PLASTICS, INC., Chicago, has appointed the Chicago office of Bozell & Jacobs, Inc. to handle their advertising. A national magazine campaign will be used to promote the firm's plastic stocking shell. The campaign will be based upon the idea, "End Bathroom Clutter." Philip Rouda is account executive.

STAFFORD R. TAYLOR has been named production manager of the Byer & Bowman Advertising Agency, Columbus, O., succeeding Wesley A. Groth, who joined the American Motorcycle Assn. staff.

THE GALLUP CO., Indianapolis advertising agency, headed by Charles A. Gallup, has been merged with Bozell & Jacobs, Inc. (Indiana). Mr. Gallup has formerly been with Bozell & Jacobs for 10 years as account executive in Omaha and later as vice-president and co-manager of the Indianapolis branch. All accounts of the Gallup Co. will henceforth be serviced by Bozell & Jacobs, Inc. (Indiana).

M. HERBERT KING, formerly with Emerson Drug Co., has joined SSC&B as controller. Winfield Hatch, formerly connected with JWT and Geyer, Newell & Ganger, is now in the production department at SSC&B.

ANA's Convention Set For October In N. Y. C.

(Continued from Page 1)

bers and invited advertiser guests. On the final day, Oct. 27, representatives of advertising media and agencies will be guests of the association.

Donovan B. Stetler, advertising director of Standard Brands, has been elected chairman of the program committee for the annual gathering. Stetler is a member of the ANA board.

Other association members named to the program committee include R. M. Gray, Esso Standard Oil; J. Ward Maurer, The Wildroot Co.; Frederick Bowes, Jr., Pitney-Bowes, Inc.; Frank Ennis, America Fire Insurance; and L. Rohe Walter, The Flintkote Co.

Jane Froman Will Return On 'Pause That Refreshes'

(Continued from Page 1)

turns to the CBS program "The Pause That Refreshes" on Sunday, August 1. Miss Froman will be featured with Percy Faith's orchestra on the new Coca Cola series which will be heard over CBS from 6:30 to 7:00 p.m. EDST. Roger Pryor will be master of ceremonies.

LARRY HARDING of Rochester, N. Y., has been appointed western New York and Canadian representative of Ronald Dawson Associates, radio script lend lease service. Harding was formerly on the CBS directors staff in New York.

LEE RINGER, Advertising, Los Angeles, has been elected to membership in the American Association of Advertising Agencies.

RICHARD BRADLEY ASSOCIATES, a division of the National Recording & Film Corporation, announces the opening of their new suite of spacious offices at 540 N. Michigan Avenue, to meet the increased demand for their advertising service. The firm's staff has been augmented in all departments, it is stated by Merrill W. Fugit, director of radio sales.

GERALD MAYER, president and general manager of the Cortland Broadcasting Company, WKRT, announces the opening of a sales office in Syracuse, N. Y. W. A. Bradley, who has been affiliated with several radio stations in various sections of New York State, has been appointed sales manager and will maintain offices in the Onondaga County Savings Bank Building.

Commission Resolves 4 Conflicting Requests

(Continued from Page 1)

State Broadcasting Company for the same assignment.

Turned down for Erie, Pa., were the Times Publishing Company and the Community Broadcasting Company, with the Erie Broadcasting Company given the nod for the 1400 band, with 250 watts unlimited.

Granted was the application of the Capital Broadcasting Company for operation on the 1430 band with 500 watts unlimited in Annapolis, Md. A try for the same assignment in nearby Cambridge, Md., by John F. Kramer was unsuccessful.

Keystone Broadcasting Company was okayed for a new Class BFM station at Harrisburg, Pa., with the York Broadcasting Company and the Reading Broadcasting Company turned down for conflicting applications in York and Reading respectively. Keystone is owned by J. Hale and John F. Steinman, who also hold the licenses to WKBO, Harrisburg; WDEL, Wilmington; WGAL, Lancaster, Pa., and WEST, Easton, Pa. York Broadcasting is licensee of WORK, York, and Reading Broadcasting licensee of WRAW, Reading.

Stork News

Peter Robeck, KNX-CPN Merchandising Manager, has announced his first son and second child.

Always thinking of SOMETHING TO EAT?

If your product is a food product, and if you're always thinking of a better way to merchandise it . . . start thinking of "Lunchtimers," Philadelphia's best variety radio program. On KYW at 12:15 PM five days a week, "Lunchtimers" is a live show with music, comedy, guest stars. Live commercials only; foods preferred; participations available.

Philadelphia's
50,000 Watt
NBC Affiliate

KYW



WESTINGHOUSE RADIO STATIONS Inc

KYW KDKA KEX WBZ WBZA WOWO WBZ-TV

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

LOS ANGELES

By RALPH WILK

JOHN GUEDEL back from Alaskan vacation and again producing "G. E. House Party." Bob Dwan, who replaced him, has taken family to old Northern California haunts for summer holiday.

"The Adventures of Ozzie and Harriet" will be heard on a new network at a new time beginning October 3, when the International Silver show returns for the fall season over NBC. First broadcast for the East will be at 3:30-4:00 p.m., PST, each Sunday, with Pacific Coast repeat at 8:00-8:30 p.m., PST. Ted Bliss continues as agency supervisor for Young & Rubicam, Inc.

Evelyn Knight has received a new commendation in the form of a personal wire from Major Gen. Thomas J. Hanley, Jr., the Chief of Military Personnel Procurement Service Division, for her services in helping to celebrate the second anniversary of "Sound Off." Evelyn is one star who has not forgotten the boys and still appears regularly at many functions and benefits. She is scheduled for another personal appearance at Birmingham Veterans' Hospital, August 16.

WIBW-FM Using Busses For Program Testing

Topeka—Arrangements have been completed between WIBW-FM and the Topeka Transportation Co. to provide radio programs in busses during the peak traffic hours. Recorded and transcribed music, plus time signals, weather reports and brief summaries of news will be featured.

During a test ride on one of the new busses, especially equipped with receivers, officials of the transit company and Capper Publications, Inc., were pleased with the fine reception and quality of the broadcasts. Ride was made over a large portion of Topeka, under conditions that will prevail on all bus routes.

Ben Ludy, manager of WIBW and WIBW-FM, says he believes the Topeka installation on busses is the third such service to be offered passengers in the country. First regular broadcasts were aired by the station on July 12th.

1906 *Henri* 1948
CONFISEUR
FRENCH RESTAURANT
LUNCHEON from \$2.00
DINNER from \$3.00
COCKTAIL BAR
Famous French Candies
15 East 52nd St.
AIR CONDITIONED



Mainly About Manhattan. . . !

● ● ● Colgate interested in the Bob Burns "Country Editor" series. . . John Garfield spending his evenings studying Freud, Jung and Adler. Insists he'll go back to school to get a psychology degree. . . Jimmy Durante won that lawsuit hurled at him by an ex-scripter. . . Frank Cooper again ten percenting Alan Young. . . Nitetime baseball cutting into summer Hoopers again. . . A major film outfit wants Ralph Edwards to portray a press agent in a forthcoming pic. . . It's another daughter for the Nat Hakens. . . Jane Pickens show switched to Tues. nites at 9 p.m. . . With Rosemary Rice in the "I" role, a proposed new series based on "I Remember Mama" was audition-waxed for Ted Bates agency. . . Mutual's Phil Carlin, not knowing there was a \$25 prize offered for the largest weakfish caught at the place where he was vacationing, ate his 7 lb. haul—costing him three and a half bucks a pound.

● ● ● Alan Courtney tees of Aug. 2nd with a new disc-jockey routine over WLIB, Monday through Saturday from 12 noon to 3 p.m., featuring gueststars, interviews and his own special brand of listenable chatter. With some 21 years of broadcasting behind him, plus a record of more "firsts" and innovations than any other lad we know, Alan is what you might call "seasoned" radio talent.

● ● ● SID BITS: The Eddie Dunn quizzer, "True or False," moves to Atlantic City's Million Dollar Pier for Saturday's airing. . . John Bradford's attack on excessive commercialism in an interview with the Daily News' Penny Stevens made good reading as well as a lotta sense. . . Donald Buka, featured in "The Street With No Name," currently at the Roxy, is the film's best press agent. Since returning to N. Y. a few weeks ago, he's starred on 32 air shows, with each program including a plug for the pic. . . Roger Bowman subbed for Howard Clancy on NBC's "American Album of Familiar Music" for 3 weeks. . . When Vic Damone opens at the Glen Island Casino tomorrow, he'll have to double into the National Guard one nite a week for his drills.

● ● ● Jack Lait and Lee Mortimer, who co-author'd "New York Confidential," (Ziff-Davis), take to the air tomorrow on the Martha Deane show over WOR. This will be an historic broadcast for several reasons—one of them being that it's prob'ly the first time in his life that Mortimer has gotten up before 5 p.m. The two scribes will give out with the inside on the big burg's foibles and follies with anecdotes about the big and small shots who make up the conscience and color of the Big Town.

● ● ● FILLER-DILLERS: Pete Donald, speaking a poor grade of French, writes from France that it's led to several emPARISing moments. . . If meat prices go any higher, it'll be "Folly Mignon," sez Harry Conover. And Ben Grauer guesses we should call it "Skyloin Steak." . . Romo Vincent thinks it's wonderful that the new subway cars are capable of holding twice as many people. Now four times as many people will be able to squeeze into them. . . A lot of actors who don't click on television, points out Jean Carroll, have learned that glass will tell.

● ● ● Danny Seymour and Lester Gottlieb, quizmaster and producer of CBS' "Sing It Again," were the first to use the Durocher page one story for radio material, outside of the routine reporting of his resignation and switch to the Giants. The day after the story broke, the boys collaborated on a parody which had Horace Stoneham as its answer. The Durocher-minded contestant wrong-answered: "Leo Durocher."

CHICAGO

By NAT GREEN

THE Groucho Marx show "You Bet Your Life" will return to the air on ABC September 29, 8:30-9 p.m., and will be sponsored by the Elgin Watch Co. Weiss & Geller is the agency.

Anne Hershey, soprano star of NBC's "Music From the Heart of America," will be married next fall to Charles H. Ockert, insurance representative, of New Haven, Conn.

Eileen O'Connell, New York disc jockey for the kiddies, will make her television debut in Chicago.

Mrs. Clifford Larson of Chicago won \$1,150.00 by giving the correct answer to the "Libby Telephone Quiz," conducted by Ernie Simon on WJJD. No questions are asked on this quiz, but persons who answer phone calls made by Simon must identify the sponsor of that portion of Simon's show before giving the usual "hello."

Robert F. Hurleigh, news director of WGN, is author of a two-page article entitled "Taxes, Taxes, Taxes" in the current issue of Partners, labor and management publication.

WMBI, the Moody Bible Institute station, has started a new weekly public service program series, broadcast each Thursday at 10:15 a.m. Bob Geerdes, WMBI news editor and originator of the new program, says that because of its non-commercial basis WMBI has been the first station in Chicago to secure the co-operation of medical authorities for such a series.

Named Chi. Distributor

Appointment of Remco, Inc., recently formed distributing organization, as exclusive distributor in the Chicago area for Stewart-Warner radio and television equipment was announced by Floyd D. Masters, sales manager of the radio division of Stewart-Warner Corporation, and Raymond E. McGreevy, president of Remco, Inc.

NOW AVAILABLE TV TROUBLE-SHOOTER . . .

A topflight radio-TV writer-director and IDEA MAN. To organize or HEAD-UP advertising agency or station program department. . . Or assume executive duties for over-all planning and NEW BUSINESS in Television. Heavy advertising agency experience. Both C.B.S. network and local station experience. Knowledge of films, live talent, animation, music. AND . . . can make a BUDGET STICK! Right spot more important than immediate pay-off. . . BOX 152, RADIO DAILY, 1501, B'way, N. Y. C.

SOUTHWEST

FINAL FCC approval has been received, according to Charles Harris, manager of KCOR, San Antonio, for the increase in operating power and switch from daytime-only to full time operation. Station will now operate with 5000 watts day and 1000 watts night. Outlet will be on the air from 6 a.m. to midnight daily and will broadcast half of its programs in English and the remainder in Spanish.

Three chapters of "The Bell Ringer" by Vern Swartsfager just published is devoted to Clyde Rembert, managing director of KRLD, Dallas, and how the two programs "Padre's Kids World" and "Kangaroo Court of Kids World" came into being. One of the chapters is devoted to an account of the 400-mile trip made by a KRLD producer and technician to obtain first hand information for a broadcast.

Pearl Brewer, office manager of KITE, San Antonio is getting away from it all and will travel to Colorado for her vacation. Traffic manager Anna Scharf has returned from her vacation with an added coating of tan. Vernon Satterwhite is listed as the next vacation goer. Satterwhite is preparing a special welcome for his mother who is traveling from Wellington, New Zealand to San Antonio.

Ralph Dodge, manager of the Uptown Theater in Houston, is being heard in a program of organ music over KTRH. Dodge is heard in tunes of yesterday, today and tomorrow. He was a theater organist in the days of the silent movies in Houston.

Charles Lutz, manager of KYFM, San Antonio, has announced that arrangements have been completed to air the returns of the primary election to be held on July 26. Results of the local and state vote will be aired.

Old fashioned harmony and songs make up the program of the Alamo Four heard for a quarter hour over KYFM, San Antonio each Tuesday evening. The quartet is a member of the Society for the Encouragement of Barbershop Harmony and is composed of Sonny Eblevins, bass, Harry Morgan, baritone, A. B. Cole, lead and Harley Chrisman, tenor.

New national sales representative for KFJZ, Fort Worth and WRR, Dallas, has been announced as the John Blair & Co. Both are MBS outlets and are sold in combination at a single price for coverage of the Dallas-Fort Worth area.

San Antonio dialers who desire to be disc jockeys may now have that desire fulfilled on KITE, San Antonio, each morning between 8 and 9 p.m. During that time Joe Allison, m.c. of the KITE three hour "Radio Almanac" presents a would be disc jockey. The guest platter spinner picks his or her own favorite artists, bringing along his own favorite recordings or selecting them from the KITE music library.

Wedding bells have rung for Edward Lee and Esther Flores in San Antonio. The bride is secretary to William Smythe, commercial manager of KCOR, San Antonio. The groom was a member of the announcing staff.

Safety Awards

Akron, O.—Three local stations—WAKR, WADC, and WHK—are cooperating in giving complete coverage to the safe driving contest sponsored by the Summit County Safety Council, by airing the "Safe Drivers' Quiz" program. The quiz, which brings the daily winners of "mystery man" citations for careful and courteous driving to the microphone. Questions are compiled from the Ohio Drivers' Manual. If the safe drivers answer their question correctly, they receive the \$100 daily prize.

ABC's Programs Lead In New Hooperatings

(Continued from Page 1)
and "Take It or Leave It" was third with 8.8.

"Mr. Keen" in the 15th spot had a 6.6, the lowest rating ever published in a Hooper First Fifteen report. "Music Hall" and the Bob Hawk show also had 6.6 ratings.

Among the 17 shows listed in the report, five are audience participation programs and eight are mystery shows. First quarter-hour of "Stop the Music," also sponsored by Old Gold, landed in seventh position with a rating of 7.9, same one chalked up by "This Is Your FBI."

In the July 15 report, ABC moved into first place with its average weekly rating for night time programming, leaping ahead from the previous report over both the NBC and CBS networks.

Average evening sets-in-use was rated at 18.0, down 5.4 from the last report. Available homes was 67.6, a drop of 6.6 over the previous report.

Tennessee University Aids ANA-AAAA Campaign

Knoxville—The University of Tennessee announced through Acting President Charles E. Brehm its "full support" of the economic education program of the Joint Committee of the Association of National Advertisers and the American Association of Advertising Agencies.

The University will undertake a broad program based on the philosophy of economic education outlined by the Joint Committee. Objectives are to explain the advantages of the American economic system, how it functions, and why it should be preserved and strengthened.

Details of the program have not been finally settled. "The need for such a program, however, is clear," said President Behm. "There is no greater task for American universities today than the building of economic understanding among the institution's students."

Cummins Returning

Bernie Cummins, the maestro who originally opened the Terrace Room of the Hotel New Yorker just eighteen years ago, comes back to the midtown spot with his band on July 29th.

PUBLIC RELATIONS SERVICE AVAILABLE

... To a manufacturer, service organization, network or station there is an exclusive opportunity offered to secure an efficient and effective public relations service in AM, FM and Video fields.

... Public Relations Policies defined and established. Publicity prepared and placed. Exploitation executed.

... National Research facilities of unusual nature available.

... Geared to handle but one client in an industry, service is offered on annual retainer basis to function either as the public relations department of a client or to aid and supplement current staff.

... Interviews between principals can be arranged by writing—

Box 511, RADIO DAILY

1501 Broadway, N. Y. C. 18

PROMOTION

WMAQ Mailing Pieces

Harold A. Smith, promotion manager of WMAQ, Chicago, has completed mailing two promotion pieces to the station's national spot and local clients, agencies and prospects. An 8 x 10 inch fine halftone reproduction of a photograph of Norman Barry, who conducts the "Howdy, Mr. Lincoln" program, and George Turner, guard in the Lincoln Room of the Chicago Historical Society, was used to plug the program's pulling power. Turner received over 1500 letters and cards as the result of a single mention by Barry of Turner's illness. A two-color four-page folder entitled "Story Uncovered" plugs the availability for sponsorship of "Jim Hurlbut, Reporter at Large," a news program which features Hurlbut's personalized coverage of events in the Chicago area. Folder also has a reproduction of a full-page ad which appeared in a trade publication and in which were reviewed recent awards won by WMAQ news programs.

Corraling The Audience

Luzianne Coffee, New Orleans—who is airing the Frederic W. Ziv-produced "Old Corral" show in 56 South-eastern markets, planned a mail pull recently as a test in one of the 56, using WWL, the CBS outlet in New Orleans carrying the show three times weekly. Gimmick used was the announcement of a free aluminum thimble to every listener writing in for one. Walker Saussy Agency, New Orleans, who handles the account for Luzianne, reports a total response of 876 requests for the free thimble as a result of this one announcement in just one of the 56 markets.

Pro-Saturday Morning

Saturday should not be the "forgotten morning" in the advertising world. This is pointed out in a new WCKY brochure titled, "Oh, What a Beautiful Morning." Illustrated profusely with cartoons and "musical notes," the booklet maintains that—in the Greater Cincinnati market at least—"Saturday morning offers more opportunities for better radio buys." Saturday morning, statistically shown as the beginning of the week's biggest shopping day, is shown also (in Greater Cincinnati) as the "ideal time to reach these shoppers."

Stork News

A son, Victor George, was born to Mr. and Mrs. George Guyan on July 4 at Evanston (Ill.) Hospital. George is a member of the sales department of WGN, Chicago.

TELEVISION

Well-known exec, currently in key position, desires television (tele-radio) post. Background includes top-level public relations, radio & motion picture writing - directing - producing. Will make change for right kind of permanent television position.

Write Box 154, RADIO DAILY, 1501 Broadway, New York 18, N. Y.

C.C.B.S. Approves FCC Ban On Spec. Night Authorizations

(Continued from Page 1)

tra-hours operation—especially in an election year.

The Commission's finding regarding the degradation of night-time service of full-time stations, said CCBS, "has been so thoroughly established by the experience of the past and by generally accepted engineering facts and principles that it is not open to serious question. When issued for night-time operation on clear channels, they (temporary authorizations) almost inevitably result in objectionable interference within areas wherein listeners depend on clear-channel stations either for their only night-time broadcasting service or for any choice of programs broadcast at night."

CCBS said, too, that it has been the experience of members of CCBS that in virtually all of the instances where such special temporary authorizations are requested, the programs proposed to be broadcast are not of sufficient importance to justify depriving rural listeners anywhere of their sole means of night-time reception or their sole opportunity for any choice of programs. This can be demonstrated by an analysis of the requests for such authorizations on file with the Commission, it was said, and, if permitted, CCBS believes it would be of help to make such an

analysis over a given period. The only exceptions, it is believed, are serious emergencies, such as floods or other disasters, which are of infrequent occurrence and for which the Commission can provide by other means."

CCBS claimed that though justification for maintaining and protecting rural reception at night time through skywave service generally throughout the year applies also to shorter periods, including particular evenings and particular hours or fractions thereof, "it necessarily includes a temporary period such as the two-year postponement requested by the petitioners. There is no more reason for degrading the already too meagre service received in rural areas for a short period than for a long period."

In addition, said CCBS, "Daytime and limited-time stations are already causing objectionable interference to reception in rural areas, particularly in the periods just following sunrise and just preceding sunset (and, to a lesser extent, also in other portions of the day), depending on the location and authorized power of each such station. With each special temporary authorization granted to such stations for night-time operation the amount of interference will be vastly increased."

ET Bar Still Seems Firm, Says Music Committee

(Continued from Page 1)

ing by A. D. (Jess) Willard, executive vicepres, and Richard P. Doherty, director of employee-employer relations.

Yesterday's meeting was a closed affair and no statement was issued. It was learned, however, that an official announcement, resulting from the meeting, may be made today or tomorrow. Nature of the announcement was not revealed in detail but it is believed that, if released at this time, it will come from Doherty through NAB facilities. IMC's executive group was undecided yesterday as to whether the announcement should be made now or at a later date.

The three ET firms, which filed a protest last May with NLRB charging AFM with an illegal secondary boycott, are still awaiting action by local NLRB boards in New York and Los Angeles. Firms filing protests were Associated Program Service, Lang-Worth Feature Programs and Standard Radio Transcription Services.

New Lancaster Station

Lancaster, O. — Hocking Valley Broadcasting Co. is planning to open a 500-watt station, WHOK, at Lancaster, O., first in that city, on 1320 kilocycles. Dr. Nelson Embrey is president of the corporation. Joe Rockhold has been named program manager.

NBC's Biblical Program Now Airing World-Wide

"The Greatest Story Ever Told," the program which dramatizes the teachings of Christ and which is broadcast in this country over the ABC network by the Goodyear Tire & Rubber Company as a public service program, is now being broadcast to the entire world through the facilities of the World Wide Broadcasting Foundation. More than fifty-eight foreign countries will hear the broadcasts as they are shortwaved through stations WRUL, WRUW and WRUX.

Shortwave broadcasting through these stations begins on Sunday, July 25, and will continue indefinitely. The present broadcasting time is 4:45 p.m., EDT, every Sunday. The programs will be broadcast from the recordings of the original programs as heard by listeners in this country.

"Secret Missions" Debuts

On July 18th at 9 p.m., a new radio program "Secret Missions" made its debut over WOR-Mutual. This was the first in a series which will run weekly for four years, based on the book of the same name by Rear-Admiral Ellis M. Zacharias, U. S. N. (Ret.) published by G. P. Putnam's Sons in 1946.

Guesting On WCBS

Audie Murphy, "most decorated" American soldier in World War II, will be Margaret Arlen's guest on her WCBS show Thursday, July 22, at 8:30-9 a.m.

He who pays the piper...



...calls the tune

and on WATV it's the merry jingle of cash registers when your product reaches the thousands of JUNIOR FROLICS television fans who daily at five line up to follow Uncle Hal's film funnies and cartoons.

WATV 13 channel

TELEVISION DAILY

Daily section of RADIO DAILY, Wednesday, July 21, 1948 — TELEVISION DAILY is fully protected by register and copyright.

MID-WEST TV LINK FOR SERIES SEEN

TELE TOPICS

By IRWIN ROSTEN

HERE we go again, boys!" is the universal moaning of video news men and technicians this week as they prepare for the third trek to steaming Philly in a month. Having completed tentative plans for coverage of Hank Wallace's Third Party convention, the TV crews are agreed that this will be nothing like the Dems and GOP, with more fire and less formality expected. Network and station producers are now trying to figure out a way of scooping the competish by getting the contest with Sen. Glen Taylor's famed cowboy routine, complete with gueetar and ten gallon topper. . . . Roundup of the mass snagged for interviews by the Newsweek-DuMont combo during the Dem blow-out reads like a who's who of Congress and the Cabinet.

TURNABOUT is fair play dept.: A major film company is negotiating for the greater rights to the Frederic W. Ziv TV package—"Yesterday's, Newsreel," directed by Donald Jacques. . . . Harry Bannister and Tom Riley will address the annual speech conference of the Univ. of Mich. . . . Adventures of a tele reporter covering a major political convention will be reported by Ben Grauer, John Swayze and Bob Stanton on NBC's "Television Screen Magazine" tonite. . . . Dennis (How Does He Do It) James has taken on still another hero, this time as narrator for a new Justin Herman short on air travel for Paramount. . . . Cute gimmick to keep viewers watching commercials has been inaugurated on PTZ ball games by the J. Cunningham box agency. Between innings, one camera sports the pitcher warming up and another superimposes the words "Davis Buick," while the announcer delivers the sales pitch.

ED COLLINS, who heretofore has zealously "protected" his Boston Yanks from the likes finally has seen the light. All time games of the Hub NFL aggregation will be carried by WNAC-TV. First two nights brawls. . . . Although it has been backed up around town at irregular intervals for some time now, the WJZ-TV test pattern officially went on the air yesterday noon, and will be on from 10 a.m. to 10 p.m. until the outlet debuts Aug. 10. . . . Pix producer Edward Lasker is really going in for this sensational medium of ours in a big way. He just filed his fifth application for a TV station, this time in Portland, Ore. . . . by the way, once was radio veepee for the old Lord & Thomas agency. . . .

MRS. IRWIN A. SHANE, wife of the Televiser publisher, gave birth to a 1-lb., 3-oz. girl yesterday ayem in Harkness Pavilion. She's a big little one, nest-pas? . . . Batch of oldtime films will be revived on "Movieland Quiz," a new Lester Lewis package that bows in over four ABC outlets Sunday nite, with Arthur Q. Bryan and Patricia Bright.

ABC To Televis Forum As Net Co-op Show

AM-TV duplication of ABC's "America's Town Meeting" beginning Oct. 4 was announced yesterday by Robert E. Kintner, executive veepee of the web. Program is now an AM co-op and will be given the same commercial status on tele.

Aired from New York's Town Hall, Tuesdays, 8:30-9:30 p.m., program will be picked-up by WJZ-TV, which goes on the air Aug. 10, and fed to WFIL-TV, WMAL-TV, WAAM and WNAC-TV. In addition, arrangements are being made to film the show for delivery by air to ABC affiliates not served by the coax or relay.

Negotiations for the duplication were completed between Charles C. Barry, web veepee in charge of programming, and George V. Denny, Jr., president of Town Hall and moderator of the forum.

According to veepee Murray Grabhorn, director of co-op sales, New York sponsor for the series will be announced this week. He added that the web has received "numerous inquiries" from industrial concerns in the other cities.

Video Tower Forbidden By Dallas City Council

Dallas, Tex.—The application of Tom Potter to erect a 500-foot television tower in a residential area east of downtown Dallas was denied by the Dallas City Council. The vote was unanimous.

R. K. Prescott, lawyer for Potter, told the council that "you'll be voting against 68,000 school children and the citizens who want television if you vote against this tower."

Diamond Benefit

Disabled American Veterans benefit baseball game at the Polo Grounds tomorrow night between the self-styled Flat Tires (leg amputees) and Broken Wings (arm amputees) will be carried by WPIX, 8 p.m. Program will include also an amputees' match against the Friars Club and appearances by show biz headliners. Among those playing for the Friars are Phil Weintraub, Bob Perina, Maxie Rosenbloom and Phil Silvers.

Mutual To Hook Up Regional Webs Via Plane

(Continued from Page 1)
for first refusal rights to the Series, is quietly making plans for the widest possible coverage. Web affiliates in major league cities with TV stations now on the air are WGN-TV, Chicago, and WNAC-TV, Boston, with the Bamberger outlet in Washington possible in operation by October. Should the games be played in any of these cities, the Mutual affiliates would be the originating stations.

Games probably would be made available to non-MBS stations, although Gillette Safety Razor Co. and Ford Motor Co., which have commercial rights to the classic, would have the final say in this matter. If some or all of the games are played in TV cities where MBS stations could not handle the actual pickup, camera work and feeding probably would be farmed out to other outlets.

Pittsburgh Without Video
Of the ten major league cities, all but Pittsburgh have one or more TV stations in operation. Of the other nine, only Cincinnati is not linked to one of the AT&T hookups, but the Reds are in seventh place in the National League. And even if the team should pull off the unlikely feat of winning the pennant, Stratovision may be the answer. It will be recalled that Westinghouse successfully demonstrated the system at Zanesville, Ohio—about 120 miles from Cincy—during the GOP convention last month.

Expands TV Operation: Webb, Evans in New Posts

Creation of new tele and radio promotion units in the NBC advertising and promotion department and in NBC Spot Sales was announced yesterday.

New post of manager of network audience promotion will be filled by William E. Webb, former manager of tele audience and institutional advertising, according to James H. Nelson, ad director. Webb has been with the net for 15 years, and served for two years as lieutenant commander in the Navy.

New manager of advertising and promotion for AM and TV in Spot Sales is Jacob A. Evans, formerly manager of audience promotion. Announcement of the shift was made by James V. McConnell, director of Spot Sales. Evans came to NBC two years ago from KSTT, Davenport, Iowa. He served in the Army Air Forces for four years.

Large Screen Receiver Debut By RCA-Victor

Tele projector specifically designed for presentation of shows to large audiences is now "in quantity production" and initial distribution has begun, RCA-Victor announced yesterday. Projected images produced by the receiver—which sells for \$2,650 plus \$250 for installation and service—may be tailored to screen sizes from 3 by 4 feet to 7 by 9.

Known as model TLS-86, the set is primarily intended for hotels, clubs, amusement places, hospitals, churches, schools and industry. Units will be sold to theaters, an RCA spokesman said, but only for lobby use. Advance orders have been coming in at a "pretty good" rate, he added.

Projection system utilizes an RCA-developed five-inch kinescope, face of which projects the image into a 14-inch spherical mirror. Picture is then reflected through a 9¼-inch aspherical correcting lens to form the enlarged image on the screen. Entire unit is mounted on rollers and measures about 4 by 2½ by 3 feet.

Press-Time Paragraphs

Dems Plan Short TV Spots for Campaign

Washington—Present plans of Democratic National Committee, still to be worked out in detail, call for use of short tele periods during the upcoming Presidential campaign. Ten-minute spots presently indicated, with detailed blueprints slated to be revealed next week.

Salt Lake City Outlet Joins NBC Web

Signing of KDYL-TV, Salt Lake City, Utah, as an NBC non-interconnected TV affiliate was announced yesterday by Easton C. Woolley, director of the web's stations department. Owned by Inter-Mountain Broadcasting Corp., outlet began commercial operation July 7.

Keynote Speech Gets 46.4 Hooperating

Sen. Alben Barkley's tele rating for his keynote address at the Democratic conclave was 46.4, according to a survey of New York City TV homes by C. E. Hooper, Inc. Sets-in-use was 48.4 per cent with 96.0 per cent concentration on the convention.

★ ★ COAST-TO-COAST ★ ★

WCOP Hosts ARC Bloodmobile

Boston, Mass.—WCOP turned its lobby and Studio B over to the services of the ARC Bloodmobile recently, cooperating with the organization's current blood bank drive in this city. Donors made appointments and were registered in the station's lobby, with the Bloodmobile unit stationed in Studio B. During the two days, WCOP broadcast four interviews, entitled "Report From A Blood Donor," in an additional effort to aid in publicizing the Red Cross drive.

To Sponsor Football Broadcasts

Minneapolis, Minn. — Al Harding, WCCO sales mgr., has announced that the entire line-up of four football broadcasts will be sponsored over WCCO, during the 1948 season. Program titled "Preview and Review" will be sponsored by the Twin City Federal Savings and Loan Assoc., the "Football Scoreboard" will be sponsored by Durkee-Atwood and the Sunday "Bernie Bierman Show" has been sold to Juster Bros. Standard Oil Co. will sponsor the play-by-play coverage of the Minn. at home and away games with Halsey Hall and Paul Wann calling the plays and Babe LeVoir doing the statistical analysis.

WSB Gets Citation

Atlanta, Ga.—The National Board of Fire Underwriters awarded a citation of honorable mention to WSB for its "outstanding public service in fire prevention, and for its original dramatic programs emphasizing the need for greater fire safety in the home, as well as throughout the community." Presentation was made by Paul B. Hulfish on behalf of the national organization. John M. Outler, Jr., WSB's general mgr. accepted the award for the outlet. An unusual 15-minute play, all in verse, by Brad Crandall, Jr., WSB scripter, was an important factor in winning the citation. Play was entitled, "The Trial of the Flame."

Opening for PROMOTION DIRECTOR in Major Market

Because our Promotion Director is leaving to become a Station Manager we have an opening for an able, well-qualified man. Must be experienced in merchandising, building sales material and presentations, trade and consumer advertising, program publicity and station promotion. We place premium upon aggressiveness combined with knack of cooperating with other department heads.

This is Cowles Station WCOP, the Boston ABC affiliate. If you believe you are man for the job send complete details to
*Craig Lawrence, General Manager,
Radio Station WCOP,
Boston, Mass.*

WFEA Newspaper Column

Manchester, N. H.—WFEA, CBS affiliate, is currently running a merchandising-publicity column each week in the New Hampshire Sunday News, the state's only Sunday newspaper, with a circulation of 27,000. The two column feature is devoted to chatter about various CBS net programs as well as local airers from the station and also features cuts of network personalities who are heard via station's facilities.

New Series On WPAT

Paterson, N. J.—"Inside the City Desk," a new WPAT feature took to the air with the first broadcast on July 21st. Format of the program treats of stories never seen or heard by the average newspaper reader yet occurring daily in every metropolitan newspaper office in the country and running the range from the ludicrous to the pathetic. Offerings on this broadcast will be a selection of the most outstanding incidents met by newspapermen of many years standing. They will also explain the motives underlying most of them.

Hanger Talk

Buffalo, N. Y.—"Hanger Talk," an informal discussion on Aviation subjects and how it effects the people of Buffalo, will be heard each Sunday eve, 10:45 to 11 p.m. over WKBW. Leading aviation people of Buffalo will formulate the weekly panel with visiting aviation dignitaries joining in while they are in town on aviation business. Subjects to be included will be military developments, private aviation developments and the progress made in the field of helicopters and jet propelled missiles.

KMOX Summer Replacement

St. Louis, Mo.—Last Sunday, KMOX aired the first in a series of new programs titled "Sunday at the Chase," a network summer replacement for the "Carle Comes Calling" show which has occupied this spot for the past ten weeks. Show will continue as a variety feature with name bands and popular stars from the Chase and Park Plaza hotels. Producer is Paul Shumate, KMOX staff producer and show is directed by Al Bland, station's p. d. with Lambert Kaiman as emcee.

WNAX New News Service

Sioux City, Ia.—Service Clubs and Conventions meeting in this city are receiving special direct wire news broadcasts from WNAX's Sioux City news room. A brief summary of top headline news is piped to the Martin Hotel and the Mayfair Hotel for regular weekly meetings of the Rotary and Lions Clubs. The same service is available to conventions and sales meetings being held in the city's leading hotels. Airings are made by Art Smith, station's news editor, who has been summarizing the day's news developments in person before fellow Kiwanians at weekly gatherings since last Jan.

Visitors to CKNW

New Westminster, B. C.—Canadian born Bob Nolan and his "Sons of the Pioneers," well known Western vocal group, spent their 15th anniversary in Vancouver, B. C. Brought to Canada by Bill Rea of CKNW, it is probably the first time a group of this size has been sponsored by a Canadian station. Group traveled to Vancouver Island (Nanaimo) with Bill Rea and CKNW's "Rhythm Pals" for a concert and then back to Exhibition Park in Vancouver where they played to a capacity audience.

On Univ. Radio Workshop

Denver, Col. — Clarence Moore, KOA's program dir., and Bob Young, chief announcer, are teaching special classes for the summer Radio Education Workshop at the U. of Denver. Bill Walker, KOA producer-dir., and Moore and Young, industry staff members of the U. of Denver faculty, will participate in the Second Annual Radio Clinic on Small Market Station Operation July 26 to Aug. 27. Moore is also a member of the University's Radio Industry Advisory Committee.

\$900 Worth of Recording

Hartford, Conn. — Mrs. Clarence Manning of New Britain, Conn., who won \$900 on MBS' "Three For The Money" program recently, while listening to WONS, was presented with a recording of the conversation between her and the program's m.c., Bud Collier, when the phone call was put through. Ralph Klein, WONS program dir., gave Mrs. Manning the disc after an alert WONS engineer recorded that part of the show. Mrs. Manning was baking a cake when the phone rang. The cake was spoiled, but she won \$900 with which she can bake many more cakes.

50 Words Gets 1 Week's Vacation

Washington, D.C.—WOL's women's dir., Meredith Young, is featuring another in a series of contests on her daily "Listener's Exchange" program (9:45 a.m.). Listeners are requested to state in fifty words or less, "why we should send food parcels abroad." Contest, which runs through July 26, will offer choice of a one-week, all expense (except transportation) paid vacation for two at Wentworth Hall, N. H.—or \$200 in cash. Seven additional prizes ranging from books to jewelry are offered runners-up.

Names Baby After D. J. Program

Phoenix, Ariz. — Lew Lowry, KOOL disc jockey has had a baby named after his program. The mother, Mrs. Sally Massey, a regular listener to Lew's "Melody Merchant" program, heard at 1 p.m., was particularly intrigued with his theme, "Melody Time." Hence, the baby now carries the name of "Melody." Both the baby's mom and dad are doing well, as well as "Melody" and Lew Lowry, the proud disc jockey.

THESE
5 Stations
Build Sales
for You...

WORK
York, Pa.
Established 1932

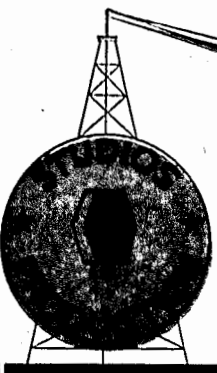
WGAL
Lancaster, Pa.
Established 1922

WRBW
Reading, Pa.
Established 1922

WKBO
Harrisburg, Pa.
Established 1922

WEST
Easton, Pa.
Established 1936

REPRESENTED BY ROBERT
MEEKER
ASSOCIATES
New York • Chicago
San Francisco • Los Angeles
STEINMAN STATIONS



RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 44, NO. 15

NEW YORK, THURSDAY, JULY 22, 1948

TEN CENTS

CAMPAIGN START ADVANCED SIX WEEKS

Candidates Scheduled For Both Radio And TV

Democratic and GOP presidential nominees will be afforded network AM and TV facilities next week—one of them on two occasions—due to a special session of Congress and the opening of Idlewild International Airport in New York. During the latter event, President Truman and Gov. Thomas Dewey will be heard by the nationwide audience and seen by televiewers on the same speaking platform.

ABC, CBS, MBS and NBC have scheduled President Truman's special message to Congress next Tuesday. (Continued on Page 7)

28 Stations Signed For Sam Hayes Series

Twenty-eight radio stations have to date contracted with the NBC Radio-Recording Division for broadcast this Fall of the NBC recorded series, "Touchdown Tips with Sam Hayes," according to Donald J. Mercer, sales manager of the Division.

Stations signed to date are: Mobile, Alabama, WALA; Montgomery, Alabama, WAPX; Fort Smith, Arkansas, KIFPW; Little Rock, Arkansas. (Continued on Page 2)

Dropping 'Albert' Package After Friday's Broadcast

"It's Always Albert," a CBS package which made its debut July 2nd on the air in the 8:30 to 9:00 p.m. spot, and which features Arnold Stang, Jan Murray and Pert Kelton, will be 'dropped' after its fourth broadcast this Friday evening. "Romance," now heard Mondays at (Continued on Page 2)

WBIG Polio Fund

Greensboro, N. C.—To date a total of \$31,000 has been raised through WBIG for the Bob Jones Polio Fund and the station hopes that the contributions will pass the \$40,000 mark this week, Edney Ridge, general manager of WBIG, revealed yesterday. The fund will be turned over to the Central Polio Hospital, now being built in Greensboro.

No FM-CP Extension, FCC Tells Laggard

Washington — The FCC yesterday rejected the request of the Times-Mirror Company, Los Angeles, for an extension of its FM construction permit. The company has asked that the permit be left in status quo while it determined whether to go ahead with its FM plans. The Commission said it has had "several similar requests from FM permittees and has uniformly denied them. What you are, in effect, requesting is that an (Continued on Page 5)

Connolly Gets Promotion; Heads CBS Program Sales

Thomas D. Connolly, a member of the CBS staff since 1939, has been appointed manager of program sales, network sales department, William C. Gittinger, CBS vice president in charge of sales, announced yesterday; (Continued on Page 5)

Heavy TV Program Interest Indicated By Show Entries

Ranging from big name 'live' shows to cartoon strips and 30-second weather jingles, television package producers to date have submitted 250 program suggestions for inclusion in RADIO DAILY's Program Directors Guide of Shows of Tomorrow which will be published next month. The television entries so far show an increase of nearly 150 program ideas over the total number carried in the 1947 edition. The increased television interest and the entry of over 1,000 AM and FM

Both GOP, Dems Set Up Headquarters In Washington For Opening Of Congress On Next Monday

Radio Stations Cited For News Treatment

Baltimore—Five stations in the Baltimore area and a radio news commentator have been cited for contempt of court by Supreme Bench on charges that they violated the court's rules on crime news. The stations have until August 16 to file an answer.

Those named by the court were (Continued on Page 5)

Mestre Reports Threat In Argentine Radio Row

Threats from anonymous persons were received by Goar Mestre, Cuban broadcaster and newly elected president of the Inter-American Broadcasting association, as a sequel to the recent presentation of a resolution (Continued on Page 2)

3-Day Radio Workshop Ends At Syracuse "U"

Syracuse—The first annual radio workshop conference of the Empire State FM School of the Air closed at Radio Center, Syracuse University, yesterday with teachers from all sections (Continued on Page 5)

National campaign headquarters for radio, television and press for both the Republican and Democratic parties have been established in Washington and will probably remain there throughout the campaign. Heretofore the national headquarters for both parties have been in New York City (Continued on Page 8)

Multiplex Fax Plans Expanding In Miami

Miami, Fla.—Miami Herald and WQAM-FM, which last week began the first public broadcasting of news by the newly authorized multiplex facsimile system, will place a minimum of 50 recorders in public places by Dec. 1, each to be leased for \$85 a month. Herald currently broadcasts five daily multiplex editions, averaging seven pages each, but only a few (Continued on Page 8)

Approve Publication Of BMB Radio-TV Data

Publication of radio ownership figures by BMB was approved this week in a joint meeting of the bureau's research and technical committees. Data on television ownership will follow. The committees also urged that the (Continued on Page 2)

Network Debut

Dorothy Siegfried, mezzo-soprano, who has been assistant librarian of the Prudential Life Insurance Company of Newark, N. J., for the past three years, will make her network debut on CBS' "Family Hour" next Sunday, 6:00 to 6:30 p.m. EDST. Miss Siegfried, a native of Massillon, Ohio, in 1947 won the New York Singing Teachers' Association award this year.

WNEW Gets Into Act

Jack Adams, who first refused, then reluctantly accepted \$7,300 Mutual quiz prize, has been invited to appear on WNEW's "You Can Lose Your Shirt." WNEW officials said, "If Adams is worried about income tax brackets, our show can help. Money lost on it is deductible, because all goes to recognized charities. In fact, we'll even lift the \$100 limit."

★ COMING AND GOING ★

DWIGHT COOKE, moderator on "The People's Platform," heard on CBS, will originate his program this week-end at Philadelphia during the convention of the third party, and will return to New York Monday.

HARRISON WOOD, Sunday afternoon commentator on ABC, has left for Washington for several conferences. He returns for his broadcast next Sunday.

BOB WALDROP, erstwhile NBC and ABC staffer who now is narrating the poll-winning "Ohio Story" on WTAM, Cleveland, is in town for a short vacation, during which he's renewing old acquaintances.

MARTY WELDON, program staff member of "This Is New York" on WCBS, leaves Sunday for two weeks at Ogunquit, Me.

HOWARD PILL, president of WSFA, Montgomery, Ala., outlet of NBC, a visitor recently at the New York offices of the network.

CHRISTOPHER LYNCH, Irish tenor, is aboard the Mauretania enroute to England. He is accompanied by MRS. LYNCH.

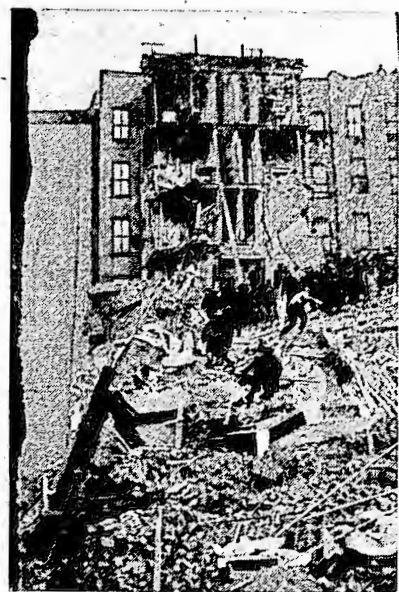
NORMAN CASH, contact man in the station relations department of NBC, off to White Sulphur Springs for the meeting of the 4th District, NAB, Monday and Tuesday.

ADELAIDE HAWLEY, who leaves by plane tomorrow for Paris to cover the fall style showings, today will go down to Long Beach to narrate the fashion show which she co-ordinated for Lido Beach Club guests.

EDWARD E. HALL, Eastern division manager in the station relations department of CBS, will represent the network at the meeting of NAB's District 4, July 26 and 27, at White Sulphur Springs.

BEN GRAUER, announcer and commentator on NBC, leaves late tonight for Philadelphia, where he'll cover the third party convention tomorrow, Saturday and Sunday. Then he'll return to New York for his chores on the Walter Winchell Summer replacement.

TEDD LAWRENCE, disc jockey on WHN, is on a three-week vacation, which he'll spend partly in Ontario, partly in Bermuda. He's expected back Monday.



Collapse

That's not a pleasant picture. It's a shot of a New York tenement house that fell apart following the explosion of a nearby ice-house.

No, it's not pretty. And neither is the point we're about to make in this ad.

It's this: A great many businesses are going to fall apart just like that building if they don't get ready for the battle of brands that lies just ahead.

The smart outfits are mending fences now. Putting new vitality into salesmen and advertising that have been coasting along in the buyers' market.

And the smart operators are covering the 6th largest city with radio over W-I-T-H, the successful independent. This is the station that delivers more listeners-per-dollar-spent than any other in this big town.

How about you? Is W-I-T-H on your list?

AM  FM

W-I-T-H
Baltimore 3, Maryland

TOM TINSLEY, President
Represented by Headley-Red

28 Stations Signed For Sam Hayes Series

(Continued from Page 1)
sas, KARK; Anchorage, Alaska, KFQD; Boulder, Colorado, KBOL; Lakeland, Florida, WLAK; Orlando, Florida, WDBO; Pensacola, Florida, WEAR; Macon, Georgia, WNEX; Hilo, Hawaii, KIPA; Honolulu, Hawaii, KHDN; Wichita, Kansas, KANS; Lake Charles, Louisiana, KPLC; Kalamazoo, Michigan, WGFG; Missoula, Montana, KGVO; Burlington, North Carolina, WFNS; Raleigh, North Carolina, WRAL; Columbus, Ohio, WHKC; Harrisburg, Pennsylvania, WHGB; Chattanooga, Tennessee, WAPO; Johnson City, Tennessee, WJHL; El Paso, Texas, KTSM; Odessa, Texas, KRIG; Fairmont, West Virginia, WMMN; Eau Claire, Wisconsin, WFAU; Green Bay, Wisconsin, WJPG; Albuquerque, New Mexico, KGGM.

Approve Publication Of BMB Radio-TV Data

(Continued from Page 1)
bureau formulate means whereby BMB data on all stations be made available to advertisers and agencies. Committee members, after reviewing experimental research for Study No. 2, ascertained that a slightly more detailed ballot than was used in 1946 will provide more usable returns.

Mestre Reports Threat In Argentine Radio Row

(Continued from Page 1)
to the association condemning Argentina's interference with freedom of radio, according to reports from Buenos Aires yesterday. Mestre said the threats were contained in two anonymous letters and that he did not take them seriously. Herbert Clark, correspondent for the New York Daily News, also reported threatening telephone calls at his home in Buenos Aires.

Dropping 'Albert' Package After Friday's Broadcast

(Continued from Page 1)
10:30 to 11 p.m., takes over the Friday spot of "It's Always Albert," next week, July 29th. In place of "Romance," a musical program will be heard, title and details not as yet decided.

10 YEARS AGO TODAY

(From the files of Radio Daily)
Business transacted at the recent AFM convention in Tampa, came to a head when among other items the musicians' union issued its combined license form for recording companies, both phonograph record and transcription manufacturers, as well as put into effect its by-laws as changed or revised. . . . A disagreement with SESAC, resulted in Atlanta hotels banning radios in their rooms. Reason for action was SESAC's request for additional fifty cents revenue per radio per room.

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



Vol. 44, No. 15 Thur., July 22, 1948 Price 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; James Owens, 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
Ralph Wiik, Manager
6425 Hollywood Blvd. Phone: Grantle 6607
WASHINGTON BUREAU
Andrew H. Older, Chief 6417 Dahlenega 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

(July 21)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Admiral Corp.	14 1/2	13 3/4	13 3/4	- 1/4
Am. Tel. & Tel.	154 1/8	153 3/4	154	+ 3/8
CBS A	26 1/2	26	26 1/2	+ 1/2
CBS B	25 1/2	25 1/4	25 1/2	+ 1/4
Farnsworth T. & R.	10 3/8	10 1/8	10 1/4
Gen. Electric	40	39 1/4	40	+ 5/8
Philco	41 3/8	40 5/8	40 5/8	+ 1/8
Philco pfd.	90	90	90
RCA Common	13	12 3/4	12 7/8	+ 3/8
RCA 1st pfd.	71 1/4	71 1/4	71 1/4	+ 1/4
Stewart-Warner	14 1/4	14 1/8	14 1/8	- 1/8
Westinghouse	28 7/8	28 1/2	28 5/8
Westinghouse pfd.	88	88	88	- 1 1/2
Zenith Radio	32 1/2	31 3/4	31 3/4	- 1/4

NEW YORK CURB EXCHANGE

Hazeltine Corp.	143 1/4	143 1/4	143 1/4	- 1/4
Nat. Union Radio	3	3	3

OVER THE COUNTER

	Bid	Asked
DuMont Lab.	12 1/2	13 1/4
Stromberg-Carlson	15 3/4	17 1/4
U. S. Television	2	2 3/4
WCAO (Baltimore)	25
WJR (Detroit)	9	10

Housewarming Party Today

Pierre Crenesse, director of French Broadcasting System in North America, has invited the press to a cocktail party this afternoon in celebration of the opening of their new offices at 934 Fifth Avenue in New York City.

INS has served

KLZ
DENVER

FOR 12 YEARS

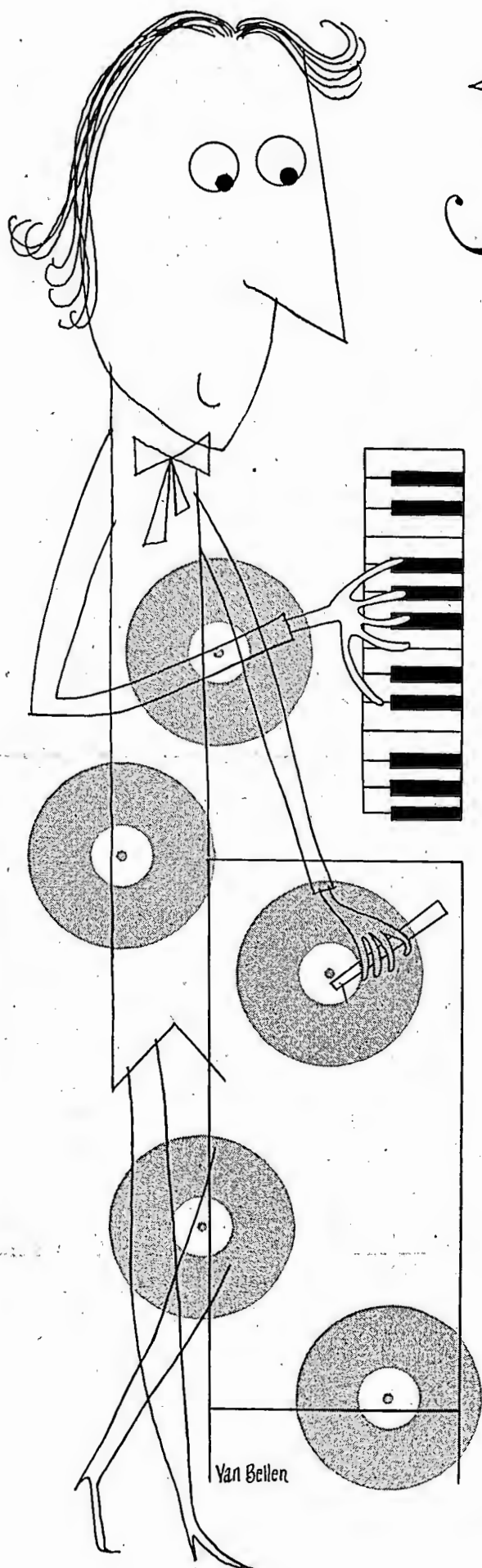
another first by

Charles Stark Productions ...

Jacques Fray

radio's first

classical disc jockey.



Looking for a completely *new idea in programming* . . . a show that opens up a whole new avenue of sponsors and listeners? Then send today for the bright, new folder giving the facts about the new JACQUES FRAY SHOW. We'll send it to you free, along with an audition record, if you drop us a line, send us a wire, or give us a jingle via long distance.

Jacques Fray, world famous pianist of the Fray and Braggiotti team, now becomes radio's *first* classical disc jockey. He calls on his colorful career to supply him with new and unusual facts about composers and performers . . . invites top stars of the music world as his guests at the turntable . . . introduces music that comes from your own station's record library . . . he puts a *smile* into serious music. In Jacques Fray's own words, ". . . this isn't a program for highbrows. It's for people who like to listen to music."

The JACQUES FRAY SHOW has proven its merit before millions of listeners in America's most discriminating city . . . New York. Now it's ready to do an equally outstanding job for local and regional advertisers throughout the nation.

half-hour program for 3-a-week broadcast

COMPLETE AUDIENCE PROMOTION PLAN FREE

Attention Radiomen: the JACQUES FRAY SHOW may be sponsored by *one, two* or *three* advertisers.

Charles Stark Productions

366 MADISON AVENUE

NEW YORK 17, N.Y.

AGENCIES

WALTER KANER ASSOCIATES have been named to handle publicity and promotion for the India Prince Restaurant. Newspapers and magazines are being used. Local radio will be added later.

BISCEGLIA BROTHERS WINES CORP. has engaged St. Georges & Keyes, Inc. to handle the advertising of their line of Paradise Wine, effective August 16.

FORJOE & COMPANY, INC., has opened its new office located in the Paul Brown Building, 818 Olive Street, St. Louis 1, Mo. Leslie P. Ware has been named general manager of the branch.

HICKORY ASSOCIATES effective Aug. 1, will handle all fashion promotion and public relations for Hobe, Inc. of New York, California, Paris and Bombay, manufacturers of fine costume jewelry and handmade porcelains. An extensive radio, newspaper and magazine promotion will be conducted throughout the country.

JACK KELLY, who recently resigned as general manager of WCOL and WCOL-FM, Columbus, O., has formed the Jack Kelly Advertising Agency, in the Grand Theater Bldg., that city, to engage in a general advertising business.

HOJU of the city of Aguadulce, Panama, member of the Panamanian Broadcasting Network, has named Melchor Guzman Company, Inc. as its United States and Canadian representatives.

PAUL TALBOT has been appointed executive director of Italian Publishers Representatives, Inc. Talbot, who for the past two and one-half years has been president of Fremantle Overseas Radio, Inc., foreign radio station representatives, has been active in the Italian advertising field as the United States representative for the Italian radio networks. In his new position he will be responsible for the United States advertising representation of leading Italian publications.

HORTON MALLINSON has joined the Harry B. Cohen Advertising Company of New York as media director. Mallinson was formerly a vice-president of Badger & Browning & Hersey, and was associated with Paul Raymer & Co., station representatives. In his new position, Mallinson has already started buying time for the 4-Way Cold Tablets fall and winter radio campaign.

TELEVISION

Well-known exec. currently in key position, desires television (tele-radio) post. Background includes top-level public relations, radio & motion picture writing - directing - producing. Will make change for right kind of permanent television position.

Write Box 154, RADIO DAILY,
1501 Broadway, New York 18, N. Y.



Windy City Wordage. . . !

• • • Trudy Weincek of the WBBM continuity editing department will try her luck in the Chicago Sun-Times "Miss America" contest. . . . Elsie, the famous Borden cow, and her new son, Beauregard, are being exhibited at the Chicago Railroad Fair on the lake front

by the sponsors of CBS' "County Fair." . . . The press was on hand last week to see Dave Garraway, popular NBC disc jockey, receive the Radio Best magazine award as radio's most colorful personality of 1948, and after the broadcast scribes and radio folk adjourned to the Blue Note, jumpin' jive spot, for a three-hour session of torrid music. . . . G. E. Gustafson, Zenith Radio Corporation's vice-president in charge of engineering, received the President's Medal of Merit July 14 for his contribution to victory in World War II, at a luncheon sponsored by the Chicago Association of Commerce and Industry.



• • • NBC isn't taking any chances of failure of electric lighting power in its Merchandise Mart headquarters. An emergency lighting system, using U. S. Navy designed battery-operated lanterns is being installed in vital areas throughout the 19th and 20th floor offices and studios.



• • • Ben Lockridge, Mutual account exec, off to the northern wilds of Wisconsin in his new car, then on to northern Michigan to see all the young Lockridges. . . . Kay James back in the NBC offices as secretary to Arthur Jacobson, program manager. . . . Another potential hit tune has been composed by Caesar Petrillo, music director of WBBM. It's "Back In the Heart of the Hills" (lyrics by Paul Cunningham) and sounds like a winner. . . . That clever telecomedy "At Our House," starring Jim and Edie Dexter on WBKB, is being readied for nation-wide celluloid distribution by Television Advertising Productions.



• • • NBC's tele station WENR-TV will start test patterns August 1. . . . Steve Gibson's Red Caps in Chicago to help plug release of their newest Mercury recording, "Money Is Honey." . . . R. B. White, ABC supervisor of agriculture, will fly to Washington, D. C., July 23, to be guest of the National Safety Council, which will sponsor National Farm Safety Week beginning July 25.



• • • A novel twist to the broadcast of the Olympic trials by WEAW, Evanston FM station, was the simultaneous broadcast of the events from WVJS, an AM-FM station in Owensboro, Ky. The trials were relayed to WEAW from Dyche Stadium by telephone wire, and at the request of WVJS, whose power is 1,000 watts AM and 49,000 watts FM, the finals were relayed from WEAW by telephone wire, resulting in immediate duplication of the programs.



• • • Now that practically all homes are equipped to receive FM programs on the higher band, FM station WGNB, which has been broadcasting on two wave lengths for the last two and a half years, has discontinued broadcasts on the 45.9 mc band and now will be heard only on the 98.7 band. . . . Pet Milk's "Saturday Night Serenade," which will move to the full NBC network October 2 and will be heard from New York from 6:30 to 7 p.m. CDST, will have a repeat broadcast from 10 to 10:30 p.m. for the mountain and Pacific Coast areas. . . . WGN is inaugurating a new job counseling program, Saturday, 10:45-11 p.m., on which Dr. Charles Dewey will conduct job analysis interviews with job applicants. . . . S. J. Rowley is experimenting with television on his cabin cruiser and claims he picked up WGN-TV's signal ten miles out on Lake Michigan.

LOS ANGELES

By RALPH WILK

"STRAIGHT ARROW" producer Neil Raglan, is on a three weeks business trip back east. In his absence, Brad Brown has taken over the direction chores for the KHJ-Don Lee series.

Carole Landis fan clubs throughout the country are swamping Hollywood Star Records for copies of the "talking picture" she made on the Friday before her death, the last record of her voice. Ironically enough, when Carole gave her autograph for the other side of the record, she wrote, "Happiness Always."

Columbia's popular cowboy star, Gene Autry, has signed for a one week personal appearance at the Oriental Theater in Chicago, Autry will be at the theater from August 26 through September 1. The CBS "Gene Autry Show" will originate from Chicago on Aug. 29.

When Spike Jones and his bride, Helen Greco, return from their Hawaiian honeymoon, they plan a series of personal appearances before Jones' air show, CBS "Spotlight Revue," resumes its Friday night airers October 1. Jones' schedule beginning August 27 includes entertainment stints at Cal-Neva Lodge, Nev., Oakland, San Jose and Sacramento, Calif., Vancouver, B. C., Seattle, Wash., and Portland, Oregon.

College Radio Station

Auburn, Ala.—The Auburn Radio Club is installing a 400-watt transmitter in the Communications Lab building at Alabama Polytechnic Institute here. The new transmitter will be a part of a network of college radio stations set up for the benefit of non-technical students who wish to communicate. A major purpose of the network is a closer fraternal spirit between the various schools. In times of emergency, the transmitter will render communication with key points in the state, filling in where regular services have been interrupted.

W
N
D
R

THERE'S THAT VOICE AGAIN!



BASIC MUTUAL NETWORK
5000 watts, 1260
SYRACUSE, N. Y.

Studios in the Wilson Bldg.
Al Godwin, General Manager

Represented nationally by
Paul H. Raymer Co.

Radio Stations Cited For News Treatment

(Continued from Page 1)

the Maryland Broadcasting company, owners and operators of WITH; James P. Connolly, commentator and news editor of WITH; Hearst Radio, Inc., owners and operators of WBAL; Baltimore Broadcasting corporation, owners and operators of WCBM; Baltimore Radio Show, Inc., owners and operators of WFBR and Sidney H. Tinley, owner of WSID, located in suburban Essex.

It is charged by the Supreme Bench that the broadcasters gave reports concerning alleged statements made by Eugene James, 31-year old Negro janitor, accused of the murder of a 11-year old girl. These reports, it was said were "embarrassing and obstructing the administration of justice."

Under the unusual rules of the Supreme Bench it is in contempt of court to publish or broadcast any statements an accused person makes after he is arrested, to report or comment on his conduct, to reveal what evidence has been collected or to discuss his criminal record.

It is expected that the broadcasters will have the support of the Mary-

Religious Radio Confab At Chicago 'U' Aug. 2-27

Chicago — Third annual religious radio workshop, to be held on the University of Chicago campus Aug. 2-27, will grant 33 honor awards for the best religious programs aired over local stations in the U. S. and Canada during the last year. Any religious organization which broadcasts over local stations is eligible to enter programs in the competition.

Entries should be sent to Ross Snyder, Chicago Theological Seminary, 5757 University Avenue, Chicago. Worship is sponsored by the federated theological faculty of the University of Chicago and the Joint Religious Radio Committee.

Named NBC Budget Officer

John C. Tiedeman, 32, has been appointed budget officer of the National Broadcasting Company, effective Sept. 1, 1948, it has been announced by John H. MacDonald, network administrative vice-president. Tiedeman succeeds J. Robert Myers, who has been promoted to the post of administrative assistant to Carleton D. Smith, director of NBC tele-

and Press Association in contesting the rules of the Supreme Bench. These rules, it is pointed out, are also applicable to the press of Baltimore.

3-Day Radio Workshop Ends At Syracuse "U"

(Continued from Page 1)

tions of New York State participating in sessions devoted to techniques of writing, production, program planning and utilization of radio in the classroom.

Robert Hudson, CBS director of education and opinion, addressing workshop conference banquet, pointed out the need for more creative work in the field of radio education. He said that the networks are moving more into the field of criticism of our social institutions and that radio, itself, must now be accepted as a social institution in its own right.

Emphasizing the great need of free access to information of all communication media in our system of democracy, Hudson said that the recent death of George Polk, CBS correspondent in Greece, is an illustration of the threats today to free access. Democracy as we know it in America, he said, is impossible without all our media of communication.

O'Dwyer Cites Cowan

Tommy Cowan, WNYC chief announcer, has been cited by Mayor William O'Dwyer for his coverage of the Golden Jubilee parade. Cowan has been with the city station since its inception 24 years ago.

No FM-CP Extension, FCC Tells Laggard

(Continued from Page 1)

FM channel be reserved for you for an indefinite period of time and that you not be required to make any use of that channel in the meantime. The Commission believes that a grant of such a request would be contrary to the intent of the Communications Act. . . . and against the public interest, in that the public might thereby be denied an FM service which could otherwise be provided by another applicant who is now ready to go ahead.

"In this connection it should be noted that five applications are now pending for the four Class B channels remaining available for assignment in the Los Angeles area."

Connolly Gets Promotion; Heads CBS Program Sales

(Continued from Page 1)

Connolly was a member of the sales promotion division when he first joined the network. One year later he became director of program promotion and last February was transferred to the post of assistant manager of program sales.

testimonial with teeth

Greater testimonial than this hath no program:

The McCanns at Home" radio's oldest food program, has enjoyed the sponsorship of . . .

- Dugan Brothers for 21 years**
- The Hawaiian Pineapple Company for 19 years**
- The Richmond-Chase Company for 19 years**
- The Minnesota Valley Canning Company for 19 years**



Any sponsor who wants action fast — at a delightfully low cost-per-thousand homes reached — belongs on the "McCanns at Home", starring Dora and Alfred McCann right from their Yonkers home. Call Longacre 4-8000 and ask for more facts.

WOR mutual

heard by the most people where the most people are

RADIO DAILY

PLUG TUNES

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

Rytvoc, Inc.
1585 Broadway New York 19, N. Y.

LOVE SOMEBODY

KRAMER-WHITNEY, Inc.

1650 Broadway New York City

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

on Records and Transcriptions
STASNY MUSIC CORP.
1619 BROADWAY NEW YORK 19, N. Y.

They're Playing!
"OUR GRADUATION WALTZ"
"I'D LIKE TO TELL-A-VISION"
"BARCLAY'S BOOGIE"
"MY MEMORY WALTZ"
PIANTADOSI MUSIC PUBLICATIONS
Encino Calif.

A Great Rhythm Ballad
CONFESS

OXFORD MUSIC CORPORATION
1619 Broadway New York City

The Nation's Next Waltz Hit
SLEEPY-TIME IN CAROLINE

Words & Music by Hal Moore
Published by JOE DAVIS
1619 Broadway New York 19, N. Y.

WORDS AND MUSIC

By PINKY HERMAN

● ● ● TIN PAN ALLEY OOPS: Novelty songs have always proven successful especially in the summer time . . . thus it seems to us that Chappell & Co. is missing a bet by not going after a swell novelty ditty titled, "Broo-dle-oo," written by Alex Fogarty and Pete (screen cartoonist) Smith. . . ● The Whitney-Kramer tune, "Love Somebody," is headed for the top of the heap . . . written by Alex Kramer and Joan Whitney, one of the street's most prolific teams. . . ● Al Piantadosi has just completed two songs with Mabel Mayne . . . numbers are "In The Parade of Broken Hearts" and "I Just Keep Singing To Keep From Crying." . . . ● Mack Gordon and Harry Warren have formed a publishing firm, Gordon-Warren . . . outfit will be aligned with the Big Three (Robbins-Feist-Miller). . . ● Graeme Zimmer making the mid-west sit up and take notice . . . his first anniversary party for WCSI in Columbus, Ind. in Sept. is big time promotion. . . ● Republic Music has a hit in "Spring Came," written by Donald Kahn. . . ● Dick Davis' scripting of the NBChildren show "The Story Shop" rates a bow.



● ● ● Paramount Music starting to plug a beguine, "The Night Has A Thousand Eyes," featured in the Paramount flicker of the same name . . . ditty was penned by Buddy Bernier and Jerry Brainin. . . ● Bob Sherry, NBC staff announcer, has the inside track for a deejay show . . . lad's knowledge of music plus a keen wit stamps him a natural. . . ● American Music reviving Bob Nolan's great western, "Cool Waters" . . . this number can't miss becoming a standard. . . ● Andrews Sisters, who open a three week stint at the Palladium Theater in London today, will return to the coast to resume their Campbell CBSoup series early in September. . . ● Red Benson's daily "Movie Matinee" series at 3 p.m. over WOR is the breeziest afternoon show on the air . . . the carrot-topped emcee is headed for big things . . . wanna bet? . . . ● Line-up of name bands to appear at Convention Hall in Asbury Park include Woody Herman, Carmen Cavallaro, Vaughn Monroe, Johnny Long and Tex Beneke, in that order. . . ● "Here's Looking At You," themed on Jack Kilty's NBTelecasts and written by Jack Kilty and Max Showalter, will be published by Ben Bloom Music. . . ● Composer-Conductor Leo Kempinski has been signed to write and orchestrate original music for Jack Pearl's NBComedy stanzas. . . ● That audition record waxed last week and featuring Dean Martin, Jerry Lewis, Georgia Gibbs and Ray Bloch's 28-piece orchestra, is causing a flurry among agency execs . . . half-hour show is scripted by Hal Block.



● ● ● ON AND OFF THE RECORD: Woody Herman and his band have turned in a job that smacks of Woody's old band . . . this Columbia disk pairs "Keen and Peachy" and "I've Got News For You." with the Maestro giving out with a vocal on the later. . . ● Tex Beneke's latest Victor features vocalad Garry Stevens offering "Whip-Poor-Will" flipped with "Look For The Silver Lining" . . . latter is the side that will appeal to deejays and cash customers. . . ● MGM has a commercial platter in the Buddy Kaye Quintet version of "If There's a Girl For Every Boy In The World" reversed with "I Ought To Know Better" . . . Artie Malvern does a swell job on the vocals. . . ● Deejay Ed Peck replaces Dave Evans as all-nite spinner on WAAT . . . latter moves to a day spot. . . ● Mucho discontent among band leaders and side men with Petrillo's handling of the ban situation . . . talk has it that several may bolt. . . ● Capitol pulled a surprise with a fine Kidisk Album, "King Cole For Kids."



● ● ● SHARPS AND FLATS: J. J. Robbins, currently in Europe setting up deals with Swedish, British and French Music houses . . . meanwhile Howard Robbins doing a bang-up job promoting firm's new torch, "He Makes Me Believe He's Mine," clefted by John LaTouche and Duke Ellington. . . ● John Redmond and Duke Leonard have a swell novelty in "Tony Spumoni, the Ice Cream Man," published by John Thomas Music.

PLUG TUNES

On Records and Transcriptions
"TELL ME A STORY"

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

Breaking For A Smash Hit!

"WOODY WOODPECKER"

Leeds Music Corporation

On RECORDS and TRANSCRIPTIONS
"I'M WAITING FOR SHIPS
THAT NEVER COME IN"

FORSTER MUSIC PUB., INC.
1619 Broadway New York City
216 S. Wabash Avenue, Chicago, Illinois

#1 in the Juke Boxes
In the Country
"I'LL HOLD YOU IN MY HEART"
Till I Hold You in My Arms
ADAMS, VEE & ABBOTT, Inc.
216 S. Wabash Avenue, Chicago 4, Illinois

From Walt Disney's
Technicolor Musical,
MELODY TIME:
BLUE SHADOWS ON THE TRAIL
PECOS BILL MELODY TIME
LITTLE TOOT

SANTLY-JOY, INC.
1619 Broadway, New York
Eddie Joy, Gen. Pro. Mgr.

From M-G-M's
"ON AN ISLAND WITH YOU"
ON AN ISLAND
WITH YOU
TAKIN' MISS MARY
TO THE BALL
MILLER MUSIC CORPORATION
1619 BROADWAY - NEW YORK 19

Jack Robbins sez -
"Sure to be a hit . . . great records . . . great plugs . . . a great song!"
SHOEMAKER'S SERENADE
J. J. ROBBINS & SONS, Inc.
201 W. 52nd St. Plaza 7-2760

TELEVISION DAILY

Daily section of RADIO DAILY, Thursday, July 22, 1948 — TELEVISION DAILY is fully protected by register and copyright.

TV ADVERTISING CUTS SALES COSTS

TELE TOPICS

By IRWIN ROSTEN

INDUSTRY insiders predict that the 12-inch picture tube will become standard by Fall coincident with a fair-size price cut. Screen size, they say, is the best for most living-room layouts. . . . Olsen & Johnson, maddest of the madcap school of comedy, have turned down a Texaco Theater offer for a one-shot "Hellzapoppin" stint because they're prepping a new version of the revue for legit consumption. . . . Complete TV newsreel coverage of the Third Party conclave has been set by Jerry Fairbanks Productions, with Paul Alley supervising and also doing narration.

MAKEUP artist who prepared Henny Youngman for his stint on the Texaco show over NBC's other nite forgot to put some pancake around the comic's eyes. As a result Henny appeared owl-eyed when highlighted for closeups, but gave a good account of himself as emcee of the fast-moving show. . . . Whatever happened to the "Seven Arts Quiz" stanza which Jello tested over NBC last Fall? . . . The West Coast's first remote TV variety show, "Western Varieties with Spade Cooley," has been set by Klaus Landsberg for a KTLA preem Saturday. . . . Papers receiving the INS photo service soon will be getting news pix taken off the tube of an RCA receiver ordered by the syndicate for its Washington office.

BENTON & BOWLES' Herb Leder has worked up a cute batch of Prell and Ivory Snow commercial gimmicks for Procter & Gamble's tele debut tomorrow nite, when firm picks up the tab on DuMont's "Television Fashions on Parade."

Use of WPTZ equipment installed in Shibe Park for ball games will mean considerable savings in the pool coverage of the Wallace rally there Saturday eve. . . . National TV Film Council meets at Sardi's tonight. . . . New technique of TV presentation of "We the People" seems to have improved the visual qualities of the CBS dual ailer. Use of scripts has been largely eliminated, with emcee Dwight Weist standing, as he interviews guests.

WPTZ Lands New Accounts

Philadelphia—Sale of a 15-minute news show and two new spot accounts were announced yesterday by Philco's WPTZ. Esslingers, Inc., sponsor of the station's INS news segs before Shibe Park baseball pickups, contracted for a similar format for the coming football season. Through Lamb & Keen agency brewers bought 15 minutes preceding U. of Penn. grid contests.

Spot contracts were placed by the Chalfonte-Haddon Hall, Atlantic City hotel, through W. Wallace Orr agency, and by Arrow Stores of Philadelphia, through Harry Feigenbaum agency.

Candidates Scheduled For Both Radio And TV

(Continued from Page 1)

day, July 27, starting about noon, EDT. Pickup will also be fed to hundreds of independent stations.

Television pool for the Congressional message will be handled by CBS, using facilities of WMAL, Washington. Approximately 18 TV stations are expected to carry the telecast.

Airport Dedication

On Saturday, July 31, the four major networks will cover the dedication of Idlewild Airport from 2:30-3 p.m., EDT. Grover Whalen is chairman of the ceremonies. Other officials who will make short talks, in addition to President Truman and Gov. Dewey, are Mayor William O'Dwyer, Gov. Charles E. Driscoll of New Jersey, and Howard Cullman, chairman of the Port of New York Authority.

WNYC to Feed Locals

Description of the Idlewild ceremony, which marks the opening of a nine-day air exposition in honor of New York City's Golden Anniversary, will be carried by several local indie outlets. WNYC will begin its pickup at 2:15 p.m. and will feed WQXR, WMCA and WHN and any others on request. WNYC will do a half-hour show daily from Idlewild during the nine-day event.

WOR's John Wingate will be on hand at 2:15 p.m. to describe the

French Tele Planned For 840-Line Screen

In an attempt to get television rolling in France despite enormous postwar handicaps, the French Broadcasting System is completing plans for regular transmissions of an 840-line image to begin around the first of the year, officials of the government agency revealed yesterday.

French engineers, they added, have developed a new camera pickup tube which they claim is even more sensitive than the image orthicon.

Production Starting

Production of receivers, at a virtual standstill heretofore, is just getting under way. According to reliable estimates, there are now about 3,000 sets operating in the Paris area, with a great many, if not most, of them in official hands.

At present the Eiffel Tower transmitter is on the air only nine hours a week, but this probably will be increased as distribution of receivers widens. Programs in some measure resemble those aired here, although opera, ballet and music hall pickups are given heavy play. A series of English lessons is proving quite successful, with viewers helped in picking up the language by watching lip movements of the instructor.

arrival of President Truman in his plane, "The Independence." Later 1100 military planes will pass in review over the airport.

Execs. Outline Use Of Television In Fashions

Use of television by manufacturers and retailers will materially reduce distribution costs because the impact of the TV message will bring sales closer to culmination, George Moskovics, CBS-TV sales development manager, told a capacity crowd of apparel industry execs yesterday at a Fashion Group luncheon in the Hotel Roosevelt. Because of the nature of the medium and its ability to identify the viewer with the products advertised, he said, sponsors must regard tele not as another advertising medium, but as a new, more forceful method of selling their merchandise.



MOSKOVICS

Moskovics pointed to the high costs of station construction and operation and said that while the major portion of the burden is being borne by the broadcasters, the advertisers will have to carry part of the load.

Outlining the dimensions of video's rapid growth, the CBS exec said there will be about 80 stations in 46 or 47 cities in operation by the end of the year. At the same time, he added, there will be 870,000 receivers in the country. He also predicted a total of 14-million sets by the end of 1952, and a saturation point of 24-million TV families.

Chet Kulesza, supervisor of TV production for BBD&O, outlined for the fashion experts the techniques of selling with video. The major problems of such a task, he said, are:

- (1) to find and apply the types of programs that the tele audience likes best as the vehicle for the sponsor's commercial;
- (2) to make those associated with production of shows completely picture minded;
- (3) to place and time commercials carefully, and
- (4) to research the audience response to commercials to prove and improve their effectiveness.

Hammons Forming TV Co.

Earl W. Hammons, for the past 21 years president of Educational Film Corporation, announced yesterday that he was forming a new corporation to produce motion picture shorts for television. Hammons, widely known in the motion picture industry, has produced over 10,000 movie shorts including the first ever made by Bing Crosby and Shirley Temple.

Progress Report No. 2

Two-thirds Of Available Time Sold
By KSD-TV, St. Louis' First Station

St. Louis—Ten days ago KSD-TV began a seven-days-a-week schedule—between 30 and 40 hours weekly—after operating for 17 months on a five or six days-per-week sked. Station first went on the air Feb. 8, 1947, known as the first completely postwar equipped TV outlet in the country.



BURBACH

Under the guidance of general manager George M. Burbach, KSD-TV has signed up 22 active advertisers sponsoring approximately two-thirds of the station's regularly scheduled programs. Live shows make up 72 per cent of the sked, with telecasts of major league baseball and other sports events accounting for a major portion. All programs to date have been of local origin, although the station carried the NBC-Life convention coverage via kinescope recording and newsreel films.

There are approximately 7000 video receivers in the area covered by the outlet's signal. Consistently satisfactory reception has been reported from localities as far as 170 miles from the 546-foot antenna which is located atop the Post-Dispatch building, 1111 Olive Street, in downtown St. Louis.

Opening Of Campaign Advanced Six Weeks

(Continued from Page 1)

with the radio and press activities emanating from here.

Decision to center activities in Washington came as a sequel to President Truman's calling a special session of Congress which convenes on next Monday. Both parties cancelled tentative arrangements for New York headquarters and will op-

Truman Platters

Washington—Half-hour pressings of President Truman's acceptance speech at the Democratic National Convention last week have been sent to party headquarters in most states, Democratic National Committee radio head Kenneth Fry said yesterday. Some 75 pressings have gone out, including the speech itself, which runs about 25 minutes, with additional announcements bringing the total to 28 and one-half minutes.

The platters, Fry added, may be used sustaining or sponsored by local Democratic groups.

erate full force from the Nation's Capital.

It was pointed out yesterday that in past Presidential campaigns the candidates usually waited until after Labor Day before going into thorough discussion of the political issues. This year both the GOP and Dems feel that with interest focused on the special session of Congress that the campaign will get underway at once.

Plans by both parties for the use of radio are still in the formative stage. The GOP has yet to announce the advertising agency which will handle their radio and TV account and the Democrats are huddling with Biow agency on their plans. In the meantime both parties plan to romance the radio and television networks for special coverage of leading personalities during the session of Congress which opens Monday. They will also produce some transcribed speeches for sectional use in the forthcoming political campaign using Congressional leaders as speakers.

Campaign Officials Vacationing

Senator J. Howard McGrath, national chairman of the Democratic committee, John M. Reddy, party publicity chief and Ken Fry, radio director, are completing brief vacations following the Philadelphia convention, and will return to their desks at headquarters in Washington this weekend. It is expected that

FOR SALE

45% stock interest in fulltime network station in large, prosperous, industrial city which has only three stations. Station making good profits. RADIO DAILY, Box No. 156, 1501 Broadway, New York 18, N. Y.

COAST-TO-COAST

An Independent 'First'

Montgomery, Ala.—WMGY, the local Mutual affiliate in this city, owned by the Dixie Broadcasting Co., will become an independent station on July 25. This will be Montgomery's first independent outlet. Station intends to build its programs around local places, people and events. Music will continue to hold a major spot on the programming bill.

Right Number-Wrong Answer

Phoenix, Ariz.—The standard salutation for the telephone switchboard operators at station KOOL is: "It's KOOL in Phoenix." Recently, when Dora Knell Robinson answered the station's switchboard phone with that standard opening, the perspiring voice at the other end of the phone replied: "That's what you think. It's 104 outside." The party of the second part knew what she was talking about. She was speaking from the Phoenix Weather Bureau.

Elected V. P. Of KXO

El Centro, Calif.—Having recently acquired a stock interest in KXO, Doyle J. Osman, manager of the station since January 1, 1947, has been elected vice-president of the outlet, according to an announcement by Paul A. Jenkins, president of Valradio, Inc., owner of the station. Osman came to KXO from KWKW, Pasadena, where he had been an account executive following his release from four years service as a lieutenant commander with the maritime service. Prior to the war he was associated with KMPC, Beverly Hills station.

Joins CKAC Staff

Montreal, Que.—Gibby Wall, who prior to being associated with "Radio Program Producers" in 1938, spent eight years in N. Y. as a free-lance writer of special material songs, and wrote Personal Appearances for such stars as Joan Blondell, Shirley Booth and Dick Powell, has now joined the CKAC staff in the capacity of agency relations and program supervisor. During his ten years association with "Radio Program Producers," Wall spent 1940-46 in Buffalo, as producer of "International House Party" for John Labatt, Ltd. Wall returned to the Montreal office of R.P.P. in 1946, where he produced many programs in both French and English.

a New York office will be maintained at the Biltmore Hotel.

Representative Hugh Scott, new Republican National chairman, was reported scheduled to arrive at the Washington GOP headquarters today. With Scott's arrival it is expected that the GOP will announce the name of advertising agency who will handle the party's radio, TV and press commitments. Scott will huddle with Herbert Brownwell, who will direct Gov. Thomas E. Dewey's Presidential campaign, on radio and TV strategy.

WAVZ Appoints Sports Dir.

New Haven, Conn.—Dan Mulvey, Conn. sports authority has been appointed director of sports of WAVZ. Mulvey for two decades conducted his own daily column in local newspapers and personally covered top national and local sporting events. The new sports director will feature the local, statewide and national sports picture in a daily 15-minute sportscast over WAVZ.

WABB On Fulltime Sked

Mobile, Ala.—WABB, operated by the Mobile Press-Register, has begun fulltime AM and FM broadcasts, both stations operating 18 hours daily from 6 a.m. till midnight. The 5,000-watt standard outlet operates on 1480 kc. The 50,000-watt FM outlet transmits on a frequency of 107.9 kc, channel 300. Studios are located in the Press-Register building on Government Street.

WCSI Gets New FM Account

Columbus, Ind.—WCSI has added another regional account to its rapidly growing roster of FM sponsors. Indiana's largest juke box distributor, Sherfick, Inc. of Shoals, Ind., has assumed sponsorship of Graeme Zimmer's Bandstand, the popular three and a half-hour Sat. eve phone request program. New account has contracted for the 10-10:30 p.m. seg of the program.

KOMA To The Rescue

Oklahoma City, Okla.—In a recent flash flood which washed a transcontinental bus off the highway into murky waters, among the 41 survivors in the 42 passenger vehicle, were a mother and her two sons, ages 6 years and 7 months, who were brought from the disaster scene to this city. Immediately upon arrival, KOMA's Julie Benell, dir. of the station's women's activities and Charles Parker of the engineering staff, met the mother and her children, with clothes for each to replace their lost belongings. Mother and children were on their way from R. I. to Calif. to meet their navy-husband and father. After the interviews aired over KOMA, additional aid was offered to the unfortunate transients by hundreds of listeners.

Multiplex Fax Plans Expanding In Miami

(Continued from Page 1)

leased receivers have been installed to date.

Sullivan Itemizes Service

According to Tim Sullivan, facsimile editor of the Miami Herald, the \$85 monthly fee includes cost of installation, maintenance and paper. Firms which have signed contracts for the service include banks, hotels, Burdine's department store, utility companies, fruit stores, night clubs and fashionable shops along Lincoln Road in Miami Beach. No rate card has yet been established for advertisers buying space in fax editions but advertising plans will be announced later.

Herald's fax laboratory has adapted FM receivers and facsimile recorders for automatic operation so they do not have to be attended at hours of news broadcasts. This is done by a clock attached to each recorder which is pre-set to turn on the machine at any specified time. Recorders are manufactured by General Electric but the instruments do not include the automatic stop-start remote control.

Difference Outlined

Difference between simplex and multiplex fax operations is that use of the former bars simultaneous transmission of the aural signal but with multiplex there is no interruption of the regular FM program while fax editions are aired. Via multiplex it would be possible for a broadcaster to carry out a double commercial operation, selling air time to one sponsor and fax space to another all within the same period.

FCC, in its ruling last month, authorized use of simplex up to one hour daily and multiplex up to three hours during the day and unlimited after midnight. This is an arbitrary ruling and it is believed that the Commission will grant requests for additional time if a broadcaster asks for it.

Operates from 11,000 Cycles

Herald and WQAM-FM now have in the final development stage a special chassis for the fax recorder which will allow for 24-hour continuous operation. The multiplex system over WQAM-FM operates from 11,000 cycles up.

THE FETTER FAMILY HOTELS - Kentucky Ave. near Beach

Many Unusual Vacation Features and Conveniences

MONTICELLO
AMERICAN AND EUROPEAN PLANS
New Tile Baths with Showers
Coach and Four Cocktail Lounge

BOSCOBEL
All Newly Renovated for a delightful Spring or Summer Family Vacation.

OCEAN BATHING Direct from Hotels Sun Deck. Solarium.

Charles, Kenneth & John H. Fetter, Mgrs. ALSO THE **Jefferson** ATLANTIC CITY
Welcome All Conventioneers

RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 44, NO. 16

NEW YORK, FRIDAY, JULY 23, 1948

TEN CENTS

NAB NAMES 14 STANDING COMMITTEES

FCC Gets Criticism For Delay In KSO Deal

Washington — Tri-States Meredith, in a letter received at the FCC yesterday, notified the Commission it has terminated its commitment to buy KSO, Des Moines, because of the long delay by the Commission in handling the matter. On July 12 the Commission had asked for comments on the fact that Paramount Pictures — half owner of a company holding half the stock in Tri-States Meredith — was adjudged guilty of anti-trust violations by Supreme Court in May.

For the company, G. Ralph Branton

(Continued on Page 3)

New Officers Installed By Ga. Broadcasters

Atlanta—New officers of the Georgia Association of Broadcasters were installed during their two day meeting here this week. The officers are John Fulton, WGST, president; Dean Covington, WROM, Rome, vice president; Tom Carr, DeKalb Broadcasting Company, Decatur, secretary treasurer; Allen Woodall, WDAK, Columbus, and Lewis Doster, WGAU, Athens, directors.

Speakers during the two sessions

(Continued on Page 6)

Md. Contempt Action Draws NAB Defense

West Coast Bureau of THE FILM DAILY Washington—Justin Miller, president of NAB, when asked yesterday whether the association would take any action in the contempt charges filed against several broadcasting stations in Maryland, said, "We have taken action already, by sending to Baltimore our general counsel Don

(Continued on Page 3)

Sour Note

The World's Fair of Music at Grand Central Palace, New York, operated without benefit of live music yesterday. Promoters ran into contractual difficulties with Local 802, AFM, and decided to throw open the affair for the balance of the week as a free show so that exhibitors and other supporters would get some benefit from their displays.

Radio 'Hams' Join UN For Palestine Service

Fifteen radio "hams" have been recruited by the United Nations to aid in setting up a communications network which will be used in supervising Jewish-Arab truce in Palestine, it was announced yesterday. The "hams" whose services were obtained through the United Nations Amateur Radio Club, consist of radio operators, repairmen and technicians. Two of the recruits left by air for Palestine last night.

Armstrong Patent Suit Against RCA And NBC

Dr. Edwin H. Armstrong announced yesterday that he had filed suit against RCA and NBC charging infringement of five basic FM patents. Suit was filed in U. S. District Court in Wilmington, Del.

The inventor claimed that RCA sought a monopoly in licensing of radio patents and "in pursuit of that monopolistic objective has induced other companies to infringe Dr. Armstrong's patents." Dr. Armstrong said

(Continued on Page 3)

Chrysler ET Series Now On 95 Stations

Sponsorship of "Animal World Court" on 95 stations by 700 Chrysler dealers 5 minutes a day, five times a week, was announced yesterday by McCann-Erickson, Inc., Chrysler division advertising agency, Detroit, with

(Continued on Page 8)

Winchell To Kaiser-Frazer; ABC Contract Starts Jan. 1

Walter Winchell's new sponsor will be the Kaiser-Frazer Automobile Corporation as a result of a deal consummated with the American Broadcasting Company by the William Weintraub Agency. The deal, aggregating \$650,000, becomes effective January 1 unless the Jergens company, current sponsors, relinquish Winchell from his present contract at an earlier date.

The coveted Winchell sponsorship

Appoint Industry Executives To Serve In '48-'49; Include Board-Liaison And Network-Advisory Groups

Radio And TV All Set For 3rd Party Confab

Weekend convention of Henry Wallace's Third Party opens in Philadelphia today and radio and television personnel will be on the floor at Convention Hall tonight to cover the keynote address of Charles Howard, Des Moines attorney. ABC and MBS have scheduled pickups from 9:30-9:55 p.m., EDT, but NBC will keep its convention mike open from 9-10:30 p.m., EDT. CBS plans

(Continued on Page 3)

CBS Closing "Studio One" After July 27 Broadcast

After a run of 15 months, CBS is dropping the hour-long "Studio One" after the broadcast of Tuesday, July 27, and Fletcher Markle, who produced the series since it began, has been assigned as director of "Ford

(Continued on Page 3)

New FM Station Of WEEI Going On-The Air Sunday

Boston—New FM station of WEEI in Boston will be dedicated on Sunday with Harold E. Fellows, general manager, officiating. Station will operate on channel 277 at 103.3 mega-

(Continued on Page 3)

Fourteen standing committees of NAB were announced yesterday by Justin Miller, president. These committees covering every phase of the association's activities will function during the year 1948-49.

In announcing the committees, President Miller explained the memberships have been

(Continued on Page 6)

FCC Summons Webs To 'Spot Sale' Hearing

Washington Bureau, RADIO DAILY Washington—October hearings on the right of the major networks to represent their affiliates in the sale of national spots were ordered yesterday by the FCC. The four nets, Du Mont television and the National Association of Radio Station Representatives, which complained to the Commission against the practice last September, were named parties, with

(Continued on Page 7)

Attorneys For Indies Protest C.C.B.S. Stand

Washington—Attorneys Philip Baker and Charles Thompson yesterday told the FCC it is "inconceivable" that the Clear Channel Broadcasting Service should seriously expect consideration from the FCC in its motion earlier

(Continued on Page 2)

Thomas Vacationing

Lowell Thomas, leaving Tuesday, July 27, for his second one-week vacation in 18 years on the air, turns over his five-a-week CBS series of news broadcasts to John Kieran, editor of the Information Please Almanac. Thomas will return to the air on Tuesday, August 2. Thomas does a Monday-through-Friday show at 6:45 p.m., and a repeat at 11 p.m.



Vol. 44, No. 16 Fri., July 23, 1948 Price 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; James Owens, 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
 Ralph Wilk, Manager
 6425 Hollywood Blvd. Phone: Granite 6607
WASHINGTON BUREAU
 Andrew H. Older, Chief 6417 Dahitona 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.

★ **COMING AND GOING** ★

DAVIDSON TAYLOR, vice-president and director of public affairs at CBS, leaves today for Philadelphia, scene of the third party convention. The network's advance guard of newsmen has already arrived in the Quaker City. It includes **WELLS CHURCH, DOUG EDWARDS, QUINCY HOWE, JOE WERSHBA, SHIRLEY LUBOWITZ** and **GRIFFIN BANCROFT**.

NAT DONADO, assistant sales manager of the C. P. MacGregor program producing organization, is in White Sulphur Springs for the meeting Monday and Tuesday of NAB's District 4. From there, he'll go on to Philadelphia for the conclave to be held by District 3 at the Bellevue-Stratford Thursday and Friday.

DON MILLER, sales manager of WCBS, leaves Sunday for a few days in Chicago.

LEON LEVINE, director of discussion broadcasts at CBS, leaves today for a three-week vacation in Connecticut.

F. E. BUSBY, station manager of WKRG, Columbia network outlet in Mobile, Ala., has left for Chicago following a few days in New York on a business.

JAMES CADDIGAN, director of programming for the DuMont video network, leaves tomorrow for Philadelphia, where he'll take charge of pooled telecast of the third party convention. He's accompanied on the trip by **JACK RAYEL**.

ERNEST de la OSSA, personnel director at NBC, is at Lake George, N. Y., to deliver two addresses at the Silver Lake Conference.

TED MALONE, the American network's human interest story teller, has left by plane on a three-week tour of Europe. He'll study conditions in Germany, Holland, France, Belgium, Denmark, Sweden, Finland, Scotland, Ireland and England.

IGOR GORIN, baritone heard on NBC's "Voice of Firestone," accompanied by **MRS. GORIN**, is spending a vacation of one week at Green Valley, Colo.

ARTHUR GODFREY today is flying to Minneapolis where he'll be met by Mayor Hubert Humphrey and other dignitaries. Tomorrow, he'll participate in the Aquitennial parade, and in the evening will co-emcee a two-hour radio show over WCCO, the CBS-owned station. He'll be back in New York Sunday.

BERT LOWN, director of station relations for Associated Program Service, will spend Monday and Tuesday in White Sulphur Springs at the NAB regional.

GEORGE F. FOLEY, Jr., director of television at Newell-Emmett Co., has left for Chicago to study midwestern video development and to huddle with some TV talent in the Windy City.



Always good for a laugh!

This is a "bread and butter" shot for a professional photographer. Newspapers and magazines always buy them . . . because they're always good for a laugh.

We know another item that's always good for a laugh. . . The coverage figures some high-wattage stations get out.

According to some we've seen, only two-headed idiots listen to any station but theirs!

What a joke!
 What an expensive joke for buyers who fall for it!

We don't claim everybody in Baltimore listens to **WITH** all the time.

But we do claim this: **WITH** delivers more listeners-per-dollar than any other station in town!

It costs you less . . . to sell more . . . on **WITH**! **WITH** is the big independent with the **BIG** audience! So if you're looking for low-cost sales in the nation's 6th largest market, get in touch with your **Headley-Reed** man today.

Rooney Would Tour Show Auditioning Acts En Route

Hollywood—Mickey Rooney is formulating plans for a nationwide tour of key cities with producer Larry Berns of the "Hollywood Showcase" program, over CBS, which stars Rooney. On his first trip out of town recently in quest of talent, Mickey Rooney stopped in San Francisco for two days and auditioned a dozen acts, some of which he feels would be excellent for his "Hollywood Showcase" program.

Larry Berns has been auditioning talent in Hollywood for the show, and invariably listens to 75 to 100 acts a week.

Rooney is also conferring with CBS executives to determine whether the show can be taken on cross-country tour, in which case they would audition acts for the program in the various cities they would be visiting.

Attorneys For Indies Protest C.C.B.S. Stand

(Continued from Page 1)
 this week to strike Baker & Thompson's move to reconsider the ban on STA's. They asked the Commission to strike the CCBS objection.

In their statement the attorneys, representing nine daytime stations, pointed out that CCBS did not appear at the May 7 hearing on the matter, nor did any of the stations included in the CCBS group. On May 13, however, CCBS petitioned the FCC for leave to file comments on the proceeding—and was turned down by the FCC.

Claims "No Standing"
 This petition, said Baker and Thompson, "had no standing whatsoever and was properly denied by the Commission. Its present 'opposition' has no more standing."

In a sort of David and Goliath battle, the little fellows represented by the lawyers include KTBI, WEAS, WPWA, WEHM, KXRN, WBIS, WLAD, WSFT and WAUX.

Pepsodent Sales Mgr. Named By Co. President

The appointment of Charles N. Crittenton as general sales manager of the Pepsodent Division, Lever Brothers Company, was announced yesterday by Henry F. Woulfe, Pepsodent president, in Chicago.

In announcing the creation of the new position of general sales manager, Woulfe pointed out that Crittenton will work under the supervision of George R. Stege, Jr., Pepsodent's director of sales.

Mr. Crittenton comes to Pepsodent from the Colgate-Palmolive-Peet Co. with whom he has been associated for the past 15 years, serving as assistant sales manager of the toilet articles division for the last two years. He has a wide background in all phases of drug sales and merchandising, Woulfe said.

10 YEARS AGO TODAY

(From the files of Radio Daily)
 CBS sought to sign up a powerful list of legit stage writers and offer them every facility to learn radio technique. Bill Lewis, CBS v.p. in charge of programs reported after such names as Maxwell Anderson, Sidney Howard, Rachel Crothers, S. N. Behrman, etc. . . . Arturo Toscanini notified NBC officials by cable that he would resume his NBC Symphony broadcasts in the fall. Series would be the second for the maestro, who is scheduled for two additional years with the net, or through the 1940-41 season. . . . Standard Brands (Royal Baking Powder), through McCann-Erickson, announced they would stage a test campaign in Texas & New England in the fall with spot radio.

FINANCIAL
 (July 22)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Admiral Corp.	14	13 3/4	14	+ 1/4
Am. Tel. & Tel.	154	153 3/4	153 3/4	— 1/2
CBS A	26	25 3/4	26	— 1/4
CBS B	26	25 3/4	25 3/4	+ 1/2
Farnsworth T. & R.	10 1/4	10 1/8	10 1/8	+ 1/8
Gen. Electric	40 1/4	39 7/8	40	— 1/4
Philco	41 3/8	41 1/8	41 1/8	+ 1/2
RCA Common	13	12 1/2	12 3/4	+ 1/2
RCA 1st pfd.	71 3/8	71 3/8	71 3/8	+ 1/8
Stewart-Warner	14 1/4	14 1/8	14 1/4	+ 1/8
Westinghouse	28 3/4	28 3/8	28 1/2	+ 1/2
Westinghouse pfd.	88 1/2	88 1/2	88 1/2	— 1/8
Zenith Radio	32	32	32	+ 1/4

NEW YORK CURB EXCHANGE

	Bid	Asked
DuMont Lab.	12 3/4	13 1/2
Stromberg-Carlson	16	17 1/2
U. S. Television	2	2 1/2
WCAO (Baltimore)	27	29
WJR (Detroit)	8 3/4	9 3/4

OVER THE COUNTER

	Bid	Asked
Hazeltine Corp.	14 3/4	14 3/4

Sheffield Renews Symphony
 Sheffield Farms Co. has renewed "Breakfast Symphony" over WQXR, New York, which is aired six days a week from 7:30-8 a.m. The 13-week contract is effective Aug. 2 and was placed through N. W. Ayer & Son.
 Among advertisers which have renewed or increased spot announcement campaigns with WQXR are Murine Co., Manufacturer's Trust Co. and Cresta Blanca Wine Co. New spot and participation sponsors include R&H Brewing Co., Cramer Products and Fred Muhlens, Inc.

FOR SALE
 45% stock interest in fulltime network station in large, prosperous, industrial city which has only three stations. Station making good profits. **RADIO DAILY**, Box No. 156, 1501 Broadway, New York 18, N. Y.

AM  **FM**

W.I.T.H
 Baltimore 3, Maryland

TOM TINSLEY, President
 Represented by **Headley-Reed**

FCC Gets Criticism For Delay In KSO Deal

(Continued from Page 1)

told the Commission on stationery of the Tri-States Theater Corporation, half owned by Paramount, that "this application was filed with the Commission on February 16, 1948, and the application has been pending before you for approximately three months since publication of notice was completed. As there was no certainty with respect to when, if ever, the Commission would act upon this application, we were compelled to withdraw from the contract.

Asks Dismissal

"On account of the termination of the contract, we do not propose to file the brief suggested in your letter. We desire to have you dismiss the application without prejudice. In doing this, we want to emphasize that we do not concede in any way whatsoever to the intimation in the Commission's letter that the fact that Paramount Pictures, Inc. is indirectly a minority stockholder of Tri-States Meredith Broadcasting Co. from becoming a licensee. The great period of time which this matter has been before the Commission without action is the only cause which we have for terminating the contract and further your letter indicates an undetermined time still will elapse before action is taken which might jeopardize our investment."

Md. Contempt Action Draws NAB Defense

(Continued from Page 1)

Petty, who is conferring with the station principals involved. As had been evident from my own public utterances and from the appearances of broadcasters before Congress and various Federal regulatory bodies, the broadcasters of America have a vital interest in any threat to freedom of speech, regardless of its source. The Supreme Court of United States already has indicated in several decisions that the old English rule with regard to contempt, as practiced in Baltimore, does not have proper application under the Constitution of United States.

Support From Many Sides

Several local press and radio groups also rallied to the support of the four Baltimore radio stations, one in Essex, Md., and news editor James Connolly, of WITH, Baltimore—all cited for contempt of court in Baltimore.

The citations arose from broadcasts relating to the capture of and confession to murder of one Eugene James this month. James is charged with the murder of two young girls, one in Baltimore and one in Washington. The stations involved are WITH, WBAL, WCBM and WFBR, all of Baltimore, and WSID, which is located in Essex.

Both Montgomery and Prince Georges County press-radio groups have offered aid also. These two counties are both in Maryland adjacent to the District of Columbia.

Radio And Television All Set For 3rd Party Confab Today

(Continued from Page 1)

to cover the opening session on its regular newscasts.

For one reason or another, Wallace and his running mate, Sen. Glen Taylor, have declined offers to appear on at least three different network shows tied in with the convention. Wallace was invited by ABC to select either Wednesday, Thursday or Friday night of this week to appear on "Headline Edition" but the offer was passed over. Taylor was originally scheduled to appear tonight on Mutual's "Meet the Press," direct from Convention Hall, but plans had to be switched when the senator announced he wouldn't be available.

NBC had invited Taylor to appear tonight on a show with several newsmen. When Ed Frisbie, radio director for the National Wallace for President Committee, was informed that one of the newsmen would be Norman Thomas, representing the Denver Post, he said that Taylor was unavailable.

All four major networks have scheduled the nominating and balloting session Saturday from approximately 2-5 p.m., EDT, and all will jump over to Shibe Park tomorrow night to cover the acceptance speeches from 10-11 p.m., EDT.

Since the convention is being held on a weekend, the networks can

give coverage with only a very small amount of commercial cancellations. As things shape up now, more network hours will be devoted to the convention on Saturday, than any other of the three days.

When the Third Party's platform comes up on the agenda Sunday, ABC will open its mike from 12:30-1 p.m., EDT; MBS from noon to 12:30 p.m. and again from 1-1:30 p.m.; and NBC from 2-2:30 p.m. and 5:30-6 p.m.

Networks will arrange their own special shows as events develop. The television pool will begin tonight with the opening session around 9 p.m., EDT, and continue to operate during most of the sessions.

WHN, New York indie, is sending news analyst George Hamilton Combs to Philadelphia to give direct reports on the convention. He will be heard at noon and 6:45 p.m. today and again at 6:45 p.m. tomorrow. In addition WHN will carry the acceptance speeches tomorrow night.

The Third Party conclave marks the seventh political convention covered this year by W. W. Chaplin of NBC. In addition to the three in Philadelphia, there was the Civil Rights convention in Jackson, Miss., Socialist in Reading, Pa., Socialist-Labor in New York, and the Dixiecrats in Birmingham, Ala.

CBS Closing "Studio One" After July 27 Broadcast

(Continued from Page 1)

Theater" which starts on Columbia Friday, Oct. 8. "Studio One," a sustainer, has cost the network nearly \$4,000 a week.

Series has been aired from 10-11 p.m., EDT, Tuesday but Hubbell Robinson, Jr., program veepee, said yesterday he did not know what the replacement would be after next Tuesday's broadcast. He did report there will probably be a temporary fill in until next fall when the full hour will be cut into half-hour programs.

Erikson To Produce

While Markle has been named director of "Ford Theater" next fall, Leonard Erikson, radio veepee for Kenyon & Eckhardt, agency for the account, will produce. Producer-director job was handled on NBC last season by George Zachary.

It's probable that Ken Banghart will be given permission by NBC to continue the announcing chores on "Ford Theater."

Series will be aired Fridays from 9-10 p.m., EST.

KYW Sponsors Team

(Philadelphia)—KYW claims to be the first and only radio station in the country to sponsor a team in first annual National Blind Bowlers tournament. KYW team bowls tonight, July 23. Teams entered from eight cities.

Armstrong Patent Suit Against RCA And NBC

(Continued from Page 1)

The basic patents were issued during 1933.

The alleged infringing operations were reported in the suit to run into millions of dollars worth of FM and television equipment. Dr. Armstrong is represented by the law firms of Cravath, Swaine & Moore and Byerly, Townsend & Watson in New York and William Prickett, Esq., of Wilmington, Del.

Raise Half Of Fund For NAB-Industry Pic

NAB's All-Radio Presentation Committee, spearheading a campaign to produce a movie for radio promotion purposes, has hit the half-way mark in its goal for \$200,000 to carry out the project, it was learned yesterday. Signed pledges and verbal commitments made to date by stations, networks, transcription firms and other segments of the industry amount to some \$100,000.

Average 15 A Day

Committee has been favorably impressed with response so far and incoming subscriptions are averaging 15 a day. Individual contributions represent a good cross section of the entire industry, it is understood.

To uphold interest in the campaign, Hugh Higgins, assistant director of Broadcast Advertising for NAB, will attend all NAB district meetings to report to broadcasters on progress being made by the All-Radio Presentation Committee. Higgins will be in White Sulphur Springs, Va., next week for the NAB 4th District meeting.

It is planned to launch the actual movie this fall or winter with a big premiere at the Waldorf-Astoria Hotel in New York to which top figures in advertising will be invited.

New FM Station Of WEEI Going On The Air Sunday

(Continued from Page 1)

cycles, daily from 3:00 to 9:00 p.m., with a complete schedule of WEEI programs. Officiating with Fellows at the inaugural program will be Governor Robert F. Bradford of Massachusetts, and Mayor Walter E. Lawrence of Medford. The station's transmitter is located in Medford.

Stork News

A daughter has been born to Mr. and Mrs. Courtney Stone. Father is with United States Television Mfg. Corp. as engineer in charge of special products.

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

5,000
WATTS at
800 Kc.
•
MUTUAL

CKLW

J. E. Campeau, President

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

The Mailbag

'Hams' NOT 'Bootleggers'

"With reference to your page one story in the July 8 issue, was the 17 year old boy who intentionally interfered with aircraft communications a "Ham" as reported, or was he a "bootlegger"?"

"If he was not a 'Ham' then you have given a black eye to some 80,000 duly licensed and responsible Amateur Radio Operators who are popularly known as 'Hams'. These men, who count among their numbers prominent radio engineers, many members of the broadcasting industry and at least one FCC Commissioner, have probably contributed more to the general advancement of the radio art than any other group.

"All the good efforts of the 'Hams' will go for naught however, if through such stories, you give your readers the impression that 'Hams' are the type of people who intentionally interfere with important communications.

"I don't know the circumstances of this case, but I suspect that if you will check up you will find that the offender was an unlicensed 'bootlegger' operating war surplus radio equipment now offered for sale to anyone."

H. G. Price,
Director of Broadcasting, WKPB
Knoxville, Tenn.

Editor's Note: We stand corrected Mr. Price, the violator was a "bootlegger" and not a "Ham."

Deubery Promoted At Crosley

Promotion of Paul W. Deubery to the position of Crosley Director of Industrial Relations was announced by John W. Craig, General Manager of Crosley Division, and Vice-President of Avco Manufacturing Corporation.

Deubery, who has been manager of labor relations at Crosley since joining the company in 1943, was formerly manager of industrial relations at the National Tool Company, Cleveland, and was superintendent of industrial relations at the Truscon Steel Company, Youngstown, for six years prior to joining Crosley.

Appointment of J. C. Jenkins as Training Director and Paul Weber as Assistant to the Director of Industrial Relations was also announced.

ARTHUR EDDY

Public Relations — Publicity
812 Taft Building
Hollywood

GLadstone 5305 — GLadstone 9082

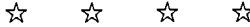


Mainly About Manhattan. . . !

● ● ● Pres. Truman has scored so successfully on television that he plans to make a series of television-radio "fireside chats" in the fall. . . . Look for a resignation in the FCC ranks this fall. . . . Now it's Boris Karloff who's being packaged in a give-away series with a mystery-solving gimmick. . . . Sid Paul landed the rough and tough role of Insigna in the Chi company of "Mr. Roberts." Opens in Detroit on Aug. 23rd. . . . Overheard: Everything you tell that guy goes in one head and out the other. . . . Teachers in our public schools hailing television as "the first adult medium." . . . With no reflection on Pat Barnes, natch, we miss the vacationing Walter Kiernan's breezy chatter on WJZ these ayems. With us and Walter, it was a case of love at first dial. . . . Bob Novak, producer of Mutual's Newsreel, has joined the H. B. Humphrey agency, but will continue his chores with the show. Humphrey agency, meanwhile, has greatly expanded its radio activities and is in the market for dramatic shows.



● ● ● Artie Hershkowitz, the noted handicapper, was discussing Cleveland's new pitcher, ol' Satchel Paige, with the boys at Toots. "I remember Satch," began Artie, "when he had so much speed that his fast ball came in looking like an aspirin." "That's nothin'," observed Ken Lyons. "All they hadda do was give the batter a glass of water."



● ● ● RADIO-SYNACRACIES: The contestant who didn't know the name of the program, emcee, sponsor or product—she just came for the prizes. . . . The contestant on a ciggie show who was asked how he kept looking so young at his age (74) and he replied: "I don't smoke." . . . The fact that undertakers, usually associated with mourning, always create howls of laughter on a radio show. . . . Edwin C. Hill being heard simultaneously (at very same minute) on two diff networks (or stations), one being a transcription. . . . The time a quizzer asked an oldtimer how many children and grandchildren he had and the guy replied: "Eighteen that I know of." (After the roar subsided, grandpa explained that he's been out of touch with some of his married kids).



● ● ● HOOPER HOOPLAS: To Lisa Kirk whose ever-increasing radio and tele appearances have marked her for stardom. . . . Vic Damone now in his 2nd year as singing star of CBS "Sat. Nite Serenade." . . . Page Morton's singing at Bill Bertolotti's. . . . Arlene Francis' smooth handling of "What's My Name." . . . Bill Zola's "Breakfast in New Orleans" stanza. . . . "Radio City Playhouse," for facing reality in its drama as fictional radio drama rarely dares to do.



● ● ● Lester Lewis, the mad talent scout, was in Toots Shor's the other p.m.: looking over the prospects when he spotted a gorgeous femme attracting plenty of attention. Figuring he'd like to use her on his video program, "H'wood Screen Test," he asked Toots who she was. Toots said she looked familiar but couldn't spot her. Neither could Earl Wilson, it seems. Finally, our boy could stand it no longer so approached the gal directly and asked her if she'd like to appear on the show. She shook her head shyly and said she didn't think she'd like it. P.S. Lester found out the next day that his gorgeous but bashful girl friend was none other than Hedy Lamarr. We still say our Les can pick 'em!



● ● ● SID-BITS: Robert A. White, formerly with Mutual, has joined American Institute of Food Products, Inc., as sales manager. . . . Dwight Weist has been pacted to do a special film series for Jaeger Road Construction Co. . . . A perfume outfit interested in bankrolling the Les Tremayne ainer, "Romance."

SOUTHWEST

THE FCC has granted Winston O. Ward, a radio repair shop owner at Mt. Pleasant, license for the operation of a new standard broadcast outlet to operate on 960 kilocycles with a power of 1000 watts daytime hours.

"The Fourth Army Presents" heard each Friday evening for a quarter hour on WOAI, San Antonio, has completed its 80th broadcast and with it a record of having been the first radio series to salute all 90 ground combat Divisions of World War II. A review of the series was also given on the birthday observance.

The 18th annual Institute for Education by Radio has presented a first award to the University of Texas Radio House production of "Leather Breeches" as the best children's program designed for out-of-school listening. Written by Mrs. Ruth Hunnicutt, the script story concerns a 12-year-old boy, "Leather Breeches," who lives and learns on the open range in early Texas. It is the initial "first award" received by the University radio organization, although special recognition has been received several times previously.

Jerry Gates, musical conductor of the "Smile Time Program" heard over WFAA, Dallas, and member stations of the Texas Quality Network, is the proud father of a baby girl named Jerrel.

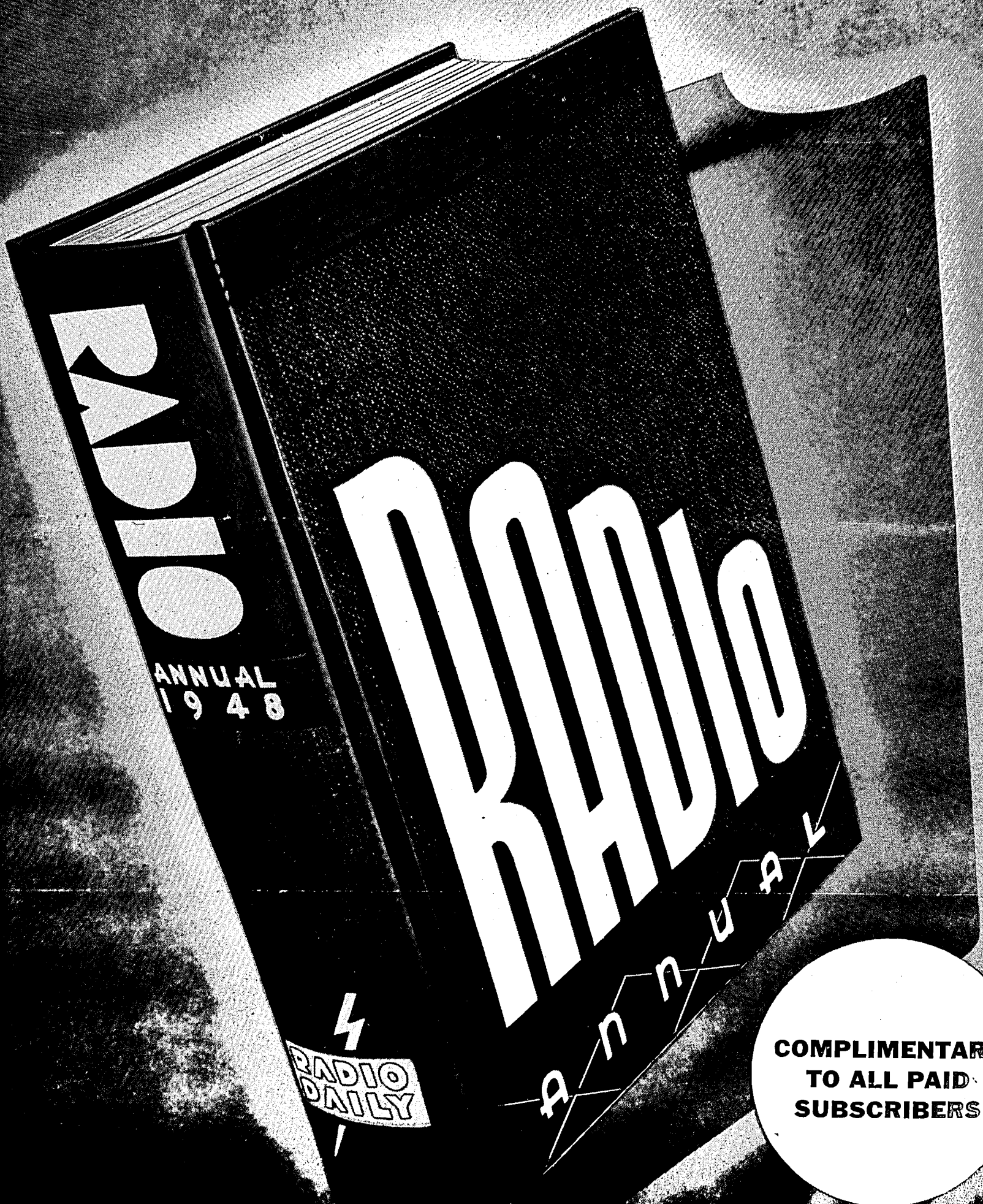
TALK to the SOUTH'S **EAR ZONE** through **WDSU**

WDSU broadcasts 5000 watts from the French Quarter to the Gulf and South Louisiana listeners. From daily association with time-honored New Orleans institutions WDSU has developed a high quality of integrity. WDSU devotes program time regularly and exclusively to the St. Louis Cathedral, the International House, Moisant International Airport, Tulane University, Union Station, the Municipal Auditorium, Symphonies and Operas.

WDSU's dominate Hooperating proves that honoring local institutions creates high listener loyalty.

NEW ORLEANS **WDSU** ABC Affiliate 5000 Watts 1280 kc

The Treasury of Reference



ANNUAL
1948

RADIO
Annual

RADIO
DAILY

COMPLIMENTARY
TO ALL PAID
SUBSCRIBERS

Standing Committees For 1948-1949 Named By Broadcasters Association

(Continued from Page 1)

chosen for best distribution by station sizes, geographical considerations and network affiliation.

The committees chosen will advise on international affairs, educational standards, employee-employer relations, engineering, FM freedom of radio, music performance rights, legislative matters, liaison with RMA, programming, public relations, research, sales and small market stations.

It was pointed out that the Music Advisory Committee is not to be confused with the All Industry Music Committee formed last year to represent radio, recording interests and others in the negotiations with the AFM. The Music Advisory group is interested mostly in the negotiations with ASCAP.

While no committee is directly charged with enforcement of the new Code, several of the committees are actively interested in this phase of broadcasting. Much of the Code responsibility will rest with the Program Executive Committee under the chairmanship of John S. Hayes, WINX, Washington, D. C.

The committee memberships follows:

ADVISORY COMMITTEE OF INTERNATIONAL AFFAIRS: John J. Gillin, Jr., WOW, Omaha, Neb., chairman; Campbell Arnoux, WTAR, Norfolk, Va.; T. A. M. Craven, WOL, Wash., D. C.; Paul W. Moroney, WTIC, Hartford, Conn.; Clyde Rembert, KRLD, Dallas, Tex.; Gilmore Nunn, WLAP, Lexington, Ky.

EDUCATIONAL STANDARDS COMMITTEE: Ralph W. Hardy, KSL, Salt Lake City, Utah, chairman; Dr. Willis F. Dunbar, WKZO, Kalamazoo, Mich.; Armand Hunter, WFIL, Phila., Pa.; Hazel Kenyon Markel, WTOP, Wash., D. C.; F. C. Sowell, WLAC, Nashville, Tenn.; and Judith C. Waller, NBC, Chicago, Ill.

EMPLOYEE-EMPLOYER RELATIONS EXECUTIVE COMMITTEE: Leslie C. Johnson, WHBF, Rock Island, Ill., chairman;

John Elmer, WCBM, Baltimore, Md.; Charles C. Crutchfield, WBT, Charlotte, N. C.; Thad Holt, WAPI, Birmingham, Ala.; O. L. Taylor, KGNC, Amarillo, Tex.; C. L. Thomas, KXOK, St. Louis, Mo.; Linus Travers, WNAC, Boston, Mass.; and William Pabst, KFRC, San Francisco, Cal. **Board Liaison:** Calvin J. Smith, KFAC, Los Angeles, Cal.; and Henry P. Johnston, WSGN, Birmingham, Ala. **Network Advisory:** Joseph McDonald, ABC, New York, N. Y.; Howard L. Hausman, CBS, New York, N. Y.; Robert D. Swezey, MBS, New York, N. Y.; and Ernest de la Ossa, NBC, New York, N. Y.

ENGINEERING EXECUTIVE COMMITTEE: A. James Ebel, WMBD, Peoria, Ill., chairman; O. W. Towner, WHAS, Louisville, Ky.; E. K. Jett, WVAR, Baltimore, Md.; Oscar C. Hirsch, KFVS, Cape Girardeau, Mo.; J. R. Poppele, WOR, New York, N. Y.; K. W. Pyle, KFBI, Wichita, Kans.; John H. DeWitt, WSM, Nashville, Tenn. **Board Liaison:** T. A. M. Craven, WOL, Wash., D. C.; and G. Richard Shafro, WIS, Columbia, S. C. **Network Advisory:** William B. Lodge, CBS, New York, N. Y.; Frank Marx, ABC, New York, N. Y.; Earl Johnson, MBS, New York, N. Y.; and O. B. Hanson, NBC, New York, N. Y. **Non-Voting Associate Members—George Adair, Radio Engineering Consultants, Wash., D. C.; Paul deMars, Raymond M. Willette, Inc., Wash., D. C.; and Dixie McKey, Dixie B. McKey and Associates, Wash., D. C.**

Asch Heads FM Com.
FM EXECUTIVE COMMITTEE: Leonard Asch, WBCA, Schenectady, N. Y., chairman; Matthew H. Bonebrake, KOZY-FM, Oklahoma City, Okla.; Martin Leich, WMLL, Evansville, Ind.; Cecil D. Mastin, WBNF-FM, Binghamton, N. Y.; Lester H. Nafzger, WELD, Columbus, O.; Ernest L. Spencer, KVOE, Santa Ana, Cal.; and Edward A. Wheeler, WEAW, Evanston, Ill. **Board Liaison:** Willard D. Erolf, WBCC-FM, Bethesda, Md.; and Everett Dillard, KOZY, Kansas City, Mo.

FREEDOM OF RADIO COMMITTEE: Rex G. Howell, KFJX, Grand Junction, Colo., chairman; John E. Fetzer, WKZO, Kalamazoo, Mich.; Clyde Coombs, KARM, Fresno, Cal.; Harold Hough, WBAF, Fort Worth, Tex.; Leonard Kapner, WCAE, Pittsburgh, Pa.; Harry Stone, WDSM, Nashville, Tenn.; and Leslie W. Joy, WDSM, Phila., Pa.

Streibert Music Chairman
MUSIC ADVISORY COMMITTEE: Theodore C. Streibert, WOR, New York, N. Y., chairman; Julius F. Brauner, CBS, New York, N. Y.; Walter Haase, WDRG, Hartford, Conn.; D. E. Jayne, WELT, Battle Creek, Mich.; Henry Ladner, NBC, New York, N. Y.; R. J. Laubengayer, KSAL, Salinas, Kans.; Joseph A. McDonald, ABC, New York, N. Y.; Elliott Sanger, WQXR, New York, N. Y.; John Shepard, 3rd, WNAC, Boston, Mass.; and Ed Yocum, KGHL, Billings, Montana. **Board Liaison:** Campbell Arnoux, WTAR, Norfolk, Va.; and H. W. Slavick, WMC, Memphis, Tenn.

LEGISLATIVE COMMITTEE: J. Harold Ryan, WSPD, Toledo, O., chairman; Joseph M. Burwell, WMBB, Uniontown, Pa.; William B. Dolph, WMT, Cedar Rapids, Ia.; Don S. Elias, WWNC, Asheville, N. C.; Wilt Gunzendorfer, KROW, Oakland, Cal.; E. K. Hartenbower, KCMO, Kansas City, Mo.; and Paul Miller, Gannett Newspapers, Rochester, N. Y. **Board Liaison:** Harry Bannister, WWJ, Detroit, Mich.; and Clair R. McCollough, WGAL, Lancaster, Pa. **Network Advisory:** Joseph McDonald, ABC, New York, N. Y.; Joseph H. Ream, CBS, New York, N. Y.; Frank M. Russell, NBC, Wash., D. C.; and Robert D. Swezey, MBS, New York, N. Y.

NAB COMMITTEE OF NAB-RMA JOINT LIAISON COMMITTEE: T. A. M. Craven, WOL, Wash., D. C.; Everett Dillard, KOZY, Kansas City, Mo.; William Fay, WHAM, Rochester, N. Y.; James D. Shouse, WLW, Cincinnati, O.; and George B. Storer, WJKB, Detroit, Mich.

Hayes Heads Program Group
PROGRAM EXECUTIVE COMMITTEE: John S. Hayes, WINX, Wash., D. C., chairman; Edgar L. Bill, WMBD, Peoria, Ill.; Walter J. Brown, WORD, Spartanburg, S. C.; Harry C. Butcher, KIST, Santa Barbara, Cal.;

Arthur B. Church, KMBC, Kansas City, Mo.; Ted Cott, WNEW, New York, N. Y.; Charles Worcester, WMT, Cedar Rapids, Ia.; and E. R. Vadeboncoeur, WSYR, Syracuse, N. Y. **Board Liaison:** Robert Enoch, KTOK, Oklahoma City, Okla.; and Harold Fellows, WEEI, Boston, Mass. **Network Advisory:** Charles C. Barry, ABC, New York, N. Y.; Hendrik Boornem, MBS, New York, N. Y.; Ken Dyke, NBC, New York, N. Y.; and William Fineshriber, CBS, New York, N. Y. **NEWS SUB-COMMITTEE:** E. R. Vadeboncoeur, WSYR, Syracuse, N. Y., chairman; Wilton Cobb, WMAZ, Macon, Ga.; and James L. Howe, WCTC, New Brunswick, N. J. **AGRICULTURAL BROADCASTING SUB-COMMITTEE:** Charles Worcester, WMT, Cedar Rapids, Ia., chairman; Layne Beaty, WBAF, Fort Worth, Tex.; and Herb Plambeck, WHO, Des Moines, Ia.

Public Relations Group
PUBLIC RELATIONS EXECUTIVE COMMITTEE: Frank King WMBR, Jacksonville, Fla., chairman; Hugh A. L. Hall, WOAI, San Antonio, Tex.; Herbert Hollister, KBOL, Boulder, Colo.; Harry Maizlish, KFVB, Los Angeles, Cal.; Walter Wagstaff, KIDO, Boise, Ida.; James W. Woodruff, Jr., WRBL, Columbus, Ga. **Board Liaison:** Michael Hanna, WUCU, Ithaca, N. Y.; and William B. Quarton, WMT, Cedar Rapids, Ia. **Network Advisory:** George Crandall, CBS, New York, N. Y.; William S. Hodges, NBC, New York, N. Y.; Robert Sauder, ABC, New York, N. Y.; and A. A. Schechter, MBS, New York, N. Y.

Research Committee Named
RESEARCH COMMITTEE: Dietrich Dirks, KTRI, Sioux City, Ia., chairman; Harry Burke, KFAB, Omaha, Neb.; Martin Campbell, WFAA, Dallas, Tex.; J. Archie Morton, KJR, Seattle, Wash.; Robert Mason, WMRN, Marion, O.; William E. Ware, KSWI, Council Bluffs, Ia.; and Earl W. Winger, WDDO, Chattanooga, Tenn. **Board Liaison:** Charles C. Caley, WMBD, Peoria, Ill.; and George Coleman, WGBI, Scranton, Pa. **Network Advisory:** H. M. Beville, NBC, New York, N. Y.; Edward Evans, ABC, New York, N. Y.; E. H. P. James, MBS, New York, N. Y.; and Oscar Katz, CBS, New York, N. Y.

SALES MANAGERS EXECUTIVE COMMITTEE: Eugene S. Thomas, WOR, New York, N. Y., chairman; Ray Baker, KOMO, Seattle, Wash.; Gordon R. Gray, WIP, Phila., Pa.; J. Robert Gulick, WGAL, Lancaster, Pa.; John W. Kennedy, Jr., WHAM, Rochester, N. Y.; Joseph B. Matthews, WIRK, West Palm Beach, Fla.; Frank E. Pellegrin, KSTL, St. Louis, Mo.; and Odin S. Ramsland, KDAL, Duluth, Minn. **Board Liaison:** Clyde W. Rembert, KRLD, Dallas, Tex.; and Harry R. Spence, KXRO, Aberdeen, Wash.

SMALL MARKET STATIONS EXECUTIVE COMMITTEE: Simon Goldman, WJTN, Jamestown, N. Y., chairman; C. O. Chatterton, KWLK, Longview, Wash.; Wayne W. Cribb, KHMO, Hannibal, Mo.; William C. Grove, KFBC, Cheyenne, Wyo.; DeWitt Landis, KFYO, Lubbock, Tex.; Lee Little, KTUC, Tucson, Ariz.; and Edwin Mullinax, WLAG, LaGrange, Ga. **Board Liaison:** John Meagher, KYSM, Mankato, Minn.; and William B. Smullin, KIEM, Eureka, Cal.

New Officers Installed By Ga. Broadcasters

(Continued from Page 1)
included Neville Miller on "FCC Regulations"; Cy Langlois, "Music Copyrights." Hugh Higgins of NAB sales promotion, John Outler of WSB, Atlanta and Ben Akerman of WGST, Atlanta, reported on the recent NAB convention.

Wedding Bells

Mary Caparelli, of CBS' press department, will become the bride of William Emmett Boltz, of Buffalo, this Sunday, July 25th, at 4:30 p.m. at the Church of Our Lady Of Good Council, Inwood, L. I.



CAROUSELS AND GOLDEN RINGS

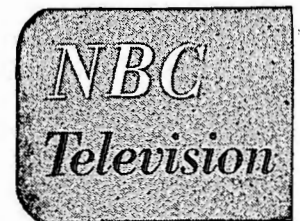
Musical Merry-Go-Round is a sparkling contribution to NBC's musical variety, tailored with care to the television screen. To many thousands of viewers it brings twenty minutes of after-dinner refreshment every Friday evening—

And to any potential sponsor, promise of the golden ring.

Jack Kilty is the seasoned performer who plays the lead—just as he plays another leading role in the hit Broadway musical, *Make Mine Manhattan*. He's smart, telegenic and as young as he's experienced. With him on the show is Fritz de Wilde (of *The Little Foxes* and other Broadway accomplishments) who fascinates video viewers with an altogether unique style of comedy and song. And talented guests appear from time to time to add further cheer and spice to this lively music shop.

Performance adds up to this record: From the time the Hooper City Teleratings began, *Musical Merry-Go-Round* has had a 50% higher average rating, in its time slot, than any competing television show.

A merry-go-round of music, froth and fun. But a straight line to sales.



A Service of Radio Corporation of America

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 0-1120

TELEVISION DAILY

Daily section of RADIO DAILY, Friday, July 23, 1948 — TELEVISION DAILY is fully protected by register and copyright.

TBA EXPANSION PLAN ANNOUNCED

TELE TOPICS

By IRWIN ROSTEN

KALEIDOSCOPE, new fashion trade mag which debuts in August, using tele for its first non-trade advertising. First series of six one-minute spots on WCBS-TV and WNBT was aired last nite, placed through Ruthrauff & Ryan. Firm now working full blast on a surprise fashion show which it will sponsor on a TV web come fall. . . . At request of Wallace party officials, RCA is installing receivers in Convention Hall spots and Wallace, Taylor, Baldwin and Mayor suites in Bellevue-Stratford. . . . ABC flacks, evidently going in for numerology, worked up a handout based on number 7. All O & O. outlets cooperate on channel 7, new WJZ-TV address is 7 W. 66th, etc. . . . Barnard L. Sackett agency is building tele packages around Gypsy Markoff and "Shadow" Bret Morrison.

CBS has assigned two TV crews to cover the Olympic games and will do an average of three-and-a-half hours daily from Wembley Stadium and Empire Pool. Local tele boys meanwhile are still burned at the reported 50-G price tag J. Arthur Rank has set on films of the event. . . . WTMJ-TV, Milwaukee bought a third field camera and another microwave relay transmitter to handle the all-out coverage the station is giving the Wisconsin Centennial next month. . . . Fast-talking comic Jan Murray and the Golden Gate Quartet have been booked for Ed Sullivan's "Toast of the Town" over CBS Sunday nite. Show is directed by Bill Gillett, with Ray Bloch handling the music.

ROTHY NUGENT, WCAU-TV's "Mad Hatter," has come up with some creations made of discarded what-nots that would turn Hedda Hopper green with envy. . . . Lou Lilly, scenario head of Jerry Fairbanks Productions, returned to the coast after a week of confabs in Chicago with N. Darling. . . . WPIX is continuing its campaign to assure perfect reception of the outlet, ran another ad yesterday asking set owners to write in. Station will present complaints to service companies. . . . Elissa Landi will sub for Adelaide Hawley on "Fashions on Parade" over DuMont during writer's European trek.

Inevitable

It had to happen—the telephone giveaway gimmick has hit television. The CBS children's show, "The Scrapbook," launches a "puzzle-tune" contest Sunday nite, with thoroughbred spaniels, bikes and camping sets as the loot. Three calls will be made each week, with moppets being asked to spot a flaw in a drawing illustrating a nursery rhyme.

Fox Replies To CBS Re Studio In Oakland

Washington — Twentieth Century-Fox has told the FCC that "while CBS may feel that the (San Francisco TV) hearing degenerated into an auction, this feeling is not shared by Twentieth Century."

The statement was included in a petition filed in opposition to the CBS objection to Fox's proposed amendment to its TV application which would provide for an Oakland studio as well as the San Francisco Studio. Fox outlined its plans for such a studio during the hearing—but formal permission to amend its application to include these plans has not yet been granted by the Commission.

Pauley Supports CBS

Even as Fox filed its statement, Ed Pauley's Television California joined CBS in protesting the effort by Fox to amend its San Francisco application to provide a studio in Oakland. Television California offered as a precedent FCC's refusal to permit newsmen Pearson and Allen to amend their application for the facilities of WBAL, Baltimore, after that hearing got under way.

Named To RCA TV Post

Appointment of John R. Meagher as TV specialist in the renewal sales section of the RCA Tube Department was announced yesterday by W. L. Rothenberger, section manager. Meagher will write a special series of articles on tele servicing techniques and use of test equipment for RCA Radio Service News.

DuMont Web Included In 'Spot Sale' Hearing

(Continued from Page 1)

other interested parties to file appearances prior to September 30.

The October 25th hearings are ordered, the Commission said, to determine whether such arrangements are contrary to the chain broadcasting rules or, "if not an actual violation, are contrary to the public interest and spirit and intent of the chain broadcast rules." Concern was expressed that the practices might become widespread in FM and TV if not settled now.

Watterson Corp., Dallas, To Make Tele Receivers

Dallas, Tex.—According to an announcement made here by Walter Meyers, executive vice-president of the Watterson Radio Manufacturing Corp., who have been building radios here for the past 14 years, the company is ready to build a television set when programming in the Dallas area begins. The tele receiver would be in addition to the regular line of radios, and the company is ready at once to start on production, according to Meyers.

New Staffers At WTMJ-TV

Milwaukee—Addition of five new staffers was announced yesterday by WTMJ-TV. Newcomers are Al Beaumont, director; Joe Fox, artist; Art Uhlman, newsreel photographer, and John Sheridan and John Kleist, floormen.

Press-Time Paragraphs

NBC-Chicago Tele Antenna Delivered

Chicago—Delivery of an RCA super-turnstile combination FM-TV antenna for WNBX and WMAQ-FM was announced yesterday by Howard Luttgens, NBC Central Division chief engineer. The 70-foot mast will be raised to total height of 625 feet above street level atop Civic Opera Building. Outlet's slated to go on the air in Fall.

Telev viewers Split On Day vs. Nite Baseball

Philadelphia—Informal survey of set owners made by WCAU-TV on respective merits of nite and day baseball pickups revealed that 30 per cent favor the arc picture; 20 per cent like nite games for personal reasons; 20 per cent are partial to the day picture, and 30 per cent said there is no difference.

Urges Theater Pickups Of TV Shows

Erie, Pa.—Edward Lamb, owner of WTOD, Toledo, and holder of two tele CP's, in an address before the Rotary Club here last nite, said broadcasters and movie ops should make "reasonable arrangements" for theater pickups of TV special events, thus "further-extending the service to many millions of people."

Regional Meetings In Four Areas Set By Bd.

To keep up with the widening scope of the industry, the board of directors of Television Broadcasters Association has adopted a plan calling for the establishment of regional committees in each of four major TV areas, with regions to hold quarterly conferences on local and industry-wide problems. Plan will get under way in the Fall.

Regional chairmen will be appointed in the near future by the TBA board. In addition to their local duties, they will comprise a new executive committee to serve as an advisory group to the directors and to participate in planning of the organization's annual conferences.

Areas comprising each region have been set up according to the current membership of the association—now close to 70 organizations—and may be revised as developments warrant. The four regions are:

East Coast: Composed of member stations in New York, Schenectady and Rome; Philadelphia; Baltimore; Washington and Richmond.

Mid-West: Member stations in Ft. Wayne, Cincinnati, Detroit, Chicago, Milwaukee, St. Louis and Kansas City.

Southern: Atlanta, Charlotte, New Orleans and Dallas.

West Coast: Los Angeles and San Francisco.

TBA said that non-member stations will be invited to participate in at least one of the initial quarterly confabs to become acquainted with the organization.

ABC Signs 14th Outlet

WSEE, St. Petersburg-Tampa, Fla., has been signed as a TV affiliate of ABC, it was announced yesterday by Lee Jahncke, director of station relations for the web. This brings ABC's total outlets to 14.

Negotiations for the tie-up were made by Jahncke and Robert R. Guthrie, president of Sunshine Television Corp. As ABC's ninth indie affiliate, WSEE is slated to go on the air early next year on Channel 7.

TV Tryout

Instead of taking their new legit drama, "The Stone Jungle," on the road for tryouts, comedians Alan Cross and Henry Dunn are working out a plan to preview the show on tele. Stunt will considerably reduce production expenses, and may provide some found money as the pair hopes to snag a sponsor for the TV airer. Viewers will be asked to submit criticism.

NEW BUSINESS

WGN, Chicago: Five new contracts and a renewal are reported. New contracts are the L. De Martini Co., San Francisco, through Garfield & Guild Advertising Co., for three weekly participation spots in "Art Baker's Notebook," Monday through Friday, for 52 weeks; Standard Brands, Inc., through Ted Bates, Inc., daily participation in "The Holland Engle Show," 2-2:15 p.m. Monday through Friday, for eight weeks; Hawthorn-Melody Farms Dairy, through Schwimmer & Scott, three weekly station break announcements for four weeks; Block Drug Co., Jersey City, N. J., through Redfield-Johnstone, Inc., to sponsor "Morning News," 6:45-7 a.m. Tuesday, Thursday and Saturday, for 26 weeks, and The Sampson Co., to sponsor "Showtime From Hollywood," 9:30-9:45 a.m. Monday, Wednesday and Friday, for 26 weeks. Purity Bakeries Corp., through Young & Rubicam, has renewed seven station break announcements for 23 weeks. Patricia Stevens, Inc., school and casting agency, will sponsor "Cross Question" on tele station WGN-TV twice during the month of July and twice during August.

Kaiser-Frazer Corp. Signs Winchell, Starting Jan. 1.

(Continued from Page 1)

ell is slated to get a salary hike if the company picks up a second 52-week option on his services. Stipulation calls for an increase of \$1,000 a week for the commentator's second year's services.

Kaiser & Frazer rated as the heaviest user of spot radio time among the automotive manufacturers, yesterday announced that their earnings for the second quarter were 70 per cent above the first-quarter as a result of increased production and sales in automobiles.

The company earned \$3.9 million, or 85 cents a share, in the June quarter. The first-quarter net income was \$2.3 million, or 50 cents a share.

Lear Makes Circus Tieup

Chicago — Les Lear, manager of Tommy Bartlett's "Welcome Traveler Show" heard on ABC from the College Inn of the Hotel Sherman, has worked out a deal with Bill Antes, radio director of the Ringling Brothers and Barnum and Bailey Circus for circus tickets in exchange for air plugs. Reserved seat tickets will be awarded to Welcome Traveler guests for use in cities where the circus plays.

Westinghouse Ups Schaefer

Sunbury, Pa.—Harold W. Schaefer, veteran radio and electronics engineer, has been appointed assistant manager of the Westinghouse Home Radio Division, it was announced yesterday by F. M. Sloan, division manager. He will continue in charge of product development and research activities.

COAST-TO-COAST

"Good Neighbor" Programming

Cincinnati, O. — WCKY's early morning Nighthawk program has set aside a portion of this feature beamed at capturing an international early a.m. audience. Program was developed after considerable mail indicated that station had a consistent listening audience in Cuba, Bermuda, Mexico, etc.; some of the letters requesting specific Latin American music. From 1 to 2 a.m., Felix Adams, Jr., Nighthawk d.j., spins recorded rhumbas, tangos, sambas, congas and folk songs of "south of the border" countries.

New Announcers to KLZ

Denver, Colo.—Carl Ackers, Jr., recent graduate of the Missouri Univ. School of Journalism, has joined the KLZ news editing and announcing staff. While attending Missouri Univ., Ackers worked on the staff of KFRU, Columbia, Mo. Another addition to the announcing staff is Maurey Miller, who was formerly with KGLO, Mason City, Ia.

To Sponsor WTRF Show

Wheeling, W. Va.—Six Junior Chamber of Commerce groups in this Ohio Valley region have joined together to sponsor the WTRF and WTRF-FM ainer, "The Ohio Valley Speaks" which will be heard each week starting in September. The co-operating groups are from Wheeling, Moundsville and Cameron, W. Va.; and Bellaire, Martins Ferry and Bridgeport, Ohio.

KEX-FM Nears Completion

Portland, Ore.—Installation of the KEX-FM transmitter is rapidly nearing completion, and station plans to start broadcasting on FM band about Sept. 1. Transmitter bldg. on Healy Heights is 80 per cent complete and the 200 ft. transmitter tower is being erected on sked. "Installation of this modern FM transmitter, in addition to our recent 50,000 watt increase in power in AM broadcasting, is another step in developing the Westinghouse radio broadcasting facilities in Portland," said C. S. Young, KEX station manager.

KSUB Helps Find Lost Lad

Cedar City, Utah—When a four-year-old boy recently became lost in some of the rugged Rocky Mt. country, KSUB played an important part in helping to find him. During the 20-hour period the child was missing, station broadcast frequent appeals for searchers, to which approximately 400 people responded, spending the afternoon and night in the mountains. Two engineers from KSUB aided in coordinating the work of the search parties by taking a mobile PA system to the scene of the search. When the child was found the following morning, some 20 hours later, his only complaint was that he was hungry. Peace officers of southern Utah had warm praise for the station's valuable assistance in aiding in the lad's recovery.

Hot With Ott-Durocher Switch

Pittsburgh, Pa.—WCAE's promotion dept. scored a news-beat on the Pgh. afternoon dailies on the Mel Ott resignation and Durocher move to the Giants last Friday, July 16. Station prepares a daily Newsletter for luncheon guests at five prominent downtown restaurants and I.N.S. wire carried the Ott resignation story just in time to make WCAE-Newsletter deadline. Newsletter hit restaurants just between editions of afternoon dailies, with result that luncheon guests got story a full hour before the newspapers carried it. Fact that the Giants were playing in Pgh. that night and Durocher was due to fly in for game made scoop that much more spectacular.

About Radio Program Schedules

San Antonio, Texas—A total of seven San Antonio radio stations recently took a half-page ad in "Tele-Type," a weekly, local radio newspaper distributed in this city. Purpose of the ad was to clarify the position of these stations in regard to newspapers discontinuing the running of a daily scheduling of stations program log which the San Antonio daily newspapers recently stopped publishing. Stations' ad was entitled: "A statement from San Antonio Radio Stations On The Subject Of Radio Program Schedules" and went on to state the position of the stations in detail.

Chrysler ET Series Now On 95 Stations

(Continued from Page 1)

Miss Kay Callahan as radio account executive.

The transcribed feature, produced at the instigation of David A. Wallace, president of the Chrysler division of Chrysler, has had wide acceptance by the dealers as a public service feature. Dealers in most instances have purchased between 5:30 and 7:30 p.m., with an eye toward catching members of the average family home.

President Wallace of Chrysler, long identified with humane and animal welfare agencies in Detroit, through the ET series has endeavored to find homes for pets and to promote animal humanitarian activities. Subject matter of the series is largely devoted to dogs and each broadcast is a narrative of heroism, intelligence, devotion of either a pet or working animal.

Chrysler dealers sponsoring the series in their communities establish contact with listeners by distributing free a 16-page booklet, "How to Take Care of Your Pet" which has been prepared by McCann-Erickson.

Ziv Program On WAPI

The Frederick W. Ziv company, ET program producers, have sold the serial "Forbidden Diary" to the Burger-Phillips department store in Birmingham, Ala. Program will be heard over WAPI on a five times a week basis.

AGENCIES

McCANN-ERICKSON office, Lima, Peru, is named by Fabrica de Calzado "El Triunfo," an affiliate of General Shoe Corp., to handle their Peruvian shoe advertising. Press, radio, outdoor and cinema will be used.

VAN RAALTE has announced the appointment of Foote, Cone & Belding as its advertising agency. Van Raalte manufactures gloves, stockings and underthings which are sold nationally through department stores and specialty shops.

SEIDEL ADVERTISING AGENCY, Inc., is now handling the Henry Rosenfeld Cosmetic advertising as well as the dress line, which it has had for the past three years.

E. L. MORRIS, vice-president in charge of advertising for the Pabst Sales Company, Chicago, has been transferred to the Los Angeles Brewing Company, a subsidiary of the Pabst Brewing Company, as vice-president and sales and advertising manager. He will, of course, be located in Los Angeles. Nathan Perlstein, advertising manager of the Pabst Sales Company, has been promoted to the position of director of advertising for that concern. He will be located in Chicago.

Send Birthday Greetings To—

July 23		
Jackson Beck		
John Blair		Gale Page
Earl Gammons		Lillian White
Gwyneth Neil		Lydia Cortese
July 24		
Bill Bates		Hollace Shaw
Templeton Fox		Arthur B. Donegan
Chuck J. Grant		Jerry Wayne
Glenn Riggs		Edward G. Demsey
July 25		
Ralph Dumke		Al Pearce
Nan Grey		Hal Peary
William Gernannt		Bill Shea
July 26		
Gracie Allen		
Buddy Clark		Don Voorhees
John J. Karol		Carol O. Wyman
Ruby Mercer		Stacy Harris
July 27		
Mabel Albertson		
Fox Case		Fern Persons
July 28		
Bernie Armstrong		Lawrence Gray
Carmen Dragon		Robert F. Hurligh
Thomas B. Campbell		Felix Mills
Tod Williams		Wynn Murray
Bill Goodwin		Hal Totten
Fred Uital		Foster Williams
Rudy Vallee		Ray C. Witmer
July 29		
David Anderson		Earl F. Lucas
Joseph Curtin		Ralph H. Patt
Lewis James		Geraldine Kay
Sigmund Romberg		Elaine Rost

RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television

VOL. 44, NO. 17

NEW YORK, MONDAY, JULY 26, 1948

TEN CENTS

300 BROADCASTERS AT DIST. MEETING

MBS Asking 4-A's To Study Web Rates

On the assumption that certain phases of network rate structure may be out-of-date, Mutual has begun a detailed investigation of the picture and has asked the 4-A radio committee to participate. The other three major networks have been informed of Mutual's study.

Specific details as to what Mutual proposes to study and analyze are outlined in a letter from E. P. H. James, MBS veepee in charge of advertising, promotion and research, to Carlos A. Franco of Y&R, chairman of the 4-A radio committee;

(Continued on Page 5)

New ABC Musical Program Sponsored By Oil Co.

"Carnegie Hall," new half-hour musical program featuring a 35-piece orchestra, will be sponsored by the American Oil Company over a 96-station network of the ABC starting Sunday, Sept. 26, 7:30 to 8:00 p.m. The 52-week contract was signed through the Joseph Katz agency of New York.

Programs will feature both classical

(Continued on Page 2)

NANPA Joins Objectors In Md. Contempt Case

Washington Bureau, RADIO DAILY
 Washington—Justin Miller, president of NAB, is highly pleased by the intervention of the American Newspaper Publishers Association in the contempt charges against five Maryland radio stations for recent broadcasts of crime news. He said

(Continued on Page 2)

Wrong Answer

Latest giveaway story—and it's a true one—is about the woman in Paducah, Ky., who was called by CBS "Sing It Again" last Saturday, while Bob Howard was doing "Pistol Packin' Mama." Question was based on "Pistol." She stalled—web was paying the long-distance charges—and yelled out of the window to her neighbors for help. But they didn't have the answer, either, so she didn't win the movie camera and projector at stake.

Movie Spot Campaign For 'Foreign Affair'

In behalf of the film, "A Foreign Affair," Paramount Pictures has launched a national spot campaign which will hit its peak on August 20, general release date for the picture. The movie stars Jean Arthur, Marlene Dietrich and John Lund.

Paramount is using five stations in San Francisco, where the movie opens July 27, with a total of more than 120 spot announcements. Saturation

(Continued on Page 3)

Lever Spot Campaign Set For New Product

Lever Brothers, in behalf of its new product, Surf, a heavy duty detergent, has arranged a spot campaign in the midwest which will eventually grow nationwide as distribution increases. Campaign, consisting of transcribed spot announcements and

(Continued on Page 2)

4th District NAB Meeting Opens Today At White Sulphur Springs, Va.; Justin Miller To Speak

Winchell Sponsorship Confirmed By Woods

Confirming RADIO DAILY's story of last Friday, Mark Woods, president of the ABC, announced the past week-end that the Kaiser-Frazer Sales Corporation has signed for the services of Walter Winchell under terms of a two-year contract effective Jan. 2. Winchell will continue to be heard on ABC Sundays from 9 to 9:15 p.m. William H. Weintraub & Company, Inc., was the agency which negotiated the deal for the automotive firm.

N. D. Football Games Sponsored By Auto Dealers

Plans to broadcast the full schedule of the Notre Dame University football games under the sponsorship of the Pontiac Dealers Association of Cleveland were announced the past week-end by WJW. Ten games will

(Continued on Page 2)

Renew McConnell On NBC For Buster Brown Shoes

Chicago—Brown Shoe Co. has renewed Smilin' Ed McConnell and his Buster Brown Gang for another 52 weeks over NBC, effective Aug. 28, it is announced by Paul McCluer,

(Continued on Page 2)

Norfolk, Va. — Some three hundred broadcasters from Virginia, West Virginia, Carolinas, and the District of Columbia are expected to attend the annual convention of the 4th District of the NAB at the Greenbrier Hotel, White Sulphur Springs, West Virginia, today and tomorrow. Also present

(Continued on Page 3)

FM Expenditures Show Big Increase

Washington Bureau, RADIO DAILY
 Washington—FM broadcasters put \$2,854,662 into equipment for new station operations in the first quarter of this year, FMA said last week. This figure was set far above the corresponding figures for TV, and AM—\$1,682,615 and \$1,179,614 respectively.

The figures are based on RMA surveys.

J. N. Bill Bailey, FMA executive director, said that "of the total broad-

(Continued on Page 8)

New WBZ-FM Transmitter Now Installed In Boston

Boston—Transfer of the FM broadcasting facilities of WBZ-FM from its former Hull site to the new WBZ radio and television center on Sol-

(Continued on Page 2)

Broadcasters Of All Nations Gather In U.K. For Olympics

London — Over 200 broadcasters representing the various countries participating in the XIV Olympiad are gathering in England for the opening of the Olympic games. They are here to originate commentaries, reports and features on the 135 separate events in 17 different sports with sixty-one countries participating.

The BBC is acting as host to the visiting broadcasters. They have already aided the United States and

Canadian networks arrange the physical end of their transmissions and also will assist in the production of special television films for American stations.

In addition to extending facilities to American networks, the BBC has, through its New York office, made special arrangements for representatives from the following independent stations to cover the Olympics:

(Continued on Page 8)

Manhattan Debut

In his first radio appearance since becoming manager of the N. Y. Giants in the athletic-switch-of-the-year, Leo Durocher will be heard Wednesday, July 28, on Steve Ellis's WMCA sports show, "Giant Jottings," a nightly sports-cast, which is aired the whole year around on the station under the sponsorship of the Giants baseball club.

Puerto Rico DeeJay

San Juan, P. R.—Stuckert Motors, distributors of Ford in San Juan, has started sponsorship of "Caribbean Matinee" on WAPA, San Juan, 5:15-5:30 p.m., Monday through Friday. It is an all-English disc-jockey show responding to requests from listeners not only in Puerto Rico but also from the numerous surrounding islands of the West Indies.



★ COMING AND GOING ★

Vol. 44, No. 17, Mon., July 26, 1948 Price 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. Mesereau, Treasurer and General Manager; Marvin Kirsch, Vice-President; James Owens, 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
Ralph Wiik, Manager
6425 Hollywood Blvd. Phone: Granite 6607
WASHINGTON BUREAU
Andrew H. Older, Chief 6417 Dahlgren Rd.
Phone: Wisconsin 3271
CHICAGO BUREAU
Nat Green
1417 Ashland Bldg., 155 No. Clark St.
Phone: State 2332

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

FINANCIAL (July 23)

Table with columns: NEW YORK STOCK EXCHANGE, NEW YORK CURB EXCHANGE, OVER THE COUNTER. Lists various stocks and their prices.

New WBZ-FM Transmitter Now Installed In Boston

(Continued from Page 1) diers Field road was accomplished the past week-end. Coincident with the shifting of transmitter location it was announced by W. C. Swartley, WBZ station manager, that the station has an increase in effective radiating power to 20 kilowatts through the installation of a new type Westinghouse FM-10 transmitter and the location of the antenna atop the new 656-foot tower.

FOR SALE
45% stock interest in fulltime network station in large, prosperous, industrial city which has only three stations. Station making good profits. RADIO DAILY, Box No. 156, 1501 Broadway, New York 18, N. Y.

JIM O'BRYON, the Mutual network's director of publicity, returns today from a vacation at Pine Orchard, Conn.

EDWARD G. REEVE, manager of research projects at CBS, is sojourning for three weeks at Cape Cod.

ALFRED BECKMAN, of the ABC station relations department, is now in White Sulphur Springs attending the meeting of the NAB's District 4.

JIMMY CLARK is in town from WRVA, Richmond, Va., for conferences at the offices of CBS Radio Sales.

DAVE DRISCOLL, director of news and special features at WOR, has left for a three-week vacation. He'll return Aug. 9. In his absence the station's newsroom will be under the direction of Bob Wood. Edythe Meserand will handle special events.

JOHN W. HUNDLEY, acting director of the CBS shortwave division, has returned from Granville, Ohio, where he was called by the death of his mother.

DWIGHT COOKE, who roams all over the nation with the Columbia network's "People's Platform" and "Cross Section, U. S. A.," will leave Philadelphia Wednesday for points west, where he'll sound out at first hand, regional sentiment on vital domestic and international issues.

BOB KELLER, head of the promotional organization bearing his name, is in White Sulphur Springs for the NAB regional.

JAMES CONNORS, of CBS personnel relations, is expected back today from a three-week vacation.

JACK DONAHUE, Detroit network sales manager of ABC, in New York over the week-end for confabs with web officials.

HERBERT SCHILLER, regional sales manager for United States Television, has extended his current business trip to include Louisville, Ky.

ROBERT MCGREDDY, sales manager of WTOP, Washington, D. C., is here to confer with executives of CBS Radio Sales.

ANPA Joins Objectors In Md. Contempt Case

(Continued from Page 1) the ANPA move "adds to our assurance that justice will be done in the matter."

The stations in Baltimore and Essex, Md., and the news editor of one of the stations, were cited for contempt under a city court rule forbidding broadcast or publication of certain aspects of crime news, in connection with an arrest and alleged confession in a murder case.

Miller said, "The prompt reaction of the ANPA to such a threat to the fundamental liberties of radio and the press adds to our assurance that justice will be done in this matter. "The NAB is pleased that even so unfortunate an affair, with its overtones of Constitutional violation, has made it possible for this association and the ANPA again to make common cause. It emphasizes once again that the basic freedoms are really indivisible."

10 YEARS AGO TODAY

(From the files of Radio Daily) The FHA announced that radio station operators may make loans not exceeding \$10,000 for property improvements, through the restored Improvement Credit Plan of the Federal Housing Administration. This long-term, equal monthly payment system, with the loan insured by the government, would enable radio station operators to make repairs and pay for them in periods up to five years. . . . According to a survey conducted by Fortune magazine, broadcasting progressed three times as much as films, and put radio second to auto improvements. Study asked which of four industries — autos, radio broadcasting, air transport and moving pictures, "has gone ahead the fastest in giving the public what it wants (not referring to mechanical improvements)." American consumers gave the auto industry the lead, with radio placing second, air transport third and films fourth.

Lever Spot Campaign Set For New Product

(Continued from Page 1) station breaks, is handled by Day, Duke and Tarleton agency of New York.

The campaign will begin this week in markets which are known to soap manufacturers as "hard water territories." Operation will be on a highly flexible basis and will shift constantly as product distribution widens.

Lawrence R. Leach has been appointed assistant advertising manager of Lever Brothers in charge of Surf, it is announced by John R. Gilman, Lever ad veepee. In recent years Leach has been assistant brand advertising manager on Swan, Rinso and Lifebuoy.

New ABC Musical Program Sponsored By Oil Co.

(Continued from Page 1) and semi-classical music with top ranking singers and instrumentalists appearing as featured soloists.

N. D. Football Games Sponsored By Auto Dealers

(Continued from Page 1) be broadcast during the fall schedule with Jimmy Dudley doing the play-by-play job. The agency which handled the Pontiac placement of business was McManus, John and Adams of Detroit.

Renew McConnell On NBC For Buster Brown Shoes

(Continued from Page 1) manager of the network's central division sales department. Leo Burnett Co. is the agency. Show is aired Saturdays from 10:30 -11 a.m., CDT.

Curtis Renews 'Listening Post' ABC's three-a-week "The Listening Post" has been renewed over approximately 178 stations by the Curtis Circulation Co., effective Aug. 2. The 52-week contract was handled through BBD & O. Series is aired Monday, Wednesday and Friday



He knows his oats

The horse knows his oats. So does the fellow who owns him. That hot Shanghai sun takes the pep out of a horse. So the owner puts a straw hat on ol' Dobbin. Net result: More horsepower! Time buyers who know their oats put W-I-T-H on their list. Net result: More sales power! For less money! W-I-T-H is the BIG independent in Baltimore . . . with the BIG audience. In the nation's 6th largest market, W-I-T-H delivers more listeners-per-dollar than any other station! Listeners with money to spend. Listeners who buy goods. How about giving them an earful of the product you're selling? It'll cost you less . . . to sell 'em more . . . on W-I-T-H. Get in touch with Headley-Reed today.

AM [Logo] FM
W.I.T.H
Baltimore 3, Maryland
TOM TINSLEY, President
Represented by Headley-Reed

Districts Designated By Broadcaster Assn.

In accordance with Article IV of the By-Laws, the Board of Directors has designated, the following composition of each of the 17 NAB Districts.

- Dist. 1—Connecticut, Maine, Massachusetts, New Hampshire, Rhode Island and Vermont.
- Dist. 2—New York and New Jersey.
- Dist. 3—Delaware, Pennsylvania and Maryland.
- Dist. 4—District of Columbia, North Carolina, South Carolina, Virginia and West Virginia.
- Dist. 5—Alabama, Florida, Georgia and Puerto Rico.
- Dist. 6—Arkansas, Louisiana, Mississippi and Tennessee.
- Dist. 7—Kentucky and Ohio.
- Dist. 8—Indiana and Michigan, excluding the counties of Ontonagon and Gogebic.
- Dist. 9—Illinois, Wisconsin, excluding the counties of La Crosse, Monroe, Juneau, Adams, Marquette, Waushara, Portage, Wood, Jackson, Trempealeau, Buffalo, Pepin, Pierce, St. Croix, Dunn, Chippewa, Eau Claire, Clark, Marathon, Lincoln, Taylor, Rusk, Barron, Polk, Burnett, Washburn, Sawyer, Price, Oneida, Vilas, Iron, Ashland, Bayfield and Douglas.
- Dist. 10—Iowa, Missouri and Nebraska.
- Dist. 11—Minnesota, North Dakota, South Dakota, excluding the counties of Fall River, Shannon, Bennett, Todd, Mellette, Waushabaugh, Washington, Custer, Pennington, Jackson, Jones, Stanley, Haakon, Meade, Lawrence, Butte, Harding, Perkins, Ziebach, Armstrong, Dewey and Corson, and Wisconsin, including the counties of La Crosse, Monroe, Juneau, Adams, Marquette, Waushara, Portage, Wood, Jackson, Trempealeau, Buffalo, Pepin, Pierce, St. Croix, Dunn, Chippewa, Eau Claire, Clark, Marathon, Lincoln, Taylor, Rusk, Barron, Polk, Burnett, Washburn, Sawyer, Price, Oneida, Vilas, Iron, Ashland, Bayfield and Douglas, and Michigan, including the counties of Ontonagon and Gogebic.
- Dist. 12—Kansas and Oklahoma.
- Dist. 13—Texas.
- Dist. 14—Colorado, Idaho, Utah, Wyoming, Montana, New Mexico, and South Dakota, including the counties of Fall River, Shannon, Bennett, Todd, Mellette, Waushabaugh, Washington, Custer, Pennington, Jackson, Jones, Stanley, Haakon, Meade, Lawrence, Butte, Harding, Perkins, Ziebach, Armstrong, Dewey and Corson.
- Dist. 15—California, excluding the counties of San Luis Obispo, Kern, San Bernardino, Santa Barbara, Ventura, Los Angeles, Orange, Riverside, San Diego and Imperial, Nevada and Hawaii.
- Dist. 16—Arizona, California, including the counties of San Luis Obispo, Kern, San Bernardino, Santa Barbara, Ventura, Los Angeles, Orange, Riverside, San Diego and Imperial.
- Dist. 17—Alaska, Oregon and Washington.

Credit Disc Jockeys On Record Selections

Hollywood—College students in certain West Coast institutions are influenced primarily in their selection of phonograph records by radio and disc jockey programs.

This fact was indicated in a survey of California University students just completed by Richard S. Hanel, product and market research manager for Capitol Records, Inc., and his assistant, R. M. Adams.

The comprehensive Capitol survey was conducted to determine what influences college students to buy popular records, and what buying habits are foremost among the same group.

A majority of students questioned said they listen to disc jockey shows regularly. Another major influence in selection of records was the preference of students for certain artists.

300 Broadcasters Gather At NAB 4th Dist. Meeting

(Continued from Page 1)

will be representatives of the four networks, and of allied industries.

Campbell Arnoux, district director and president of WTAR, Norfolk, will preside. This, he says, will be the first of the 18 NAB districts to hold its annual meeting, and this convention is expected to be the largest.

One of the highlights of the meeting will be a discussion of NAB activities by its president, Judge Justin Miller. His address will include a discussion of the NAB code adopted in Los Angeles at the national convention.

Other outstanding speakers will be Frederic R. Gamble, president of the American Association of Advertising Agencies, and Charles A. Batson, NAB director of information, who will speak on television.

At the annual banquet session Monday evening, W. W. Chaplin, NBC news commentator, will discuss the four political conventions held this month.

On Sunday, members of the West Virginia and the Virginia Associations of Broadcasters held their annual meetings.

The Agenda for the two day meeting follows:

- MONDAY, JULY 26**
- 9 a.m.—Registration
 - 10 a.m.—Call to Order—Campbell Arnoux, WTAR Norfolk, 4th District Director; Announcements; Appointment of Committees
 - 10:15 a.m.—Program Clinic: Edward S. Whitlock, WRNL Richmond, 4th District Program Chairman. "Better Programming for Greater Profits." Harold Fair, director, NAB Program Dept; Music Matters, BMI, ASCAP, SESAC, Legal Aspects, Music Committee negotiations; Introduction of representatives of transcription company associate members; question and answer period
 - 12 noon—Recess
 - 12:30 p.m.—Luncheon
 - 1:30 p.m.—"NAB—Your Association"—Judge Justin Miller, NAB president. A general over-all review of the activities and services of NAB, including Standards of Practice, present status and future plans; question and answer period
 - 3 p.m.—Sales Clinic: O. L. Carpenter, WPTF Raleigh, 4th District sales managers chairman; Work of the Broadcast Advertising Dept., A. D. Willard Jr., NAB executive vice-president; All-Radio Presentation—Hugh M. P. Higgins, assistant director, NAB Broadcast Advertising Dept.; Small Market Stations—John W. Shultz, WMYA Martinsville, Va.; Stations Executive Committee; question and answer period
 - 5 p.m.—Adjournment
 - 8 p.m.—Banquet
- TUESDAY, JULY 27**
- 10 a.m.—Call to Order—Campbell Arnoux, 4th District director; "Radio—Its Current Legal Problems"—Don Petty, NAB General Counsel. A review of editorializing, political broadcasts, controversial issues, libel and slander, state taxation of radio, zoning problems, trends in Federal and State legislation; question and answer period
 - 11 a.m.—Employer-Employee Relations Clinic: Harold Essex, WSJS Winston-Salem, 4th District Employer-Employee Relations Chairman. "Solve Your Station Labor Relations Problems Before They Dissolve Your Station"—Richard P. Doherty, Director, NAB Employer-Employee Relations Dept.; question and answer period
 - 12 noon—Recess
 - 12:30 p.m.—Luncheon
 - 1:30 p.m.—Address by Frederic R. Gamble, president, American Assn. of Advertising Agencies
 - 2 p.m.—Problems of Coverage and Measurement: Broadcast Measurement Bureau,

- Hugh M. Felts, president, BMB; introduction of representatives of market research associate members
- 2:30 p.m.—"Television—The Blue Chip Decision"—Charles A. Batson, NAB director of information. A summary of helpful information based on three months of intensive research. This is an interim presentation of a comprehensive report for broadcasters making the big choice: TV or not TV
- 3:30 p.m.—"Horizons Unlimited"—A panel discussion of AM, FM, TV and FX—members of NAB staff and local broadcasters
- 4:30 p.m.—Report of Resolutions Committee
- 5 p.m.—Adjournment

Following the 4th District Meeting the NAB executives will move on to the Bellevue Stratford hotel in Philadelphia for the District 3 meeting which will be held on Thursday and Friday of this week. Other district meetings in the first half of the schedule to follow are: Dist. 1 (New England) Somerset Hotel, Boston, Aug. 2-3 Dist. No. 2 (New York and New Jersey) Hotel Sheraton, Rochester, Aug. 5 and 6; Dist. 7 and 8 (Ky.,

Movie Spot Campaign For 'Foreign Affair'

(Continued from Page 1)

campaign runs for six days with 20 to 25 spots aired daily.

Movie company has bought spot time on seven Los Angeles and Hollywood stations where the picture opened last Thursday. Paramount account is handled by Buchanan & Co. but the national campaign is handled mostly on a local basis.

For exploitation Paramount has also made elaborate tie-ins with networks shows such as Chesterfield Supper Club on NBC, Louella Parsons on ABC and "Stars Over Hollywood" over CBS. Transcribed interviews with Marlene Dietrich and John Lund have been sent to 856 stations.

Ohio, Ind., Mich.) French Lick Springs hotel, French Lick, Ind.; Dist. 9 (Ill. and Wis.) Palmer House, Chicago, Aug. 12-13 and Dist. 10 and 12 (Iowa, Mo., Kan., Okla.) Muehlebach Hotel, Kansas City and Dist. 11 (Minn., N. D., S. D., and parts of Wis. and Mich.) Radisson Hotel, Minneapolis, Aug. 19 and 20.

YOUR PASS WERD in

ATLANTA

TO MORE SALES
at LESS COST!

WERD

"THE GOOD WERD STATION"

860 Kc. ● 1,000 WATTS

ASK JOSEPH HERSHEY McGILLVRA to
GIVE YOU THE LAST WERD ABOUT

ATLANTA'S NEWEST STATION WERD

The Station That Has
"A Good Werd For Everybody!"

DICK GRANVILLE, General Manager

SOUTHWEST

APPLICATION has been made to the FCC by the Television Enterprises of Fort Worth for facilities on Channel No. 15. Applicant is a partnership composed of O. C. Whitaker, head of a construction firm there and two officers of his firm, Robert Thomas and J. C. Briscoe. Initial cost would be \$181,070, with the first year operating cost set at \$121,000. The estimated revenue for the first year would be \$60,000. Only grant here has been to the Carter Publications, Inc., who are building their video plant. There are no other applicants for the other channel still available.

Dottie Dodson is the new vocalist being heard on "Sunset Melodies" aired for a quarter hour each week day over WOAI, San Antonio. Miss Dodson was former vocalist with Chuck Foster and Del Courtney and has also appeared at the Latin Club in Chicago.

The FCC has authorized the transfer of control of Harris County Broadcast Co., owner and operator of KXYZ, Houston to the Shamrock Broadcasting Co., headed by oilman Glenn H. McCarthy. Consideration was said to have been \$875,000. McCarthy plans to move KXYZ from its present site to his Shamrock Hotel now under construction. KXYZ operates full time with 5000 watts and 1320 kilocycles and is ABC outlet, for Houston.

Baseball fans in the San Antonio area this year are getting their scores right up to the minute on KITE, San Antonio's hourly "Headline News Editions." Every afternoon the latest inning-by-inning scores are given every hour on the hour together with the latest news and weather developments.

Ruggles Palmer presides over WFAA, Dallas' midnight disc jockey show which is heard each Tuesday from midnight to 2 a.m. Program is known as "Ruggles Roost." Ruggles started with KAND, Corsicana, and was later with KRIC, Beaumont, where he was heard in the early morning airing of "Poor Ruggles Almanac."

The FCC has granted KVLV, Alpine, authority to switch from its present 1490 kilocycles to 1240 kilocycles.

Aspiring disc jockeys are having an opportunity to fulfill their desires in a new contest being sponsored jointly by KREL, Goose Creek, and the Kovar Appliance Co., there. Format includes a month's contest, during which listeners are asked to write a letter on "Why I Would Like To Be A Disc Jockey." The composer of the best letter will receive a General Electric radio and will act as guest disc jockey on one hour of the station's "Club 1360" program.

Roddy Packer, 16-year-old Dallas boy, who has appeared in numerous "Radio Frolics" programs heard each Saturday over WFAA, Dallas, as an entertainer, will make his debut as an author when his play titled "Chickens and Correspondence Courses" will be heard on the series which serves as a springboard for youngsters in this area.



California Commentary. . . !

● ● ● 'Tis a real busman's holiday for radio actress, Anne Whitfield. Spending three weeks in Florence, Miss., and Macon, Georgia, the nine-year-old player has appeared as Princess Rumpelstiltskin with the Jack and Jill Players over WBML, Macon, and is to be inter-

Hollywood viewed on "Good Morning, Ladies," over the same station. Anne's mother, Frances Whitfield, formerly starred on this program. . . . Alfred Palca, radio writer, and his bride, Doris Wilk, who were married July 18 at the Scarsdale, N. Y., residence of the bride's parents, Mr. and Mrs. Jacob Wilk, are expected here shortly and will make their home in Hollywood. . . . Michael Douglas closes a nine week engagement at the Hollywood Bar of Music Aug. 4. His plans for the summer include a transcription deal and several network appearances. . . . Hal Jovien, for the past year head of the music department of the agency, has taken over the radio and television department of the West Coast office of General Artists Corporation. He has succeeded John Mulvihill, who has been transferred to the New York office. Jovien edited the radio sections of three trade papers for ten years before joining GAC.

★ ★ ★ ★

● ● ● John McIntire, one of radio and the screen's busiest actors, has completed his role in "Black Velvet," at Universal-International, and is vacationing at his ranch in Montana. . . . Jack Slattery flew to Lone Pine with Mrs. Slattery to enjoy fishing in the High Sierras, with Roy Rowan of CBS replacing him as announcer on GE House Party July 19-23. . . . David Street's newest Rainbow recording, "You're So Lovable," has been released nationally. . . . Walt Chamberlain of Young & Rubicam's merchandising staff, has returned to New York after several weeks in the agency's Hollywood and San Francisco offices on GE House Party business. . . . Dick Powell, who plays the lead in ABC's "Front Page," is so enthusiastic about the famed newspaper story that he's talking about doing the same role in a summer stock company at Santa Barbara.

★ ★ ★ ★

● ● ● Spade Cooley joined the ranks of disc jockeys July 19 when he did his initial "Spade Cooley Time" show over KFVB. The program is heard from 12 a.m. to 12:30 a.m., seven times weekly, with Spade doing the show from his Santa Monica ballroom on Fridays and Saturdays. It is sponsored by K & R Food Products, which is also sponsoring another "Spade Cooley Time" program over KFVB, 4-4:15 p.m., with Lou Marcelle as the disc jockey. . . . Carole Landis' last professional job, a two-minute "talking picture" for Hollywood Star Records will be released in late August. She made the transcription on the Friday prior to her death.

★ ★ ★ ★

● ● ● Orion Recordings Co., Mexico City, has signed Fortunio Bonanova to transcribe twelve Latin American numbers. He flew to the Mexican capital to make the recordings over the week-end. . . . Walter McCreery, president of Smith, Bull & McCreery, has returned to Los Angeles after a business trip to New York and Chicago, which included conferences in Atlantic City with John H. Harris regarding a forthcoming schedule for "Ice Capades of 1949." . . . Mayfield Kaylor, radio production director of the same agency, is in New York to begin an extensive and first-hand survey of television production and of the Eastern video market for agency clients. He will devote six weeks to the tour. . . . July vacationers in Southern California are Joe Chytil, manager of KELA, Centralia-Chehalis, Wash., his wife and their two children. Making their headquarters at the Newport Beach home of Charles McKinney, construction magnate, and his wife, Joe and the family have been taking side trips to Mexico, San Diego and other resort points.

AGENCIES

DONALD BARR and WALTER BUNKER have been made vice-presidents of Young & Rubicam, Inc., according to an announcement by Sigurd S. Larmon, president of the agency. Barr is manager of advertising service and Bunker is radio and television director of the agency's Hollywood office. Barr came to Young & Rubicam in January, 1946, from the Birds Eye-Snyder division of General Foods Corporation, where in 12 years he had risen to the position of vice-president in charge of marketing. A pioneer in radio, Bunker joined Young & Rubicam in 1943 as producer of the Jack Benny Show. He was previously associated with NBC as production manager of the Hollywood office.

WILLIAM G. RAMBEAU COMPANY announces the addition of Joseph R. Fife to the sales staff of its Chicago office. Fife, prior to joining Rambeau, was sales manager of WJJS, Owensboro, Ky. Prior to that he was an account executive at WEOA, Evansville, Indiana, and at one time headed his own advertising agency.

JOHN O. OLSEN COMPANY, with offices in Cleveland, Columbus, Cincinnati, Erie and Pittsburgh, have been appointed representatives for Wire Recording Corp. of America in Ohio, West Virginia and Western Pennsylvania.

RUSSEL WALKER, Jr. has joined the John E. Pearson Company as a member of the New York sales staff. He is resigning his position as account executive with WHN, where he has been for the past year. Prior to joining WHN, Walker was a member of the sales staff of WQXR for 5 years. At one time he was manager of WCVS (originally WCBS) in Springfield, Illinois.

ARNOLD SAXE, vice-president of White Tower restaurants, announces the appointment of Badger and Browning & Hersey, Inc. as advertising and merchandising counsel.

SEIDEL ADVERTISING AGENCY, Inc., has appointed James S. Patty and Donald G. Button to their staff. Effective immediately, Patty, former general manager and advertising director of Mayfair Magazine, will assume his duties as account executive, while Button will act as merchandising counselor. Mr. Button was the former sales promotion and advertising manager of Swern & Company, Trenton Department Store.

ZIPPO MANUFACTURING COMPANY of Bradford, Pa., makers of table and pocket cigarette lighters, has engaged Geyer, Newell & Ganger Inc. to direct its advertising.

GARDNER ADVERTISING COMPANY has announced its resignation as advertising counsel for the Dazey Corporation, St. Louis.

MBS Asking 4-A's To Study Web Rates

(Continued from Page 1)

James said that "while numerous individual station rate adjustments have been made, there has been no major revision of radio rates since 1934 or thereabouts, when networks first placed rates on a scale bearing some relationship to coverage."

It was learned by RADIO DAILY, however, that some of the other networks don't go along with the claim of no major rate revision since about 1934.

When James was asked if he thought rate structure is entirely obsolete he answered negatively but said Mutual had taken the attitude of, "Let's take a look at it in face of new developments." The letter from James to Franco said that "discounts, annual rebates and other special inducements which have become part of accepted practice may now be partly or totally obsolete."

James also suggested that the relationship of time periods to each other, such as the 100-60-40 relationship established between one hour, half-hour and quarter-hour periods, is another matter which needs examination. He believes the arbitrary setting of day rates at one-half the cost of night rates is a subject which needs a thorough going over.

Franco Distributes Letter

James was notified by Franco that a copy of his letter had gone to all members of the latter's 4-A committee but there has been no reported action on the part of the group.

In his final point, James said "rate protection, the effective dates of rate increases, and other similar rate card provisions could also stand some looking at, we believe." The Mutual veepee stated that the influx of new stations, competitive effects of FM and TV and progress made by some magazines and newspapers have all combined to place radio under the necessity of making sure "that its rates are right."

Toward this end, Mutual's self-expressed motive is to establish "what is wrong with the present rate structure and then cooperate with everybody concerned to put it right." Results of the studies will be made available to the whole industry.

Sponsors News On WCBS

P. Lorillard Company, for Embassy Cigarettes, will sponsor the 4:25-4:30 p.m. news, Monday through Friday, over WCBS beginning August 9. Same concern is buying station breaks daytime and night-time, one daily, Monday through Saturday, beginning August 9. Agency is Geyer, Newell & Ganger, Inc.

Stork News

Charleston, W. Va.—Erik Paige, he's director of sports at WCHS, Charleston, announces the birth of a son, Ronald Jeffrey, weight 7 pounds, 11 ounces, born to Mrs. Paige at McMillan Hospital in Charleston.

★ THE WEEK IN RADIO ★

NAB Standing Committees Announced

By ERNEST STERN

CLEAR Channel Broadcasting Service urged FCC to carry out edict to end special nighttime authorizations. COBS jumped into controversy when daytime stations, who have temporary evening hours, asked FCC to reconsider its decision. Daytimers said FM outlets not sufficiently established to provide necessary nighttime service.

Fourteen standing committees named by NAB for 1948-49. No committee directly charged with code enforcement. . . . Kaiser-Frazer bought Walter Winchell on ABC starting Jan. 1. Commentator will get \$650,000 a year. . . . U. S. delegation to United Nations issued special report saying greatest peril to free radio and press is government control

Mutual may use Stratovision in telecasting World Series. Method would provide hookup between stations of the east and midwest. . . . BMB subscribers total 706, same number who bought first study. . . . FCC rejected request of Times-Mirror Co., Los Angeles, for extension of FM construction permit. Holder wanted more time to decide whether to go ahead with FM.

Further boom in TV set production forecast by RMA. First quarter output of receiving tubes more than tripled amount of same period last year. . . . Tri-States Meredith Corp. notified FCC that it has terminated commitment to buy KSO, Des Moines, because of long delay by Commission in handling matter. Application was filed with FCC last Feb. 16. . . . Thomas D. Connolly appointed manager of program sales for the Columbia Network.

Five stations in Baltimore area cited for contempt of court on charges of violating court rules on crime news. News commentator also named. . . . Miami Herald and WQAM-FM operating publicly for first time news broadcasts by multiple facsimile. Recorders leased to business firms for \$85 a month. . . . TV package producers submitted some 250 program suggestions for inclusion in RADIO DAILY's annual Shows of Tomorrow, out next month.

BBC musicians strike slated for Aug. 1. BBC officials say wage demands would cost an extra million dollars a year, but musicians say it would amount to only one-tenth of that. . . . Bing Crosby renewed by Philco on ABC for third successive year.

Petrillo's ET ban still firm. Recording companies have received no answer to their requests for contract negotiations. . . . GOP and Democratic parties set up radio, television and press headquarters in Washington. New York was tentative site but special sessions of Congress brought a switch.

Dr. Edwin Armstrong filed suit against RCA and NBC charging infringement of five basic FM patents. . . . Chrysler dealers five-minute transcribed strip across the board on

95 stations. McCann-Erickson handles account. . . . CBS dropping "Studio One." Producer Fletcher Markle becomes director of "Ford Theater" in October.

FCC set October hearings on right of networks to represent affiliates in sale of national spots. Four major webs, DuMont and National Association of Radio Station Reps named parties in the hearings. . . . Net income for General Electric up 28 per cent.

"Voice of America" added BBC transmitters in England for relay purposes. . . . Roger Baker of KOB, Albuquerque, named commercial manager of WKBW, Buffalo. . . . NAB Radio News Committee urged broadcasters to re-examine at intervals their news organizations to improve professional standards and coverage.

Association of National Advertisers to hold annual meeting in New York, Oct. 25-27. . . . Baptist FM network forming in Texas. First eight stations on the air. . . . Columbia University in cooperation with NBC to offer 27 radio and TV courses during upcoming academic year.

ABC's Walter Winchell and "Stop the Music" atop the July 15 Hooperatings. . . . NBC's Radio-Recording Division reported 28 sales for "Touch-down Tips with Sam Hayes." . . . Scripps-Howard denied CP for Cleveland. Grant went to the competing Cleveland Broadcasting Co. for five KW unlimited.

Realign WNBC Programs For Morning Listening

Realignment of the morning schedule on WNBC, key station of NBC in New York, in order to increase the station's entertainment and news service to listeners was announced the past weekend by Thomas B. McFadden, station manager, and D. L. Provost, program manager. The changes which will go into effect on August 2 will alter the present format of the Tom and Wally show, the Bob Smith show and will add news periods to the schedule.

Beginning at 5:55 a.m., with a new 5-minute news summary at the conclusion of the "660 Club," the new scheduling includes an additional half-hour on the Bob Smith show, and realigns the format of the Tom and Wally programs.

Smith will now be heard from 6:35 to 8:30 a.m. Monday through Friday, with an additional news period added from 6:30-6:35 a.m. Clyde Kittell will be the newscaster in this new period. The Tom and Wally show, previously heard from 6:00 to 7:00 a.m., will be reduced to a half-hour, from 6:00 to 6:30 a.m., and will be retitled "Tom Page, Rural Reporter."

In addition, the Bob Smith show will no longer be heard on Saturday mornings. In its place will be a special program featuring Wally Butterworth. Butterworth, formerly heard

FCC Asks ABC Reply To Critics' Complaints

Washington—The FCC, under date of June 23, has dispatched to the American Network a letter calling for information regarding complaints to the Commission that ABC "has formulated policies and engaged in conduct designed to induce affiliated stations to surrender their responsibility and discretion in the selection and scheduling of network programs."

"Threats" Charged

Said the Commission, "the complaints allege that certain stations which have rejected a number of network programs offered by ABC, either in network option time or station option time, have been threatened with the loss of their station affiliation contracts, and that in some instances stations which have shown a willingness to substitute locally-originated programs for the programs of ABC, or which have on occasion rejected network programs which they believe were not in the public interest, have been told they must either change their policy and accept all the network programs offered them, or lose their affiliation contracts."

Hundred per cent co-operation with the network was urged at affiliate meetings by ABC toppers, the FCC said it had been informed.

A complete statement on the matter was asked, but the FCC said last week it has not yet been provided. Also asked for in detail were statements concerning negotiations during the past two years for affiliation renewal with KPRO, Riverside, Calif.; WJNG, Dayton, and WJW, Cleveland.

Bright Joins WVNJ

Bob Bright has been appointed to the sales department of Station WVNJ, Newark, New Jersey, 5,000-watt scheduled to air on September 1 at 620 kc. The announcement was made last week by the General Manager, Ivan Newman.

Bright resigned last week from Station WDAR, Savannah ABC affiliate, where for the past two years he has held the post of commercial manager. From 1943 to 1946, Bright conducted "Bob Bright's Bandstand" at WAAT, Newark, and WPAT, Paterson.

Kevin McCann

Kevin McCann, five-year-old son of Alfred and Dora McCann, who broadcast daily on WOR, was drowned Thursday night, July 22, in the backyard swimming pool of their home in Yonkers, N. Y. Child was suddenly missed by household members early in the evening and several hours later was found in the pool. Funeral was held last Saturday. The McCanns have two other children, one of which was recently adopted from the New York Foundling Home.

on the Tom and Wally program, will conduct a Saturday morning show with records, time signals, weather reports, etc.



Department store demonstrations show how television makes shopping easier—saves time!

Shopping by Television—a coming convenience

You know television as an exciting source of news and entertainment. But what about its many other uses?

250,000 people—at a demonstration arranged by RCA Victor—learned the advantages of a “Shop-by-Television” program. Television receivers, conveniently located throughout a big store, showed customers what was going on in other departments . . . saved time . . . made shopping simpler.

88% of these customers said television was a major help . . . 62% said the program had drawn them to the store . . . more than half intended to visit departments where televised merchandise was sold. Sales of many televised items jumped 200% above normal!

Beyond its value *within* a store, “Shop-by-Television” is already reaching across the air waves to enter customers’ homes. How convenient it will be to *see* merchandise on the screen of your RCA Victor television receiver, and then

be able to do much of your shopping by telephone!

Such types of progressive research lead to new uses for radio-electronic products and services, and to the quality you associate with the names RCA, and RCA Victor.

When in Radio City, New York, be sure to see the radio, television and electronic wonders at RCA Exhibition Hall, 36 West 49th Street. Free admission. *Radio Corporation of America, RCA Building, Radio City, N. Y. 20.*



RADIO CORPORATION of AMERICA

TELEVISION DAILY

Daily section of RADIO DAILY, Monday, July 26, 1948 — TELEVISION DAILY is fully protected by register and copyright.

HEAVY BIZ FOR WJZ-TV KICKOFF

TELE TOPICS

By IRWIN ROSTEN

TELEVISION bandwagon among mags and newspapers is really rolling. Double-truck in the current Life on Dick Smith, NBC makeup man, booms TV as follows: "In the long run, the best remembered thing about the 1948 convention will doubtless be television." . . . N. Y. Herald-Tribune's Bob Moora prepping the daily's second special video supplement within four months. Slated for Aug. 8 publication, section coincides neatly with WJZ-TV premiere. . . . Arthur Miller, former CBS flack, starts a regular TV column in "Miss America," teen age mag, next month. . . . Paul Denis, N. Y. Post radio ed, last week came up with one of the most constructive critiques of programming that tele has seen.

HILE-DAMROTH, visual consultant outfit whose "Black Magic Board" was used 45 times to illustrate NBC-Life convention shows, is building low-cost live TV packages around "the amazing-gadget" for Fall showcasing. Shows will run between two and five G's, with commercial spots somewhat lower. . . . McCann-Erickson begins production, Aug. 2, of six new commercial films for Swift. Special Purpose Films will shoot the series, due for airing Sept. 2. . . . Irene Silver, formerly with Televiser, has joined Tele-Sports, Inc., as associate of publicity chief Al Cirillo. . . . Kickoff show of WSPD-TV, Toledo, drew favorable comment from 70-mile radius.

TELE COMMITTEE of the 4-A's to meet with Ed Sullivan tomorrow ayem to discuss charges that the columnist used "pressure" to line up talent at low fees for his CBS "Toast of the Town" stanza. Sullivan has denied the allegations, said he's being made the "whipping boy for the whole field." . . . Walter Bunker, Y&R radio and TV topper on the Coast, upped to veepee. . . . CBS-TV closes its "Presidential Timber" series Wednesday nite, with appearance by Edward A. Teichert, Socialist Labor candidate.

GEORGE PRICE returns as emcee of NBC's Texaco Star Theater tomorrow nite, with Bert Wheeler and Al Bernie heading the bill. Ed Sobol directs. . . . Watch for two big-dough advertisers to take the TV plunge real soon. . . . H. R. Newman, of Tele-Show Co., is writing tavern owners urging emulation of the Hoboken barkeep who closed the joint every afternoon so that neighborhood kids might watch Howdy Doody et al. . . . DuMont's "Court of Current Issues" adds a fifth outlet, WNAC-TV, tonite. . . . Penna. state tennis championship matches got heavy play from WFIL-TV over the week-end, with court expert Walter Tillman handling the commentary. . . . Sam Wanamaker and Rita Colton signed by NBC for the web's "Playhouse" aircer next Sunday.

TV Censorship Asked Re-Allocation Hearing By Md. Movie Exhibs Opening This Morning

Baltimore—Concerned over competition from television, Maryland movie operators have begun a drive to have video included under the jurisdiction of the state's film censorship law. A letter from the Theater Owners Association of Maryland, signed by its president, Lauritz Garman, to Helen C. Tingley, chairman of the State Board of Motion Picture Censors, has led the board to ask the Attorney General for a ruling on its responsibility for blue-pencilling TV entertainment.

Wants Expense Shared

Letter stated, according to Mrs. Tingley, that while movie exhibs must bear expenses of censorship, tele does not. She added that the operators expressed the fear that TV will cut down their revenue. Under the present law, a charge of \$2 is levied for every 1,000 feet of film reviewed by the board.

WSPD-TV Signs With NBC

Signing of NBC's fifth Mid-Western affiliate, WSPD-TV, Toledo, was announced Friday by Easton C. Wooley, director of the web's stations department. Outlet, which began commercial operation July 21, signed for both interconnected and non-interconnected affiliation. Sept. 20 has been set as the date for coax hookup of the Mid-West net. WSPD-TV is owned and operated by Fort Industry Co., licensee of NBC's Toledo AM affiliate.

Washington — Stratovision is the first topic slated for discussion this morning as the FCC hearings on TV channel re-allocation resume after a two-week layoff (Presentation will be by Westinghouse.

Following stratovision, ABC will launch a discussion of tropospheric effects, with a score of other broadcasters to join in on the matter. TBA and Du Mont are both scheduled to present their comments on the proposed new allocations, with CBS, NBC and 10 broadcasters to join in the discussion of directional antennas.

Iowa Publishers Bidding For 3 TV Stations In N. Y.

Des Moines — Meredith Publishing Co., publishers of Successful Farming and Better Homes and Gardens, is making a strong pitch for tele in New York, with corporations formed at Syracuse, Albany and Rochester.

In Syracuse, the Meredith Syracuse Television Corp. has been granted a CP, while applications are pending for the other two cities. Application for the N.Y. capital is for the Meredith Champlain Television Corp., comprised of Meredith and Champlain Valley Broadcasting Corp. Hearing has been set for Sept. 27. Parent company applied in Rochester.

Firm's application for purchase of KSO here, made with Tri-States Theater Corp. has expired, and notice was filed with FCC dropping the plan.

Twenty-Two Accts. Signed For Debut Of ABC Outlet

Contracts totalling more than half a million dollars have been landed by WJZ-TV, ABC flagship which goes on the air Aug. 10, it was announced Friday by Murray Grabhorn, web veepee in charge of owned and operated stations.



GRABHORN

"America's Town Meeting," which debuts as a dual AM-TV aircer on Oct. 5, will be bankrolled on WJZ-TV by Modern Industrial Bank, sponsor of the co-op series on AM. Agency is Metropolitan Advertising Co. The other program sold is a five-minute film for Rheingold Beer, produced by Foote, Cone & Belding.

The other accounts, all for spots, are: Benrus Watches, Illinois Meat Co., Peter Paul candy, Old Dutch Coffee, F. & M. Schaeffer Co., Robinson Lloyd's, Rosedale Knitting Mills, Colgate - Palmolive - Peet, Brown & Williamson Tobacco Co., Continental Baking Co., Francis H. Leggett, Esso, Walco Sales Co., Philadelphia Dairy Products, Phillip Morris, Eastern Airlines, International Silver, Whitman's Chocolates, Aborn Coffee and Gold Seal Glass Wax.

WPIX To Air Benefit Preem

Benefit premiere of "The Babe Ruth Story" at the Astor Theater today will be televised by WPIX, 8:15-9 p.m. Besides the Great Bambino, those skedded to appear include Francis Cardinal Spellman, Mrs. Lou Gehrig, Sister Kenny, Marlene Dietrich, Gloria Swanson, Burgess Meredith, Charles Bickford and Peggy Wood.

H. S. Football On Hub TV

Boston—Linus Travers, executive veepee of the Yankee Network, announced over the weekend that WNAC-TV will televise 30 high school football games from Manning Bowl, in Lynn. Series, which begins Sept. 3, includes 20 nite games.

WTMJ-TV to Host Ad Execs.

Milwaukee—Executives of twenty-five agencies in the Milwaukee area will attend WTMJ-TV's second "shirt-sleeve" session Tuesday to discuss impact of TV as an advertising medium. Ad men will see demonstration of various tele commercials and new techniques, and will be taken on tour of the station.

The Week in Television

Stratovision Hookup For Series Planned

Major step towards a nationwide tele system was seen in Mutual's plans for linking the Eastern and Mid-Western AT&T webs for coverage of the World Series. Stratovision will be the method used to effect the hookup if negotiations pan out. . . . ABC completed plans for its N. Y. video studio, said to be "America's largest." Cost of reconverting the riding academy not disclosed, but rental reported to be \$68,000 per annum plus taxes.

Expanding its organizational setup, TBA announced establishment of regional committees in each of four major TV areas—East Coast, Mid-West, Southern and West Coast. . . . Network pickups of local sporting events declining, games will become strictly a local station plum within a year. . . . Use of tele by manufacturers and retailers will cut distribution costs by bringing sales closer to culmination through initial impact, George Moskovics, of CBS, told a Fashion Group luncheon.

RMA forecast further boom in receiver production, reported that members turned out 170,430 cathode ray tubes the first quarter of '48, more than three times the amount made during the similar period last year. . . . ABC announced AM-TV duplication of America's Town Meeting beginning Oct. 4 as a co-op package. . . . Tele projector designed for presentation of shows to large audiences was unveiled by RCA.

FM Expenditures Show Big Increase

(Continued from Page 1)

cast equipment sales reported by the RMA, FM stations accounted for 49.9 per cent, television for 29.4 per cent and AM for 20.7 per cent. These are dollar-volume figures.

"Inasmuch as FM equipment is much less expensive than that for television, the sales figures for the first three months of this year point to a tremendous expansion for FM broadcasting.

"Television is growing, but on a much more restricted basis than FM. For instance there are 575 commercial FM stations and 22 non-commercial stations serving the people of more than 350 communities, whereas television, because of its enormous cost, is necessarily confined to the larger cities, thus depriving the smaller communities of this new service. Television at present can be seen in only eleven communities.

Looks Into the Future

"For the future," said Bailey, "we see a three-fold service: FM for sound, replacing AM because it is better; television for visual broadcasts, which might be termed the rotogravure or feature section, and facsimile for the printed word and picture."

The Radio Manufacturers Association reported that FM transmitting equipment sales in the first quarter of 1948 aggregated \$1,615,204, while AM sales for similar equipment amounted to \$667,435. Studio equipment sales for both FM and AM totaled \$1,193,060, and antenna sales for FM and AM amounted to \$558,577.

Although the RMA did not distinguish between FM and AM in tabulating studio equipment and antenna sales, FMA estimated, on the basis of the transmitter differential, that FM studio equipment sales amounted to \$844,209 while similar sales in the AM field were \$384,851. For antennas, FM stations spent approximately \$395,249, whereas the AM expenditures for antennas were \$163,328.

Joins ABC Promotion Dept.

Oliver E. Treyz has joined ABC as a writer in the presentations department. He comes to ABC from Sullivan, Stauffer, Colwell & Bayles where he served almost two years as manager of the agency's research department.

Treyz started in radio with WNBC, Binghamton, N. Y., and after two years came to New York where he worked as a writer-producer in the radio department of B. B. D. & O.

Husing Substitutes

With Ted Husing away on a European vacation, his Bandstand on WHN, New York, will be filled in this week by Skitch Henderson and Woody Herman during the morning show from 10-12 noon. Evening segments, from 5-6:30 p.m., will be handled on various days by Peggy Lee, Guy Lombardo, Vic Damone and Connie Haines.

COAST-TO-COAST

Thirteen "Pinch-Hitters"

Raleigh, N. C.—WRAL early a.m. listeners have become accustomed to hearing a city councilman perform as an early morning d. j. And Raleigh citizens have become equally accustomed to hearing about a d. j. serving as a city councilman. WRAL mgr., Fred Fletcher, whose performances have made his "Tempus Fugit" show the talk of the town, used his popularity to advantage last year when the voters selected him as one of the seven members on the city council. This month, taking his vacation, Fletcher selected 13 "pinch-hitters" to fill-in during his absence. Heading the list is N. C.'s Secty. of State Thad Eure. The other 12 mc's were selected from Raleigh's list of civic and business leaders. The fill-in mc's will not only have to read commercials and spin discs, they'll also be called upon to tell a fairy tale, a regular feature which Fletcher began over three years ago for the younger listeners.

Famous Preacher Now On FM

Washington, D. C.—Elder Solomon Lightfoot Michaux, famed revival preacher is now heard over the facilities of WASH-FM, each Sunday in the 7 to 7:30 p.m. slot. Michaux and his congregation has been heard for many years over stations in Newport News and Norfolk, Va. and in recent years on the coast-to-coast network hookup of CBS. Michaux was for many years a feature of the BBC and is currently being seen and heard via the DuMont TV network. Larry Carl, program mgr. of WASH-FM said "the station is pleased to present this famous broadcast to the new FM audience feeling Elder Michaux will widen his already great following in his broadcasts on FM."

WFPG's Tower Nears Completion

Atlantic City, N. J.—The new 408-foot AM-FM tower being built by WFPG is nearly completed. Structure will be the tallest in all of South Jersey and will radiate station's FM signal with a power of 15,600 watts to listeners within a radius of sixty miles. Completion of the new tower will also increase their AM service area by nearly fifty per cent by radiating its signal with an efficiency comparable to a tripling of present power. New tower also has been engineered to serve as a means of bringing tele to the Atlantic City area. Station was first of five applicants to apply for TV license.

WLNH Opens Extra Studios

Laconia, N. H.—Celebrating its 26th year in broadcasting, WLNH has opened additional studios in Franklin, N. H. The new studios will make the station's facilities conveniently available to a large segment of its listening audience. Station is also airing a summer series of good-will announcements, inviting the many vacationists to shop in the Lakes Region, and to listen to their favorite Mutual programs over the outlet.

Membership Pays Off

Syracuse, N. Y.—WSYR's early morning man, Robert F. (Deacon) Doubleday's membership in some 5 Central N. Y. volunteer fire depts., enabled him to scoop the town on his broadcast on a fire which destroyed a Phoenix, N. Y. paper mill. Call from a fireman who had been at the scene of the early morning blaze, gave him some details. Soon other out-of-town fire departments were calling at their own expense, and by 5:30 a.m., the Deacon had the whole story on the air, telling it as it came to him over the phone to make a dramatic scoop, thanks to the efforts of his volunteer firemen friends.

WLAW Conservation Campaign

Lawrence, Mass.—In order to stimulate and encourage interest in the preservation and protection of New England's natural resources, William H. Ridings, sports columnist for the Lawrence, Mass., Eagle-Tribune who also presides over WLAW's weekly "Rod & Gun Club," launched a radio contest last week open to all listeners in the station's area, particularly hunters and fishermen. Contest, which extends through Aug. 31, entails writing of letters on any phase of conservation. Entries will be judged by outstanding conservation authorities and long list of prizes will be awarded for best ideas submitted.

Prepares For First Anniversary

Columbus, Ind.—WCSI-FM is now making preparations for the biggest party in its history, the first anniversary of the station, which will be held in this city on Wednesday, Sept. 1. Station plans an afternoon stage show at Crump Theater with big names of stage, screen and radio. Show is set for 2 p.m. with free admission to the public. In the evening, a banquet will be held at 7:30 at the Elks Club, with leading citizens of Ind. as special guests. Promotion build-up for the celebration is being planned in the form of transcriptions, consisting of birthday greetings from top name bandleaders and movie stars.

Narrates Atlanta 'Pops' Concert

Atlanta, Ga.—For the second consecutive year, Fred Parsons, WSB announcer, is appearing as narrator on the Atlanta 'Pops' concert series. Parsons is heard on such WSB programs as "Concert Showcase," "Reserved for Music," Summer Symphony," and has also announced on the NBC show, "Orchestras of the Nation."

Joins ABC Stations Dept.

Andy Keay, formerly supervisor of commercial and sustaining traffic for ABC, joins the network's station relations department, effective immediately. Keay replaces Bud Stimson who now will assist Lee Jahncke, ABC Television stations relations manager.

Many Nations To Air U. K. Olympic Games

(Continued from Page 1)

KFWB, Hollywood, Calif.; WGR, Buffalo, N. Y.; WBNS, Columbus, Ohio and WHAS, Louisville, Ky. The BBC is also prepared to assist other American stations by handling special recording requests.

The nerve-centre of it all is the Radio Centre that the BBC has equipped at Wembley's Palace of Arts, a building that was first put up for the display of Dominion art at the 1924 Empire Exhibition. Where once stood statues and architectural models is now the main control room, with bays and bays of technical equipment. One display room has been cut up into eight studios, and another into twenty recording cubicles. Alongside is a restaurant and an information room, and in another corner of the building a suite of rooms devoted to television.

17 Sports Included

Branching out from this radio centre are lines which reach out to the thirty-one Olympic avenues. Down these lines will come commentaries and reports on seventeen different sports, as far removed from each other as yachting and fencing, cycling and canoeing. The commentators' reports will be in a multitude of languages, destined for a multitude of countries, so another network of lines must be provided to carry these reports to the four corners of the world.

There is a danger that these broadcasts might get "lost on the way," due to lines getting wrongly routed as they pass from country to country. To reduce the chance of this, the BBC is trying out an idea suggested by the Finnish radio engineers, who will be responsible for the broadcasting arrangements for the 1952 Games.

The intention is to have records which can be played for several minutes before a broadcast starts: for example, the disc for Poland will keep saying in English, in the language of destination, and perhaps, in one or two other languages, "Transmission from London to Warsaw." That message, repeated over and over again, should ensure that operators along the route to Poland can easily recognize the line that will soon be carrying a broadcast of, say, the Marathon from Wembley Stadium all the way to Warsaw.

Having provided facilities for 200 broadcasters who are gathering in London to give the world event-by-event commentaries during the fifteen playing days of this great sporting festival, the BBC has also had to make complicated arrangements for its own overseas services, for its services to listeners in the United Kingdom, and for television to British viewers.

News In Sky

Latest WTAG promotion was in the form of news in the sky. The Good-year blimp, "Ranger" flew over the city from 8:30 to 11 p.m. recently, flashing bulletins of hot-off-the-wire news from the WTAG newsroom.

RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television

VOL. 44, NO. 18

NEW YORK, TUESDAY, JULY 27, 1948

TEN CENTS

MAGAZINE PUBLISHERS ARE USING RADIO

Women Broadcasters On U.N. Committee

Fay Clark, woman commentator of WBRV, Waterbury, Conn., has been named chairman of the newly created Advisory Committee to the Women's Broadcasts Section of the United Nations, Dorothy Lewis, coordinator of Women's Broadcasts at U. N. announced yesterday.

The committee is composed of the following members: Darragh Aldrich, WCCO, Minneapolis, Minn.; Victoria Corey, KDKA, Pittsburgh, Pa.; Ruth Crane, WMAL, Washington, D. C.; Elsie Dick, MBS, New York; Katherine Fox, WLW, Cincinnati, O.; Martha Gaston, KFOX, Long Beach,

(Continued on Page 2)

Wallace Party Convention Got 34 Hrs. Of Web Time

Four major networks devoted a combined total of 34 hours of AM coverage to the Progressive Party's national convention last week-end. Breakdown, as reported by each network, showed 9 hours and 35 minutes for NBC, 9 hours for MBS, 8½ hours for ABC and 6 hours and 55 minutes for CBS.

CBS reported slightly over 25 hours of television coverage of the Henry

(Continued on Page 2)

Chain Store Purchasing Heavy Broadcast Time

West Coast Bureau, *RADIO DAILY*
Los Angeles—Purchase of five and three-quarter hours of broadcast time on KNX, Los Angeles, for a single day's programming as a salute to the city of Santa Ana, Calif., was announced yesterday by the Alpha Beta Food Markets, Inc., who will open

(Continued on Page 2)

Sign of Fall

The annual College All-Stars versus the National Professional Football League champions, will be broadcast exclusively over Mutual on Friday, August 20, starting at 9:30 p.m., EDT. The All-Stars this year—this is the 15th game in the annual series—will be facing the Chicago Cardinals, and the game, already a sellout, will be played at Soldiers' Field.

Sight and Sound

President Truman's message to a special session of Congress will be carried at 12:30 p.m., EDT, today by all major AM and TV networks and hundreds of independent stations. Pooled telecast, handled by CBS, will begin broadcasting at 12:15 p.m. Mr. Truman is expected to present an 11-point program to the Congress, including requests for meat rationing and price control.

Importance of Radio Stressed in Booklet

Lever Brothers Co., among radio's ten biggest sponsors, has increased its advertising budget 150 per cent within the last 18 years while at the same time sales have gone up 400 per cent. These facts are revealed in a four-color booklet, done in comic book style, which is being mailed to 8,000 company employees under the title, "What About Lever Advertising?"

Handbook shows Joe Smith, a mythical Lever warehouseman, making a tour through the various departments of the organization and asking ques-

(Continued on Page 8)

WNYC To Handle Plans For Airport Programs

Details of the Municipal Broadcasting Company's plans for coverage of the dedication of Idlewild Airport on Saturday, July 31, were released the past week by Seymour Segal, director of WNYC, the New York municipal station. President Truman, Gov-

(Continued on Page 5)

ABC Common Stock Listed On N. Y. Stock Exchange

Marking a milestone in the progress of the network, American Broadcasting Company yesterday announced that 1,689,017 shares of its \$1 par value common stock have been listed on the New York Stock exchange under the ticker symbol ABC.

Progress of ABC dates back to October, 1943, when Edward J. Noble, now chairman of the board, bought the network for \$8,000,000 cash. At

Launch Experimental Comm'l Program On KFI Under Joint Sponsorship Of Publishers And Dealers

FCC Radio Permits Total Over 635,000

Washington Bureau, *RADIO DAILY*
Washington—The FCC yesterday reported that it had more than 635,000 radio authorizations outstanding at the end of June. This total included 504,847 operators licenses, this figure being about 90,000 more than for the year before. Included are permits for AM, FM and television, also experimental video, educational, inter-

(Continued on Page 6)

New Albany, N. Y., Outlet To Become ABC Affiliate

WXXW, Albany's new radio station sponsored by three New York advertising men, has begun broadcasting, as a 10,000 watt day and night operation, Stephen R. Rintoul, president of the Champlain Valley Broadcasting Corporation, announced

(Continued on Page 5)

AP Clients In Georgia Form State Association

Atlanta—Georgia radio members of The Associated Press organized themselves into the Georgia Associated Press Radio Association last week.

Charles Pittman, General Manager

(Continued on Page 5)

Some of the nation's largest magazine publishers are joining with independent magazine publishers in Southern California in an experimental commercial sponsorship of "Johnny Murray Talks It Over" on KFI, Los Angeles, five days a week, Monday through Friday, 4:15 to 4:30 p.m., beginning Aug. 2;

(Continued on Page 6)

Pass Campaign Hat For Wallace Party

Stressing the fact this is "the end of free time" and from now on "we and all political parties must buy time," William S. Gailmour former network news commentator, raised pledges of \$50,000 at Shibe park, Philadelphia, Saturday night, as the beginning of the Progressive Party's radio campaign fund. The meeting, likened to revival meeting of the late

(Continued on Page 5)

Barber Stricken On Tour; Will Miss Olympic Games

Red Barber, CBS sports commentator, was taken to Presbyterian Hospital in Pittsburgh last Friday, stricken with a gastro-intestinal ailment. Barber, who will be forced to remain in the hospital until this Friday, at

(Continued on Page 8)

New U.N. Series

"U. N. In Action," a new weekly public affairs series, designed to give a broad picture of vital United Nations activities in social, economic and scientific fields, and its goals for human betterment, starts on CBS, Sunday, Aug. 1, 11:15-11:30 p.m., EDST. The new series is presented as a companion piece to "United Nations Politics," heard Fridays 6:15-6:30 p.m., EDST.



Vol. 44, No. 18 Tues., July 27, 1948 Price 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; James Owens, 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 WI5consin 7-6336, 7-6337, 7-6338.

WEST COAST OFFICES

Ralph Wink, Manager
 6425 Hollywood Blvd. Phone: Granite 6607

WASHINGTON BUREAU

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

CHICAGO BUREAU

Nat Green
 1417 Ashland 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

(July 26)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
ABC	9	8 ⁵ / ₈	8 ³ / ₈
Admiral Corp.	14	14	14
Am. Tel. & Tel.	153 ⁷ / ₈	153 ³ / ₄	153 ³ / ₄
CBS A	27 ¹ / ₂	27	27
CBS B	25 ³ / ₄	25 ³ / ₄	25 ³ / ₄
Farnsworth T. & R.	10 ¹ / ₈	9 ³ / ₄	9 ⁷ / ₈
Gen. Electric	40	39 ³ / ₈	38 ⁵ / ₈
Philco	41	40 ³ / ₄	41
RCA Common	12 ⁷ / ₈	12 ¹ / ₂	12 ¹ / ₂
Stewart-Warner	14 ¹ / ₈	14	14
Westinghouse	28 ⁷ / ₈	28 ³ / ₈	28 ⁵ / ₈
Westinghouse pfd.	89	89	89
Zenith Radio	31 ³ / ₄	30 ⁵ / ₈	30 ⁵ / ₈

OVER THE COUNTER

	Bid	Asked
DuMont Lab.	13	13 ³ / ₄
Stromberg-Carlson	16	17 ¹ / ₂
U. S. Television	2	2 ¹ / ₂
WCAO (Baltimore)	27	29
WJR (Detroit)	8 ³ / ₄	9 ³ / ₄

10 YEARS AGO TODAY

(From the files of Radio Daily)

A highly optimistic view of the new broadcasting season was being taken by engineers, stations and representatives in Chicago. This new attitude was based on more than hope. NBC signed contracts accounted for a goodly portion of the feeling, since the net reported that the biggest business in their history seemed assured for the fall. CBS also voiced an opinion that business looked bullish and MBS was getting set for a heavy line-up of sponsored programs. . . . The 15 members of the Independent Radio Network Affiliates met at the Hotel Waldorf-Astoria and have called a convention of the affiliates in Chicago in mid-Aug. It will be up to those who attend to decide whether or not the IRNA will again function as an organization or terminate.

★ **COMING AND GOING** ★

ROBERT SAUDEK, vice-president in charge of public affairs for the American network, is back at his desk following a motor trip of one week through New England.

J. KELLY SMITH, vice-president of CBS in charge of company-owned station administration, is expected back today from the West Coast, where he conferred at KNX.

TED OBERFELDER, American network's director of advertising and promotion, is vacationing at Digby, Nova Scotia. He's expected back Thursday.

IVAN BLACK, publicist, has returned from his summer home in Woodstock, N. Y., where he spent the past 10 days.

ARTHUR GODFREY, whose CBS program late last week was heard from WCCO, Minneapolis, where he went to participate in the city's Aquatennial, is back in New York.

MIKE McEVoy, radio editor of the Mobile (Ala.) Register, has returned from vacation. During his absence, Maurice Castle pinch-hit for him.

CARL BURKLAND, general sales manager of CBS Radio Sales; **TOM ELLSWORTH**, advertising director, and **FRED MAHLSTEDT**, research director, tomorrow will go down to Philadelphia for a sales conference.

ARTHUR PERLIS, assistant director of press information at CBS, left yesterday on an automobile trip through New England and Canada.

CHARLIE CANTOR, radio comic, flying from Lake Tarleton to New York, en route to Hollywood.

THEODORE C. STREIBERT, president of WOR, yesterday came down from Seal Harbor, Me., to attend a board meeting. He left again last night for the Maine resort to complete his vacation.

RUSS JOHNS, supervisor of the CBS short-wave division, is back on the job following two weeks in Chillicothe, Ohio.

PERCY FAITH has returned from two months in the Canadian Rockies and on Sunday will resume his chores as maestro on "The Pause that Refreshes" over CBS.

Wallace Party Convention Got 34 Hrs. Of Web Time

(Continued from Page 1)

Wallace conclave, NBC announced 22 hours and 45 minutes and Du Mont 10 hours and 14 minutes. NBC continued its "Room 22" presentations from Convention Hall with both Henry Wallace and Sen. Glen Taylor appearing for interviews.

ABC placed its operating cost for the three-day convention at \$55,000. Commercial cancellations amounted to another \$26,619. In covering the three Philadelphia conventions, ABC had a cost, plus cancellations, of \$277,000.

Mutual reported its operating cost for the Progressive Party convention to be \$5,730. Network cancelled no commercial programs but had an \$8,000 standby charge for "Chicago Theater of the Air" on Saturday night.

Women Broadcasters For U.N. Committee

(Continued from Page 1)

Calif.; Anne Hayes, KCMO, Kansas City, Mo.; Alma Kitchell, WNBZ, New York; Hazel K. Markel, WTOP, Washington, D. C.; Mary Margaret McBride, WNBC, New York; Lisa Sergio, WOV, New York; Violet Short, K TSA, San Antonio, Texas; Helen Sioussat, CBS, New York.

Movieland Theme

CBS' next documentary will be an hour-long analysis of the movie industry. Titled "The Hollywood Story," it will be broadcast during the week of September 19—the exact day has not yet been set. Werner Michel, production director of CBS' Department of Public Affairs, will produce; director will be John Dietz, and Peter Lyon, newly returned from several months research in Hollywood, will write the script.

Pauline Frederick To Lecture

Pauline Frederick will deliver a guest lecture on "Interviews, Contacts, Careers and Women In Radio" at the New York University Summer Radio Workshop on Thursday evening, July 29.

Chain Store Purchasing Heavy Broadcast Time

(Continued from Page 1)

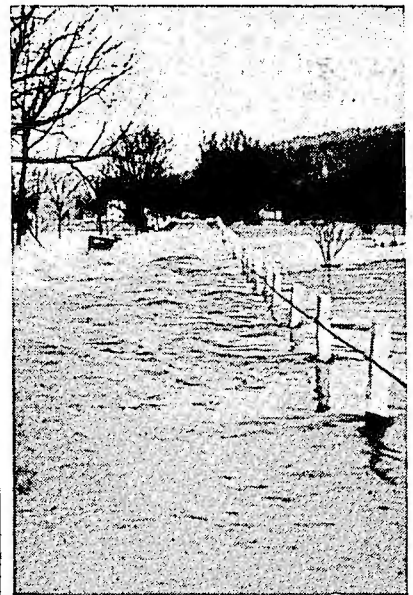
their 21st store in Santa Ana on August 14.

The Southern California chain store operators, great believers in the effectiveness of radio advertising, will precede the one day salute with a heavy schedule of spots on KNX. On August 14, artists and producers of KNX will journey to Santa Ana to participate in the day's broadcasts, which will originate on a specially constructed outdoor stage.

Use of radio in signaling the opening of chain stores is growing in popularity on the west coast. The merchandisers combine the presentation of live talent with broadcasting and use the guest appearances as a part of the plans to draw crowds.

Millikan To Speak

Hollywood—Dr. Robert A. Millikan, atomic expert, will be the principal speaker at the West Coast convention of the Institute of Radio Engineers set for September 30, according to Loyd Sigmon, chairman of the affair and chief engineer for KMPC.



Washed up

The press release called this a picture of "raging flood waters which swept Northern Pennsylvania and Western New York, that stalled traffic on route #5 near Pittsfield, Pennsylvania.

Washed up! That's what that car is. That's what the road is. And that's what the business that can't see the floodwaters of competition is going to be . . . Washed up.

We don't know how you're going to operate in other markets . . . but down here in Baltimore, in radio, the smart money uses W-I-T-H. That's the successful independent. W-I-T-H delivers more listeners - per - dollar - spent than any other station in town. W-I-T-H belongs on any selective test. Is it on yours?

117-119 W. 46th St.
 HENRY GREENFIELD, Mgr. Director N. Y. 19

SOUTHWEST SIDELIGHTS

BILL SHOMETTE, Farm and Ranch Director of WOAI, San Antonio, is in the Baptist Memorial Hospital there for an operation. He is expected to be gone from his post about two weeks.

John Siercovich, former transmitter engineer for KITE, San Antonio, has been named chief engineer of the station replacing L. E. Richards who has resigned to join the staff of the Good Neighbor Broadcasting Co., applicant for a standard broadcast outlet in San Antonio.

Don Cherry has been added to "Dream Nocturne" broadcast each Tuesday and Thursday nights for a half-hour over WFAA, Dallas. Cherry is a romantic baritone and will be featured together with Hugh Wad-dill at the organ. Cherry formerly appeared on KWFT, KTRN-FM and KFDX, Wichita Falls and also sang with Jan Garber's orchestra.

Del Dunbar, "The Drug Store Cowboy" heard over KABC, San Antonio is one of the few radio cowboys who is one in real life. Dunbar has his own cattle brand "The D-Bar Brand." He was born and raised on a ranch in Piedmont, Oklahoma.

The dean of gospel singers in this area is Pap Baxter, who can be heard on WFAA, Dallas practically any day of the week and sometimes more than once a day. Baxter and the late V. O. Stamps began a singing school in 1926 which is still active. The school has a Monday through Friday broadcast. Three quartets are connected with the school with one program each Monday through Friday. Then there is a 50-voice GI chorus which is heard each Tuesday over WFAA, conducted by Baxter.

According to the Charles Lutz, manager of KYFM, San Antonio, actual construction has begun on the new 500-foot tower which will radiate the 72,000 watt signal of the station following its completion.

A tour of the studios of WOAI and WOAI (FM), San Antonio has been made by 20 students in the occupations class of Harlandale Junior High. Arthur L. Forrest, WOAI production manager spoke to the group, following the tour, of the opportunities offered in radio. A question and answer period followed the talk.

Charles Van Gundy has been named manager of KFLV, Alpine. He was formerly with KWEW, Hobbs, New Mexico. Tommy Erwin has been appointed program director of KVLF.

Duke Warren has joined the announcing staff of KSIX, Corpus Christi. He was former announcer on KCRG and WCRF (FM) Cedar Rapids, Iowa.

"Calling The Big Bend" is the title of a daily airing being carried by the Cactus Network composed of KTUN, Pecos, KVKM and KVLV, Monahans. Series is composed of news and entertainment directed to park rangers, ranchers and visitors at the Big Bend National Park, where the nearest telephone is 80 miles away. In case of emergency, messages are flashed on the program.

Bill Lister, called "radio's tallest

cowboy" is being heard over KABC, San Antonio in a new series of half hour programs each Saturday night titled "Columbia Record Round-Up." On the airing Lister plays the latest Columbia hillbilly records and gives something of the background of each player and recording artist for the benefit of the listeners.

Ed Hyman, disc jockey for KYFM, San Antonio is introducing a new series of daily quarter-hour programs over KYFM titled "Tune Plugger." On the program Hyman will play up and coming hit tunes, give out with newsy notes of up coming artists with all information coming from various public relations men for the artists and records. He invites news and record men to send him material for "plugging." According to Hyman it will be the aim of the program to give time to artists and recordings that need a "break."

Robert M. Baird has been named commercial manager of KTXL, San Angelo. He was formerly on the sales staff of KRLD, Dallas. He has also been associated with KIXL, Dallas and KVOO and KTUL, Tulsa, Okla.

Officers of the recently formed Dixie Network comprising five Texas stations have been announced. Phil Dusenberry of KRIC, Beaumont, is president; Virgil Evans, KRXL, Baytown, vice president, and King Robinson of KATL, Houston, secretary-treasurer. Other stations are KOGT, Orange and KOLE, Port Arthur. Headquarters are in Houston.

WBIG Polio Hospital Fund Has Passed \$50,000 Mark

Greensboro, N. C.—Bob Jones' WBIG Polio Fund started a couple of weeks ago in Greensboro to aid in the building of an emergency polio hospital, is above the \$50,000 mark.

Top contributor was the Textile Workers Union of America. Major Edney Ridge having been notified by Emil Rieve, General President of Textile Workers Union of America, that the national organization had contributed \$5,000, a special program was given over WBIG with George Baldanzi, executive vice-president of T.W.U.A., handing Bob Jones the check to be placed in WBIG's lucky box.

The lucky box is one that a crippled boy, with no money to contribute to a tornado fund WBIG was raising at the time, carved out of cigar boxes with a penknife. Contributors of every age, in every walk of life have brought money in to Bob Jones; refrigerators, electric fans, have been contributed; mechanics, technicians, laborers of all kinds have offered to work free. Bob has used his early morning WBIG program most effectively in raising cash. Pennies from children's banks to four-figured checks have been sent in to Bob personally. Never has such response been given any cause sponsored by WBIG as this fight against Carolina's growing polio epidemic.



You guessed it! WINSmore is on the stump this year. Like thousands upon thousands of New York listeners, he's sold on the WINS platform—the BEST in music, news and sports.

Realizing there are other hopefuls on the stump this election year, WINS is there to cover them. With direct lines from three political hotspots, Washington, Philadelphia, and Cincinnati, plus three wire services, WINS is giving New Yorkers by far the best coverage of any independent New York station.

Our veteran newscasters, Don Goddard, Sidney Walton, Gil Kingsbury, Paul Jones, Carroll Alcott, and Howard Chamberlain, give WINS listeners vivid, complete commentaries, not capsule coverage.

The WINS news coverage is just one of the reasons why the New York audience is getting behind WINSmore. He has the word on what New Yorkers like to hear.

More and more advertisers prove that it's WINS! . . . more than ever before.



LOS ANGELES

By RALPH WILK

JOHNNY Talks It Over," returned to KFI on July 26. This friendly commentary on "ships and shoes and sealing wax" broadcast for many years on KFI and until recently on KNX, is being heard from 4:15-4:30 p.m. On its return to KFI, the program adopted a slightly different format, previewing for its listeners the most interesting articles in current magazines.

Harriet Crouse, Mutual publicist, now vacationing in the High Sierras, and Les Mawhinney, Don Lee Director of News and Special Events, left last week for a two weeks' vacation trip to Canada with his family.

Dick Powell, star of ABC's Thursday night newspaper-detective thriller, "Front Page," this week purchased film rights to an original story which he will put into production before the summer is out.

The veteran dramatic show for Dari-Rich, "Stars Over Hollywood," is being dropped by the sponsor following its Sept. 2 broadcast.

Frank Sinatra stays on "Hit Parade" through the summer after all, as the result of inability to find suitable replacement for him. Beryl Davis' spot, however, still will be taken by relatively unknown girl singers during August.

Henry Russell's current lectures for the accredited U.C.L.A. course on "Music in Radio" will be compiled into an authoritative book for use in radio schools in universities throughout the country. Russell, in addition to his chores as NBC music director and his conducting for films, gives three two-hour lectures a week.

"North Dakota—We Salute You," a new march written by songstress-composer Peggy Lee, in collaboration with her husband, David Barbour, will be premiered on "Sound Off" with Mark Warnow during the broadcast August 2nd, over the ABC network.

Garry Moore's book, "From Gags to Riches" (a primer for aspiring gag-writers, not an autobiography), will be published this Fall.

Louella Parsons, touring Europe, is buying representative articles in each country she visits, so that she'll have a collection symbolizing her trip. She has lace from Ireland, silver from Denmark and several pairs of shoes from Italy.



Mainly About Manhattan

● ● ● That's Life dep't: Video's yanking flesh acts out of theaters—and the giveaway shows are rushing from radio studios to theater stages. . . . Danny Thomas could have returned next fall for General Foods but deal was for 13 weeks only and Danny was afraid he might be dropped at an awkward time. (Any time they drop you is 'awkward,' Danny, me boy). . . . Mel Blanc threatening lawsuits in connection with "Woodpecker" tune. Comic claims he originated that weird laugh. . . . Current Newsweek 2-and-1/2 page article on H'wood Reporter's Edith Gwynn oughta land the gossiping gal plenty of additional syndication for her lively chatter—not to mention a weekly spot on that Lucky Strike quizzer, "Let's Talk H'wood." You name a gal who's better informed or who has a sharper wit.



● ● ● After Don Gillette finished the first draft of his novel, he was told by his publisher that it didn't have enough sex, murder and other sensational stuff, which seems to be what they want these days. So he's leaving next week on a western trip to bring back some hot stuff right off the carnival lots.



● ● ● The gang over at Toots were querying Cleveland's hurler, Don Black, regarding what he considered tough opposition up there at the plate. "How's DiMaggio to pitch to?" he was asked. "I don't have too much trouble with Joe," replied Don. "I just try to get the ball in there high and inside where he can't belt them." "What about Ted Williams?" someone wanted to know. Don thought that one over for about a minute. "Well," he finally said, "when I pitch to Williams, I just throw the ball in and from then on it becomes an outfielder's problem."



● ● ● 'NUFF SAID! PETER DONALD: All those televised wrestling matches might help the country get a grip on itself. . . . HERB SHELDON: There are some good heads in show biz and radio is felled with concrete examples. . . . AL SCHACHT: I tried to make an all-girl band but couldn't get to first bass. . . . BILL BERTOLOTTI: It's amazing how a country built on honor thrives on those singing commercials.



● ● ● Mel Baily, former mail clerk at Mutual and now promoted to apprentice producer-director in their program dep't, decided during his hitch in the army that he'd get the scripts he wrote on the air even if he had to buy the time himself. Starting four years ago, he began saving his chips with this in mind. The other day he bought 13 weekly quarter-hour periods on WGYN-FM and started the series which he writes and directs himself. Baily, now 21, has fashioned the series along the dramatic fantasy lines similar to those used by Wyllis Cooper on his "Quiet Please" ailer.



● ● ● AROUND TOWN: TV circles gabbing about a sensational new find, Sandra Deel, who guested on Johnny Desmond's show the other p.m. She's red-headed and red hot. . . . Les Tremayne ailer, "Romance," shifting to Friday nites. . . . Before leaving town, Lena Horne dropped in to pay a visit with Willie Bryand and Ray Carroll's WHOM session. . . . Bob Mernit readying a fall radio show to emanate from his Mayfair Restaurant. . . . With Perry Como and Jo Stafford away, why not call it the "Subber Club." . . . Since "Doorway to Fame" has hit the No. 2 post on video's Pulse, three sponsors are bidding for it. . . . With 19 programs under his belt already, Bill Cullen will sub for John Reed King's 9 shows during latter's vacation. . . . Henny Youngman was merely wonderful on the Texaco show last week and Myron Kirk is getting him back on the first open date.

PROMOTION

Campaign For McNeill

WFDF, Flint, Mich., used "Miss Flint of 1948" and her lady in waiting to distribute thousands of "Don McNeill For President" buttons in the Michigan city's business district. The stunt was a tie-in with ABC's campaign to popularize McNeill's Breakfast Club show.

WHN Plans Campaign

Jo Ransom, publicity director of WHN, New York, is huddling with newspapers and city officials in connection with the station's campaign for a gala opening of their new quarters next month at 711 Fifth Avenue, once the home of NBC. WHN, second oldest station in New York, is celebrating its 25th anniversary.

TV Picture Magnifier

A new lower-priced model of RCA's Television Picture Magnifier, made possible by volume production, has been announced by the RCA Tube Department. This oil-filled plastic lens, which enlarges the images received on a seven-inch or ten-inch picture tube to the approximate equivalent in size and brilliance of those produced by a 15-inch picture tube, is now being manufactured on a mass-production basis. Suggested list price of the new model is \$36.95.

Two Coast CBS Programs Bought By 'Frisco Sponsor

The S.O.S. Company, San Francisco, has bought two Columbia California Network programs on 52-week contracts beginning in August for its products, S.O.S. Cleaner and Soil-Off.

"Mr. Information," featuring Delmar Edmundson, will go to work for the new sponsor on August 16 and will be heard Monday through Friday from 4:25 to 4:30 p.m. until August 30 when it will shift to 2:25 p.m.

Knox Manning's noon news cost begins for S.O.S. on August 30. The program is heard from 12:30 to 12:45 p.m. also Monday through Friday.

McCann-Erickson, Inc., San Francisco, placed the contracts. Ole Morby is CBS account executive.

FOR THAT TIRED FEELING

Rapid Conditioning Exercises.
Hydrotherapy for circulation, relaxation and elimination.
Massage for relief of fatigue also for relaxation and reducing.
WHERE STARS OF RADIO, STAGE AND SCREEN KEEP FIT.

REILLY HEALTH SERVICE

Rockefeller Center • Columbus 5-8481
R.C.A. Building • 1250 Sixth Avenue
New York • 8th Floor • 6th Ave. Entrance
49th to 50th Sts. • Separate Departments
for Men and Women • 9 A.M. to 8 P.M.

NEW BUSINESS

WQXR, New York: Fred Muhlen, Inc. for "4711" Toilet Preparations has signed a thirteen-week contract for sponsorship of the evening weather reports, Monday, Wednesday and Friday, from 6:28 to 6:30 p.m. Kelly, Nason, Inc. is the agency. Cramer Products has begun participation in "Other People's Business," conducted by Alma Dettinger, for its product, Joy Cake Mix. The contract will run to October 12 and was placed by the Peck Advertising Agency. "Other People's Business" is heard Monday through Friday from 11:05 to 11:30 a.m. Additional spots for Cresta Blanca Wine Co., Inc. have been placed with WQXR's representative Paul H. Raymer, San Francisco, by the Biow Co., Inc., San Francisco. This brings the number of Cresta Blanca spots to ten announcements per week. Rubsam & Horrmann Brewing Co. makers of R & H Beer has placed ten spot announcements per week with WQXR. The contract is scheduled to run until September 25, with Paris & Peart handling the contract.

Sheffield Farms Co., Inc. has renewed sponsorship of six half-hour programs per week of the WQXR Breakfast Symphony, from 7:30 to 8:00 a.m., Monday through Saturday. The new contract will run for 13 weeks, effective August 2nd, and was placed through N. W. Ayer and Son, Inc. Murine Co., Inc. renews its spot campaign for 13 weeks. BBD&O, Chicago, is the agency. The Manufacturer's Trust Co. has renewed its spot campaign for 13 weeks, with Pearson Advertising Agency, Inc. the agency.

WGN, Chicago: Arlington Employment Counsellors, Chicago, a 15-minute interview show, "Your Job and Mine," Saturdays 10:45-11 p.m., for 13 weeks; Procter & Gamble, through Dancer - Fitzgerald - Sample, Inc., three weekly station break announcements for "Shasta" shampoo, for 52 weeks; Commonwealth Edison Co., through J. R. Pershall Co., "WGN-TV Newsreel," 8-8:10 p.m., Monday through Sunday, for 13 weeks; The Peter Fox Brewing Co., through H. W. Kastor & Son, "Sportsmen's Corner."

WMAQ, Chicago: Byer-Rolnick Co., through Tracy-Locke Co., Inc., a schedule of 52 station breaks to be aired once weekly starting August 2; Wisconsin Centennial Exposition, through Bert S. Gittins Advertising, three station breaks and six one-minute announcements weekly Aug. 2 through Aug. 28; Gaylark Products Co., through Robert Kahn & Associates, a two-week extension of a schedule of 12 one-minute announcements on the "Early Bird" program.

NBC Promotes Ehr Gott

Walter Ehr Gott of NBC has been promoted to associate director in the operations division of the program department, it was announced yesterday by Thomas McCray, NBC national program director.

Passing Campaign Hat For Wallace 3rd Party

(Continued from Page 1)

Billy Sunday, relied on showmanship devices to put the audience in the mood for the radio fund collection.

Ralph Shikes, party publicity director, said yesterday of the \$80,000 received from admissions and pledges about \$50,000 will be available to buy radio time for Henry A. Wallace and Glen Taylor. He said it cost the party \$30,000 for park rent and other expenses.

It is expected that the Shibe park fund-raising technique will be used by the party in their state organization meetings which will follow during the coming weeks. The campaign will be under the direction of Elmer A. Benson, former governor of Minnesota, who has been named national chairman of the party.

Speakers during the convention stressed the importance of radio and television in their campaign and it is expected that the major part of their advertising budget will be spent on radio and TV during the months to come. Ed Frisbie, radio director of the party, will handle the campaign programming from New York.

New Albany, N. Y., Outlet To Become ABC Affiliate

(Continued from Page 1)

yesterday. The station, Rintoul said, will become affiliated with the American Broadcasting Company on August 9.

Associated with Rintoul, formerly of the Katz agency in New York, are Carlos A. Franco of Young and Rubicam and Trel W. Yocum of Brooks, Smith, French and Dorrance. Franco and Yocum who have participated in the \$500,000 station development, are vice-presidents of the new company.

Harold H. Meyer, formerly of KYA, San Francisco, and for six years president of the Connecticut State network, is general manager of WXXKW.

Recently the Champlain Valley Broadcasting Company entered into a partnership with the Meredith Publishing Company of Des Moines to apply for permission to build and operate a television station to serve the Capital district. The company operates an FM station in Albany.

AP Clients In Georgia Form State Association

(Continued from Page 1)

of WBML in Macon, was elected president. Other officers are Dean Covington, president and general manager of WROM, Rome, first vice-president; E. D. Rivers, Jr., president of WEAS, Decatur, second vice-president; and W. F. Caldwell, chief of the Atlanta AP bureau, secretary.

The AP organizational meeting followed the summer session of the Georgia Association of Broadcasters. At its concluding session, the GAB installed its new officers, headed by John Fulton of WGST, Atlanta, as president.

WNYC To Handle Plans For Airport Programs

(Continued from Page 1)

ernors Dewey of New York, and Driscoll of New Jersey, Mayor O'Dwyer and a host of top-ranking public officials will be heard during the broadcast of the dedication ceremonies from 2:15 to 3:00 p.m.

In addition to the Municipal Broadcasting System's radio coverage of the ceremonies, the City Station will provide public address facilities for the event, at which some 200,000 spectators are expected to witness what is described as one of the greatest air reviews in the history of American aviation.

The WNYC radio reporting of the event will involve an extensive pick-up by eight microphones distributed at key points on the speaker's stand, the bandstand, and various vantage points along the expansive 9,000 feet runway.

The City Station's radio reporting of the ceremonies will be fed to independent stations in the Metropolitan area, as well as to the "Voice of America," the BBC and the French Broadcasting Corporation.

Subsequent events at Idlewild Airport will be given complete radio coverage over the Municipal Broadcasting System. The schedule of dates of broadcast follows: Sunday, August 1, 1:30-2 p.m.; Monday, August 2, 1:30-2:00 p.m.; Tuesday through Saturday, August 3 through August 7, 1-1:30 p.m.; Sunday, August 8, 1:30-2:00 p.m.

AGENCIES

WILLIAM N. MODGLIN, president of Modglin Company, Inc., Los Angeles, has announced the appointment of W. Earl Bothwell, Inc., to handle the company's advertising. Promotion of "Dura-Broom" and "Perma-Broom," two new lines of household brooms, as well as other Modglin plastic products, is planned by the agency's Hollywood office. Radio, newspapers, national magazines and trade papers will be used.

MESSERS. GIDDENS, RESTER AND BUSBY, the executive staff of WKRG, Mobile, Ala., entertained their many agency and network friends last week at a cocktail party held in the Perroquet Suite of the Waldorf Astoria. Adam J. Young Jr., national representative for WKRG emceed the proceedings. WKRG became a CBS affiliate last April.

TOM HICKS, program producer, has joined the TV department of the Fletcher D. Richards agency, it was announced yesterday. Other additions to the department are time buyer George Pamental and writer Sy Frolick, both shifted from other posts in the agency.

Two More Join WNYC

David Ross Jr., and Shelly Stuart have joined WNYC as news editors-announcers.

High Hoopers at High Noon!

Time	WOWO	Next Best Station
12 Noon	16.7	4.3
12:15 PM	12.1	3.5
12:30 PM	12.6	4.6

These figures are quoted from the latest available Hooper survey. Need more be said?

INDIANA'S
MOST
POWERFUL
STATION

WOWO

FORT WAYNE



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

Coast Magazines Buy Commercial Air Time

(Continued from Page 1)

The contract is for 52 weeks with the campaign slated to stress the economic, informative and entertainment value of magazines, specifically and in general.

Program is heralded as a merchandising innovation in the magazine field. Among the nationally known publishers listed as sponsors are Hillman Periodicals, Inc., Curtis Circulation Company, Pocket Books, Inc., Fawcett Publications, Inc., Kable News Company, Macfadden Publications, Inc., International Circulation Company, Division Hearst Magazines, Inc., and Popular Publications, Inc.

The Los Angeles office of Harrington, Whitney and Hurst have been appointed the agency to handle the campaign. George Whitney will work closely with Johnny Murray in dealer tie-ins and other promotion.

Magazine publishers and promotion departments are planning to watch the acceptance of the KFI series with a view to inaugurating similar programs in key center cities if the coast programs prove good merchandising. If the magazine series clicks about 60 key center cities are prospective points of origin for other programs of a similar nature.

"NBC University Theater" Five Weeks, Starts July 30

A five-week series of hour-long dramatic shows will be started by NBC July 30 as the first phase of a new program project called "NBC University Theater." Show will be aired Fridays from 9-10 p.m., EDT, but after the five week introductory will cut from 9-9:30 p.m.

Sinclair Lewis's "Main Street" has been set for the first broadcast this week to be followed by "A Farewell to Arms," "Number One" and the short story "Noon Wine." NBC University Theater will present great literature from all the ages.

On the advisory board are Norman Cousins and Amy Loveman, editor and associate editor of the Saturday Review of Literature, and Dr. Harry Morgan Ayers, director of the Columbia University School of General Studies. It's expected that the series will eventually form the core of a course in literature for NBC's college-radio project.

Will Sponsor Football

Hollywood — Owl-Sontag Rexall has contracted with KMPC for the broadcast of all of the Los Angeles Rams national league football games this fall.

The broadcast of the Los Angeles Times charity game between the Los Angeles Rams and Washington Redskins at the Coliseum on September 2, 1948, will also be sponsored by Owl-Sontag Rexall. In addition, the Los Angeles Rams vs. Philadelphia Eagles game in Dallas, Texas, September 15, 1948, will be carried by KMPC for the same sponsor.

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 July 16-July 22, 1948

TITLE	PUBLISHER
A Fella With An Umbrella.....	Feist
A Tree In The Meadow.....	Shapiro-Bernstein
Baby Don't Be Mad At Me.....	Paramount
Baby Face.....	Remick
Best Things In Life Are Free.....	Crawford
Beyond The Sea.....	Chappell
Blue Shadows On The Trail.....	Sanity-Joy
Haunted Heart.....	Williamson
I May Be Wrong.....	Advanced
I went Down To Virginia.....	Jefferson
It Only Happens When I Dance With You.....	Berlin
It's A Most Unusual Day.....	Robbins
It's Magic.....	Witmark
Just For Now.....	Advanced
Little Girl.....	Leeds
Little White Lies.....	Bregman-Vocco-Conn
Love Of My Life.....	T. B. Harms
Love Somebody.....	Kramer-Whitney
My Fair Lady.....	United
My Happiness.....	Blasco
Nature Boy.....	Burke and Van Heusen
Now Is The Hour.....	Leeds
P. S. I Love You.....	La Salle
Put 'Em In A Box.....	Remick
Rhode Island Is Famous For You.....	Crawford
Serenade (Music Played On A Heartstring).....	Duchess
Toolie Oolie Doolie.....	Chas. K. Harris
Woody Woodpecker.....	Leeds
You Can't Be True Dear.....	Biltmore
Yours.....	E. B. Marks

Second Group

A Bed Of Roses.....	Johnstone-Montei
A Boy From Texas.....	Shapiro-Bernstein
Better Luck Next Time.....	Feist
Chillicothe, Ohio.....	Mellin
Confess.....	Oxford
Dolores.....	Famous
Ev'ry Day I Love You.....	Harms
I'd Give A Million Tomorrows.....	Oxford
It's You Or No One.....	Remick
Judaline.....	Robbins
Just Because.....	Leeds
Maybe You'll Be There.....	Triangle
Nobody But You.....	Duchess
Rambling Rose.....	Laurel
Spring Came.....	Republic
Steppin' Out With My Baby.....	Berlin
Take It Away.....	Pemora
Tell Me A Story.....	Laurel
Time And Time Again.....	London
You Call Everybody Darling.....	Mayfair
You Were Meant For Me.....	Miller

Copyright, 1948, Office of Research, Inc.

FCC Radio Permits Total Over 635,000

(Continued from Page 1)

national remote pickup and 26 licenses of a miscellaneous nature.

The listing for broadcast authorizations follows:

Broadcast:	As of 6/30/47	As of 6/30/48	Increase
AM.....	1,795	2,034	239
FM.....	918	1,020	102
TV.....	66	109	43
TV (Experimental).....	81	124	43
Educational.....	38	46	8
International.....	..	37	0
Remote Pickup.....	583	571	(-12)
Other.....	33	26	(-7)
Totals.....	3,551	3,967	416

Re-Alignment At WGN

Chicago—Frank P. Schreiber, manager of WGN, Inc., yesterday announced a reorganization of station's program department, with Walter J. Preston as program director and Bruce Dennis as assistant program director in charge of operations. Preston, a radio executive for nearly 25 years, came to WGN from WBBM in January as commercial program director. Dennis has been public relations director since 1940 except for 39 months in the Navy.

James G. Hanlon, assistant to Dennis, will become public relations director. Appointments are effective August 2.



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

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

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

WMAR-TV

The Sunpapers Station

CHANNEL 2 • BALTIMORE, MD.

TELEVISION DAILY

Daily section of RADIO DAILY, Tuesday, July 27, 1948 — TELEVISION DAILY is fully protected by register and copyright.

FCC OPENS REALLOCATION HEARING

TELE TOPICS

By IRWIN ROSTEN

UP at NBC they're still talking about Henry Wallace's surprise visit to the web's studio in Convention Hall Sunday eve to spray some kudos about the impartiality of the coverage afforded his party's convention. Rushed before the cameras in an exclusive interview with Bob Stanton, John Swayze and Richard Harkness, Wallace repeated the plug on the air. Figures compiled by the web show NBC-TV covered 94.4 per cent of the GOP conclave, 94.4 of the Dems and 93.6 of the Progressives. . . . Speaking of conventions, current Newsweek gives itself and DuMont a handsome pat on the back for Dem conclave coverage tie-up, with web's program chief, Jim Caddigan, coming in for some well-deserved praise.

IRE-RMA Joint Technical Advisory Committee is looking for info on 475-890 inc. operation for presentation to FCC hearings beginning Sept. 20. Contact is G. Cumming, IRE hq, 1 East 79 St., NYC. . . . Alexander Korda film cycle currently being aired on TV emphasizes again the need for special video movies. Case in point is "Sanders of the River," scanned by WPIX the other nite. Pic has several stirring mob scenes and some exceptional long shots of wild animals, both of which were completely lost in the living room. . . .

U.S. Dept. of Agriculture to survey use of TV "as a means of bringing to farm and city people the benefits of agricultural and home economics research." Study will be conducted by Dept.'s Radio Service, under Kenneth M. Gapen, in co-op with broadcasters and public private agencies. . . . Len Roos and Hal Powell, Coast photogs, have developed a magnetic recording tape, slit and perforated to 16 mm. dimensions, for synchronization with movie cameras. . . . WBRC, Birmingham, reportedly delaying installation of video equipment pending a move locally by major film companies interested in the medium.

Selznick TV Production To Begin in 2 Months

Selznick Television Corp., organized by David O. Selznick two months ago, starts production of its first 30-minute tele films on the Coast in the next 60 days. Initial shorts will comprise the "Selznick Test Stage" series, presenting young talent regarded by the producer as comers. Four advertisers are understood to have submitted deals.

At the same time it was confirmed that Selznick acquired TV rights to Ringling Bros.-Barnum & Bailey Circus for a number of years when he obtained screen rights for "The Greatest Show on Earth."

Ten-Station ABC Web For West Coast-Searle

Los Angeles — A ten-station ABC TV network for the Far West was indicated yesterday by Don Searle, coast veepee, with present prospectus calling for eight outlets in California, Oregon and Washington, and two others in Salt Lake City and Denver. Construction already is under way on web-owned stations in L. A. and San Francisco, and a CP has been granted affiliate KFMB in San Diego. Applications have been filed by affiliates in Sacramento, Portland, Seattle, Spokane, Salt Lake City and Denver, with plans for an outlet in Fresno. KECA-TV is slated to go on the air here about Nov. 1, with KGO-TV, Frisco, skedded for Dec. 1 debut, followed closely by KFMB-TV.

At the same time, Searle announced appointment of James T. Vandiveer, field director for KFI-TV, to a similar post with KECA-TV. Vandiveer will take over his new post soon after Aug. 1.

Grid Sked On WMAR-TV Includes Baltimore Colts

Baltimore—Nine games of the Baltimore Colts, pro grid team, will be televised by WMAR-TV, under sponsorship of National Brewing Co. of Baltimore, it was announced yesterday by E. K. Jett, station veepee. WTTG, Washington, will pick up and rebroadcast the games in the capital.

WSPD-TV Sets 10-Min. Basic Local Time Seg

Toledo—A ten-minute basic time seg for local programming is being established on WSPD-TV by production director Steve Marvin. In addition, the Fort Industry Co. outlet plans to institute, as far as possible, a regular time slot, across-the-board for local shows.

Reasons given for the ten-minute period were: (1) The shorter seg will offer greater variety and change of pace; (2) it will be more readily saleable and make possible more station breaks, thus increasing station revenue; (3) it is easier to program film on a ten-minute basis, since average reel of 16 mm. film runs about nine minutes.

Because TV viewing causes living habit adjustments, the station feels, the across-the-board local program slot makes these changes easier for the family.

Court of Current Issues Changes Time on WABD

WABD's "Court of Current Issues," a public forum, is being aired Mondays (9:30-10:30 p.m.) instead of the former time, Tuesdays, 8-9 p.m. The time change became effective today, July 26. Series originates at WABD, key outlet of the DuMont network, and is carried by WTTG in Washington, WMAR-TV in Baltimore and WNHC in New Haven.

ABC, Westinghouse Testify; Bid Filed For Air Relay

Washington Bureau, RADIO DAILY
Washington—The FCC was told yesterday by ABC that most of the new proposals for TV channel reallocation "were based upon a disregard of the effect of tropospheric interference." The ABC presentation followed a lengthy presentation on Stratovision, which opened this new phase of the Commission's TV channel reallocation hearing.

Requests Channel 8

Westinghouse pitched for Channel 8 in the Pittsburgh area, and was forced to delete from its testimony material it had prepared regarding interference from other possible assignments in other areas. E. T. Morris, Westinghouse Stratovision manager, told the Commission a coast-to-coast net is planned to carry four TV and five FM net programs, and requiring only eight planes about 400 miles apart. Addition of another six planes, he said, would add enough service in the Southeast and Northwest to cover 78 per cent of the nation's population.

ABC raised the possibility of severe restriction in the coverage of all or nearly all TV stations if tropospheric interference is not taken into account. Full revision of Commission Rule 3.606 to take this interference into account was asked.

ABC said that, since in section 3.606 the FCC has undertaken to specify the cities in which tele stations can be located, they should also specify in connection with each city the area which a station located in this city is intended to serve. This can be, for example, on the basis of the trading area for rural stations, the metropolitan district for metropolitan stations, and the immediate community for community stations. Other definitions can be established, but care should be taken to avoid specifying any field intensity contour as the boundary of service. The area to be served should be determined by geographical or economic features, not by the artificial means of field intensity contour, the web said.

Blodget Upped at Philco

Philadelphia—Robert Blodget, formerly with the accessory division, has been named tele product manager for Philco Corp., it was announced yesterday by veepee Larry F. Hardy. Blodget has been with the firm since 1936 and during the war developed instruction course on radar for Armed Services personnel.

Progress Report No. 3

First Television Station in Windy City. WBKB Has 60% Commercial Operation

Chicago—This city's first television station, Balaban & Katz's WBKB, put its first test pattern on the air late in 1940, and telecast its first live show on March 26, 1941. Now, it programs an average of 40 hours weekly to 27,389 receivers, 78.1 per cent of which are in homes. Station keeps an accurate census of sets in its area, with names, addresses and phone numbers on file for each one. For additional accuracy, this tabulation is revised weekly.

General manager of WBKB is William Crawford Eddy, holder of more than 100 radio and electronics patents, and one of video's pioneers. Under his direction, station is now undergoing an extensive building expansion to improve its program origination facilities.

Outlet has 27 accounts, sponsoring 60 per cent of available air time. All programs originate with the station, with live shows, both studio and remote, accounting for 80 per cent of air time, and the remaining 20 per cent devoted to films.



CRAWFORD

Importance of Radio Stressed in Booklet

(Continued from Page 1)

tions on advertising. In the ad department, Joe listens to an exec explain why Lever spends about \$40,000 a week to sponsor "Lux Radio Theatre" over CBS. Says the ad exec: "We have reached as many as 30 million people with that show. It costs us less than one-sixth of a cent per listener for six minutes of commercial selling. A six-minute phone call to that many people would cost over \$5,000,000 and be a lot less entertaining too."

Largest portion of Lever's ad budget in 1946, latest available figure, went into radio, a sum of \$5,789,493. Amount Lever spent in magazines was \$2,042,962.

90 Million Listen Weekly

According to the booklet, Lever-sponsored network shows reach over 90,000,000 listeners every week. Under this heading are listed "Lux Radio Theatre," "My Friend Irma" and "Aunt Jenny" on CBS and "Amos 'n' Andy" and Bob Hope on NBC.

In his tour of the Lever plant, mythical Joe Smith chats with Salesman Brown: "You see, Joe, our advertising is an investment just as much as our plants. If we stopped advertising, our whole investment would be wasted . . . we'd be out of business."

Finally comes a message from Charles Luckman, Lever president: "To all of us at Lever Brothers Co., advertising means job security. Our jobs are only as secure as the business itself. Advertising plays a vital part in insuring the continued health of a business."

Seven Artists Appear On Telephone Hour

The Telephone Hour deviated from its usual format of presenting one guest soloist nightly, when seven young American artists were featured in an all-opera program, repeating the one that brought wide acclaim from listeners several years ago. The artists were: Marilyn Cotlow, coloratura soprano; Polyna Stoska, soprano; Mary Davenport, contralto; Thomas Hayward, tenor; William McGrath, tenor; Kenneth Schon, bass. The program was presented under the direction of Donald Voorhees, at 9:00 p.m., EDST, over the NBC network.

Human Interest

Outfitted with musical instruments obtained for them by KTAR, Phoenix, the State Prison Band at Florence, Arizona, has begun a series of band concerts to be broadcast every two weeks over KTAR. The first program was aired July 24. Paul Giroux, KTAR staffer who helped to organize the band, and an engineer, will make the trip to Florence to wire-record the band for rebroadcast.

COAST-TO-COAST

WKY Addition

Oklahoma City, Okla. — Newest member of WKY is Arthur W. Lindsay, who has been added to the station's sales department. Lindsay was formerly general manager and vice-president of KWWB, Walla Walla, Washington and prior to that was in production, sales and administration at KPO, San Francisco; KHJ, Los Angeles; KGW, Portland; NBC, San Francisco and KOMO, Seattle.

To Air Attlee Address

Baltimore, Md. — Prime Minister Clement Attlee's address, welcoming Olympic athletes to England, will be picked up by shortwave from the British Broadcasting Corporation and rebroadcast in this city tomorrow afternoon at 4:15 p.m. by WMAR-FM. The games will begin the following day.

New KSEK Medical Show

Pittsburgh, Kansas — New quarter-hour series to be heard over KSEK is "Drama of Medicine." A local druggist has signed for 52 weeks as sponsor of the series which will be aired weekly.

WTNT Gets New Studio Building

Augusta, Ga.—WTNT, with appropriate ceremonies held in connection with the dedication, recently moved into a new studio building, main part of which is the historic Whitney home of Augusta, which is more than 150 years old. Ceremonies consisted of a special dedicatory program with Governor Thurmond, Mayor Page and a score of other dignitaries and civic leaders participating and an old-time Georgia barbecue at one of this city's parks, with over 250 merchants and civic leaders attending. Entertainment was provided by WTNT talent.

New WOL Program Manager

Washington, D. C.—New program manager of WOL is Lansing Lindquist, formerly with WSYR, Syracuse. Lindquist was formerly affiliated with KRNT, Des Moines, where he served as program director. He was also with General MacArthur's staff in Tokyo as radio and communications officer.

Places 2nd in Newscast Contest

Milwaukee, Wis. — Mrs. Delwin Schubert, WTMJ, WTMJ-FM and WTMJ-TV radio news writer, came in second in the radio newscast classification of the annual contest conducted by the National Federation of Press Women. Announcement was made recently at the organization's convention in St. Paul.

Preusser Tells Stories On WNLK

Norwalk, Conn. — WNLK, in cooperation with the Norwalk Recreation Commission, is airing a storytelling program three times a week, featuring Pat Preusser, a director in the playground system. Each Monday, Wednesday and Friday at 2:05 p.m., radios are turned on at the playground so that the children may hear Pat's stories.

News Comes First

Minneapolis, Minn.—To prove how important the news is, Dick Howell, farmer of Hancock, Minn. wrote Cedric Adams that his neighbor, Erwin Reed, was attacked by a bull, and lay unconscious in a field for two hours. He regained consciousness, managed to get to Howell's home, from which he was taken to a doctor. They arrived at the medico's house just as Adams' 10 p.m. WCCO news went on the air. The doc admitted the patient, but said, "I want to hear Cedric Adams first. Then I'll examine your injuries."

KTSA Personnel Shifts

San Antonio, Texas — Personnel shifts have taken place at KTSA with Ronnie Dugger being added as sports editor and Stan Nelson being promoted from announcer to production director. Dugger replaces Bob Holleron, who has resigned to join the staff of a local advertising agency, while Nelson takes over the spot formerly held by Pat White.

WWL Musical Shows Make Debuts

New Orleans, La.—Two new local shows have made their summer debuts over WWL. They are "Start the Music—Stop the Words" and "Music by MacNamara." The former is a half-hour of musical variety designed to please fans who wish to hear melody minus chatter, while the latter features staff organist Ray MacNamara and guest vocalists in a 15-minute across-the-board program.

To Cover Top Baseball Games

Phoenix, Ariz.—Beginning August 1st, KOOL will broadcast a play-by-play account of each day's leading major league game with Pat Flanagan, assisted by Lew Lowry, doing the honors. Broadcasts will utilize a Western Union ticker service which will be set up in the KOOL studios and will feed the account of each game direct from the ball park of the American or National League city. Games will be heard from 7:00 to 7:45 p.m., Monday through Saturday and on Sunday, from 6:00 to 7:00 p.m.

WBRC Goes To Listeners' Homes

Birmingham, Ala.—WBRC is broadcasting direct from the homes of Birmingham housewives each noonday. Show is entitled "At Home With Mrs. Birmingham," and consists of interview with a hostess and her luncheon guests who discuss matters of interest to feminine listeners. Program's emcee is Dave Overton.

"Small Talk of Big Things"

Jacksonville, Fla.—"Small Talk of Big Things," a Saturday morning, half-hour feature about new movies and plays, Hollywood and Broadway and dramatizations from famous show hits, recently made its debut over WJHP, with Bramer Carlson, former director of Jacksonville's Little Theater, in the role of writer, actor and producer. Music used on the program is taken from Broadway productions.

ABC-Web Stock Issue Now On "Exchange"

(Continued from Page 1)

stations WJZ-TV, New York; WENR-TV, Chicago; WXYZ-TV, Detroit; KECA-TV, Los Angeles and KGO-TV, San Francisco.

In announcing the listing of ABC stock on the New York Stock Exchange company gave the following financial figures yesterday:

Billings Listed

"Gross billings from the sale of network radio time by ABC have paralleled its growth as a radio network and reflected its program gains rising from \$13,588,253 in 1942 to \$42,920,914 in 1947. However, ABC's progress perhaps can best be measured by comparing the consolidated income statement of the network for 1942, the last full year before the present management acquired control, with 1947. Net profit for the year ended December 31, 1942, amounted to \$52,609 as compared with net income of \$1,520,756 for the year ended December 31, 1947."

Barber Stricken On Tour; Will Miss Olympic Games

(Continued from Page 1)

which time he will return to New York, was upset at the thought he would be unable to cover the Olympic Games for the network in London. Assurance, however, that his health was more important, came from Frank Stanton, President, CBS, and Davidson Taylor, V. P. and Dir. of Public Affairs of the net via wires to Barber in Pittsburgh.

Laird Heads Reporters

Meanwhile, CBS reported that Steven Laird, of CBS' London staff and former Olympic hurdler, would head the CBS reporters covering the meets. John Derr, assistant sports director, who is now in London will also cover the games, with David Schoenbrun of CBS' Paris office assisting.

The network will set up a central office, complete with studio at Wembley Stadium and first broadcast will be aired this Wednesday with a preview report at 5 p.m. A total of more than 30 broadcasts will originate from the scene of the Olympic Games and these will be supplemented with coverage by American newsmen and interviews with winners of the Olympic events.

Repercussions

When William Foster, announcer for WABJ, Adrian, Mich., crashed his car into a telephone pole, there were repercussions in the studio. His car skidded out of control on U. S. Route 223 and struck a telephone pole supporting a line to WABJ. The impact knocked the line out of service and the broadcast of the Detroit Tigers baseball game was disrupted for 29 minutes.

RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 44, NO. 19

NEW YORK, WEDNESDAY, JULY 28, 1948

TEN CENTS

POLITICAL PARTIES ASK FOR WEB TIME

Miller Discusses Code At 4th Dist. Meeting

White Sulphur Springs, W. Va.—Stressing the point that NAB will ask for observance of the new Standards of Practice rather than its enforcement, Justin Miller, president of NAB, addressing the 4th District NAB meeting yesterday, urged industry wide acceptance of the new Code.

Judge Miller said that professional codes are drafted by professional men for observance rather than enforcement. He added he disliked the use of the term 'enforcement' as it might be applied to the new Standards of Practices.

During his address Miller outlined the functional activities of NAB and
(Continued on Page 8)

Pulse Sets In Use Survey Indicates Summer Drop

Average quarter-hour Sets-in-Use in metropolitan New York during July dropped to approximately the same level as one year ago, according to the July report of The Pulse, Inc. Average quarter-hour Sets-in-Use for the weeks studied was 21.2, compared with 25.3 in June and 21.1 in July of 1947.

Walter Winchell, "Stop the Music"
(Continued on Page 8)

Harness and Committee Hold First Confab Today

Washington Bureau, RADIO DAILY

Washington—The Harness committee to investigate the FCC will meet today to map out its work. It is expected that some clear indication of its immediate plans will be forthcoming following the session.

Family Affair

CBS last night auditioned a new, half-hour, domestic situation comedy starring Judy Holliday, star of the Broadway hit "Born Yesterday." Charles Irving played her radio husband, and her real-life husband, David Oppenheim, wrote the musical score. Irving Mansfield, producer of "Arthur Godfrey's Talent Scouts," produced, with Ed Downs as director.

Rocket Borne Radio Used by U.S. Navy

Experimentation in rocket borne radio transmitters which send stratospheric information from as high as 71 miles was revealed by the Navy Department in Washington yesterday.

The device, called the "Aerobee," attains a top speed of 2,830 miles an hour and has been tested at White Sands, N. M. Transmitter is reported to operate on six FM channels and sends twenty-four different stratospheric measurements.

According to the Associated Press the Aerobee registers such data as cosmic ray intensity, quality of sunlight above the earth's atmosphere, strength of the earth's magnetic field, motor performance and flight characteristics.

The Navy defines the new airborne radio as a "telemetering instrument" susceptible to changes in pressure, speed, heat and light, all of which it transmits into radio sound waves.

Young Made Member Of ABC Web Board

Owen D. Young was elected a member of the board of directors of the American Broadcasting Company at a meeting of the board held yesterday, Edward J. Noble, ABC's chairman of the board announced. Election of Young increases the ABC board membership to eight.

Young, now honorary chairman of General Electric, was the first chairman of the board of the Radio Corporation.
(Continued on Page 2)

Eugene Thomas Named Mgr. Of Bamberger Washington TV

Eugene S. Thomas, sales manager of WOR, yesterday was named general manager of WOIC, outlet's TV station in Washington, by Theodore C. Streibert, president of Bamberger Broadcasting Service, Inc., licensee of the stations. Thomas will take over his new post Sept. 1, with WOIC slated to go on the air about mid-Autumn.

Well-known in New York and Washington trade circles, Thomas is

Both GOP And Progressives Request Free Network Time To Answer Pres. Truman's Address

Bailey Makes Plea For FM Acceptance

Pittsburgh—Calling for legal action against the major nets to force a change in their practices on duplication, FM Director J. N. 'Bill' Bailey told the Pittsburgh Radio and Television club yesterday that future radio programming and the eventual success of FM depend more and more upon "creative imagination" in programming. Bailey said the public
(Continued on Page 6)

Democratic Publicity Staff Slated to Come to N. Y.

National publicity and radio headquarters of the Democratic National Committee will move to New York from Washington at the conclusion of the special session of Congress, Kenneth Fry, associate director of publicity and radio director of the
(Continued on Page 2)

Chicago AFRA Group Elect Officers for 1948-49

Chicago—At the annual meeting Harry Elders, lead of "Curtain Time," was reelected president of the Chicago local of AFRA. Raymond A. Jones was reelected secretary. Other
(Continued on Page 2)

A fast moving merry-go-round, which may bring new precedents, was set off yesterday when the GOP and Progressive parties began maneuvering for free network time immediately after the webs broadcast President Truman's message to a special session of Congress. Giving jet impetus to the whirling carousel was a report that Democratic Party chiefs would demand their slice of radio pie if the webs granted a serving to the Republicans and Progressives.

First GOP radio retort to be actually set, following Mr. Truman's
(Continued on Page 6)

Two CBS Sponsors Renew Web Shows

The Coca-Cola Company and Armour & Co. yesterday renewed contracts for sponsorship of CBS network programs, both renewals good for 52 weeks. Coca-Cola renewed, effective August 15, its Sunday at 6:30-7:00 p.m. musical show, "The Pause That"
(Continued on Page 2)

Radio Dance Bands' Strike Will Not Affect BBC Shows

In anticipation of a strike of British musicians in the dance orchestra field next Sunday, British Broadcasting Corporation has revised its programming, eliminating the pickup of remote dance bands, but carrying
(Continued on Page 2)

Olympics Broadcaster

Ted Husing on invitation from the U. S. State Department will broadcast some daily commentaries on the Olympics on "The Voice of America" starting next Friday and ending August 8. Husing, who is taking a three-week vacation from his disc jockey chores at WHN, New York, will also be heard on the BBC. The programs will originate at Wembley Stadium, London.



Vol. 44, No. 19 Wed., July 28, 1948 Price 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; James Owens, 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
Ralph Wilk, Manager
6425 Hollywood Blvd. Phone: Granite 6607
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

(July 27)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
ABC	83 3/4	85 5/8	83 3/4	+ 1/8
Admiral Corp.	13 3/4	13 1/4	13 1/2	- 1/4
Am. Tel. & Tel.	154	153 3/8	154	+ 1/4
CBS A	26 1/2	26 1/2	26	- 1/2
Farnsworth T. & R.	9 7/8	9 1/2	9 5/8	- 1/4
Gen. Electric	40 7/8	39 1/2	40 1/8	+ 1/2
Philco	41	40 1/4	41	+ 3/4
RCA Common	12 3/8	12 1/2	12 3/8	+ 3/8
RCA 1st pfd.	71 3/4	71 1/2	71 3/4	+ 1/4
Westinghouse	29 1/2	28 5/8	29 1/2	+ 7/8
Westinghouse pfd.	89	89	89	+ 1/4
Zenith Radio	31 3/4	31	31 1/4	+ 1 1/8

NEW YORK CURB EXCHANGE

Hazeltine Corp.	14 3/4	14 3/4	14 3/4
Nat. Union Radio	3	3	3

OVER THE COUNTER

	Bid	Asked
DuMont Lab.	13	13 3/4
Stromberg-Carlson	16	17 1/2
U. S. Television	2	2 1/2
WCAO (Baltimore)	26	29
WJR (Detroit)	8 3/4	9 3/4

WPAT Commentator Honored

Paterson, N. J.—Adele Hunt, feature columnist of the Paterson Morning Call and conductor of WPAT's feature women's program, "Hunt for Happiness," was recently appointed chairman of the Speakers' Bureau by the Community Chest covering this part of North Jersey.

INS has served

INS has served
1945
1944
1946
1947
1948
KYA
SAN FRANCISCO
SINCE 1935

Radio Dance Bands' Strike Will Not Affect BBC Shows

(Continued from Page 1)

"light" musical programs which will originate with their studio orchestras in London. The BBC yesterday issued the following statement on their program plans:

"On August 1st, listeners will find broadcasting during the main evening hours almost unchanged as the result of plans made by the BBC to meet the situation threatened by the Musicians' Union. This means that between 6:00 p.m. and 11 p.m. the summer schedules of the Home Service, which began on July 24th, and those of the Light Program, which began on June 21st, will continue to operate. The Promenade Concerts will be shared by all three Services. All the Major light entertainment features from London, Blackpool and elsewhere will be broadcast, with the single exception of 'Band Parade' (Light Program). Plays, serials, features, recitals, talks and discussions will continue uninterrupted. The Third Program will carry on its policy of broadcasting orchestras and opera from abroad. All three Services will, however, from August 1st onwards, close down at 11:00 p.m."

Young Named Member Of ABC Network Board

(Continued from Page 1)

poration of America from its organization in 1919 through 1929. He later served as chairman of the RCA executive committee as well as the advisory council of the National Broadcasting Company.

Widely known as an educator, lawyer and corporate official, Young first joined General Electric company as counsel in 1919. He served the company as vice-president until 1922 when he was elected chairman of the board, a position he held from 1922 through 1939 and resumed again from 1943 through 1944.

10 YEARS AGO TODAY

(From the files of Radio Daily)

The State Dept. made public a lengthy report on the International Telecommunication Conferences held at Cairo, Egypt, earlier in the year, in which seven "important decisions" of the Cairo Radio Conference have been incorporated into the revised regulations. All the seven regulations concerned adoptions and limitations regarding international broadcasting. Report was made to Secretary Hull by American Delegation's Chairman, Sen. Wallace H. White, Jr. (Rep.-Me.). . . E. P. H. James, was sales promotion manager of NBC, and Clay Morgan public relations counsel of the network. . . Tax receipts on the sale of radio and phonographs showed a sharp increase for the month of June over the same period last year, according to the Treasury Department's Bureau of Internal Revenue.

Chicago AFRA Group Elect Officers for 1948-49

(Continued from Page 1)

officers elected were: Cliff Norton, first vice-president; Dean Reed, second vice-president; John Gannon, third vice-president; Eleanor Eagle, recording secretary, and Clare Baum, treasurer.

The following members were elected to represent the Chicago local on the national board: Raymond A. Jones and Norman Barry reelected to succeed themselves; Dean Reed elected for first time. In addition Chicago has Harry Elders on the board. The local also elected 24 delegates to the national convention in Boston, August 26-29; 25 members to serve on the local board for the coming year, and four members to serve on the sick and benefit fund and service fund committees.

Democratic Publicity Staff Slated to Come to N. Y.

(Continued from Page 1)

committee, announced yesterday. Headquarters will be at the Biltmore Hotel in New York with the Biow agency handling the radio and TV budget.

Don Pryor, for several years on the CBS news staff in Washington, has joined Fry's department. Other staff members of the radio division are Wallace Gade and Eva Miner, Fry's secretary.

John M. Redding, director of publicity of the Democratic National Committee, will also move his press staff to New York at the conclusion of the special session.

Two CBS Web Sponsors Renew Network Shows

(Continued from Page 1)

Refreshes." Agency is D'Arcy Advertising Company, Inc.

Armour & Co. renewed, effective August 16, its program, "Hint Hunt," which is broadcast Monday through Friday, 4:00-4:25 p.m. Foote, Cone & Belding is the agency.

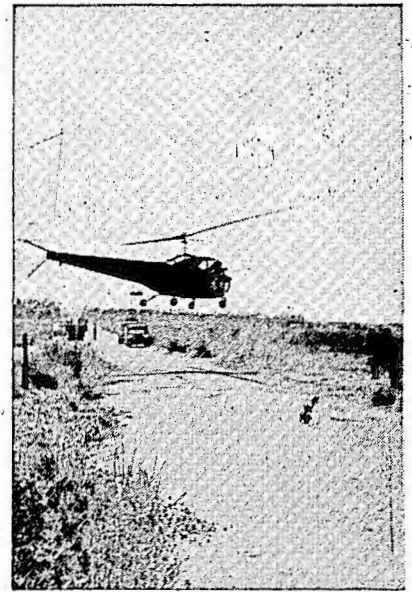
Gambling Returns to Air

John Gambling is substituting for two weeks for Dora and Alfred McCann on the latter's "McCanns at Home" program heard over WOR Mondays through Fridays from 9:30 to 10 a.m. The McCanns are scheduled to return to the air on Monday, August 9.

Gambling, back from his vacation, has resumed his two morning programs, "Rambling With Gambling" heard Mondays through Saturdays from 6:30 to 6:45 a.m., and "Gambling's Musical Clock" presented Mondays through Saturdays from 7:5 to 8 a.m.

Tom Stinson Resigns

Jackson, Miss.—Tom Stinson, program manager of WRBC has resigned in order to enter Graduate School at the University of California.



He's taking movies

The usual mode of shooting an escape on foot by the Hollywood studios is from a high scaffolding mounted on a dolly and run along tracks. But one studio (RKO) discovered that by using a helicopter, it could accomplish the same result at lower cost.

Even out in the land of million dollar movies, they try to cut down costs!

What are you, as a time buyer, doing to cut down your client's cost of doing business?

You must have heard this somewhere before, but we're going to say it again. If you use radio in Baltimore, there's one sure way to cut down your cost of doing business: Put W-I-T-H on that list.

For it's a fact that it's the successful independent that delivers more listeners - per - dollar - spent than any other station in this big town.

To make a sales manager happy, and to prove you DO know how to buy time . . . use W-I-T-H!

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



FOR YEARS—AND YEARS—AND YEARS—
MUSIC LOVERS, RADIO STATIONS AND SPONSORS HAVE BEEN WAITING FOR

THIS SHOW

The *Deems Taylor* CONCERT

Featuring the **WORLD'S GREATEST MUSIC** on records...

plus...on transcription

America's foremost music commentator, **DEEMS TAYLOR**

and as guests,

The **GREATEST STARS OF THE MUSIC WORLD**



To millions of Americans, Deems Taylor has opened the portals to a whole new exciting world of music. These millions will form the nucleus of a vast audience ready to welcome him in his new transcribed program—The Deems Taylor Concert

a new series of
30 minute programs

5 times per week featuring the

World's Greatest Recorded Music

plus—on transcription
the **commentary** of

America's foremost composer, music-critic,
author and radio commentator

DEEMS TAYLOR

and distinguished GUEST STARS*

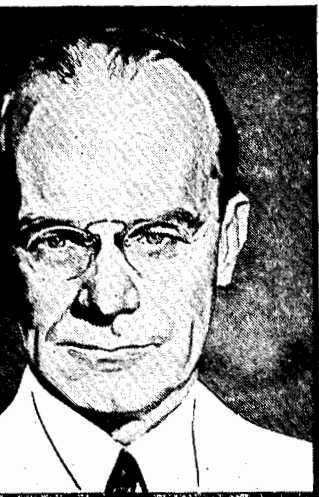
*The first four: Gladys Swarthout, Fritz Reiner, Pierre Monteux, Jan Peerce
Other big names to follow.

Starting September 13, 1948

The
Deems
Taylor
CONCERT

P. S.—To Advertising Agencies, Local and Regional Advertisers

To make sure of getting first call on this great new transcribed show, **write, phone or wire today** for descriptive booklet, prices and audition platter.



Deems Taylor—noted composer and author—has been almost constantly on the air since 1931. For seven years he was intermission commentator on the New York Philharmonic Symphony broadcasts—the most popular talks of their kind ever aired.

Other big network programs he has starred on include the Chesterfield program, Prudential Family Hour, Philco Hall of Fame, The Metropolitan Opera Quiz, and Information Please.

DEEMS TAYLOR, radio's ace music commentator... authoritative, entertaining Deems Taylor, whose fascinating radio talks on music make the classics understandable to the millions... Deems Taylor, the man with a huge radio following among fine music lovers coast-to-coast... can now be your "long-hair" disc jockey!

DEEMS TAYLOR personally selects the records to be played and builds a well balanced concert of top-flight music. He personally introduces the records and emcees the show on transcribed bands. All this...

Plus Outstanding, Top Name Guest Stars* from the opera and concert world.

DISC JOCKEY WITH A DIFFERENCE—On ordinary disc jockey shows, the pop tunes used play second fiddle to the showmanship of the emcee being exploited. In the Deems Taylor Concert—the *music* is the thing—each selection a masterpiece. And Deems Taylor's sparkling, witty, enlightening commentary is an essential part of that music... adding much to the pleasure of the listener. *Great music... a great commentator... great guest stars*—an unbeatable entertainment combination!

YOUR CHANCE TO ATTRACT AND HOLD THE BIG AUDIENCE FOR FINE MUSIC IN YOUR COMMUNITY!

The Deems Taylor Concert is tailored for this audience... gives them the masterpieces and artists they know and love... plus a unique commentator they admire and eagerly listen to. Here's a quality show, a prestige show for your station... all that and a *selling* show, too! Feature it five half hours per week, any time of the day, and see how fast it starts to produce for your sponsor and you!



available as a half hour, five times per week—or
adaptable up to a solid two-and-one-half hours of consecutive music programming.

RADIO FEATURES, Inc. *Walter Schwimmer, President*

75 E. Wacker Drive, Chicago 1, Illinois

Phone: FRAnklin 4392

Truman Opponents Ask Free Air Time

(Continued from Page 1)

speech, was booked on NBC for tonight, Wednesday, when Sen. Robert Taft and Rep. Charles A. Halleck will answer the President from 8:30-9 p.m., EDT. Show will also be carried by the NBC television network and will originate in Washington. NBC said the request for time was made by the GOP National Committee.

There were some indications that the Republicans sought time by the informal method of letting it be known that such would be desired although not directly requested. CBS revealed it had received no request, but would probably make facilities available to "a Congressional Republican." Later it was learned an invitation was extended to Sen. Arthur Vandenberg to appear on Columbia's "Capitol Cloak Room" at 10:30 p.m., EDT, tonight.

Relations between MBS and GOP campaign directors were an on-again off-again affair for several hours yesterday afternoon. First it became known that several days ago Mutual offered a half-hour to the Republican Committee, suggesting Dewey and Halleck, but the added advantage of television swung that pair to NBC. MBS then called back its offer and said it would grant no broadcast to GOPers. Later, however, it decided to offer to carry the Dewey-Halleck program tonight.

It was also learned that ABC a few days ago offered a half-hour, for some time this week, to Gov. Thomas Dewey and Hugh Scott, chairman of the Republican National Committee, but both declined. ABC had not decided last night whether or not it would open up a half-hour to any other Republican leaders as a result of Mr. Truman's speech to Congress.

Incidentally, just to put all the technical points on the table, a network exec said that neither the White House nor Mr. Truman asked the networks to broadcast his message to Congress. Webs were merely notified that the President would speak.

Ed Frisbie, radio director for the Progressive Party, sent wires to all major networks asking a half-hour of time for candidate Henry Wallace. Frisbie said Mr. Truman's speech was strictly political, that it was announced at the Democratic Convention, and that Wallace deserved a half-hour the same as the President.

One exec said his network viewed Mr. Truman's speech as "political in that it was concerned with issues of the campaign."



Mainly About Manhattan. . . !

● ● ● Chris Cross, writing from the World Health Organization of United Nations, at Geneva, said he phoned Radio Geneva on a business matter recently and learned that "Radio Geneva is on vacation for a month." . . . The station shuts down for a month so that the staff may have a summer holiday. . . . Rudy Vallee reported going into TV in a big way out in Hollywood. . . . The erstwhile crooner calls his firm "Vallee-Video." . . . Both GOP and Democratic parties plan to make wide use of motion pictures of the conventions in their campaign television programming . . . will adopt documentary technique used on CBS video for special Stassen and Dewey telecasts. . . . C. E. Hooper tossing a press luncheon today at the Harvard Club.



● ● ● THAWTS WHILE THINKING: Never could understand how a guy could make jokes to order, or why, if a comedian is only as good as his material, the writers don't get the real solid coin with the comics being paid off by THEM. . . . No woman's outfit could be so incongruous as high heels worn with shorts or slacks. . . . Never knew a guy everybody said nice things about, who was terribly successful. . . . Seeing anyone wearing a blue serge suit in the summertime always makes me want to hop under a shower. . . . Everytime I hear a comic point up a joke and then see it fall flat I get embarrassed for the comedian. Bob Hope is the top guy for getting out of spots like that. . . . Managers of radio artists have become terribly publicity conscious of late, and press agents will tell you that their hardest job is not to get into the papers or keep their clients happy, but to salve the tenpercental element. . . . Most stolid individuals in radio are the studio engineers, most of whom look as if they were cut from identical ice-cubes.



● ● ● FILLER-DILLERS: Housewives who are waiting for meat prices to fall, points out Phil Leeds, have a fat chance. . . . With so much dough being passed out by quiz shows, Eileen O'Connell is trying to get a portable telephone to go with her portable radio. . . . Steve Gibson sez he couldn't afford a television set so he just ordered the installation. . . . Herb Sheldon observes that many a guy who promises a gal a mink turns out to be an old fur flusher in the end.



● ● ● ABOUT FACES: Champ Joe Louis exiting from a 42nd St. movie showing "Unconquered." . . . Babe Didrikson, the fememinent athlete, showing Leo Durocher how she grips a baseball bat (using an umbrella) at the Fireside Inn. . . . Hank Fonda pausing before hopping into a cab at 44th & B'way to read the day's baseball results on the electric news sign. . . . Sweet Georgia Gibbs being gifted with a peach by Rob't Q. Lewis in the Cub Room.



● ● ● IMP-reSSIONS: George Jessel: Comedian and the telephone. . . . Thelma Carpenter: Performer of note. . . . Joe Sponsor: Hoopercritical. . . . Jimmy Durante: The nose has it. . . . Mel Allen: Yankee Lipper. . . . Phil Leeds: The humor side of the news. . . . Jerry Colonna: Bob Hooper. . . . Vincent Flair: Bobby-socksational. . . . Nick Kenny: Radiode editor.



Bailey Makes Plea For FM Acceptance

(Continued from Page 1)

taste and standards are improving sharply.

Radio, he said, "in the past decade, has thought and moved in terms of cash dividends, losing sight of human equations. The future FM broadcaster must regard himself as a quasi-public official whose duty is to program his station in such a way that it will not go the way of all forces that debauch the human mind. He must program his station in such a way that he lures listeners—regular listeners—who have confidence in him."

Bailey complained about the duplication policies of ABC, CBS and NBC, saying they that require an FM station to duplicate all network programs carried on its AM affiliate if any are broadcast on FM.

"An FM broadcaster who wants to take certain network sustainers because they are in the public interest cannot do it unless he forgets his obligation to serve his community and takes everything on his FM station that he carries on AM," said the FMA official.

He cited the FCC's network regulations, which, he said, prohibit licensee from "having any contract arrangement, or understanding, express or implied, with a network organization which . . . prevents the station from substituting a program of outstanding local or national importance."

Boston Sponsor Buys New 'Hobby Lobby' ET

Boston—WHDH yesterday became the first station in the country to sell the new Hobby Lobby series syndicated by Dave Elman, originator of the program.

Hobby Lobby was sold to the J. W. Leavitt Company through Chamber and Wiswell advertising agency. The J. W. Leavitt Company bought Hobby Lobby for its product Teddy Peanut Butter distributed throughout New England.

The new Hobby Lobby will be premiered in the WHDH listening area beginning Thursday, September from 9:00 to 9:30 p.m., and will be heard on each succeeding Thursday evening.

KGW

PORTLAND, OREGON

REGISTERED NATIONALLY BY EDWARD PERRY & CO.

1906 *Henri* 1948
CONFISEUR

FRENCH RESTAURANT
LUNCHEON from \$2.00
DINNER from \$3.00
COCKTAIL BAR

Famous French Candies
15 East 52nd St.
AIR CONDITIONED

TELEVISION DAILY

Daily section of RADIO DAILY, Wednesday, July 28, 1948 — TELEVISION DAILY is fully protected by register and copyright.

TV GRID COMMERCIALS BONANZA

TELE TOPICS

By IRWIN ROSTEN

TELEVIEWERS this year will be able to take part in the pleasant chore of selecting "Miss Rheingold 1949" from a group of six of New York's most beautiful models. The beauty pageant makes its TV debut Aug. 9 with a five-minute film showcasing the six contestants, with Tom Shirley as emcee. Scheduled for 52 airings in four weeks over WABD, WCBS-TV, WJZ-TV and WPIX, the film was directed by Roger Pryor for FC&B. . . . Farrell Publishing Corp. will preview its new TV package, "Window Shopping on Fifth Avenue," for a group of store clerks on Monday. . . . Rushing to catch a 10 p.m. plane to join his family at Cape Cod, Danny Seymour dashed out of CBS after "We, The People" last night with his face still loaded with makeup.

NEW heights in hoopla being planned for the WJZ-TV preem. ABC, 'tis said, will rent the Palace Theater for opening night shows and is trying to roundup old vaude headliners to appear. Also the works is a huge block party in Duffy Square. . . . Pres. Truman's address to Congress yesterday laid an egg, tele-wise, when compared to his acceptance speech in Philly. Reading from prepared text, he checks fire and loses contact with viewers. Audience in Paramount Theater, where pool telecast was picked up off the coax, became quite noisy towards the end. Pan shots showing one Congressman reading a paper and another checking some notes were highly effective tho'.

LATEST CBS-TV office shuffle, caused by reconstruction of Grand Central Studios, moves entire news staff, except director Ed Chester, to sixth floor at 501 Madison. Also involved are several film dept. staffers. . . . Our boyhood boss opry col, Jack Holt, in N. Y. for first time in years, makes his first TV appearance tomorrow night on NBC's "For Your Pleasure." . . . Dennis James pacted by Ray Nelson to spiel several Maxson Food tele-descriptions. . . . Concrete starts flowing today for ABC's Coast transmitter atop Mt. Wilson. Building has living quarters for engineers and a garage. What, no col?

Gridiron Auditions

N. W. Ayer agency will hold auditions for TV football announcers in New York on Monday and in Chicago Aug. 4. Applicants must pass a rules exam, to be given by Dr. Elwood Giegas, of Nat'l. Football Rules Committee, and screen and voice tests. Questions on the rules quiz were submitted by ten leading grid coaches. Two play-by-play and two color men will be picked in N. Y.

Thomas Named Mgr. Of WOIC in Capital

(Continued from Page 1)

the radio department of H. W. Kastor agency in Chicago. Previously, he managed the Atwater Kent Radio Auditions. A resident of the District of Columbia for 23 years, he served as a reporter for the Washington Herald, Daily News and Star and later did public relations work with Thomas R. Shipp, Inc.



THOMAS

Thomas attended D. C. public schools and graduated from George Washington University and Harvard Graduate School of Business Administration. He is a member of the National Press Club and the Pioneer Television Club of Washington.

The WOIC tower at 40th and Brandywine Streets, N. W., highest point of ground in the capital, has been completed and construction of the transmitter building is under way. Streibert said the outlet will be linked with WOR-TV—skedded for debut towards the end of the year—to form the nucleus of a regional web affiliated with Mutual.

Successor to Thomas at WOR is expected to be chosen in about two weeks.

Minimum Of 30 Bands Asked At FCC Hearing

Washington Bureau, RADIO DAILY

Washington—The FCC was told yesterday that at least 30 TV channels will be needed if the art is to continue developing at its present pace and that present public acceptance of TV has "placed an immediate obligation upon the Commission and the television industry to resolve as expeditiously as possible the all-important question of sufficient television assignment and television coverage to the people of the nation."

ABC's Dr. John A. Kear, testifying on tropospheric interference, was the witness who estimated need for 30 channels, while TBA's Jack Poppelle called upon the Commission to provide additional channels as soon as possible. Along with Dr. Thomas T. Goldsmith, of DuMont, and Andrew Alford, of Boston, testifying for CBS, they were heard as the present phase of the Commission's TV reallocation hearing drew near a close. Alford will be cross-examined this morning.

Goldsmith presented the DuMont plan to add eight "downstairs" channels for TV service, taking them from frequencies now assigned to government services. Alford spoke at length on the advantage of directional antennas for TV.

Poppelle said TBA is strongly in favor of immediate consideration for standards for tropospheric transmission—certainly before any further allocations are made with less than a 150-mile metropolitan co-channel separation.

Press-Time Paragraphs

Horton Joins CBS-TV Sales

Kingsley F. Horton, assistant manager and sales director of WEEI, CBS-owned outlet in Boston, joins the web's TV sales organization in New York on Monday, according to David Sutton, CBS-TV sales manager. Horton has held the WEEI post since 1938, and previously was with CBS Radio Sales.

DuMont Ups Receiver Ad Budget

Tele receiver division of DuMont has boosted its 1948 ad budget to over \$1,000,000, it was disclosed yesterday by Norman M. Markwell, ad chief. During first half of the year, firm spent about \$340,000 in N. Y., Phila. and Washington newspapers. Sked for Aug.-Sept. calls for ads in Boston, Baltimore, Chi and L.A. dailies, marking first time DuM has run regular insertions in these areas. In addition, Markwell noted "possibilities" of national mag campaign in Fall.

INS To Service Coast Tele

Expansion of INS-INP spot news and feature photo packages to service West Coast accounts was revealed last night coincidental with signing of KTSN, Don Lee outlet. Station will receive pix and scripts beginning Monday from the wire service's L.A. bureau.

Luckies, Chevy Set Heavy Budgets For Games

Amount of business slated to be drawn into the TV coffers by football this year is rapidly shaping up to bonanza proportions, with unprecedented number of games, both college and professional, skedded for airing.

One of the major spenders in the medium it was learned, will be American Tobacco Co., which is preparing a sked of ten top Ivy League games for the NBC eastern web as well as a grid series in Chicago. Product is Lucky Strike and agency is N. W. Ayer. Another Ayer account, Atlantic Refinery, which has been sponsoring grid telecasts in Philly since the early '40s, is expanding this year to bankroll a series over WNAC-TV, Boston.

DuMont flagship, WABD, will be cut in for a healthy slice of the football revenue, with both pro and college games sold. Outlet has a three year contract for N. Y. Yankees games, sponsored by Local Chevrolet Dealers Association, Inc., through Campbell-Ewald. Bill Slater will handle the eight-game sked. Sponsor, incidentally, has set a 450-G budget for TV through the end of the year. WABD also sold an eight-game intercollegiate series, but is keeping mum on the bankroller.

WCBS-TV is also trying to sew up both Saturday and Sunday games. Columbia Univ. home and away contests have been placed on the outlet by a major ciggie firm and, in addition, station may scan the Brooklyn Dodgers contests.

Set for Aug. 10 debut, WJZ-TV will carry the N. Y. Giants sked and is now negotiating for sponsorship.

WAVE-TV To Join NBC

WAVE-TV, Louisville, slated to go on the air around Oct. 15, has signed interconnected and non-interconnected affiliation contracts with NBC.

Beaucoup Pix

Philadelphia — WFIL-TV statisticians have come up with the imposing, though useless information that the outlet telecast nearly 11-million individual pictures during the three political conventions here. Outlet devoted 100 hours, 57 minutes to the conclaves. With TV scanning at rate of 30 frames per second, breakdown reveals 1,800 pix a minute, 108,000 an hour or grand total of 10,902,600.

AGENCIES

JOHN J. TORMEY has joined Geyer, Newell & Ganger, Inc., as an account executive, H. W. Newell, executive vice-president, has announced. Tormey was formerly with Lord & Thomas and its successor, Foote, Cone & Belding, where he was a vice-president and account executive.

WILLIAM J. LUEDKE has joined the Pepsodent Division, Lever Brothers Company, as assistant advertising manager, Henry F. Woulfe, Pepsodent president, announced this week. Luedke comes to Pepsodent following service with the O-Cedar Corp., Chicago.

THOMAS A. KOPPEL, president, of the Thomas A. Koppel Co., Inc., direct-mail specialists, announces the appointment of Andrew J. Hendry, as vice-president. Hendry's duties will include sales, service and merchandising assistance and consultant to Thomas A. Koppel clients. Hendry previously was with the Western Newspaper Union in production and sales for the past five years. He was also a member of the advertising staff of the American Press Association for five years, and was connected with the New York Sun, New York Herald Tribune and the New York Journal American in the editorial department and advertising staffs.

FRIEDENBERG AGENCY, INC., station reps., have signed two new stations: WJAO, Cambridge, Mass., and WJEL, Springfield, O.

Classical Disc Jockey Series To Feature Fray

Jacques Fray, former partner of the Fray and Braggiotti piano team, has turned classical disc jockey in a new transcribed program just released by Charles Stark Productions, producers of the Peter Donald Show for Stanback.

Designed for half-hour broadcast on a three-a-week schedule, the new Jacques Fray Show will feature Fray as "turner of the turntables," as well as Lily Pons, Larry Adler, Charles Munch and other music-world notables as guests.

Starting date for the new transcribed series has been set for September 6. A complete promotion and advertising campaign has been set up and coordinated by William R. Seth, former promotion director of the NBC Radio-Recording Division and NBC Spot Sales.

Koussevitzky to Conduct

The first of two concerts from the Berkshire Music Festival at Lenox, Mass., will be heard over ABC on Tuesday, Aug. 3, from 9:30 to 10:30 p.m., EDT, with Dr. Serge Koussevitzky conducting the Boston Symphony orchestra. The broadcast will feature a program of Prokofiev-Sibelius-Richard Strauss-Ravel compositions.

Miller Discusses NAB Code; Feltis BMB, At Dist. 4 Meet

(Continued from Page 1)

quoted from letters of suggestion received from broadcaster members of the association. He also read from letters of criticism from members and said the organization was always open to constructive criticism.

BMB's Plans Discussed

Most important change in BMB's nationwide study in 1949 will be the supplementation of station weekly audience figures with information on frequency of listening, 4th NAB district delegates were told yesterday by Hugh Feltis, BMB president. He said ballots, to be used in the survey next March, already have been tested to assure accurate statements of the daily frequency with which people listen to each station, separately for daytime and night-time.

Following a period of experimentation, Feltis said, it is highly probable that this information will be reported as a station's daily audience; that is, the total number of families that listen to a station during an average day.

BMB's president said, "This information answers the needs of the small and medium station who believes that although as many families in its market may listen to a distant station as to the local station in the course of a week, more of the families listen to the local station than to the distant station on the average day."

BMB also plans to measure FM and TV audiences. Ballot tests have been conducted to make certain that respondents list the FM and TV stations they listen to. BMB's Area Report will differ from the first study

in that non-subscribers will not be included.

Form AP Association

Representatives of Associated Press radio stations organized a West Virginia AP Broadcasters' Association at White Sulphur Springs on July 25, with George Clinton, manager of WPAR in Parkersburg, as chairman.

Three vice-chairmen were chosen to make up a board of directors with Clinton. They are Pat Flanagan of WHIS, Bluefield; John Gelder of WKNA, Charleston, and J. Patrick Beacom, WVVW, Fairmont.

Max Fullerton, of the Baltimore AP bureau chief, was designated secretary.

Two special committees were set up, one to study the AP report and the other to stimulate cooperation in newsgathering.

F. J. Evans of WPLH, Huntington, was named head of the news committee, which also includes C. P. Vogel of WGKV, Charleston; Berton Sonis of WCHS, Charleston; Fred Zimmerman of WBLK, Clarksburg; Bob Provence of WKNA, Charleston; E. J. Hodel of WCFC, Beckley, and E. W. Dockeney of WEPM, Martinsburg.

Clinton named John Phillips, manager of WGKV in Charleston, as chairman of the committee on cooperation. Other committeemen are George Blackwell of WVVW, Fairmont; J. Ferd Browning of WAJR, Morgantown, and Leslie Golliday of WEPM, Martinsburg.

The association was organized following the annual meeting of the West Virginia Broadcasters' Association.

Pulse Sets in Use Survey Indicates Summer Drop

(Continued from Page 1)

and Louella Parsons headed the list of top ten evening shows in New York. Four shows on the list are giveaway programs.

The Saturday-Sunday daytime list is topped by two games played between Brooklyn and the Giants. The ratings for the two broadcasts of 10.3 and 10.0 are combined to include both WHN and WMCA, since games were aired over both stations.

Roth Seeks Texas Tele

San Antonio, Tex.—Eugene J. Roth, owner and operator of KONO and KONO-FM has applied to the FCC for a TV outlet estimated to cost \$161,600. Outlet would operate on channel number 12 with 21.94 kw visual and 10.97 kw aural power.

Vick On 2 WCBS Shows

Vicks Chemical Company, for Vatronal, Vaporub and Sofskin, has purchased three participations weekly on two WCBS shows, starting July 27. On Tuesdays and Thursdays they will advertise on the Arthur Godfrey

Woman Broad'ers Invited To Be Accredited At U.N.

Dorothy Lewis, coordinator of women's broadcasts at United Nations, Lake Success, N. Y., this week notified all women broadcasters that they may be accredited at U. N. headquarters. The letter to women broadcasters follows:

"Radio correspondents, executives and staff members, not assigned on a daily basis at Lake Success, may have their names registered on our active list in the Radio Division and will be given all facilities, including passes for meetings as required.

"Should you care to be so accredited, please advise us and your name will be registered in our files. Thereafter, you may call or write to me or to Mrs. Helen Dolan, English Language Station Relations, Ext. 8064 or 2786, when you wish to have passes, documents, studio facilities, or extracts from recorded meetings. Rest assured we shall do everything in our power to see that you get the fullest possible service from U.N."

program, 6:00-7:45 a.m., and on Saturdays on the Harry Marble program, 6:00-7:45 a.m. Agency is Morse International.

COAST-TO-COAST

Sandy Joins WGAT

Utica, N. Y.—Michael J. Sandy, editor and publisher of Utica Bowling and Sport Journal, has been named sports director of WGAT and has begun a regular ten-minute sports broadcast over that station. Sandy, formerly with WIBX, is a member of the National Sports Broadcasters Association, the National Bowling Writers Association, the Eastern League Baseball Writers, Eastern Football Writers, Utica Sports Boosters, Junior Chamber of Commerce, Comity Club, Utica Elks B. P. O. E. and many other such organizations.

Higbee Returns To KSUB

Cedar City, Utah—Arthur Higbee, a former KSUB employee, who left the station to finish college, has returned as commercial manager. While attending school, Higbee served as program manager for KVNU, Logan.

WLEU Takes The Air

Erie, Pa.—This city recently opened the highest powered FM station in the area when WLEU, operating on a frequency of 97.9 megacycles, made its debut. Slogan of the new FM outlet is "Middle of the Dial."

WAJR Adds Browning

Morgantown, W. Va.—Fred Browning has joined WAJR as the station's new manager. Browning was formerly with Lynn-Fieldhouse Advertising in Wilkes-Barre, Pa. as account executive and copy chief.

To Decide Heroine's Fate

Portland, Ore.—KEX script writers, in order to help settle romantic difficulties in the "Neath Western Skies" musical show, have introduced a new contest to their listening audience to determine heroine Mary Lou's fate. Eighty albums by Roy Jackson and the Northwesterners will be awarded the top 80 entries, with albums being equally distributed to the 40 best adjudicated "do's" and "don'ts" aimed at solving Mary Lou's problem. Program, featuring Ed Watson, Patti Holt, Roy Jackson and The Northwesterners and Cowboy Heck, is sponsored by Western Door and Plywood Corporation.

Takes Eastern Sales Trip

Denver, Colo.—KLZ national sales manager, Lee Fondren, is on an extensive three-week selling trip through the Eastern United States, during which time he will visit Chicago, Detroit, Minneapolis and N. Y.

City's No. 1 Disc Jockey

Oakland, Calif.—This city's number one disc jockey is KROW's Lex Boyd, according to a poll conducted by Radio Best. Contest was held by the magazine to determine each city's favorite platter spinner.

Stork News

Mr. and Mrs. Ed Greif are the parents of a son, James David, six pounds, three ounces, born yesterday in the Woman's hospital, New York city. The father is a partner in the firm of Banner & Greif, public relations specialists.



The National Daily Newspaper of Commercial Radio and Television

VOL. 44, NO. 20

NEW YORK, THURSDAY, JULY 29, 1948

TEN CENTS

4th DISTRICT APPROVES NAB POLICIES

Web Attitudes Differ On 'Reply To Truman'

Four major networks adopted four different attitudes yesterday toward requests for free time from various political parties as an aftermath of President Truman's message to Congress, broadcast last Tuesday. Latest to hop aboard the bandwagon of fast breaking confusion was the Socialist Party, which along with Republicans and Progressives, asked all networks for a half-hour of time.

The four different attitudes were these: NBC granted a half-hour to

(Continued on Page 3)

Curry 'Lone Star Ranger' Held Title Infringement

Scranton—U. S. Judge John W. Murphy yesterday issued an injunction against Earl Curry, Dallas, Tex., from using title "Lone Star Ranger," white horse or any costume resembling in any manner that of Lone Ranger. Injunction also prevents Curry's manager, Jack Smith of Scranton from billing Curry as "Lone Star Ranger."

Judge Murphy's injunction was based on contention of Lone Ranger, Inc., Detroit, that Curry's nation-wide

(Continued on Page 3)

Station Revamps Schedule Because of Polio Epidemic

Raleigh, N. C.—As the second largest total of polio cases in one day in North Carolina was reported yesterday, stations WNAO, WNAO-FM, Raleigh, went into action to present a series of programs designed to entertain children being kept at home by parents. To date, 830 cases

(Continued on Page 6)

Timely Promotion

The publicity and promotion department of WLAW and WLAW-FM, Lawrence, Mass. is distributing and installing outdoor thermometers at selected spots throughout the listening area of the station. The promotion piece is three feet long, finished in white metal with blue lettering. At the top are the call letters WLAW and at the bottom, the station's slogan.

May Lift Excise Tax on Radios in Canada

Montreal — Trade circles understand the Dominion Government will shortly commence progressive removal of the special excise taxes imposed last November on a lengthy list of consumer goods. Taxes, the trade believes, will first be lifted on radio sales, which have suffered so severely that they are now described by manufacturers and storekeepers as "a glut on the market." Potential customers have been discouraged by the heavy tax and are inclined to await its removal before buying. It is understood that taxes will next be lifted from electrical goods and lastly from automobiles. They were imposed by Finance Minister Abbott in order to reduce consumption and also to save United States dollars. One of the principal factors impelling the Government to the elimination of the tax was the expense of collecting the levy.

Rails May Sponsor Operetta On ABC

Sale of a 45-minute operetta program to the American Association of Railroads for presentation on ABC is expected to be consummated this weekend. The first recording, a condensed version of "Roberta," featuring Dick Haymes and Marion Bell, has already been auditioned by railroad executives in Chicago and approved for network sponsorship. Another audition record will be heard by representatives of the association in Washington today.

FCC Open Hearings Aug. 5-6 On "Port Huron" Decision

Washington Bureau, RADIO DAILY
Washington—Rep. Forrest A. Harness of Indiana, chairman of the select committee to investigate the FCC, yesterday revealed that open hearings will be held August 5 and 6 on the controversial Port Huron decision of the Commission.

The Commission had declared in the Port Huron decision that radio stations have no right to censor li-

Broadcasters At West Virginia Meeting Adopt Resolutions Endorsing Industry's Planning

WHN Ties-up Dodgers For Next Three Years

An exclusive contract covering broadcasts of the Brooklyn Dodgers baseball games for the next three years, was announced yesterday by Herbert L. Pettey, director of WHN, New York indie. The contract covers the baseball seasons of 1949, 1950 and 1951 and was negotiated with Branch

(Continued on Page 2)

Sweeney & March Replace Thomas Show on CBS

Comics Sweeney & March have been pacted by Young & Rubican for a six-weeks' stint on CBS, Fridays, 8:30 p.m., beginning Aug. 27. They replace the Danny Thomas show, with a Jack Carson stanza slated for the spot beginning Oct. 8. Sponsor is Sanka Division of General Foods. Show will originate in Hollywood, with Ted Bliss producing.

G.E. Giveaway Program Set for WCOP, Boston

Boston—One of the largest sales of local radio time ever made in Boston has just been consummated by WCOP. Station has signed General Electric Appliances, Inc., in cooperation

(Continued on Page 3)

White Sulphur Springs, W. Va.—Declaring it a "most successful convention," 275 delegates to the NAB 4th district meeting at White Sulphur Springs, W. Va., yesterday approved and endorsed NAB President Justin Miller's activities in behalf of "Free Radio Broadcasting"; endorsed and recom-

(Continued on Page 5)

Television Planning Under Way In Canada

Montreal—The CBC, at the first meeting of its Board of Governors after October 1, will consider applications by private individuals for the right to open television stations.

There are three channels available in Toronto and CBC has reserved one for its contemplated establishment of a national setup as soon as the necessary financing can be arranged. There are already two applications for the

(Continued on Page 7)

WRC's 25th Anniversary Will Be Observed Aug. 1

Washington Bureau, RADIO DAILY
Washington — WRC, owned and operated by NBC, will observe its 25th anniversary next Sunday, Aug. 1. Station went on the air in 1923 with a faulty broadcast in which the first speaker's words were lost be-

(Continued on Page 3)

Pinch Hitters

Peter Roberts, Robert Denton, and Jack Costello will combine their talents to pinch-hit for vacationing Kenneth Banghart on his 6:00 p.m. and 11:00 p.m. WNBC newscasts. Banghart started his vacation on Saturday, July 24, after his 6:00 p.m. program; he will make his return to the WNBC microphones on Monday, August 16, at 6:00 p.m.

belous or slanderous statements made in political broadcasts even though a station might be liable under the laws of the state in which it exists for permitting such statements to go out over the airwaves.

Harness announced that the names of witnesses to be heard will be released Tuesday. They will include members of the Commission as well as industry executives.



Vol. 44, No. 20 Thur., July 29, 1948 Price 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; James Owens, 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
Ralph Wilk, Manager
6425 Hollywood Blvd. Phone: Granito 6607
WASHINGTON BUREAU
Andrew H. Older, Chief 6417 Dahlonega Rd.
Phone: Wisconsin 3271
CHICAGO BUREAU
Nat Green
1417 Ashland Bldg., 155 No. Clark St.
Phone: Stato 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 (July 28)

Table with columns: High, Low, Close, Net Chg. Lists various stocks like ABC, Admiral Corp, Am. Tel. & Tel., etc.

Table titled 'OVER THE COUNTER' with columns: Bid, Asked. Lists DuMont Lab, Stromberg-Carlson, etc.

★ COMING AND GOING ★

HUGH FELTIS, president of BMB, is in Philadelphia, where tomorrow he will address the meeting of 3rd District, NAB.
ROY E. MORGAN, general manager of WILK, Wilkes-Barre, Pa., in town this week for conferences at the headquarters of ABC, with which the station is affiliated.
JAMES STOCKTON, president of WPDQ, American network outlet in Jacksonville, Fla., is in New York this week conferring with executives of the web.
EDWARD STARTZ, well known among short-wave listeners as conductor of the "Happy Station" program from PCJ, Hilversum, Holland, has arrived in New York aboard a KLM Royal Dutch Airlines plane for a series of conferences with American officials.
PENNY MORGAN, production assistant on the Arthur Godfrey and Morey Amsterdam programs over CBS, leaves Sunday for a two-week vacation at Lake Tarleton.
JOSEPH CREAMER, promotion director of WOR; ED LEECH, production supervisor; EDWARD BRAINARD, script writer, and SAMUEL MORSE, head of the sound effects division, will return Monday from their vacations.
GEORGE LEWIS, director of the National Laugh Foundation, leaves today on a combined business and vacation trip to Boston and New Haven.
RAY HENLE, editor-in-chief of "Sunoco Star Extra" on NBC, is vacationing at his cottage, Plum Point, Md.
BARNEY GOLDMAN, account executive for Frederic W. Ziv, has returned from a sales trip through North and South Dakota.
EDGAR KOBAK, president of the Mutual network, has returned from a vacation spent at Pine Orchard, Conn.
ERIC SEVAREID, Washington newsman for the Columbia network, leaves Saturday on a four-week vacation. Richard Hottel will pinch-hit for him.
DWIGHT WEIST, emcee of "We, The People," and MRS. WEIST, have returned from a plane trip to Bermuda.
MARGARET ARLEN, femme commentator on WCBS, leaves today on a motor trip through New England.

10 YEARS AGO TODAY

(From the files of Radio Daily)
WLW's operation on 500 kw. received its first direct attack by John Kennedy, president of WCHS, who, before the FCC, told the Commission that operation of the Crosley station of 500 kw. "squeezed out the little fellows" and was in direct competition with WCHS and other W. Va. stations.
... A report circulated in Chicago that the Philco Radio & Television Corp. was considering moving its manufacturing activities out of Philadelphia because of continued labor difficulties which have kept their plant closed for months.
... News, sports and film commentators employed at local indies in N. Y., who are not at present serviced with leased news services, are being investigated for alleged "lifting" of news items from daily newspapers and other stations which use an accredited service. Investigation is expected to spread to other cities and is being conducted by private agency on behalf of news services involved.

KAY CAMPBELL, administrative assistant to Wells Church, CBS director of news broadcasts, leaves New York today by plane for a vacation in England.
MARTHA ROUNTREE to Washington, D. C., for the broadcasting of her "Meet the Press" over WOL, Mutual network outlet in the Nation's Capital.
ELLIOTT M. SANGER, executive vice-president of WQXR, and ELEANOR N. SANGER, program director of the station, are aboard the S. S. Talamanca on a Caribbean cruise that will take them to Cuba, Canal Zone and Guatemala. They'll be back August 16.
JUDSON BAILEY, of the CBS sports staff, returned yesterday from Pittsburgh, where he produced the Columbia network's "Clubhouse" program.
KENNETH BANGHART, newscaster on WNBC, is vacationing. His chores are being taken over by Peter Roberts, Robert Denton and Jack Costello.
HAROLD STEIN, photographer well known in the entertainment industry, and MRS. STEIN are at Long Branch, N. J., for a few days of swimming and shooting.
GEORGE MOSCOVICS, manager of sales development in the television division of CBS, is in Detroit on a short business trip.
A. DAVEGA, radio and retail executive, preparing to leave for a vacation at Lake Tarleton, N. H.
PIER CHERICI, of the CBS construction department, is in Boston on business.
RED BARBER, director of sports at CBS, will arrive from Pittsburgh by plane tomorrow and will be taken at once to the New York Hospital.

WHN Ties-up Dodgers For Next Three Years

(Continued from Page 1)
Rickey, president of the Brooklyn Baseball Club.
WHN first began broadcasting the play-by-play reports of the Brooklyn club seven years ago. Currently, the Dodger games are jointly sponsored by P. Lorillard Company (Old Golds) and the Post Cereals division of General Foods, Inc.

WSAU Joining NBC

WSAU, Wausau, Wis., will join NBC today, it was announced by Easton C. Woolley, NBC director of Stations Departments. WSAU, which has been affiliated with another network, is owned by The Journal Company, Milwaukee, Wisconsin. Walter J. Damm is vice-president and general manager of radio of the company, which also owns WTMJ, Milwaukee, another NBC affiliate. WSAU will operate on 1,400 kilocycles with a power of 250 watts. This addition brings the number of NBC affiliates to 170.

Andrews to Direct 'Red' Drama

Martin Andrews, who directed ABC's recent documentary on "VD," has been selected to direct that network's next major factual drama, "Communism—U. S. Brand," to be presented Monday, Aug. 2, from 9:00 to 10:00 p.m. Andrews, who also directs "My True Story" for Libby-McNeill-and-Libby, and "Summer Serenade" for the AFL, is postponing his vacation from July 30 to the following week in order to direct this latest ABC documentary.



Take it off, we know you!

A mask is a safety factor in electric welding. Safety engineers swear by it. And whenever welding is done, you'll see signs around for the unwary, reading "Don't Look At The Flash!"
A mask is fine on a welding job, but there's no need for one in radio time buying.
All you have to do is take a wide-open look at the facts in the glowing light of what goes on. It isn't a bit dangerous... and sometimes it's most enlightening.
Take radio in Baltimore. If you stare right straight at the naked facts, you'll discover that it's the independent station that's the buy in this big town.

It's W-I-T-H that delivers more listeners-per-dollar-spent than any other station in this 6th largest city.
The smart time buyers don't use blinders... they know what goes on in Baltimore. That's why W-I-T-H heads so many lists!

Advertisement for W-I-T-H Baltimore 3, Maryland. Includes logo with a stylized face and the text 'AM W-I-T-H FM Baltimore 3, Maryland TOM TINSLEY, President Represented by Headley-Reed'.

Advertisement for KYA San Francisco. Includes the text 'INS has served' and 'SINCE 1935' along with a graphic of a calendar showing the years 1945, 1946, 1947, and 1948.

Web Attitudes Differ On 'Reply To Truman'

(Continued from Page 1)

Henry Wallace; ABC confined its handouts to members of Congress, thus denying Wallace, but giving 30 minutes to Sen. Glen Taylor; CBS refused both Wallace and Taylor, but extended its facilities to "spokesmen of the Progressive Party who are not candidates"; and Mutual decided not to give special time to any party.

Wallace will speak over NBC tonight, Thursday, from 8-8:30 p.m., EDT, the program originating in New York. While there will not be a simultaneous television broadcast, NBC offered Wallace its TV web tonight from 9:15-9:30 p.m. Sen. Robert Taft and Rep. Charles Halleck were heard on NBC last night.

ABC booked House Speaker Joseph Martin and Sen. Eugene Millikan (Rep., Col.) for Friday, July 30, from 10-10:30 p.m., EDT, to discuss the topic, "Special Session of Congress." Following night, Saturday, Sen. Taylor will speak on the same subject, same time, in a broadcast from Grand Rapids, Mich. ABC refused time to the Socialist Party on the basis that it had no representatives in Congress.

Wire from Stanton

Frank Stanton, CBS president, sent a wire to Wallace which said in part: "It has always been our practice, irrespective of administration, to distinguish between purely political broadcasts by the President and statements the President makes in his official capacity. It is our view that President Truman spoke to Congress Tuesday, July 27, in his official capacity." Stanton also said that neither Truman nor the Democratic National Committee requested the broadcast of last Tuesday. The wire continued: "We will be happy to have spokesmen of the Progressive Party who are not national candidates for office discuss these issues (those before Congress) over CBS at an early date."

CBS sent the same wire to the Socialist Party, offering time for any members other than candidates.

In commenting on Mutual's decision to refuse time requests, A. A. Schechter, veepee in charge of news and special events, said the web "does not intend to confuse governmental activities with political talks." He

★ AGENCY NEWSCAST ★

FOOTE, CONE & BELDING yesterday announced the election of Cyrus H. Nathan as a vice-president. Nathan has been with the agency since it was founded, except for wartime service with the Office of the Co-ordinator of Inter-American Affairs. Prior to that he was with Lord & Thomas.

WALTER KANER ASSOCIATES, New York, have been named to handle public relations for the Jewish War Veterans of New York State for 1948-49. The department embraces 285 J.W.V. posts throughout N. Y. State.

CUBARADIO INTERNACIONAL (Radio Corporation of Cuba) of Havana, has appointed McCann-Erickson's Havana Office to direct its advertising.

DOROTHY HALLER, formerly of the commercial writing department of Ruthrauff & Ryan, Inc., has joined the copy staff of The Biow Company.

pointed out that since Mr. Truman's message to Congress MBS has given ample coverage to all viewpoints and reaction on the President's statements. He also said Mutual had not been asked to broadcast Mr. Truman's talk.

DuMont television was another which turned down a request from the GOP National Committee. Republican sources in Washington had announced late Tuesday that DuMont would grant them time.

Some of the New York independent stations made their positions clear on the controversy yesterday. WMCA, which carried Mr. Truman's speech, wired Wallace that it did not consider the President's address as political and therefore could not grant equal time to the Progressive Party leader. WWRL wired both Wallace and Gov. Thomas Dewey offering a half-hour to each if their talks would be of a "non-political nature."

Time requests by the Socialist Party were sent out by Harry Fleischman, national secretary. NBC had made no decision yesterday as to whether the request would be granted.

AMERICAN ASSOCIATION OF ADVERTISING AGENCIES has named Ben Duffy, president of Batten, Barton, Durstine & Osborn to the post of chairman of the 4-A's new committee on media relations.

AMERICAN SUGAR REFINING COMPANY, for its Domino products, next week will inaugurate a large-scale advertising campaign through Ted Bates, Inc. An animated figure will be featured, it has been revealed by Joseph W. Mooney, vice-president in charge of sales.

GREENFIELD-LIPPMAN, INC., Buffalo, N. Y., has engaged Marjorie Reiss as account executive. Miss Reiss formerly was advertising manager of Consolidated Laundries Corporation.

REINGOLD COMPANY, INC., Boston, has been elected to membership in the American Association of Advertising Agencies.

WRC's 25th Anniversary To Be Observed on Aug. 1

(Continued from Page 1)

cause he talked into the back of an old-fashioned mike.

According to the station's early logs, one of the first political broadcasts was a speech by Sen. Magnus Johnson. Speech was described in the log book as "entirely harmless and inoffensive." WRC became one of the first outlets to cover sports events when an announcer called play-by-play of major league baseball games from a news ticker in the city room of the old Washington Times.

WRC began with a staff of eight people, including the porter, and now has 173 persons connected with NBC's Washington operations, including TV outlet WNBW.

New Don Lee Series

Hollywood—Don Lee Network is starting a new program series beginning Monday, August 16th, in the 11 to 11:30 a.m. time period, called "Ladies' First" and will be followed by "Queen for a Day." Audience participation show with Harry Mitchell as emcee and Bob Moon announcer. Program will start sustaining and will be available for sponsorship in single quarter-hour blocks, according to Sydney Gaynor, Don Lee General Sales Manager.

Philco Promotes Skinner

Appointment of James M. Skinner, Jr., as vice-president—Service and Parts Division of Philco Corporation has been announced by James H. Carmine, vice-president—distribution. In this new position, Skinner will direct the nation-wide Philco service organization and also be in charge of all parts sales. He joined Philco in 1934.

G.E. Giveaway Show For WCOP in Boston

(Continued from Page 1)

tion with their local dealers for sponsorship of the "G-E Boston Tea Party," a one-hour daily program to be broadcast Mondays through Fridays from 1:30 to 2:30 p.m., starting August 16th.

The program will be an audience participation show with G-E appliances awarded to studio contestants. Other features of the program will include recorded popular music, organ solos and background, plus ad lib comment by Stan Shaw and Ken Meyer, the two WCOP announcers selected to handle the show. Fred Ford, Radio Director of Tarlar and Skinner, G-E Appliances' Advertising Agency, will supervise and produce the program.

In making the announcement of this new and heavy radio campaign, Charles M. Wilson, General Manager of General Electric Appliances, Inc. stated that the program will serve as a sales maker for all G-E dealers and to promote and publicize all General Electric Appliances.

Curry 'Lone Star Ranger' Held Title Infringement

(Continued from Page 1)

traveling rodeo was "unfair competition."

Ruling is regarded as important as it gives radio industry U. S. court opinion for protection of all companies like Lone Ranger against imitators.

Jill Jackson in Hollywood

New Orleans, La.—WWL sports and Hollywood commentator, Jill Jackson, is in the Glamour Capital for a month's stay. She is there to gather first-hand material for her twice-weekly "Jill's Hollywood" show sponsored by the New Orleans Public Service.

THE FETTER FAMILY HOTELS · Kentucky Ave. near Beach

Many Unusual Vacation Features and Conveniences

OCEAN BATHING Direct from Hotels Sun Deck. Solarium.

MONTICELLO

AMERICAN AND EUROPEAN PLANS Dormitory Accommodations for men and women. John Patrick O'Brien, Mgr.

BOSCOBEL

All Newly Renovated for a delightful Spring or Summer Family Vacation. John Joseph Rouse, Mgr.

Charles Kenneth & John H. Fetter, Mgrs

ALSO THE JEFFERSON ATLANTIC CITY

Welcome All Conventioneers

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

LOS ANGELES

By RALPH WILK

ROY Rogers, who starts his own KHJ-Mutual Don Lee Sunday program series on August 29, plans to begin his cross-country rodeo tour during the first week in September. He'll open in Madison Square Garden, N. Y., and then travel to such other large cities as Detroit and Chicago.

Herman Hover announces that he has succeeded in securing the services of Abe Burrows to open at Ciro's on August 6th. The comic is currently appearing at the House of Harris in San Francisco where he has hung up a record. His present engagement is his first as a nightclub entertainer, having appeared the past year as a radio comic, and prior to that, was one of the highest-priced writers for radio. Burrows' appearance at Ciro's marks his Hollywood debut as a nightclub entertainer. "In fact, it's my first public appearance in Hollywood for money," says Burrows, who has appeared for occasional stints at many benefits.

Walter Murphy, for several years assistant manager of the Magazine division in Press Information at the Columbia Broadcasting System, has been appointed director of the press department of Columbia Records, Inc.

Gloria Wood, the Kay Kyser "Woody Woodpecker" gal, will have her own show over NBC in the fall.

New singing group has been formed by Gini Young (Mrs. Alan Young), former warbler with "Four Chicks and Chuck." Members of the group, still without a tag, are Sue Allen, Ginny Reese, Raye Reiter, Lee Gotch and Gini Young. Singers will be part of the new Alan Young radio package.

George Gale has joined The Tullis Company of 6000 Sunset Boulevard in Hollywood as account executive. He was formerly with Universal Advertising Agency.

The Vic Orsatti Agency, formerly dealing only in motion picture names, breaks precedent this week by taking over radio and night club agency chores for singer Michael Douglas.

J. Kelly Smith, CBS vice-president in charge of station administration, has returned to his CBS headquarters in New York after two weeks of conferences with KNX executives.

Mr. and Mrs. Budd Hulick Sign for Program on WJLL

Niagara Falls, N. Y.—Mr. and Mrs. Budd Hulick will conduct Mr. and Mrs. Budd's Melody Market, over WJLL, Niagara Falls, N. Y., 10 a.m. to 12 noon, daily starting August 2nd.

Budd Hulick was formerly half of the comedy team, Stoopnagle and Budd, and has been heard on What's My Name, the Ford Sunday Evening Hour and other top ranking network shows.

Format of the show will be mainly disc jockey type with man and wife chatter, daily interviews with honeymoon couples, and other gimmicks of special interest to the average housewife.



Windy City Wordage. . . !

• • • Bob Hawk, radio quiz emcee and enthusiastic bridge fan, will enact both roles on August 1 when he will do a special telecast over WGN-TV in connection with the 22nd annual national contract bridge championship tournament to be held at the Stevens Hotel

Chicago July 31 to August 8. Hawk will emcee and kibitz a demonstration hand played by four experts. . . . The welcome mat will be out for Tom Moore, emcee of "Ladies Be Seated," when he visits his home town of Mattoon, Illinois, on August 7 for a personal appearance at the local theater, and on Mattoon's radio station WLBH. . . . Emmy Lou Stokoll, secretary to two Mutual account execs, found romance on her Mackinac Island vacation and came back wearing a diamond engagement ring. She will merge with Dick Winefield October 2. . . . WBBM general manager Frank B. Falknor, public relations director Don E. Kelley, salesman John Akerman, and announcers George Watson and Art Mercier returned from a week-end fishing trip in Muskegon, Mich. with some 40-odd trout and small mouth bass.



• • • It looks as if WJJD is trying to corner the disc jockey market! With Ernie Simon, Rosemary Wayne, Al Benson, Dirk Courtenay and Marty Hogan already on its staff, the station will add Studs Terkel, one of the better known platter spinners, early in September, when Terkel will inaugurate a new disc show.



• • • Lowell Thomas, CBS newsman, will stop off in Chicago on August 3, en route east following a California vacation, and will broadcast from the WBBM studios. . . . Bill Joyce, a vet of Chicago radio, has joined the production staff of WLS. . . . Television exhibits drew the biggest crowds at Chicago's recent Furniture Mart show. . . . "Curtain Time," Chicago-originated Mars, Inc. show, will shift from its Saturday 6:30 p.m. spot to Wednesdays at 9:30 p.m. on October 6. . . . The Chicago Railroad Fair is providing plenty of colorful material for radio use and all of the local stations are taking advantage of the opportunity. Tape recorded interviews of the fair's principal features will be radio fare throughout August and part of September. . . . Gene Autry will make a one-week personal appearance at the Oriental Theater starting August 26. . . . Doc Hopkins, folk song authority, is the author of a new song, "Ain't Got No Time For Foolin' Around," recently released on an FM recording and sung by Slim Bradley.



• • • The trip to the WCFL studios in the Furniture Mart building doesn't seem so tedious since (Miss) Pat Gleason graduated from the station's acting staff, where only her voice could be appreciated by the slaves of the press, to handling publicity for the station, which gives the boys an opportunity to get an "in person" impression of the glamorous colleen's engaging personality.



• • • ABC staffers forgot their studio worries last week for a day of picnic fun, and today (Thursday) the NBC'ers trek to Medinah Country Club for a day of sport and entertainment, a new feature of which will be a bathing beauty contest to select "Miss NBC Chicago." . . . Columbia network's "Cross Section, U. S. A." will be broadcast from the WBBM studios on August 7 as first of a three-program survey of the nation's natural, industrial and human resources. . . . John Harper, newly appointed head of co-op sales in Mutual's Chicago offices, is taking a two-week southern sojourn at the request of Uncle Sam's Marines. . . . Helen Loretta O'Connor, sister of Leonard O'Connor, NBC newscaster, and a former secretary to NBC execs Sidney Strotz and Jules Herbustaux, and to Charles Luckman, Lever Brothers president, passed away July 17.

SAN FRANCISCO

MORE than 90,000 visitors to the San Francisco Bay Area Industrial Exposition saw KGO's television demonstration. For the event KGO utilized the latest type image orthicon field camera chain to transmit the television pictures via coaxial cable to 75 receivers exhibited by 15 leading set manufacturers. Programs given during the week featured dramatic skits, a marionette show, newscasts, sportscasts, fashion shows, and interviews with more than 1200 visitors by Tom Paxton, KGO announcer. Exposition officials credit the television demonstrations as one of the main reasons for the outstanding record-breaking attendance at the Exposition.

A new series of dramatic stories taken from the U. S. Forestry service files are originating in NBC's San Francisco studios on Friday nights at 8:30. The new fire prevention series titled "Forests Aflame" are being drawn from actual events in the service of U. S. Rangers.

Bill Sweeney has been added to KFRC's writer-producer staff. He was formerly with the NBC network in Chicago.

Walter Jamond, KROW announcer, was recently married to Barbara Merner of San Francisco.

A new KQW program "Saturday Night with Forney" is featuring Bill Forney as disc jockey in a full hour show starting at 10:30.

David N. Sacks has been added to the sales staff of KROW, Oakland-San Francisco. He was formerly with CBS in New York.

KNBC's "San Francisco Radio Playhouse," a half-hour of original radio dramatizations written by members of the KNBC production staff, is now being heard on Monday nights at 8:30 in the spot formerly taken by the "Cavalcade of America."

On the theory that musical preferences of listeners change during the summer months, Russ Coughlan, KROW program director, has started a format of smooth, popular and sentimental music for the Summer.

Will Be Guest of Fair

For the second consecutive year, Margaret Arlen, WCBS women's commentator, will be a guest of honor on opening day at the Morris County Fair, Troy Hills, New Jersey, on Tuesday, August 17. During her visit to the Fair, Miss Arlen will record interviews which will be broadcast on her WCBS program the following morning, August 18 (WCBS, Mon. thru Sat., 8:30-9:00 a.m., EDT).

Desmond Substituting

Connie Desmond, sidekick to Red Barber on the Brooklyn Dodgers play-by-play broadcasts, will also substitute on the latter's "Red Barber's Club House" over CBS. Barber, CBS Director of Sports, is now recuperating from a gastrointestinal disorder at Presbyterian Hospital, Pittsburgh.

PROMOTION

For The Gourmet

Tying in with WKBW's helpful hints for motorists on Carlton Beck's "Music Goes 'Round" show, a new disc program heard each Saturday afternoon, 2:30-5:45 p.m., WKBW is offering a complimentary booklet entitled "Let's Drive Out For Dinner." This booklet serves a double purpose both as a promotional piece and as an informative edition for the listening audience. It contains information about 15 various eating places in Buffalo and vicinity where the particular gourmet can drive knowing he will receive the best in food, prices and atmosphere. These restaurants have been chosen from many hundreds submitted and have been carefully inspected by the editor of the booklet and station WKBW, before publication was permitted.

Localized Cook Book

From the recipes sent in by listeners to the KGNC, Amarillo, "Listen Ladies" program, a cook book was compiled containing over 200 pages with 1,000 favorite recipes of KGNC listeners. Each woman who submitted a recipe received a copy of the cook book. Name and address of the sender of each recipe is printed with the recipe in the book. Copies of the KGNC cook book are also being sent to listeners desiring a copy.

World Telly, NBC Collab On 'No Swimming' Series

In collaboration with the World Telegram and feature writer Murray Davis, WNBC will carry a limited series under the title "No Swimming Allowed." Series, based on the World Telly stories of water pollution at New York beaches, will run from Monday, Aug. 2, through the following Thursday from 1:45-2 p.m. Series will get a special tee-off Friday, July 30, at 7:30 p.m. when Davis will be interviewed by Fred Heywood, WNBC director of news and special events.

Jack Lacey at 'Dream House'

Jack Lacey, WINS disc jockey, will originate his 1-1:30 p.m. show tomorrow, Friday, from the "Dream House" at 48th street and Fifth avenue in connection with a contest by the American Heart Association. Lacey will interview celebrities and tell about the \$1,000 evening gown to be given away to the prettiest girl who shows up during the day.

WSNY Elects Officers

Schenectady, N. Y.—Officers elected at a recently held meeting of the board of directors of Western Gateway Broadcasting Corporation, owners and operators of WSNY, were Winslow Leighton, re-elected president and treasurer; Walter Duncan, vice-president, and James E. O'Loughlin, secretary. Duncan was formerly associated with NBC and later as vice-president of WNEW.

4th District Broadcasters Approve NAB's Operations

(Continued from Page 1)

mended to its members the "All Radio Presentation" plan; urged industry-wide voluntary observance of radio's recently adopted Standards of Practice; and requested the U. S. Bureau of Census to include AM, FM, and TV family ownership figures in the 1950 census.

Sessions devoted to legal problems, employer-employee subjects, BMB reports and plans, television,

3rd District Today

The Third District NAB meeting gets under way today at the Bellevue-Stratford Hotel in Philadelphia. This meeting will include broadcasters from the Delaware, Pennsylvania and Maryland area with President Justin Miller scheduled to address the opening luncheon of the two-day session. Other speakers will include Hugh Feltis, president of BMB and Carl Haverlin, president of BMI.

and a comprehensive panel relating to varied radio questions completed the two-day meeting.

Petty Discusses Court Case

In discussing activities of his department, Don Petty, general counsel, said, "the Baltimore contempt case relating to reporting court trials, and the KPRC case in Houston relating to political broadcasts, are landmark cases in the radio industry.

"It becomes increasingly clear," he said, "that if radio stations are to be permitted to serve their communities they must be accorded the protection of free speech guaranteed by the First Amendment."

Mr. Petty also discussed details of a legal memorandum distributed at the meeting covering the fields of copyright, state taxation, lotteries, give-aways, political broadcasts, editorializing, libel and slander.

In the employer-employee relations clinic, Richard P. Doherty, director, NAB employer-employee relations department, said, "next to programming, the greatest single challenge to station management is that of labor relations."

Pointing up one dissimilarity of radio from other types of business, Mr. Doherty said, "it costs about as much to operate any given station with a relatively high income revenue as with a low income level."

"Point for virtually all stations: it takes substantially more revenue to stay out of the red than was true a few years ago. Over against this situation is the fact that broadcasting competition has become substantially keener for the local market's advertising dollar. The broadcasting industry has now reached the point where it is imperative that station management devote its attention to labor costs."

There are two basic answers to

the question "how may a station reduce its labor cost ratio," he said. "First increase the revenue of the station; second, utilize the station's manpower with maximum efficiency."

Gamble Compliments BMB

Luncheon speaker was Frederic R. Gamble, president, AAAA, who advocated formation of an advertising agency recognition bureau, 2 per cent cash discount and complimented radio on the authoritative quality of its intra-industry measurement as conducted by BMB.

Charles A. Batson, NAB director of information, gave an interim report on the NAB staff television study.

Highlights of the report were outlined, emphasis being given to facts which assist broadcasters in arriving at a decision for or against investing in television stations now. He reviewed television's background, including its effect on aural radio listening, the channel situation, possibilities of expansion into other parts of the spectrum, attitudes of the FCC, and types of operations presently possible. The presentation concluded with cost figures for construction of a station.

TV Study Shows Costs

Construction expense possibilities were presented through a two-by-four formula which enables broadcasters to check at a glance what "the average minimum" costs may be for various types of stations extant at this time.

The study showed that minimum requirements for operating a metropolitan station capable of handling studio, remote, film and network programs would average approximately \$370,000.

The meeting closed with an all radio panel unlimited, manned by Harold Essex, WSJS, Winston Salem, N. C.; Hugh M. P. Higgins, Harold Fair, Richard P. Doherty, Charles Batson, and Don Petty, all of NAB; Glen D. Gillett, Washington, D. C., T.A.M. Craven, WOL, Washington, D. C.; C. M. Jansky, Jr., Washington, D. C.; and co-chaired by Campbell Arnoux and John W. New, WTAR, Norfolk, Va.

New Biz on WCAU-TV

Philadelphia—Signing of four 52-week spot contracts were announced yesterday by WCAU-TV. Accounts are Beneficial Saving Fund, through Richard A. Foley, agency; Parkway Baking Co., through J. M. Korn; Jackie Gordon, men's clothing firm, Korn agency, and Jay Bucknell, Inc., shirt manufacturers.

Also announced was renewal of two of the outlet's original commercial programs. They are "Stump the Artist," by John F. Daly, Inc., through E. L. Brown agency, and "Putting on the Dog," by Wilkie Buick, Inc., through Joseph Lowenthal agency.

NEW BUSINESS

WCBS, New York: Kellogg Company, DeSoto Division of Chrysler Corporation and Knickerbocker Federal Savings and Loan Association have signed contracts for sponsorship programs or for station breaks. Kellogg, for its cereals, through Kenyon & Eckhardt, Inc., has purchased five participations per week, Monday through Fridays, in the 9:15-10 a.m. "This Is New York, Bill Leonard Reporting" program. Knickerbocker Federal Savings and Loan Association, through French & Preston, has purchased three participations, Monday, Wednesday, Friday, in the 11:30 p.m.-12:30 a.m. "Starlight Salute" program beginning August 16. For week of August 30, participations will be Monday through Saturday, then effective September 6, participations will be Monday through Saturday in the "Galen Drake" and "Starlight Salute" combination. Chrysler, for DeSoto, through Batten, Barton, Durstine & Osborn, has bought one station break a week on Thursdays, to be given between 6-7:30 p.m., beginning August 5.

Religious Group Plans Fall Radio Seminar

Springfield, Mo.—The Radio Department of the General Council of the Assemblies of God has announced plans for a national religious radio seminar to be held in Springfield, Mo., Sept. 7, 8 and 9. According to Thomas F. Zimmerman, radio director of the Assemblies of God, an intensive short course in radio will be offered to all ministers interested in gospel broadcasting, regardless of denomination. Zimmerman said that the goal of the seminar is to assist religious broadcasters in raising the standards of their broadcasts to conform to the program standards of the radio industry in general.

New Contest at WGAR

Cleveland, Ohio—WGAR has inaugurated a new listener contest with a prize list headed by a new Hudson Super Six four-door sedan complete with radio and heater. Known as the "WGAR A To Z Contest," it is open to all listeners, with exception of employees, their families or those connected with the contest. Entrants will be required to fill in the WGAR program titles for each letter of the alphabet and write a 25-word statement on their favorite program. Contest closes September 10th.

Morrison Joins WFIL

Philadelphia, Pa.—Robert Z. Morrison, Jr., has joined the sales staff of The Philadelphia Inquirer radio and television stations and will be in charge of new business developments. Morrison comes to this city from Washington, D. C., where he was manager of NBC's Radio-Recording Division. He also served with the network's New York and San Francisco radio-recording offices.

Station Changes Sked To Help Fight Polio

(Continued from Page 1)

had been reported in the State—a total that was only 48 short of the State's worst epidemic in 1944.

WNAO has completely revamped three hours—from 2 to 5 p.m.—of its schedule Monday through Friday. At 2 p.m., the block premiered with a Kids' Telephone Quiz. The questions asked each child depended upon the child's grade in school. Cash prizes were awarded to participants with the correct answers, U. S. Savings Stamps went to the unsuccessful contestants.

A program of music, Children's Classics, was presented from 2:30 p.m. to 3:30 p.m. Story Time, a series of dramatized stories best loved by children was scheduled from 3:30 to 3:45 p.m., followed by an ABC Variety Show For Children, Fun House. Hank Morgan's Matinee Ballroom, 4 to 5 o'clock, was devoted to favorite music of children and features its own "Mystery Melody" contest.

The programs were arranged after the City Council ordered city-owned parks, playgrounds and swimming pools closed for an indefinite period because of the polio threat. Today, when the Raleigh Ministerial Association strongly advised that church activities for children and young people under 16 years of age be suspended, WNAO went to work to set up a Sunday School Of The Air to be inaugurated Sunday, the 25th. Dudley Tichenor, WNAO manager said the emergency schedule would stay in effect for "the duration."

Nielsen Cancels Release Because of GOP Meet

Network program cancellations during the Republican National convention caused Nielsen Ratings to forego the program ranking report for the week of June 26 out of deference to several programs which were off the air during the convention. In announcing the decision not to publish a program rating for that period, Thomas Robb of A. C. Nielsen Company issued the following statement:

"Reason for this decision is that a large number of network programs were cancelled during the week to make way for the Republican National Convention and the Louis-Walcott fight. A check indicates that 31 programs were cancelled entirely or enough of the program schedule interrupted to effect practically the same result. In addition, another 60 programs were either cancelled for one or more days, were not broadcast at the usual times, or were broadcast on only a partial station line-up basis.

"Under such conditions, any program rankings that Nielsen Radio Index would report for the week of June 20-26 would obviously be out of line with normal data. Programs such as Lux Radio Theater, Mr. District Attorney, My Friend Irma,

COAST-TO-COAST

"Correspondents' Diary"

Baltimore, Md.—Beginning Monday, August 9, at 9:15 p.m., WMAR-FM will air "Correspondents' Diary," a new documentary series, consisting of 15-minute dramatic programs using overseas reports by correspondents of the Baltimore Sunpapers. The reports, originally written as articles for the Sunpapers, have been adapted and dramatized for radio by producer, Robert Kriger, and will cover the Soviet Union, Palestine and South Africa.

Schweikher Leaves WRC

Washington, D. C.—Frederick W. Schweikher, WRC producer-director, will leave the station August 15 to take a new position as program manager of KIHO, Sioux Falls, S. D. Schweikher, who started his radio career on KOA as a featured singer, has since been affiliated with WMAW, Chicago as well as WRC.

Barbara Bush Stars On WLAD

Danbury, Conn.—Barbara Bush, formerly featured by the orchestras of Will Osborn and Charlie Barnet, is the star of a sparkling new half-hour show on WLAD. Heard each Saturday at 10:30 a.m., the show presents cheerful chatter about goings-on at Lake Candlewood, along with musical touches by Barbara. Show's sponsor is Sears-Roebuck.

KSPI Program Dir. Writes MBS Show

Stillwater, Okla.—Due to the ingenuity of W. R. McKinsey, KSPI program director, a new 30-minute variety program, combining an all collegiate cast, is now being presented over the Mutual Broadcasting System each Saturday at 12:00 noon. Program features the music of the "Varsitonians," Oklahoma A & M college dance band with vocalists Patt Cash and Dean Hafner.

"The American Heritage"

Fort Wayne, Ind.—In order to publicize the coming appearance of the Freedom Train in this city on August 11, WGL is airing a 13-program series, Monday through Friday on "The American Heritage." The series, originally written and broadcast by WNEW, New York, is being presented exclusively on WGL by local talent from the Civic Theater.

WIOD Addition

Miami, Fla.—Recent addition to the WIOD sales-commercial staff is Philip S. Church, Jr. who, for the past year, was a member of the Display Advertising Department of The Miami Daily News. Church previously served in the classified and display advertising departments of the New York Sun.

Kraft Music Hall, and others regularly appearing in the "Top 20" were not broadcast and hence would not appear in the ranking data.

"The regular release of Nielsen Radio Index 'Top Program Rankings' will be resumed two weeks hence."

Aids Fund For Isolation Ward

Mobile, Ala.—In order to aid the Boy Scout Camp Pushmataha in building an isolation ward, the Mobile Civitan Club recently sponsored a baseball game between local members of the radio and Fourth Estate. On the radio line-up were Jim McNamara, Al Holman, Ross Smitherman, Pink Grant, Curly Haug, "Mighty-Mite" Chapman, Ralph Swanson, "Spotlight" Menton, "Alarm-Clock" Hess, Ed Shadburn, Buc, Long Jack Everbach Tom Ruckman, John Victor and Bill Ward.

Gets 2nd Term On NAB Comm.

Oakland, Calif.—KROW general manager, Wilt Gunzendorfer, has been appointed to serve a second term on the Legislative Committee of the National Association of Broadcasters. Term extends to the next national NAB Convention in April, 1949. Gunzendorfer is the only member from the West Coast on the 13-man committee.

Malcolm Joins WCOP

Boston, Mass.—Howard Malcolm, former program director of stations in Lexington, Kentucky, and Toledo, Ohio, and former disc jockey on WSAI, Cincinnati, has joined the staff of WCOP. He has taken over as the station's morning host, conducting "Malcolm's Morning Watch," a recorded music and news show, heard from 6:00-8:30 a.m.

To Air Talks By Br. Consul

Kansas City, Mo.—Talks by Captain H. Cotton Minchin, British Consul of Kansas City, who is vacationing in Europe, will be presented by KCMO as an exclusive feature for its listeners. The talks will be shortwaved to BBC in New York and will be transcribed by them for KCMO's use.

University Programs On KGVO

Missoula, Montana—KGVO is currently presenting a series of quarter-hour public service programs, aired weekly and entitled, "This Week at the University." Series features round-table discussions by and interviews with prominent summer session faculty members. Recent show, recalling memories of campus life for Montana alumni now serving abroad, was recorded in the campus studio and distributed to AFRS stations overseas.

Power Increase For WMIT

Winston-Salem, N. C.—WMIT, which transmits from Mt. Mitchell, has received a power increase and is now broadcasting with an effective radiated power of 72,500 watts, making it North Carolina's most powerful broadcasting station. Station serves listeners in portions of North and South Carolina, Virginia, West Virginia, Kentucky, Tennessee and Georgia; and when at the full power of 300,000 watts, will cover an area of 50,000 square miles with a population of more than five million.

Cleveland's Only Video Outlet Ranks Among Nation's Largest

TELEVISION DAILY, June 24th, states Cleveland "has nearly 10,000 sets after only six months of TV service." More conservative station figures indicate 7,100 sets as of July 1, 1948 . . . a **plus** value for WEWS advertisers!

WEWS OFFERS:

- More than 35 hours per week of programs in addition to test pattern time!
- More than 80 full time staff employees, in addition to talent employed!
- Bigger and better studio facilities . . . on a par with the finest in the nation!

"Cleveland Mushrooming Video-Wise . . .

. . . faster than any of the major cities—despite the fact it has only one outlet—WEWS." That's right, Television Daily, more people are watching WEWS Television than ever before!

THE SCRIPPS-HOWARD RADIO STATIONS

- WEWS Television — WEWS-FM, Cleveland, Ohio
- WCPO, Cincinnati, Ohio (Now building Television)
- WNOX, Knoxville, Tenn.

All these stations represented by
THE BRANHAM COMPANY



WEWS

TELEVISION
First in Cleveland!

TELEVISION DAILY

Daily section of RADIO DAILY, Thursday, July 29, 1948 — TELEVISION DAILY is fully protected by register and copyright.

CANADA TV PLANNING ADVANCES

TELE TOPICS

By IRWIN ROSTEN

DAVID PAGE, regional director of the VA for New York, is quietly cracking down on radio-video and other trade schools cashing in on the GI buck. Major TV gripe of the VA officials is the paradoxical employment picture for TV installation and service men which has service companies crying for men while hundreds of trade school "graduates" in New York alone can't find jobs. Page is trying to set up an industry advisory board to help straighten out the mess. . . . Life in the U. S. under a woman President gets the fantasy treatment on "Fashions on Parade" over WABD Friday nite. With Conover looker Evelyn Wray playing "Madam President," who cares about her politics.

"STOP the Music" is being prepped as a separate TV package for Fall airing on the ABC web, with a flock of visual gimmicks added to the AM format. Lou Cowan office is readying a sales pitch. . . . Allan H. Gillis, editor of Tele-Views, was signed by Larry Finley as special writer for two TV series starring Rita Johnson and Danny O'Neil. . . . Charles Trenet, billed as the Bing Crosby of France, makes his American tele debut Sunday nite on the NBC Playhouse stanza. . . . Although a newcomer to the TV scene, WTVR, Richmond, has sold 37 per cent of program time. . . . Boston area adding tele receivers at the rate of 800 per week.

TOM DE HUFF and Jean Heaton have been promoted to TV directors by ABC. De Huff will handle the "Gabrielle" and "Three About Town" segs. At the same time, Paul Mowrey lost his secretary, Gertrude Tipper, who became a program assistant. . . . Veronica Dengel, beauty and fashion expert, who is being packaged by Video Associates, is profiled in this week's New Yorker. . . . "Swingtime at the Savoy," Lucky Millinder-Noble Sissle show which bowed in over NBC AM last nite sound like a match for the TV treatment. . . . Several video outlets around town are bidding for the WMCA "Labor Arbitration" series. . . . Mala Rubinstein, niece of cosmetic queen Helena, lectures on TV makeup at the Television Workshop today.

PRODUCER Jules Fields completed the first of the "Fashion on the Go" series, featuring Shirley Wolff, Adele Simpson, Fira Benenson and Oleg Cassini. Chi-chi locales were Colony, St. Regis Roof and El Morocco. . . . WPIX airs the Korda howler "The Ghost Goes West" with Robert Donat Sunday. "That Hamilton Woman" with Leigh and Olivier is next in the series. . . . Added to the growing legion of TV praise-singers are the nation's football scouts, who now will be able to do their spying in the comfort of home instead of freezing in the stands.

TV Payoff In Future Predicted By Strotz

Chicago—While everyone engaged in the operation or promotion of tele stations at the present time is losing his shirt, all will eventually make a lot of money, according to Sidney N. Strotz, vice-president of NBC, at a press session here. Tele is a blue chip operation, comparable to motion pictures, he said. It is now going through a period of growing pains, but should settle down in two or three years; but for many years there will not be any nation-wide network comparable to radio, he declared.

Sees Coax in Chi. This Year

Strotz pointed out that while an eastern and central zone network and a western net are in the offing, there will be no coast-to-coast web under five years. Coaxial cables from the east will reach Chicago probably in December, and should be in full operation in Chicago some time in January, he added.

Quality programs are the principal need in television at the present time, said Strotz.

KDSH Increases Power

KDSH, CBS affiliate in Boise, Idaho, increased its power from 1,000 to 5,000 watts on 950 kilocycles effective July 21, the network announced yesterday.

Fox Appeals Ruling On Oakland TV Bid

Washington Bureau, RADIO DAILY

Washington—20th Century-Fox yesterday filed an appeal with the FCC asking it to reverse the ruling of its motions docket, which denied the Fox request that its plan for an auxiliary television station in Oakland, Calif., be placed in evidence as part of its application for a video channel in San Francisco.

Fox neglected to include its proposed Oakland auxiliary in the original application. Its belated attempt to correct this deficiency was rejected by the motions docket of the Commission last week.

FCC Adjourns TV Hearings On Video Re-Allocations

Washington—The FCC yesterday adjourned the television reallocation and re-distribution hearings until August 16, and scheduled oral arguments for that date.

Former FCC Commissioner E. K. Jett, representing WMAR-TV, Baltimore, final witness appearing at the hearings, proposed that the Commission (1) adopt the proposed TV allocations only where it can be shown that no interference will result within a 500 m/contour; and (2) call an engineering conference to revise FCC rules.

CBC Board, Oct. 1 Will Accept Bids For Stations

(Continued from Page 1)

remaining two and October 1 has been set as a deadline for others.

There are also two applications from Montreal and the same deadline

A spokesman said there are a number of obstacles but it is quite possible that the first television stations will be operating in Canada within 18 months, say by the end of 1949. He thought it wise that Canada "marked time" while the U. S. passed through a costly, hit-and-miss infancy whose lessons and benefits will be helpful.

Both Famous Players Canadian and Odeon Theaters are expected to quickly develop theater video once television stations are licensed and operating. Presumably, FPC would use the intermediate system perfected by Paramount, while Odeon would introduce the Baird British system controlled by J. Arthur Rank.

Importation of receiving sets is banned currently under the austerity taxation law and a manufacturing industry would have to get started. There are indications that manufacturers have been awaiting the CBC's approval of stations before beginning.

Canada is negotiating a bargain with the United States that will give her the right to certain television broadcasting channels along the border.

She would also promise the Americans not to allow her stations to interfere in channels set aside for them. The pact would cover a belt 250 miles deep on each side of the boundary, thus involving virtually all major Canadian cities.

The move is designed to hold open a fair share of wavelengths that Canadian stations must have if they are to function. It would prevent the growing American industry from grabbing them off before the Canadian industry is born.

The arrangement will eventually be consummated in an exchange of notes between the two governments, but that may be some weeks or months yet. Officials of the Department of Transport, the CBC and the American Federal Communications Commission have agreed among themselves what the distribution should be, but their agreement must meet formal approval.

It envisages something of a bilateral version of the Havana Treaty that sets out radio broadcasting wavelengths for North America.

Fair Buys WTMJ-TV Spots

Milwaukee—Wisconsin Centennial Exposition has bought 12 one-minute spots on WTMJ-TV to promote the state centennial at Wisconsin State Fair Park, Aug. 7-29. Agency is Bert S. Gittins.

Progress Report No. 4

KTLA Rebuilding Studio Facilities; Program Sked Increase Planned

Los Angeles—Paramount's pioneer station, KTLA, on the air since 1942, is now in the final stages of a complete studio remodeling which will provide two modern soundproof studios and three new studio orthicon cameras. Transmitter on Mt. Wilson has been covering areas up to 150 miles distant. Several new shows recently were added, including two half-hour quiz stanzas and a musical featuring Ted Fio Rito. A weekly remote with Spade Cooley was premed last Saturday. Program is carried by radio relay from Santa Monica, 35 miles from transmitter.

During the month of June, there were 53 advertisers on the station, sponsoring 43 per cent of air time. Station airs an average of 41 program hours weekly, all local originations. Program sked breaks down as follows: live, 20 per cent; film, 24; remote, 36, and news tape, recorded music, 20 per cent. Number of receivers in the area is estimated at 28,000.

Outlet is managed by Klaus Landsberg, whose career in radio and television has occupied the major portion of his adult life. Landsberg joined Paramount following fruitful experience in Europe, and with NBC and DuMont. In 1941 the youthful executive was named director of Paramount Pictures video division, and since that time has directed the operation of KTLA.



LANDSBERG

PLUG TUNES

ON RECORDS and TRANSCRIPTIONS

"I'M A LONELY LITTLE PETUNIA"
(IN AN ONION PATCH)

Rytvoc, Inc.

1585 Broadway New York 19, N. Y.

LOVE SOMEBODY

KRAMER-WHITNEY, Inc.

1650 Broadway New York City

A Great Ballad!

THE THINGS I LOVE

CAMPBELL MUSIC, Inc.

1619 BROADWAY NEW YORK CITY

They're Playing!

"OUR GRADUATION WALTZ"
"I'D LIKE TO TELL-A-VISION"
"BARCLAY'S BOOGIE"
"MY MEMORY WALTZ"PIANTADOSI MUSIC PUBLICATIONS
Encino Calif.

A Great Rhythm Ballad

CONFESS

OXFORD MUSIC CORPORATION

1619 Broadway New York City

The Nation's Next Waltz Hit

SLEEPY-TIME IN CAROLINE

Words & Music by Hal Moore

Published by JOE DAVIS

1619 Broadway New York 19, N. Y.

***PAUL DIXON PICKS:**
(Famous Disc Jockey WCPO-Cincinnati)**UNDERNEATH**
The
ARCHES

**Local distributor received 1300 phone orders within twelve hours after a single plug on "Arches". It's gr-reat!

LONDON RECORD #238**LONDON RECORDS****WORDS AND MUSIC**

By PINKY HERMAN

Accidents Will Happen!

● ● ● Within a month the country will be humming, singing, whistling "Underneath The Arches" . . . but for an accident in shipping, this number might never have been heard in America . . . back in 1932 Campbell-Connelly published the song in England and, though it attained a fair degree of popularity there, it didn't seem to stir Robbins Music execs here . . . Recently Decca Records of England sent a shipment of platters to its American distributors, London Records, and by error 6,000 platters of "Arches" was included . . . not knowing what to do with the disks, London contacted Robbins and offered them the waxings . . . Howard Richmond, promotion manager for the Big Three, decided to send them to deejays around the country . . . A week later orders for 200,000 records were received and more than ten thousand piano copies were sold . . . Bud Flanagan wrote the song, with an American version written 16 years ago by the late Joe McCarthy.

★ ★ ★ **TIN PAN ALLEY OOPS:** If your phone rings Sunday and you're the 22,000,000 to 1 shot called to name the mystery song on the ABC Contest "Stop The Music," give this as the name of the ditty, "The Sun Dance" . . . then prepare to welcome the agent of the Internal Revenue Department. . . ● Sam Fox Music starting to get a load of unsolicited plugs on the oldie, "Lady Of Spain." . . ● London Music has a sure-fire hit in the ballad, "Time and Time Again," clefted by Berkeley Graham and Charley Mills. . . ● Patt Barnes' daily platter AEBChatter at 1:30 p.m. refreshing as an ocean breeze these sultry days. . . ● Scriptor Art Henley is worried that Boston Censors may ban his new book "Mathematics of Humor," because it contains several improper fractions" (if he is seeking quarter, he don't know the half of it). . . ● Phyllis Wood has taken a leave of absence from the ABC Television series "Three About Town" to prepare for a visit from Sir Stork . . . British starlet Dorothy Hull will take her place. . . ● Ten years ago, Bill Barry left Tin Pan Alley to join the Colgate-Palmolive-Peet Co. Barry, currently Chicago Divisional Supervisor for that outfit, dropped into our cubby hole yesterday and sang us a couple of his new ditties to prove he hasn't lost the spark for turning out hits. . . ● Lang-Worth's ET series, "Through The Listening Glass," featuring Jack Shaindlin's all string orchestra is a musical treat . . . Shaindlin, former child prodigy, is composer-conductor in charge of Eastern musical direction for several major film companies.

★ ★ ★ **ON AND OFF THE RECORD:** Columbia Records has a winner in Claude Thornhill's latest waxing, pairing "Anthropology" an instrumental novelty with the ballad "For Heaven's Sake" . . . Fran Warren does a neat vocal on the latter. . . ● Herbie Fields' Orchestra offer two ballads for Victor, "We'd Be The Same" and "You Twisted My Heart Around Your Little Finger." Fields gives with the vocal on the first side with Pat Flaherty warbling the "Twist" number . . . disk jockeys will like this one. . . ● Be-bop fans will go for King Cole's latest Capitol disk, coupling "Don't Blame Me" with "I've Got A Way With Women." Nat intersperses pianistic with vocal efforts creditably. . . ● Dick Maxwell, formerly heard on the Mutual series "Hymns We Love," has been signed to a recording contract by Tru-Tone Records.

★ ★ ★ **SHARPS AND FLATS:** Newest firm on the stem, Campbell Music Co. starting off with a fine ballad "The Things I Love," penned by Harold Barlow and Lew Harris. . . ● Johnny Olsen flies to Hollywood Sunday to audition for the "Breakfast In Hollywood" program . . . he'll do the Thursday and Friday programs . . . to this scribbler he's a natural for the series. . . ● Former NBChirper Don Reid has given Feist a great ballad, "Love Is A Dangerous Thing," which can't miss the hit parade. . . ● Murray Wizel and Joe Davis in business . . . the firm, a subsidiary of Joe Davis, Inc., will head-quarter in the Brill Building.

PLUG TUNES

On Records and Transcriptions

"TELL ME A STORY"

LAUREL MUSIC CO.

1619 Broadway New York 19, N. Y.

A Big Revival!

"LITTLE GIRL"

LEEDS MUSIC CORPORATION

ON RECORDS and TRANSCRIPTIONS

**"I'M WAITING FOR SHIPS
THAT NEVER COME IN"**

FORSTER MUSIC PUB., INC.

1619 Broadway New York City
216 S. Wabash Avenue, Chicago, Illinois#1 in the Juke Boxes
In the Country**"I'LL HOLD YOU IN MY HEART"**

Till I Hold You in My Arms

ADAMS, VEE & ABBOTT, Inc.

216 S. Wabash Avenue, Chicago 4, Illinois

From Walt Disney's
Technicolor Musical,

MELODY TIME:

BLUE SHADOWS ON THE TRAIL
PECOS BILL **MELODY TIME**
LITTLE TOOT

SANTLY-JOY, INC.

1619 Broadway, New York

Eddie Joy, Gen. Pro. Mgr.

***WALTER KAY PICKS:**
(Famous Disc Jockey WJW-Cleveland)**UNDERNEATH**
The
ARCHES

**"Underneath The Arches" has broken for a really solid click in Cleveland. It looks mighty powerful from here!"

LONDON RECORD #238**LONDON RECORDS**

RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 44, NO. 21

NEW YORK, FRIDAY, JULY 30, 1948

TEN CENTS

COY SCORES EDUCATIONAL RADIO DELAYS

Reds Radio Technique Revealed By Taylor

The Soviets are broadcasting from over 100 powerful transmitters in over 60 languages, a barrage of lies, abuses and distortions about the United States, Fred G. Taylor, Jr., Chief, Radio Branch, Information Control Division, U. S. Military Government for Wuerttemberg-Baden, Germany, said in a CBS broadcast yesterday.

"Many of these programs are being beamed into or are originating in Germany," Taylor declared, adding that "almost all of them discredit and misinterpret our generous postwar aid to Europe and the constant line is

(Continued on Page 3)

Missouri Station Sold Subject To FCC Approval

Washington Bureau, RADIO DAILY

Washington — Negotiations have been completed for the sale of KFRU, Columbia, Mo., owned by the St. Louis Star-Times. Purchasers are H. J. Waters, Jr., publisher of the Columbia Tribune and Mahlon R. Aldridge, Jr., manager of KFRU. Purchase price is \$85,000.00. Sale was arranged by Blackburn Hamilton Company and is subject to FCC approval.

Johnson Company Adds Two Daytime Half Hours

S. C. Johnson and Son, Inc., sponsor of NBC's Fibber McGee and Molly show, will add two half-hours of daytime programs to their weekly radio schedule on NBC this Fall with the sponsorship of the Fred Waring Show on Mondays and Wednesdays, it was announced by Paul McCluer, manager of the NBC Central Division network

(Continued on Page 2)

Graduation

The awarding of certificates to approximately 90 students and of four scholarships will mark the closing activities of the seventh annual NBC-Northwestern University Summer Radio Institute at a banquet at the Merchants and Manufacturers Club in Chicago on Friday night, August 6. Ken Dyko, NBC administrative vice president is scheduled to address the class.

4-Way Communication Installed By Railroad

Installation of four-way radio communication in its trains over 315 miles of main line between Marion, Ohio, and Salamanca, N. Y., the Erie Railroad was announced yesterday.

While still in the experimental stage the system makes it possible for train crews to communicate between locomotives and cabooses, contact between separate trains, contact with stations and inter-station contact.

Present installation is limited to Diesel-electric locomotives and cabooses. Plans are underway to extend the service to steam locomotives.

Philco Sales Jump 16% In 2nd Quarter

Total sales of Philco in the second quarter of 1948 amounted to \$65,956,000, as compared with \$56,661,000 in the first quarter of 1948 and \$57,754,000 in the second quarter last year, William Balderston, president, announced yesterday.

Sales for the first half of 1948 totaled \$124,617,000 as compared with

(Continued on Page 6)

'Stop The Music' S.R.O. At N. Y. Capitol Theater

The era of bank night, bingo and free dishes came to life again in New York's Capitol Theater yesterday when a specially tailored version of "Stop the Music" opened a three-

(Continued on Page 3)

RCA Gross Income Increase Reported for 1st Six Months

Total gross income of Radio Corporation of America and subsidiaries for the first half of 1948 was \$176,079,713 compared with \$154,333,872 in the same period in 1947, an increase of \$21,745,841, according to the consolidated statement of income issued yesterday by Brig. General David Sarnoff, president and chairman of the board.

Net income, after all charges and

FCC Chairman Charges Laxity In Use Of Wave-Lengths Allotted To FM; Points Up Educational Needs

Bloomington, Ind.—Charging the nation's educators with laxity in making use of the available channels for the development of educational radio, Wayne C. Coy, chairman of the FCC, addressed the second annual conference on Radio In Education at Indiana University last night. Coy praised the contributions made to radio education by the commercial networks and stations but said that the job of education by radio was essentially one for the colleges and universities of the country.

"We are in the midst of a communications revolution," Coy said. "Educators are among other chief communicators. In that revolution they should be marching in their rightful place at the head of the column. Instead they are the stragglers."

In elaborating on the communications "revolution" Coy pointed out that, when the war ended, America had fewer than 1,000 standard stations. "Today we have more than double

that number—2,000 stations either completed or a-building," he said. "And there are 600 applications pending."

Coy said at the end of the war the nation had 48 FM stations. Today we have 1,400 in operation or under construction, he added.

Turning to the development of television, the FCC chairman said that we had only 6 video stations at

(Continued on Page 6)

Grabhorn Announces New ABC Co-op Sales

Several new co-op sales and renewals, including the sale of Abbott and Costello over WJZ, New York, were reported yesterday by ABC. At the same time it was learned that talent charges on most ABC co-ops will eventually be reduced, via changes in rate structure, to bring an average saving of 20 per cent for sponsors. Trend has already set in with the motive being to hypo sales.

Skin Tested Drug Products, Inc., an advertiser new to radio, bought Abbott and Costello over WJZ, starting Sept. 8, for Cyl-Dent toothpaste,

(Continued on Page 3)

Hooper's New Plans Offered To Networks

C. E. Hooper's twice-a-month program popularity report, based on a check of 36 cities, will be expanded next October to include projectable ratings, which, according to Hooper, can be used to determine the total

(Continued on Page 8)

Revolutionary

Radio transcription libraries on magnetic recording tape instead of conventional discs will be available in the near future, Milton M. Blink, vice-president of Standard Transcription Services, Inc., of Los Angeles announced. The announcement was made at a dinner and recording demonstration conducted as part of the Aquatennial, annual Minneapolis water festival.



Vol. 44, No. 21 Fri., July 30, 1948 Price 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; James Owens, 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

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

WASHINGTON BUREAU

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

CHICAGO BUREAU

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

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

★ COMING AND GOING ★

CHARLES E. RYND, American network vice-president and assistant secretary, leaves today via American Airlines on a business trip to Los Angeles.

STERLING W. FISHER, manager of the public affairs and education department at NBC, is in Indianapolis, where today he will address the Annual Conference on Education in Radio. His subject will be "Radio and the Democratic Way of Life."

HELEN SIOUSSAT, Columbia network director of talks, has left for Beverly Hills, Cal., where she'll spend three weeks.

MERVYN NELSON, writer and actor for radio and stage, is spending some liberty at Lake Tarleton, N. H.

GERALD MAULSBY, assistant director of public affairs at CBS, leaves today for a three-week vacation at Nantucket, R. I.

EDDIE DUNN, emcee of "True or False" on Mutual, has returned from Chicago, where he held several conferences on a forthcoming daytime show.

ELSIE LATZKO, assistant to Goodman Ace at CBS, leaves by plane today for a fortnight at Martha's Vineyard, Mass.

JOAN GEIGER, research manager of Ted Bates, Inc., off to Lake Champlain for the first week of a 21-day vacation.

WILLIAM H. FINESHRIBER, manager of the CBS program department, has left Atlantic City for Maine, where he'll spend the remainder of his vacation.

VAUGHN MONROE and the members of his band leave Sunday for Old Orchard, Me., from which point their CBS program of next Monday will emanate.

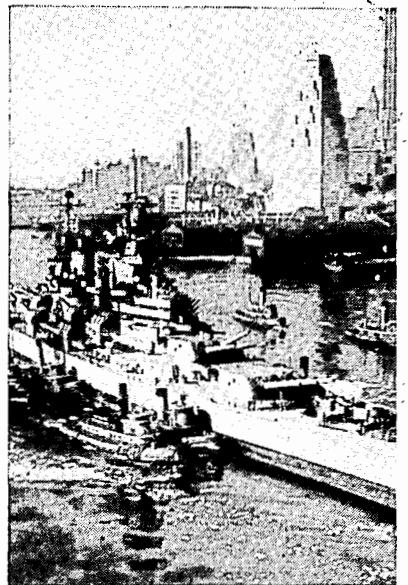
DOROTHY KEMBLE, continuity editor at Mutual, this week went down to Philadelphia to address KYW's Workshop for Pennsylvania Teachers on "Continuity Supervision."

DWIGHT COOKE, roving reporter heard on the Columbia network, is in Denver, Colo., for tomorrow's broadcast of "Cross Section, U.S.A.," and Sunday's stanza of the "People's Platform" program.

JOHN BRADFORD, announcer-narrator, has returned from a trip to Washington in connection with his new musical travelogue package, "Let's Take a Holiday."

FRANK SOMERS, of the CBS technical operations department, leaves tomorrow for Washington. A lieutenant commander in the U. S. Naval Reserve, he'll serve two weeks of active duty with the Aeronautics Bureau.

MARCIA NEIL, radio actress heard on NBC, leaves today for Buffalo, where she'll spend a few days with her husband, Bill Patterson, television head of WBEN-TV.



The little ones do the work!

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

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

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

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

AM [Logo] FM W.I.T.H Baltimore 3, Maryland TOM TINSLEY, President Represented by Headley-Reed

FINANCIAL

(July 29)

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.

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)

The General Foundation (A) of the Rockefeller Foundation again financed a special six-week course in behalf of the Progressive Education Association, with courses for school teachers being held in N. Y., Denver and Calif. Each of the three schools would feature a radio workshop, with special emphasis on radio education...

Johnson Company Adds Two Daytime Half Hours

(Continued from Page 1) sales department. McCluer also announced the 52-week renewal of the Skelly Oil Company sponsored news programs on an NBC midwestern network.

The makers of Johnson Wax currently are sponsoring the Waring program (NBC, Mondays through Fridays, 9:00 a.m., CDST) on Mondays and Wednesdays and the Dizzy Dean Show (NBC, Saturdays, 4:00 p.m., CDST) as Summer series. The new 52-week Waring contract effective October 4 and the programs will be heard on the full NBC network and the CBC. Fibber McGee and Molly return to the air on October 5.

Needham, Louis and Brorby, Inc. is the agency, and Rudi Neubauer is the NBC account executive. The American Meat Institute sponsors Waring on Tuesdays and Thursdays. The Friday segment is sponsored by Minnesota Valley Canning Company.

Beneke Hospitalized

Detroit — Stricken with acute appendicitis while he was leading the band at Eastwood Gardens here last night, Tex Beneke was taken from the bandstand and rushed to East Side General Hospital. He was operated on at the hospital.

Norm Leyden, Beneke arranger, flew from New York to take over Beneke's baton during his stay in the hospital.

Allen Blames British

Robert S. Allen, WOR commentator, claimed in his Wednesday night broadcast that "British Intelligence was responsible for the murder of George Polk," CBS correspondent killed in Greece last May, because "Polk was in the way of British policy in Greece." Allen said his information came from non-Communist sources.

'Financial World' Award Goes To NBC Network

NBC received the "highest merit award" of "Financial World" for distinguished achievement in annual reporting, according to an announcement received by Niles Trammell, president of NBC. The report was written by Horton Heath, director of information for the network, and the format and typography was planned by Allen Hurlburt, network art director.

Bernhard Gardner

Bernhard Gardner, 73, commercial counsellor for the RCA International Division of the Radio Corporation of America, died unexpectedly yesterday at his home at 911 Park Avenue, following a heart attack. Since joining RCA in 1918, Mr. Gardner had been associated with several of the corporation's plants and subsidiaries in Montreal, London, Tokyo and New York. He retired in 1946, but continued to act in a counselling capacity with the RCA International Division up to the time of his death.

Born in Austria, Gardner came to Canada and founded the B. Gardner Clothing Company of Montreal. While there he served several terms as president of the Canadian Clothing Manufacturers Association, before entering the radio and music fields.

Gardner is survived by his widow, Mrs. Millie Wasserman Gardner, formerly of St. Louis, Mo., and two brothers, Dr. Leo Gardner, of Miami, Florida, and Michael Gardner, of Montreal. Funeral services will be held Sunday at 11 a.m., at Temple Emanu-El Chapel, 1 East 65th Street, New York. Interment in St. Louis.

Wedding Bells

Wedding of Carol Ames, vocalist on Columbia's "Sing Along," and Bill Cullen, CBS emcee, is scheduled today, Friday, 6:30 p.m., at Christ Church in New York.

Grabhorn Announces New ABC Co-op Sales

(Continued from Page 1)
a new product. The 52-week contract was signed through the New York agency of Jasper, Lynch & Fishel. Sponsor is one of the first to take A&C under the newly reduced talent charge structure, now 60 per cent of the local rate compared with the former 85 per cent of the national rate. Cyl-Dent, now being distributed in the east, may expand its sponsorship as new markets are opened. A&C show is broadcast Wednesday from 9-9:30 p.m., EDT.

Crawford Renews Two

M. B. Grabhorn, ABC vice in charge of owned and operated stations, also announced that Crawford Clothes has renewed Martin Agronsky and "Headline Edition," both co-ops, over WJZ, effective Aug. 16. Agronsky is heard six days a week from 8-8:15 a.m. and "HE" is aired five times weekly from 7-7:15 p.m. The 52-week contracts were handled by Al Paul Lefton advertising agency.

Other recent ABC co-op sales outside New York include Agronsky to Fremont Rubber Co. in Oklahoma City and Toledo and the San Diego Savings and Loan Association in San Diego; Elmer Davis to Ballantine Beer in Harrisburg, Pa.; "Town Meeting" to Sealy Mattress Co. in Los Angeles (also a sponsor in San Francisco); and "Mr. President" to Radio Supply Company in Salt Lake City.

Four Selling at New Rate

At present four ABC co-ops are being sold under the new rate structure which brings a reduction in talent costs. In addition to A&C, which got the biggest price slash, list includes "Town Meeting," "Mr. President" and "Gang Busters." Talent costs for these shows are determined by a percentage of the local rate, not the national rate (except for spot advertisers). The 260 station network hourly rate on ABC amounts to \$30,000, but the local rate is \$24,000, basis of the 20 per cent average saving for sponsors under the new price structure for co-ops.

Matter of switching all co-ops into the new set-up requires okays from ABC artists. In some cases their guarantees may be reduced although in the long run it is hoped the realignment will be more profitable for all concerned.

Soap Box Derby

Annual All-American Soap Box Derby will be broadcast from Akron, Ohio, on CBC on Sunday, August 15, 4:30 to 4:45 p.m., EDST, with John Daly at the microphone. Youths from 153 communities will compete in the eleventh running, which is sponsored by the Chevrolet Motors. The winner will receive a four-year scholarship to the college of his own choice.

'Stop The Music' S.R.O. At N. Y. Capitol Theater

(Continued from Page 1)
week stand. On hand were the regular radio cast of Bert Parks, Harry Salter, Dick Brown, Kay Armen and \$5,000 in jackpot prizes. Taking a tip from the first day's business done by the Capitol, all the people who listen to the show on ABC are now trying to fight their way into the theater. Boxoffice line started forming about seven a.m. and remained in formation around the corner down 51st street all day long. ABC has no connection with the stage version of "Stop the Music," Lou Cowan office, which owns it, is thinking of forming road companies and sending them around the country.

Making his first real stage appearance, Parks clowned through the first day's performances, using some of the routines he perfected before studio audiences. Biggest switch in the show is that instead of a telephone call to contestants seat numbers are picked at random from a bag of cards. For this purpose, 10 operators (Columbia University students) have been hired who cover the 10 different sections of the theater. Key to the whole operation is a giant selector, spinning numbers, suspended over the rear stage. Selector, when stopped at the moment Harry Salter rings a bell, designates the section in which a contestant is to be named.

Seven Numbers Called

Seven seat numbers were called out during the first performance yesterday, four of these people naming the initial tune and being brought to the stage to compete for the \$5,000 jackpot prize. Contestants are not given a chance to name the mystery tune after they identify the first selection, but get the opportunity at the end of the show, the order being the one in which they are called to the stage. Mystery tune is changed for each performance.

Cowan office has lined up \$70,000 in prizes for the Capitol run, which, theoretically, means 14 different jackpots. Treasure chests of Old Golds are given away as consolation prizes. OG is participating in the merchandising of the Capitol appearance with car cards and streamers around town. Advertiser also has a big sign in the lobby and his name on an apron worn by each of the 10 operators who pick the lucky seat numbers.

Name Bendix Merchandisers

Appointment of three new district merchandisers for Bendix Radio and Television has been announced by Edward C. Bonia, general sales manager. The appointments are George Dyna, Southern California with headquarters in Los Angeles; J. E. Woodall Company, Inc., of Milwaukee for the state of Wisconsin and upper peninsula of Michigan and Joseph C. Gibbons, Hartford, district merchandiser for Connecticut. Ed Nisberg has been appointed sales manager of Middle West Sales, Inc., Bendix distributors for Illinois and Lake county Indiana.

Broadcasting Literature Going To 109 Libraries

Washington Bureau, RADIO DAILY
Washington—One hundred and nine libraries throughout the country have agreed to serve as depositories for literature on radio broadcasting, the NAB has announced. The Federal Radio Education Committee of the U. S. Office of Education co-operated with the NAB in establishing the depositories. Each library will receive all publications of the NAB, the FREC, all networks and other sources which may join in the depository plan, the association's announcement explained.

New Orleans Ratings Completely Restored

The New Orleans City Hooperating Report, withdrawn from New Orleans subscribers on February 12, 1948, partially restored to publication, minus the WNOE ratings on February 27, 1948, has now been completely restored including WNOE ratings, sets-in-use, and other pertinent data. The effect of "Don't Say Hello, Say WNOE" on the ratings is observed to have disappeared completely, according to Hooper.

Alan Saunders Joins WVNJ

Alan Saunders has been named chief announcer for WVNJ, Newark, scheduled to go on the air Sept. 1. Saunders recently resigned from WBMS, Boston, and formerly was with WNLC, New London, Conn.

Reds Radio Technique Revealed By Taylor

(Continued from Page 1)
that we seek a new war in a lust for profits from the blood of millions." Taylor explained that, at the present time, the American Military Government controls five radio stations in the U. S. Zone of Germany—Bremen, Kias, Frankfurt, Munich and Stuttgart.

All "Broadcast in German"
"All of these stations broadcast in German to the German people anywhere from 15 to 19 hours a day. They are all under the direct supervision of American personnel attached to the Radio Branch of Information Control Division under Military Government."

KOA Issues Souvenir Booklet

A souvenir booklet which covers in picture and story a visit to KOA, Denver, has been produced by the station's promotion department for distribution to visitors and clients of the station. Booklet is a two-color job with an attractive cut-over cover. Personalities of the station are presented on loose leaf insert pages.

Lutsky Recuperating

C. Israel Lutsky, radio's Jewish Philosopher, is recuperating at the Beth-El Hospital in Brooklyn, after a gall bladder operation.

WNJR

presents

HETHERINGTON

from BERLIN



Wm. G. Hetherington, WNJR's ace correspondent-commentator, has made radio history with his broadcasts from Milan, Rome, Tel Aviv and Cairo for WNJR. Hear this new dynamic radio voice.

SUNDAYS — 6:45 P. M.
WEDNESDAYS—7:45 P. M.

an exclusive feature of

WNJR

91 HALSEY STREET
NEWARK, N. J.
5000 Watts 1430 Kc.

AGENCIES

CHICAGO

By NAT GREEN



Mainly About Manhattan. . . !

● ● ● **AROUND TOWN:** The salespiel on next fall's Bob Hope airer will plug Rinso because this product set-up will permit the comic to travel his show more easily. . . FCC has okayed a two-way walkie-talkie type radio for reporters to broadcast hot news to their editors from the scene of activities. (They'll have their own wavelength.) . . Hutchins agency trying to sell Philco the Theater Guild television show. . . Wm. Powell sez 'no' to a "Thin Man" series for video—but Myrna Loy is flirting with a tele deal. . . Jack Holt being packaged in a new stanza combining sports with whodunit angle. Tagged "Pete Baxter, Special Sports Investigator" and penned by Eddie Meyers. . . Ed Byron spotlighted in Aug. issue of Seventeen mag. . . J. Arthur Rank concentrating part of his film empire on producing films for American video outlets. . . Add Woody Herman, Peggy Lee, Guy Lombardo, Russ Morgan and Ed Sullivan to the list of celebs pinch-hitting for Ted Husing, vacationing in Europe.



● ● ● Bob Bagar, of the World-Telly, was covering the concert up in Lewisohn Stadium the other nite when he spotted Harry Salter strolling in about 15 minutes after the performance had begun. Bob tells us he had all he could do to keep from yelling out: "Stop the music!"



● ● ● **THE REVIEWING STAND:** The new mystery show, "Mr. Chameleon," which bowed in last week over CBS, might easily be tagged "The Hummerts have done it again!" Rounding up a first-class cast including Karl Swenson (in title role), Julie Stevens, Frank Butler and Richard Keith, they have woven together an intriguing story of a sleuth who, since childhood, had been fascinated with the idea of living up to his family name—Chameleon—and assumes various guises in tracking down criminals to become known as the underworld's most feared man-hunter. . . "You Can Lose Your Shirt," WNEW's quiz show to end quiz shows (by costing the contestant money) is a lotta fun but we doubt if it could sustain interest over a period of weeks. . . Fred Waring's vocal-instrumentrix on "Fiddle Faddle," during a recent GE show, were even more exciting than his ensemble's "Hora Staccato."



● ● ● Dean Martin and Jerry Lewis made a lot of skeptics change their minds when they heard the boys' recent radio audition. Not only are they great 'sight' comics, but top drawer material for the air as well. Hal Block did the scripting and the show includes sweet Georgia Gibbs and our boy, Frank Gallop. Speaking of Gallop, we've been waiting for some smart comic to grab him off as a foil ever since that wonderful job he did with Milton Berle.



● ● ● **LUV 'n KISSES:** Eddie Dunn's emcee work on "True or False." . . . Don Reid's 'sleeper' on the National label—"Love is A Dangerous Game" which, incidentally, was also penned by Reid. . . Robert Monroe's "High Adventures" over Mutual. . . Russ Hodges' nitely "Scoreboard" series via DuMont web. . . Bob Edge's edge-ucational televising of the Dodger games. . . Jane Gilbert's new tune, "Lazy Little Me," via Signature.



● ● ● **SID-BITS:** National mag profiling Staats Cotsworth. . . "Let's Take A Holiday" is the name of original musical travelogue being packaged and narrated by John Bradford. . . Jo Lyons, Betty Crocker writer, vacationing on the coast. . . Dwight Weist has completed his latest "This Is America" documentary, dealing with the history of sports. . . Bill Cullen collabbing with Marty Goodman on new comedy show. . . Jane Barton chairman of the National WAVES Reunion meeting at the Commodore tomorrow. . . Art Linkletter heading for N. Y. next week to view the shows.

A 13-week renewal of a 15-minute segment of the Dave Garroway Show (five-a-week, 5:15 to 5:45 p.m. CDST) on Thursdays starting August 3 by the Blue Note Cafe, Chicago night spot, was included in the business reported for Station WMAQ by Oliver Morton, manager of the NBC Central Division national spot sales department.

The Blue Note also ordered a 13-week renewal of a five-per-week schedule of one-minute announcements on the 11:00 Club program (Tuesdays through Saturdays, 12:00 midnight) starting August 5.

Miss Judith Waller, director of public affairs and education for the NBC Central Division, has been named to the educational standards committee of the National Association of Broadcasters. . . NBC Chicagoans who embark on vacations next week are Harold Smith, WMAQ promotion manager; Walter Lindsay, station transmitter engineer, and Henry Cooke, announcer.

"Pursued," prize-winning script written by P. Dean Raymond, a student in the seventh annual NBC-Northwestern University Summer Radio Institute, will be broadcast, tonight on (NBC, 10:30 to 11:00 p.m., CDST). The script was selected from those submitted in the annual competition by students in the institute's dramatic writing class.

A cast of Chicago actors with Harry Elders in the lead, will be heard in the play. Bernard Berquist will conduct an NBC orchestra in original background music.

Auditioning Young Show

Hollywood — Frank Cooper has planned out for New York with the audition platter of the new Alan Young show which features, in addition to Young, Jim Backus, Barbara Eiler and Bea Benedarett. Cooper will meet with three advertising agencies in the east.

WILLIAM R. SETH, former manager of advertising and promotion for the NBC's Spot Sales Division, has been appointed Radio Director of The Kotula Company, advertising and marketing agency located at 400 Madison Avenue, New York. Seth resigned from NBC after four years with the company. Prior to his post at NBC Spot Sales, he was promotion director of the NBC Radio-Recording Division, and responsible for many innovations in the promotion of transcribed programs.

APPOINTMENT of Ethical Standards Committees by each of the 14 clubs in the Tenth (Southwest) District of the Advertising Federation of America was urged by the district board of directors at its recent meeting. Four functions were assigned to these committees:

- (1) To act as a clearing house for complaints of untruthful, distasteful, or offensive advertising or bad advertising practices originating locally.
- (2) To investigate such complaints.
- (3) To try to get offenders to discontinue such advertising or practices.
- (4) To turn over to the Better Business Bureaus any cases demanding further action or prosecution.

This action follows the recommendation of A.F.A. to all of its member clubs.

PUBLICITY ASSOCIATES, INC., New York, announces the appointment of Florence Brobeck as consultant on food and women's interests effective August 1, 1948. Miss Brobeck, who resigned recently as women's editor of the American Weekly, is the author of five well-known cook books. Prior to her work with the American Weekly, she was an associate editor of McCall's Magazine, and for seven years before that was women's editor of the New York Herald Tribune.

HARRY B. COHEN ADVERTISING COMPANY of New York announces that John Donaldson, Jr., has joined the agency as radio time buyer. Prior to joining the Cohen agency, he was associated with Dancer - Fitzgerald - Sample and McCann-Erickson.

ARTHUR EDDY

Public Relations — Publicity
812 Taft Building
Hollywood

Gladstone 5305 — Gladstone 9082

THERE'S THAT VOICE AGAIN!..

W
N
D
R



BASIC MUTUAL NETWORK
5000 watts, 1260
SYRACUSE, N. Y.

Studios in the Wilson Bldg.
Al Godwin, General Manager

Represented nationally by
Paul H. Raymer Co.

The Treasury of Reference



ANNUAL
1948


RADIO
DAILY

**COMPLIMENTARY
TO ALL PAID
SUBSCRIBERS**

Philco Sales Jump 16% In 2nd Quarter

(Continued from Page 1)

\$107,914,000 last year, an increase of 16 per cent, Balderston said.

"Philco has just completed the most active six months in its history, and the Company expects further gains in all divisions of its business in the last half of the year," Balderston said. "Sales of Philco radio sets in the first half of 1948 were ahead of the same period last year, although total industry sales were down substantially. With the new 1949 line of radios, radio-phonographs, FM receivers and personal and portable radios that the Company has just introduced to the trade, Philco believes that its radio business in coming months will approach the high levels of the last half of 1947.

Tele Set Production Up

"Philco television production already exceeds 4,000 receivers a week which represents a production rate of over 200,000 sets a year. By the fourth quarter, our schedules call for the production of 8,000 television receivers a week, or 400,000 a year. The interest of the public in television continues to grow at a tremendous rate, and present indications are that our dollar output of television receivers to meet this demand will exceed our radio production in the latter part of the year. Earnings in the second quarter of 1948, after appropriations for an inventory reserve of \$1,000,000 and a research reserve of \$191,000, amounted to \$2,256,000, equivalent after preferred dividends to \$1.44 per share on the 1,502,462 shares of common stock outstanding on June 30th."

Gets KMOX Post

Albert J. Gredell has been appointed Director of Sales Promotion at KMOX, Columbia-owned station in St. Louis. He replaces Edwin M. Fisher.

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 D-1120

FCC Chairman Charges Laxity By Educators In Radio Field

(Continued from Page 1)

the end of the war. "Today, despite the tremendous investment involved, we have 30 television stations on the air," Coy revealed. "We have 100 more under construction and we have applications pending for 300 more."

Charges Educators with Laxity

Pointing up the laxity of educational institutions keeping pace with the developments of the communications field, Coy declared:

"The story of educational radio in standard broadcasting is mostly a story of lost opportunities. In the early days, schools loomed large among the pioneers. But as programs of the commercial stations became more elaborate, the schools failed to keep pace. Many surrendered their licenses. Today, only 34 standard stations are operated by educational institutions. Of these, none sells time. That compares with 2,000 stations operated by commercial interests."

Coy reviewed the educators appeal for a 'second chance' in radio during the FCC allocations hearings of 1944 and the plans that were outlined for statewide networks. It was then that the Commission allocated 20 channels for non-commercial educational FM service.

"There was general rejoicing at that time," the FCC chairman continued. "But looking at the progress that has been made up to date—four years later—I am frankly disappointed and more than a little worried."

"There are now only 17 non-commercial educational FM stations in operation. Ten more are under construction. There are only four applications pending."

Scarcity of Channels Noted

The FCC chairman said that the scarcity of radio channels is a stern fact of radio and that "radio channels are too valuable to be left in idleness. If educators fail to utilize them, they will have lost their second and perhaps their last chance to open and operate their own radio stations."

Coy envisions 800 stations and state and regional networks of FM non-commercial educational outlets if the educators make use of the channels available to them. He said that "The conspicuous success of some of the stations already in operation should be an incentive to all other school systems elsewhere."

During the course of his address Coy emphasized that if education should lose out in FM it will also lose out its chance for facsimile broadcasting.

"Facsimile broadcasting travels

over FM channels," he explained. "Facsimile broadcasting makes possible the electronic newspaper, the electronic text book. This type of broadcasting was recently established by the Commission as a regular commercial service. We cannot foresee now just how rapidly or extensively this service will develop. But its enthusiasts envision the day when facsimile will serve in scores of ways as an electronic printing press. Printed text would be sent into the homes to accompany oral instructions. Maps, photographs, charts, instructional guides, musical scores—all sorts of informational matter would also be sent over the FM channels."

Warns Against Delays

Coy admonished his hearers "that the educational institution which delays too long and wakes up some fine day to find all educational FM channels in its own area gone will also be foreclosed from using this electronic printing press." He added: "The school system without radio must go the way of the little Red School House."

Syracuse University was cited by Chairman Coy as having "pointed the way" in the use of educational FM broadcasting. He said that for,

Compliments WHAS-NBC

Coy took occasion to compliment WHAS in Louisville and the University of Louisville who are collaborating with NBC in the broadcast of the first college course for credit ever offered by any standard commercial station. He said "it is radio-educational pioneering of high order" and worthy of duplication wherever it is feasible. He also spoke highly of the Indiana University sponsored series, "Indiana School of the Sky" that was broadcast over 12 commercial stations for 30 weeks to the elementary schools last school term. "The stations cooperating in this enterprise are performing a highly useful service in return for their use of a publicly-owned radio frequency," he said.

Offers FCC Cooperation

Concluding his address Coy warned the educators that the FM radio channels now reserved cannot be held in idleness indefinitely. In this connection, he said:

"Education's pedestrian pace is an anachronism in a supersonic age.

"We should have state-wide, regional and nation-wide educational networks.

"We should have far-flung radio colleges with the faculties composed of the cream of our teaching staffs.

"Radio, fully and competently used, should put American education 25 years ahead of its present timetable.

"I also wish to offer my assurance that the Federal Communications Commission will do everything in its power to help you take educational broadcasting out of the dream stage and make it an actuality."



COY

W N B T

Scope



THE EYES HAVE IT

Richard Harkness of Washington, with the aid of electronics, helps make democracy a home affair. . . .

And more often than not, with impact enough to make headlines the country over. For every time Harkness interviews an important personage on his televised *Story of the Week* from Washington, he brings American viewers at home face to face with the men who make the news—the men the voters have sent to the capital. The eyes of America are upon them.

Senator Taft first advocated a "modified" Marshall Plan on *Story of the Week*. Secretary of Agriculture Anderson made the administration's first call for rationing and price control—on *Story of the Week*. The late Secretary of Labor Schwellenbach first predicted a third round of post-war pay raises despite last winter's commodity price break—on *Story of the Week*. And many more, all headline size.

Harkness knows them all—big, little and in between—because Washington's been his beat for years. That's why thousands of viewers wouldn't for the world miss Wednesday evenings at 8:45 on NBC Television.

Names make news make sales—for the sponsor with a clear view of viewers.

NBC
Television

A Service of Radio Corporation of America

TELEVISION DAILY

Daily section of RADIO DAILY, Friday, July 30, 1948 — TELEVISION DAILY is fully protected by register and copyright.

B'WAY DEBUT SET FOR TV OUTLET

TELE TOPICS

By IRWIN ROSTEN

WHEN Ralph McKinnie, new WABD sales staffer, served as executive officer of USS Rotanin during the war, he was used as model for the leading character in a book written by a shipmate, although he was completely unaware of it. Now he can't get away from it because his buddy was Lt. Thomas Heggen and the book is now the Broadway smash "Mr. Roberts." . . . NBC Television Newsroom shifts from the Thursday 9:15-30 spot to Tuesdays at 9 beginning Aug. 3. . . . Wyllis Cooper, known for his macabre chillers on the MBS "Quiet Please" series is writer and director of a new Happy Felton comedy series being auditioned by DuMont. . . . George Moskovics, of CBS-TV, will discuss the "Commercial Aspects of Television" before a Wayne University class in Detroit next Thursday.

JOSEPH KATZ Agency is mulling TV duplication of the Amoco "Carnegie Hall" series which bows in over ABC AM Sept. 26. . . . Four femme clothing firms have signed long-term contracts for participating sponsorship of TOP Production's "Fashions on Parade" series. Firm, by the way, is building a package for Fall banking by Milgrim's, swank 57th St. dress shoppe. . . . J. Donald Wilson, ABC Coast program director, is in from L.A. for the web's TV debut here. He'll take a blueprint of the preem back with him for the opening of KECA-TV, slated for Nov. 1. . . . Mimi Benzell, one of the few Met Opera stars who looks as well as sings romantic roles, guests on "Doorway to Fame" Monday nite.

LENNEN & MITCHELL has prepared a 60-page presentation on the current TV situation throughout the country for its clients contemplating the plunge. . . . Newsreel in serial form will be inaugurated by WMAR-TV, Baltimore, from footage supplied by its crew covering Army maneuvers in Ft. Knox, with a different phase of training spotlighted each show. . . . Monte Kleban, program manager of WOAI, San Antonio, and Charles Jeffers, chief engineer of the outlet, leave for New York this weekend for three weeks orientation in TV at NBC.

Swarthout And Chapman To Make Pix For Tele

Gladys Swarthout, mezzo-soprano, and her husband, Frank Chapman, concert baritone, have formed a special company, and have acquired a studio in Connecticut, to make 13 fifteen-minute films for television, it was learned yesterday. If the initial program is successful, they will produce additional films, using another group of artists.

Zenith Pres. Predicts Tele Channels Change

Commander E. F. McDonald, Jr., president of Zenith Radio Corporation, addressing a stockholders' meeting in Chicago, Wednesday, said the company would make Fall deliveries of television receivers which will be "new, novel and different." McDonald told the stockholders that it is generally conceded that a national service cannot be built on the present 12 channels. He added that a meeting has been called by the FCC for September to consider opening the upper television bands which can add 50 or 60 channels to present television and make television a national service.

Points to Research

"Zenith has been conducting extensive research since 1931 on television," McDonald said. "Production of television receivers was begun in 1937. Since that time we have built hundreds of sets that have been used for experimental testing and development purposes."

CBS-TV Skeds Olympics

Five-minute roundup of Olympic results will be aired by CBS-TV at 7:40 p.m. for the duration of the games, beginning tonight. Tom Greenwald will handle the commentary, with late stills and film clips making up visual content.

Survey TV Viewing Habits Of Milwaukee Set Owners

Milwaukee—Comprehensive survey of viewing habits of set owners here reveals Saturday as the most popular tele day in homes, and Wednesday holding the same position for public places. The study, just completed, was made by E. W. Baader Co., independent research firm, on behalf of the Cramer-Krasselt agency. Twelve per cent of Milwaukee's 3,780 receiver owners were queried. Only station on the air here is WTMJ-TV.

According to the survey, privately-owned sets are in use during the station's five-day broadcast week as follows: Wednesday, 62.6 per cent; Thursday, 73.5; Friday, 64.9; Saturday, 85.7, and Sunday, 57.3. For sets in public places, the corresponding figures are 80.0; 79.3; 66.7; 66.7; 71.4. It was noted that there was relatively little turnover in homes during nite transmissions. Sets in most cases were turned on at 7 p.m., be-

TV Box Score

(As of July 26)

On the air.....	30
CP's	81
Pending	299

Webs To Scan Debut Of N. Y. Intl. Airport

Gigantic air show and appearances by Pres. Truman and Gov. Dewey marking opening of the New York International Airport at Idlewild Saturday has been skedded for heavy coverage by webs and stations. Pick-ups will not be pooled.

80 Minutes on WABD

DuMont flagship, WABD, will scan the entire afternoon proceedings, from 2 to 4:20 p.m., and will feed affiliates WTTG, Washington and WNHC-TV, New Haven. Harry Coyle, director of mobile operations, will supervise the pickup. Four stations will be fed by ABC—WATV, Newark; WMAL-TV, Washington; WFIL-TV, Phila., and WMAR-TV, Baltimore. Burke Crotty will be in charge. The entire NBC Eastern web also will get the program, although WNBT will pick up only the speeches by the two candidates.

Hal Keith will produce. WPIX also will scan the entire event, with Ray Barrett directing.

Parade, Block Fete To Mark Opening Of WJZ-TV

Monster opening complete with Kleig lights, parade up Broadway, dancing in the streets of Times Square and a variety show in the Palace Theater was announced yesterday for the Aug. 10 preem of WJZ-TV by Robert E. Kintner, ABC executive veepee.

Outlet has made a tie-up with the New York Golden Jubilee celebration and part of the opening program will illustrate the growth of the city. Various municipal departments will take part in the parade.

Program will get under way at 7 p.m. from Radio City studios with addresses by Edward J. Noble, ABC board chairman; Grover Whalen, and other city officials. Following a short film on New York City, the parade will be picked up from in front of the Palace.

Back in the studios, Mark Woods, president of the web, will be seen together with government officials and show biz personalities. An FCC rep will speak from WMAL-TV, Washington. Hour from 8 to 9 will be comprised of shows to be aired by the outlet including Allen Funt's "Candid Microphone," and pickups from Eastern affiliates.

Variety show from the Palace will follow, before an invited audience. Also scheduled is a block party from Duffy Square with dancing by representatives of various national groups. Surprise finale, details of which will not be revealed before the opening, will round out the evening at 11 p.m.

All operations will be under supervision of Paul Mowrey, working with Murray Grabhorn, manager of the station, and Charles Barry, web program veepee.

TV Firm Buys Factory

International Television Corp. has purchased complete facilities, equipment and furnishings of Minerva Radio Corp. at 238 Williams St., it was announced yesterday by John B. Milliken, president of International. Plant, with machinery and equipment appraised at \$332,911 depreciated value, consists of nearly 50,000 square feet on two floors. International expects to take over around Aug. 15 for production of complete TV receiver line.

Freese Joins Y&R Tele

John Freese, former account exec and tele director at Foote, Cone & Belding, has joined the Young & Rubicam TV department, it was announced yesterday.

Hooper's New Plans Offered To Networks

(Continued from Page 1)

U. S. home audience for each program. Under the plan, the new style Hooper report will list a popularity rating, a projectable rating and the number of U. S. listening homes for each program specified.

In line with the expanded measurement, Hooper is asking subscribers for an additional \$200,000 annually—half of it from the networks and the other half from agencies and advertisers. Increase in rates would not become effective until January, 1949. Hooper said the new service is being added three months prior to this date "to give subscribers an opportunity to acquaint themselves with the features and to provide time for inclusion in 1949 radio audience measurement budgets."

Seen As "Trial Balloon"

It's the opinion in trade circles that Hooper has sent up his proposal as a trial balloon. New development is viewed as a follow-up to the recently established U. S. Hooperatings, proposed as a three-times-a-year service, which did not find the amount of response needed to put it over. Now it is proposed to cut U. S. Hooperatings to twice-a-year, combine its usage with the regular Hooperatings and sell the whole thing as a single package.

It will be noted that the \$200,000 additional income which Hooper asks for the expanded service is the same amount he requested for the thrice-a-year U. S. Hooperatings, which are based on telephone coincidentals and diary records.

For the additional service, the networks would kick in another \$100,000—"each paying a proportion determined by the percentage of total network time sales during the preceding year." Agencies and advertisers would pay a rate thirty-three and one-third per cent higher than currently paid for program Hooperatings. Ceilings for agencies and advertisers would jump from the current \$1,200 a month to \$1,600. Agency minimums would adjust from the present \$25 a month to \$100 and advertisers from the now \$25 to \$50 monthly.

Winter U. S. Hooperatings will be surveyed from Jan. 15 to Feb. 15 and the Fall study from Oct. 15 to Nov. 15. Complete editions of U. S. Hooperatings are to be published in the pocket piece each April 30 and Jan. 30. Ratings established between the 36-city report and U. S. Hooperatings provide a base for computation of continuous projectable ratings.

The July 30th Hooperatings report is topped by Walter Winchell with a popularity rating of 13.9 and a projectable rating of 9.62. U. S. listening homes were 3,271,000.

Sports Sponsored On WCSI-FM

Columbus, Ind. — WCSI-FM has contracted with the Stadler Packing Co. of Columbus, for their sponsorship of all local regional football and basketball games. Sponsor has also contracted for sponsorship of the Indiana Sectional and Regional basketball tournaments over WCSI.

Leder Joins WVNJ

Newark, N. J.—New member of WVNJ's sales department is Robert J. Leder, formerly account executive at W. Wallace Orr, Booth, Vickery & Schwinn and George Elliott Advertising, all New York agencies.

The 5,000-watter, located at 620 on the dial, is scheduled to open September 1st.

WJHP Airs New Kid Show

Jacksonville, Fla. — New Tuesday and Thursday children's feature on WJHP is "Hey Junior," written and produced by Bramer Carlson, who often takes several parts himself in his fairy tale and story dramatizations. Show is aired at 7:30 p.m.

WRR Adds Bill Pelham

Dallas, Texas — Latest addition to the WRR announcing staff is Bill Pelham, formerly with KTBC in Austin in the same capacity. Pelham has studied at Texas University and at the NBC Radio Institute in Hollywood.

Morrison Heard On WONS

Hartford, Conn. — Richard S. Morrison, soon to attend the Royal Academy in London, was recently heard on WONS in "Bravo Banditto," presented by the Guy Hedlund Players. Morrison is one of the few Americans chosen to attend the famed British dramatic school.

To Air Dade Races

Evansville, Ind.—Beginning August 7, WGBF, with Dick Shively and "Whistling E-Flat" Fred Rollison at the mike, will air the Dade Races. Club Trocadero will sponsor this year's broadcasts, which run until Labor Day.

Airs KCBA Ball Games

Topeka, Kans.—WIBW-FM is now airing, in this vicinity, the baseball games of the Kansas City Blues, American Association ball club. Larry Ray handles the play-by-play for the "at home" games, which are heard at 8:10 p.m.

Sand Gets New Show

Washington, D. C.—WWDC's all-night disc jockey, Les Sand, has a new weekly daytime show in which he introduces latest recordings. Heard each Saturday from 10:00-10:30 a.m., programs originate from the store of a local record retailer.

To Cover Browns

Cleveland, Ohio — WGAR sportscaster Bob Neal, who has been the radio voice of the Cleveland Browns football team since its inception, has joined the team at its training camp at Bowling Green and will report their activities until camp breaks for the league opener on September 3.

The station is now carrying a weekly half-hour show which includes late reports on the Browns plus interviews, and will air the team's two exhibition games on August 22 and 27.

Heads Radio Announcing School

Charlotte, N. C. — WBT staff announcer, John Trimble, has organized a new school for announcers called the Trimble School of Radio Announcing. The only one of its type in the Carolinas, the school offers courses in An Introduction to the Radio Business, Pronunciation and Speech Improvement, Interpretive Reading of Radio Commercials, News, Musical Script Shows, Ad Lib Training in Musical Shows, Special Events and Sports. Classes are scheduled twice weekly, and registration is now being conducted.

Francey King Joins "Two Blues"

San Antonio, Texas—New member of the "Two Blues," featured weekly on KOMO is Francey King, who recently appeared on the KOMO "Talent Parade." Appearing with the blues singer is Lew Fay, pianist.

New Business At KROW

Oakland, Calif.—Lux Theater, newest city movie palace, has bought a heavy schedule of announcements on KROW to publicize its opening. In addition, Lux sponsored a half-hour remote from the theater, on opening day, featuring interviews with patrons and awarding theater tickets to those appearing on the air.

Holds Annual Shut-In Party

Birmingham, Ala. — About 150 guests, arriving in ambulances, wheelchairs and on crutches, were present at WBRC's second annual Shut-In Party which was held in the club house of one of this city's parks and broadcast, in part, over the station. Entertainment was furnished by WBRC personnel, gifts by local merchants, while taxi and ambulance companies provided transportation.

Joins WKOX's Engineering Staff

Framingham, Mass. — Recent addition to the engineering staff of WKOX is Hollis Gray, who replaces Harold Haskell, returned to Yankee Network Television. Gray will, this fall, return to M. I. T. to continue his studies for an electrical engineer's degree.

WSB Adds Hillbilly Group

Atlanta, Ga.—WBS has added a new group of hillbilly artists to their staff of entertainers. They are Lonnie Glosson and the Railroad Playboys. Group includes Glosson, Mercury recording artist; Fairley Holden, formerly with "Renfro Valley" and King Records, and Buck Glosson, erstwhile member of WJJD, Chicago.

WFPG Provides News For Expos.

Atlantic City, N. J. — WFPG is providing the news of the world to visitors to the International Exposition on Million Dollar Pier by posting its United Press bulletins at intervals during the day. Station also originates news broadcasts direct from the pier each day.

Midniter's Club Changes Format

Pittsburgh, Pa. — KDKA's Midniter's Club, which presents Bill Brant each Wednesday through Saturday with a special disc jockey show of popular music, has changed its Monday and Tuesday night format so that Jim Westover can bring to the listeners recorded works of the great masters. Westover's "Classics for Midnitters" is heard from 1:00 to 2:00 a.m., while Brant's popular tunes are aired from 12:00 midnight until 2:00 a.m.

Frontier Four In Cheyenne

Kansas City, Mo. — The Frontier Four, KCMO musical unit composed of Al Phillips, Leon Hinkle, George Register and Kenny Turner, are now in Cheyenne with the City Saddle and Sirloin Group, who make the trip each year as a kickoff to the promotion of the American Royal Livestock Show held in the Fall. The Frontier Four will be on hand at all times to entertain the group of more than 150 members.

Exhib. Gets Movie With Owen

Washington, D. C. — WINX disc jockey, Jay Owen, star of the "Anything Goes" program, has been notified that a movie entitled "Dead Out," in which he had the lead, is one of five American movies which have been entered in the Ninth International Cinematographic Exhibition at Venice, Italy. Exhibition opens August 8 and is limited to non-commercial films.

Send Birthday Greetings To—

July 30

Herbert Anderson Archie Braunfeld
Carl Goodman Walter Horn
Theodore Karle

July 31

Jerry Mann Capt. Taylor Branson
Dick Dickerson H. E. Hendrick
William Hillpot

August 1

Alice Frost Margaret Maloney
Ernie Sanders

August 2

Bob Burns John Kieran
Mary Eaton Johnny Coons
Jim Berry Clark Ross

August 3

Ray Block Robert Emmet Dolan
Schaffer Goodrich Paul Carson
Gaylord Carter John S. Young

August 4

Frank Luther Henry Dupre
Floyd Holm Alan Kent
Carson Robison Earle Tanner

June Travis

August 5

Arthur B. Church Malcolm Claire
Wilbur Evans