



RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 45, NO. 21

NEW YORK, MONDAY, NOVEMBER 1, 1948

TEN CENTS

CIGARET SPONSORS OK WITH COLLEGES

Small-Markets Group Okays NAB-TV Interest

Washington Bureau, RADIO DAILY
Washington—NAB's Small Market Stations Committee last week deemed the association TV activities quite "proper," and commended the study—"Television: A Report on the Visual Broadcasting Art," edited by Charles A. Batson, whose first two chapters and introduction have been published and mailed to the NAB membership. The committee, representing member stations in communities unlikely to have TV for several years, termed the report of great value in keeping members informed on TV. The committee also endorsed the
(Continued on Page 3)

Heuser Elected Vice-Pres., Bamberger Broadcasting

Carl A. Heuser, comptroller and assistant treasurer of the Bamberger Broadcasting Service, owners and operators of WOR, New York, has been elected secretary of the corporation, it was announced Friday. Heuser, who was elected to the new post at a meeting of the board of directors earlier in the week, will continue to serve as comptroller and assistant treasurer.

Jones Heads Operations For Fort Co. In Detroit

Richard E. Jones has been named general manager of the Fort Industry Company's Detroit operations and will have charge of the operations of WJBK-AM, WJBK-FM and WJBK-TV, George B. Storer, president of the Fort company announced Friday. Jones joined the Fort organization
(Continued on Page 2)

No Paper Tomorrow

Tomorrow, Election Day, and a legal holiday, will find every state in the Union, and its citizenry, pondering and voting their choice for President. In observance of the occasion, RADIO DAILY will not be published.

Record Philco Sales Reported For 9 Mo.

Pointing up that television unit production is up 360 per cent over last year, Philco Corporation's statement for the first nine months of 1948 showed sales totalling \$194,156,000 as compared with \$157,209,000 last year, an increase of 23 per cent. In the first nine months of 1948, earnings of Philco, after appropriations of \$2,100,000 for an inventory reserve and \$586,000 for a research reserve, amounted to \$6,631,000, equivalent after preferred dividends to \$4.23 per common share on the 1,502,462 shares now outstanding, it was announced by William Balderston, president. "New production and sales records
(Continued on Page 2)

Special Spot Campaign For Joan Of Arc Picture

Plans for an intensive spot campaign to herald the New York premiere of the RKO picture, "Joan of Arc," were announced Friday. The spot campaign will include station breaks and one minute spots and will herald the opening of the picture
(Continued on Page 2)

Ban On Sponsorship By Tobacco Firms Of Football Games Being Lifted; Broadcasts Plug Ciggies

Report Characterizes Ex-Chairmen Of FCC

Washington Bureau, RADIO DAILY
Washington, D. C.—Some recent FCC chairmen, not including the present chairman, were "oversaturated with the quality of leadership," Former President Herbert Hoover's top-brass commission on organization of the executive branch of the government has been told. At the same time William W. Golub, author of the confidential staff study, added that
(Continued on Page 5)

"Music" Falls As Allen, McCarthy Improve Hooper

"Stop the Music" dropped below the top 15 in the Oct. 30 Hooperatings while Fred Allen jumped up into ninth place and Charlie McCarthy landed in 14th position. There was only a 0.3 difference, however, be-
(Continued on Page 3)

FM Networks To Carry WNYC Election Returns

WMGM, WINS and the Rural Radio and the Continental FM networks have joined the New York stations carrying the WNYC election returns tomorrow night. Other independents
(Continued on Page 2)

College football, which has barred the door to cigarette air sponsors for 20 years, is gradually adopting a more liberal viewpoint to the delight of tobacco advertisers who are most happy to link their names with the "Simon Pure" sport. A checkup by RADIO DAILY brought to light the fact that
(Continued on Page 3)

Tape Recordings Used For Coast FM Programs

Extension of Continental FM network programs to the west coast through the use of tape recordings was announced Friday by Everett L. Dillard, president of Continental. Programs transcribed in the studios of WASH in Washington, D. C., will be air expressed to KSBR, San Francisco, for use on the west coast station.

Dillard added that the same pro-
(Continued on Page 3)

Asks Court To Reverse Award Of CP By FCC

Washington Bureau, RADIO DAILY
Washington—WINN, Louisville, asked the United States Court of Appeals over the week-end to reverse the FCC's grant of a construction permit for a new station in Louisville to Mid-America Broadcasting Corp.
(Continued on Page 5)

Chicago Webs And Stations Ready For Election Returns

Chicago—Chicago stations are making extensive preparations to cover the presidential election the night of November 2. Both the network and independent stations will devote a major portion of their time to local and national election news on both AM and television. In the studios of WENR and WENR-TV, five of ABC's leading commentators, Earl Godwin, Baukhage, Geo. Hicks, Tris Coffin and Harrison Wood

will broadcast the news. A blackboard measuring 32 by 15 feet, listing the 48 states and the four presidential candidates, will be used for tabulation of popular vote by states. A battery of 10 teletype machines and a highly trained staff of nearly 150 persons will be employed in election night coverage from Chicago. The network will utilize both new studios, the Civic and Penthouse, in the Civic
(Continued on Page 3)

Historic

Pittsburgh—The historic KDKA broadcast of the Harding-Cox election returns on Nov. 2, 1920, will be recreated here tomorrow at ceremonies at the Edgewood Community Club. L. H. Rosenberg, vice-president of Foote, Cone & Bolding in Chicago, who broadcast the returns 28 years ago, will be on hand to air news of this year's election.

Honored

Minneapolis—George Grim, newscaster and news analyst for WCCO, last week received the Chinese government's Victory Medal. The award was made in recognition of Grim's 18 months' wartime service in Chungking as radio adviser to Generalissimo Chiang Kai-shek's government. On loan to China by the U. S. State Department, Grim worked on "Voice of China."



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WEST COAST OFFICES

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6425 Hollywood Blvd. Phone: Granite 8607

WASHINGTON BUREAU

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Phone: Wisconsin 3271

CHICAGO BUREAU

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FINANCIAL

(October 29)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
ABC	67 3/8	63 3/4	67 1/2	+ 1 1/8
Admiral Corp.	18 1/2	17 3/8	18 1/2	+ 1/8
Am. Tel. & Tel.	153	152 3/8	153	+ 1/2
CBS A	24	23 3/4	23 3/4	- 3/4
CBS B	23 1/2	22 3/4	22 3/4	- 3/4
Farnsworth T. & R.	6 1/2	6 1/4	6 1/4	- 1/4
Gen. Electric	42 3/8	41 3/4	42 1/4	+ 1/4
Philco	40 5/8	40	40 1/4	- 1/4
Philco pfd.	82 5/8	82 1/2	82 1/2	- 1
RCA Common	13 1/4	12 1/2	13	+ 3/4
RCA 1st pfd.	69 1/4	69 1/4	69 1/4	+ 1/4
Stewart-Warner	13 7/8	13 3/8	13 7/8	+ 1/4
Westinghouse	28 3/8	27 3/8	28 1/4	+ 1/4
Zenith Radio	29 1/4	28 1/4	29 1/4	+ 1

NEW YORK CURB EXCHANGE

	Bid	Asked
Nat. Union Radio	2 5/8	2 3/4
OVER THE COUNTER		
DuMont Lab.	13 1/4	14 1/4
Stromberg-Carlson	16 1/4	17 3/4

Jones Heads Operations For Fort Co. in Detroit

(Continued from Page 1)

on Sept. 1, 1948, in the capacity of managing director of WJBK-AM and WJBK-FM. In his new position he will supervise the operation of WJBK-TV as well as heading the operations of the other Fort stations in Detroit. Ralph G. Elvin will continue as managing director of WJBK-TV under the new operational setup. WJBK-TV began regular operations on Sunday with the Detroit premiere of the CBS television network and the inaugural program of the Ford Theater.

★ COMING AND GOING ★

DWIGHT COOKE, moderator on the "People's Platform," heard over CBS, spent Saturday in Providence, origination point of that day's program.

E. K. HARTENBOWER, general manager of KCMO, Kansas City, Mo., was welcomed Friday at the Radio City offices of ABC, with which the station is affiliated.

E. M. JOHNSON, director of engineering for the Mutual network, in Birmingham, Ala., for several days of business conferences.

HARRISON WOOD, commentator on ABC, also author and lecturer, spoke Friday before the members of the Detroit Aircraft Club. Title was "This Changing World."

GENE WILLIAMS and the members of his new band, featuring Robin Scott, are in Bridgeport filling an engagement prior to their tour of the South.

PETER DONALD, comic, returned from Chicago Friday in time to rehearse for the Fred Allen show of Sunday. He's going to be much in evidence on WPIX tomorrow night when the News video station will tell and show how the election's going.

JOHN BRADFORD, producer-narrator of "Three Corner Club," has returned from a business trip to Pittsburgh.

HAROLD HOUGH, station director of WBAP American network outlet in Fort Worth, Texas, visited last Friday at the headquarters of the web.

ALFRED E. SPOKES, manager of WJOY, American network outlet in Burlington, Vt., arrived in New York last Friday.

RAY HENLE and NED BROOKS, of "Sunoco 3-Star Extra," heard over NBC, are in Gotham to participate in the reporting of the election returns on the web.

OLIVER DANIEL, producer of "Week-end with Music," intermission feature of the Philharmonic broadcasts on CBS, left following yesterday's program for Los Angeles, where he'll interview prospective participants on future broadcasts.

LINTON BAGGS was in town last week for confabs with officials of the American network. He's part owner of WNCA, Asheville, N. C., and WPDG, Jacksonville.

EDDIE DUNN, emcee-humorist, is back in town following several out-of-town originations of his "True or False" show.

MARSHALL ROSENE, station director of the ABC affiliate in Huntington, West Va., WSAZ, was in town last week on business.

AL SCHACHT, back from Buffalo, is again holding forth of his steakery.

Special Spot Campaign For Joan Of Arc Picture

(Continued from Page 1) on November 11 in New York. First spots will be a week in advance of the opening and the second series during the first week's run of the picture.

New York radio campaign is considered a test campaign by RKO and is being placed through Foote, Cone and Belding. Stations already contracted for are WNBC, WCBS, WMGM, WNEW, WJZ, WINS, WOV and WQXR.

It is expected that RKO will extend the campaign to other key center cities as the regional premieres of "Joan of Arc" get underway.

WBNS Execs. 'Chest' Officers

Columbus, Ohio—Richard A. Borel, general manager of WBNS, has been named chairman of the public service division of the Community Chest, with Irwin Johnson, director of public relations for WBNS, as vice-chairman of the division, and also as group chairman of communications.

10 YEARS AGO TODAY

(From the files of Radio Daily)

Invasion of the American television field by the English firm of Scopphony has been confirmed by Sol Sagall, its founder and managing director who has disclosed plans for a \$10,000,000 American division. Sagall, who is in this country to confer with various interests, revealed that Eddie Cantor would probably be associated with him in the venture and that several major film companies were interested in the deal. Greatest financial returns are expected by Sagall from theaters, which Scopphony will equip according to a licensing agreement with British Scopphony.

Record Philco Sales Reported For 9 Mo.

(Continued from Page 1)

were established in the third quarter and first nine months of 1948," according to Mr. Balderston. "Our radio unit volume continued to run ahead of last year, in the face of a general industry decline. Television unit production has steadily increased and so far in 1948 is 360 per cent ahead of last year. Television is the fastest-growing industry in the history of America, and Philco's leading position in this field affords great opportunities for further growth in the years just ahead. Our refrigerator production so far this year is 27 per cent greater than 1947, and public acceptance of the 1948 Philco models introduced last January continues to make it necessary to allocate the available supply.

Optimistic Re Fourth Quarter

"Present indications are that our volume of business in the fourth quarter, which is usually the largest of the year, will run well ahead of that in the third quarter and reach new high levels."

FM Networks To Carry WNYC Election Returns

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participating are WNEW, WOV and WEVD. WNYC will go off the air at 10 p.m., the FCC having refused its request for extended air time to cover the elections.

Five Indies Aid WNYC

Two more New York indies have come to the aid of city-owned WNYC which was denied permission to remain on beyond 10 p.m. on Election Night. The total of five indies which have volunteered to broadcast certain returns originating with WNYC are WINS, WMGM, WNEW, WOV and WEVD.

Are you buying lots of WATTS or listeners?

Sure, there are stations in Baltimore with more wattage than W-I-T-H. And to hear some of them talk, you'd think nobody in this rich market ever listened to any station but theirs.

But those claims won't stand up in the face of facts. We make no such claims for W-I-T-H. But we do claim this:

W-I-T-H delivers more listeners-per-dollar than any station in Baltimore. It covers 92.3% of the radio homes in the Baltimore trading area.

So if you want to make every penny count, buy W-I-T-H, the BIG independent with the BIG audience. If you want low-cost-sales in Baltimore, call in the Headley-Reed man today, and put W-I-T-H on your schedule.



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

WEAV PLATTSBURG, N. Y. AMERICAN BROADCASTING CO. CONSISTENTLY SELING THE NORTH COUNTRY'S BIGGEST MARKET JOSEPH HERSHEY MCGILLVRA, Nat. Rep.

Chicago Election-Nite To Get AM-TV News

(Continued from Page 1)

Opera Building. The presidential desk will be covered by Baukhage; the House of Representatives by Godwin, the Senate by Coffin, and the governorship by Wood. George Hicks and Paul Harvey will emcee the overall coverage. ABC's election night coverage will be under the overall supervision of Con O'Dea, central division director of news and special events. ABC's radio and television coverage of the voting will be sponsored by the Kaiser-Fraser Corporation.

WNBQ To Program 'Live'

In addition to NBC's coverage via WMAQ, the first live programming of the net's video station WNBQ will be presented on election night with a series of visual election analyses by commentator Clifton Utley on state and local contests. Operating on an experimental permit, WNBQ will carry the full schedule of election night telecasts originating from the studios of WNBK in Cleveland, headquarters for NBC's six-station midwestern network. The WNBQ newsroom in the Merchandise Mart will be the scene of the telecasts. Production will be under the supervision of Richard von Albrecht, production chief for NBC Chicago television.

Commentators Alex Drier of Chicago, Robert McCormick of Washington, and Ed Wallace of Cleveland will head the list of newsmen who will present a running account of the national election picture from Cleveland. William Ray, news and special events manager of the NBC central division, will be in charge of the complete midwestern television network operation and will be aided by newsroom personnel from NBC offices in Washington and Cleveland. Stations which will carry the midwest telecasts are the NBC owned and operated WNBQ and WNBK, and affiliated stations WBEN-TV, Buffalo; WWJ-TV, Detroit; WSPD-TV, Toledo, and KSD-TV, St. Louis.

WBBM On Every 12 Minutes

The CBS station, WBBM, will carry continuous network reports on the election, and 12 minutes of each hour will be given to local returns reported direct to the WBBM news room. Reporters and engineers have been assigned by Everett Holles, WBBM news editor, to cover the various party headquarters in Chicago, where tape-recorded reports will be made and sent immediately to the WBBM studios for broadcasts. The station's news room will be converted into a studio with portable microphones beside the teletype machines and the large central tabulation board. During the local reports Julian Bentley will broadcast local and regional results of state and national contests, and will be assisted in his general summaries by Everett Holles and John Harrington. WBBM will be responsible for reports from seven states, Illinois, Indiana, Michigan, Iowa, Nebraska, Wisconsin and Ohio, with direct telephone wires to key

Cigaret Sponsors Approved For College Football Games

(Continued from Page 1)

not until the 1947 gridiron season did any major college sell rights to its schedule and this year the trend has increased.

Three of the major cigarette companies have lost no time in moving into the new field in the East and Mid-West. So far, Lucky Strike has set the pace, buying up TV rights from Army, Illinois and Northwestern for the 1948 season.

Army had no sooner assigned TV rights to Lucky Strike than it turned around and sold AM rights to Camel, a deal which certainly was legal but somewhat unprecedented in that two strongly competing sponsors had latched on to the same package, although the wrapping was slightly different. Camel sponsors Army games over WMGM, New York. Camel has also tied up with a few small colleges here and there but the Army games are the major ones.

Chesterfield is the other cigarette which jumped into the trend, sponsoring Columbia games on WCBS-TV and WINS, New York. Some Saturdays WINS also feeds stations in the home cities of Columbia opponents, a bookup which is under the Chesterfield banner.

Some colleges have reversed their former policy of barring cigarette bankrollers for football games on the basis that these advertisers have always been white space users in their football programs and should not be denied air rights. However, there is one major exception to this trend—Notre Dame.

Last year the South Bend school did, as a special concession to the American Tobacco Co., allow Lucky Strike to sponsor Notre Dame games on television. But Lucky Strike is not back again this year and neither is any other tobacco advertiser. It's understood that Notre Dame officials consider that advertisers in their programs are not linked directly with the school but that over the air they are. In other words, it's felt at South Bend that radio and television constitutes "intimate contact."

The Pacific Coast may be the next area in which cigarette sponsors will tie up with college football. At present, the universities there are discussing whether or not they should sell rights to tobacco advertisers. Down in tobacco land, however, such schools as Duke and North Carolina won't permit a cigarette sponsor to come in, for the obvious reason of playing practical politics.

There is something else new in sporting event sponsors although this one can't be called a trend yet. Last Spring two milk companies for the first time sponsored play-by-play of major league baseball games and found that the media skyrocketed their sale of milk and milk products. In Philadelphia the Supplee-Wills-Jones Milk Co. was a sponsor of the Athletics and Phillies games over WIBG and in Pittsburgh the Pirates were backed by Rieck-McJunkin, another dairy firm, over WWSW. At the end of the season, both sponsors immediately renewed again for 1949.

Tape Recordings Used For Coast FM Programs

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grams are being fed over existing 15,000 cycle intercity telephone circuit to the Armstrong stations, W2XMN and W2XEA, Alpine, N. J., and transmitted to other Continental east coast stations by off the air relay.

points in these states bringing in the returns.

Mutual's station, WGN and WGNB, in addition to carrying Mutual's national coverage will give up-to-the-minute state, county and city returns. Robert F. Hurleigh, director of the WGN news division, will report on developments in the midwest. Assisting him will be Paul Neilson, Robert Siegrist and Jesse Watkins of the WGN news staff. The WGN-Mutual election broadcasts will be sponsored by Curtis Publishing Co.

Television station WBKB will carry the election returns from the city room of the Sun-Times, telecast by Sun-Times analysts Herb Graffis, John Dreiske, Bob Kennedy, Bob Larch, Karin Walsh, Irv Kupcinet and Frank Smith. Direction of the telecasts will be under the overall direction of Beulah Zachary, assisted by Dick Liesendahl.

AWB Regional Meeting In San Antonio Nov. 6-7

San Antonio, Tex.—Radio women from all parts of the state will gather here at the Gunter Hotel on Nov. 6 and 7 for the third annual conference, 13th District, Association of Women Broadcasters, National Association of Broadcasters. Violet Short, KTSA, chairman of the 13th District, AWB, and Frances Helm, WBAP-TV, Fort Worth, state chairman, will preside. Pat Griffith, director of women's activities, NAB, will also attend and will be a featured speaker, addressing the group at its opening session on "The Meaning of the AWB." Hostesses of the Third Annual Conference will be the San Antonio Chapter, AWB, including Miss Short, president of the local group; Elizabeth Krich, KONO, and Lily Juncker, KABC, vice-presidents; Ruth Burleson, KCOR, treasurer, and Mary Jane Spears, KTSA, secretary.

Addresses scheduled before the conference include a description of the bringing of television to Texas to be made by Miss Helm of WBAP-TV. A report from Radio House, the University of Texas, by Thomas D. Rishworth, director of Radio House. Miss Phylliss Webb Soehl, radio director of Joske's of Texas, will describe the Joske plan of radio advertising, key-noting a session of the AWB work-

Small-Markets Group Okays NAB-TV Interest

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resolutions of the Sales Managers Executive Committee earlier last week condemning "per-inquiry" propositions and efforts of commercial interests to obtain free radio time for projects masquerading as public interest programs;

Suggested an NAB broadcast advertising promotion piece on effectiveness and salability of news broadcasts, after hearing a report by Arthur Stringer, NAB FM and special services director, on the increased importance of news;

Approved a plan to prepare a brochure on the use of radio in industrial and business public relations, and a manual of sales practices, and requested the publication of six additional studies of management and station efficiency during 1949;

Commended NAB handling of affairs of small markets stations and J. Allen Brown, broadcast advertising department assistant director in charge of small markets station work, also asked that full NAB facilities continue to be extended to him in his operation.

"Music" Falls As Allen, McCarthy Improve Hooper

(Continued from Page 1)

tween Allen and his opposition on ABC.

Walter Winchell, who has become somewhat of a regular in top position, continues to lead the Hooper pack with a rating of 23.1, followed by Radio Theater, 22.5, and Fibber McGee & Molly, 22.0.

Other top rated shows followed in this order:

Jack Benny 21.9, Bob Hope 21.1, My Friend Irma 18.2, Duffy's Tavern 17.6, Talent Scouts 17.2, Fred Allen 16.9, Phil Harris-Alice Faye 15.8, Crime Photographer 15.6, Bob Hawk 15.2, Mr. District Attorney 14.8, Charlie McCarthy 14.7, People Are Funny 14.5, Burns & Allen 14.5.

Breakdown by networks reveals that NBC has 10 shows on the list, CBS 5 and ABC 1.

For the full hour, "Stop the Music" pulled an average rating of 14.3. For the first half-hour the rating was 12.1 and for the last half-hour a 16.6. Last quarter-hour was the highest of all, a 16.9.

shop. With Julie Benell, of Dallas, as chairman, selected members from the 13th District will conduct panel discussions on continuity, music, radio sales, traffic, and programs.

Other features of the program will include a women broadcasters day luncheon, attended by representatives of business, professional, and social organizations of the city, the staffs of local radio outlets, and the AWB members. George Johnson, general manager of KTSA, will honor Miss Griffith with a Western barbecue Saturday night at his ranch. Joske's of Texas will honor the group with a style show breakfast.

CHICAGO

By NAT GREEN

GENE CROW, who has been on the engineering staff of tele station WBKB for the last three years, has been appointed chief engineer of the Meredith television station now being built in Syracuse, N. Y., by the Meredith Syracuse Television Corporation.

Bob Livingston, formerly of the WBBM sales staff and now with Radio Sales, New York, visiting in Chicago this week.

Richard Paige, vocalist who has appeared on many Chicago radio shows, will be guest of Bob Lee on "Moments of Melody" on WGN-TV, tomorrow.

"It's Your Life," the Ben Park show on WMAQ, announces its health program for next week to include: Monday, Tuberculosis; Tuesday, Industrial Hygiene; Wednesday, Heart; Thursday, Alcoholism, and Friday, Accidents.

"Cruising Crooner" Jack Owens absent from the "Breakfast Club" because of a severe cold.

Cliff Johnson, of WBBM's "Listen to Cliff," and Bob Atcher, WBBM singing star, will make personal appearances at the Borden Company's Junior Achievement County Fair on Chicago's West Side Saturday night.

"Northwestern Playshop," heard on WIND each Sunday evening, will feature a series of dramatic shows titled "Short Story Time," starting Sunday.

Lynn A. Williams, Jr., president of the Great Books Corporation, and Champ Ward, dean of the college, U. of C., will lead a discussion Sunday on the "What Do You Think" program on WGN-TV, on "Have We Learned From History?"

Wide Range Of Tongues On U. S. Radio, NAB Told

Washington Bureau, *RADIO DAILY* Washington—The NAB said Friday that 220 AM and FM stations of the 1,077 responding to its query are broadcasting or have the talent and audience for foreign-language shows. Programs mentioned by these stations cover 27 languages other than English, including the following:

Spanish or Mexican, Portuguese, Italian, French, Polish, German or Austrian, Hungarian, Dutch, Bohemian, Czech or Slovak, Croatian, Serbian, Slovene or Yugoslavic, Lithuanian, Russian, Ukrainian, Norwegian, Swedish, Finnish, Danish, Hebrew, Jewish or Yiddish, Greek, Albanian, Chinese, Japanese or Korean, Filipino or Polynesian, Arabic, Armenian, Gaelic, Roumanian and Navajo.

WTAM Sponsorship Renewed

Cleveland — Tom (Red) Manning, WTAM's veteran sportscaster, has had his contract with Richman Brothers Clothes renewed for another year, it is announced by John McCormick, general manager of NBC in Cleveland. Manning, who has been broadcasting sports for two decades, will be heard daily, Monday through Saturday, at 6:25 p.m. and 11:05 p.m.



California Commentary . . . !

● ● ● Smilin' Ed McConnell's sponsor (Brown Shoes) has taken option on him for television, with his Saturday morning shows probably being done for both network and video simultaneously, "live" in Los Angeles and filmed for the rest of the country. . . . Verne

Hollywood Smith, former Chicago announcer and Hollywood's top bet for video announcer, has been signed for the "Screen Guild Players" and Jimmy Durante shows, effective at once.

. . . Kay Campbell shooting color layout of kiddie Western party the other day for American Home at Jack Carson Ranch in the Valley, with young scions of the Carson, Art Linkletter, Sam Fuller and Milt Samuel families featured. . . . Hanley Stafford will have his own starring show, probably on ABC, which is auditioning his "Granby's Green Acres," a situation comedy written by Jay Somers.

☆ ☆ ☆ ☆

● ● ● Arnold Marquis, radio producer and director, has returned from New York, Chicago and Washington, where he devoted two months to an exhaustive survey and study of television programming at NBC, CBS and DuMont. Marquis brought back with him an outstanding collection of television scripts. . . . Frances

Scully has won her bout with Virus X, and is back on her KECA "Star Gazing" show, and Bill Baxley, KECA sales executive, is recuperating from an emergency operation at Temple Hospital. . . . Bruce Kamman, newest addition to the KMPC staff, is kept busy explaining that the patch over his right eye was not caused by

"walking into the proverbial door in the dark" but because he underwent minor surgery for removal of a cyst. . . . Fibber McGee and Molly (Jim and Marion Jordan), are planning a Thanksgiving housewarming for their new-old home in the San Fernando Valley.

The Jordans built a big house in Encino several years ago. They then moved into a little 5-room house, and now, in November, they are going back to the bigger home.

☆ ☆ ☆ ☆

● ● ● Jack Carson has wound up work on his "Two Guys and a Gal" at Warner Brothers and will devote full time to his Friday CBS series for at least a month before starting a new picture. . . . The recent "Lum and Abner" satire on giveaways, "Take It and Beat It," drew such spontaneous approval from listeners that Chet Lauck and Norris Goff are planning a similar treatment again in the near future. . . . Frank DeVol

is planning a special series of concert-dance dates for West Coast music fans and will feature guest vocalists who have etched Capitol wax with him. . . . One of the most extensive articles ever done on a radio program is Cleveland Amory's profile on the Jack Benny program, which has been scheduled to break in the November 6 issue of the Saturday Evening Post.

Article is titled "Jack Benny's \$400 Yaks."

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● ● ● Although the fall season has barely begun, the Phil Harris writers already are working with Elliott Lewis on a Frankie Remley show, complete with a brassy jazz band, for a possible summer series in 1949. . . . Following his role in Universal-International's "The Saxon Charm" in which he plays a theatrical "angel," and is taken for a wad of dough, Harry Von Zell is being besieged by mail and phone to back all sorts of screwball stage ventures. . . . Alan Sands and Karl Schlichter are writing and producing a package of five transcribed shows for this year's Christmas Seal radio campaign. The programs include four 15-minute comedy-variety-musical shows starring Dorothy Lamour, Frank Morgan, Dennis Day, Nelson Eddy, Dorothy Kirsten and Lauritz Melchior, and a half-hour show with Bob Hope as emcee.


SOUTHWEST


COMMITTEE of three southwest radio men have been named as committee to work with Gov. Beauford Jester of Texas for more friendly relations with Latin nations. Members are Hugh A. L. Half, WOAI, San Antonio; Dorrance Roderick, KROV, El Paso, and Vann Kennedy, KSIX, Corpus Christi.





UNITED

Flight Facts

 As pilot of United's famous DC-6 Mainliner 300 flight, "the Hollywood," I'm pretty well used to the idea of people crossing the continent in a few hours.

 But some of our passengers, upon landing in Los Angeles, often perform what I believe is known as a "double-take." They've seen the schedule: "Lv New York 12 noon, ar Los Angeles 8:45 p.m." But now that it's actually happened, it seems like magic.

 The brief hours go fast partly because of the luxury of the great DC-6 Mainliner 300. The air conditioning. The cabin pressurization that means low-altitude comfort at smooth, high levels. The roomy twin compartments and lounge. Delicious meals. And pretty, helpful stewardesses.

 But don't forget those four big Wasp engines of mine, revving away so powerfully. They give 300 miles the brush-off while you're playing a game of gin rummy!

E. J. Cushman

United Air Lines Pilot on
"the Hollywood"

Report Characterizes Ex-Chairmen Of FCC

(Continued from Page 1)

if they had not been "real leaders, the Commission would have floundered completely as an operating and policy-making agency."

Chairmen Fly, Porter, Denny and Coy; he wrote, "have all been men of strong personality fully able to provide in fact the quality of leadership which the chairman is assumed to possess." Not only were they Commission spokesmen, but they were leaders too "in the broader sense of having the capacity for breaking trail on the recognition and resolution of policy problems," he writes.

Justifies "Forcefulness"

That "some of Coy's predecessors" were overforceful, he said, was the result of their discovery "that the normal methods of Commission deliberation were frequently not productive of expeditious action," and that sometimes their colleagues would prefer to delay indefinitely final decisions on controversial policy questions requiring "a courageous stand by the Commission."

There was resentment on the part of other Commissioners, although not often expressed outright, Golub said. "Other Commissioners may have displayed an unusual amount of resistance to some of the chairman's proposals with respect to administrative or regulatory problems, largely because it provided them with an opportunity of displaying their independence."

Proposes Rule Change

One proposal to go before the Commission on Organization of the Executive Branch of the Federal Government is that the FCC adopt a rule "requiring all mutually exclusive applications to be filed within a fixed period of time after the original application has been accepted." Such a "cut-off provision" would enable the Commission to take greater advantage from the Ashbacher decision, wherein the Supreme Court recognized its right to adopt rules regarding the handling of mutually exclusive applications.

Golub pointed out that in non-hearing cases the original applicants do not have adequate protection against later applications, which may be filed any time prior to the actual grant of his application. As a result, it was pointed out, it has frequently happened that applications already processed by the FCC staff and simply waiting assured Commission approval are thrown into hearing simply because before the Commission got around to voting on them a mutually exclusive application was filed.

FCC Called "Inconsistent"

The Commission was criticized for inconsistency in its reactions to misrepresentation or concealment of various information regarding applicant or licensee corporations. The complete support the Commission received from the Supreme Court in the revocation proceeding against WOKO, Albany, N. Y., Golub said, led many to expect the Commission

★ THE WEEK IN RADIO ★

Record Industry And AFM Agree To End Ban

By VAL ADAMS

Major record companies and AFM came to settlement to end recording ban. Petrillo initiated move breaking deadlock by waiving previous demands for back royalties since last Jan. 1 in return for slight increase in royalty rates. Trustee plan must first be approved by Dept. of Justice before ban can be lifted.

FCC Chairman Wayne Coy predicted that TV will never completely replace aural broadcasting. He said eventually the competition of AM and TV under a single management will become incompatible. . . . Confidential analysis of FCC, prepared by Herbert Hoover's Commission on Organization of the Executive Branch of the Government, is circulating in Washington. Report is a thoroughly exhaustive study of FCC operations and also suggests certain changes.

Prospects of higher ad budgets in '49 revealed at annual meeting of Association of National Advertisers by E. T. Batchelder, ANA veepee and secretary. . . . Arthur Hull Hayes, general manager of WCBS, New York, named veepee in charge of Columbia's San Francisco office. He takes over when transfer of KQW to CBS is completed. . . . ABC notified advertisers there'll be new commercial time limitations Jan. 1 to conform with NAB code.

U. S. Dept. of Agriculture survey showed a 57 per cent increase in number of stations broadcasting farm market news in Northeast within last year. . . . City-owned WNYC, New York, a non-commercial outlet, refused permission by FCC to remain on air beyond 10 p.m. Election night. FCC vote was 3-2 against. . . . Lathrop Mack, NBC's western spot sales manager, named veepee and general manager of Davis-Harrison-Simmonds advertising agency.

FCC may force fairly swift action in giveaway matter. Best bet is that the issue eventually will get a court test. . . . RCA-Victor working on a new product but nobody will talk. It's said to be a new gimmick never before put on the market. . . . Plans of Radio Writers Guild to picket agencies and producers on Guild's "unfair" list held up at last minute by request of Federal mediator J. R. Mandelbaum. He's trying to break deadlock between RWG and agencies.

CBS affiliates advisory board meets in New York Nov. 10-11. . . . Television has grown faster in last year than any other major industry, said Raymond Cosgrove, veepee of Avco Manufacturing Co. . . . Frank Bow,

to embark "upon a vigorous and consistent program of refusing to permit the operation of radio stations by persons who had misrepresented or concealed facts.

"Apparently, however, this has not been the case. The Commission has not followed a hard and fast policy in these situations, and some of its recent decisions cannot be reasonably reconciled with each other." A footnote referred to several recent and even pending cases.

Harness committee counsel, arrived in San Juan, Puerto Rico for investigation of local government's planned entrance into commercial broadcasting.

C. E. Hooper asked five owners of electronic devices to bring in their gadgets for discussion. Hooper retained John V. L. Hogan as technical consultant and also a patent firm. . . . Sherwood Dodge, FC&B research director in the New York office, appointed veepee in charge of media and research. . . . Production of radio sets of all types zoomed last month, according to RMA. There was sharp rise in AM and FM-AM combinations. TV sets were produced at fastest rate yet turned out.

In first nine months of 1948, General Electric's profit went up 34 per cent over similar period last year. Profit available for dividends was \$83,893,459. . . . FCC approved sale of WDSU (also FM and TV), New Orleans, to International City Broadcasting Service for \$675,000. Sellers are E. A. Stephens, Fred Weber and H. G. Wall. . . . Detroit Symphony returning to ABC Nov. 9 with Henry Reichhold supplying talent and network donating time.

Westinghouse had new peacetime sales high for first nine months of '48 with total net sales amounting to \$711,275,535, nearly \$128,000,000 better than corresponding period in 1947. Net income declined, however. . . . Gillette will be first sponsor ever to bankroll broadcast of Rose Bowl football game. Sponsor also has event on CBS-TV as well as AM.

FMA surveying 637 FM stations to get data on FM's value as advertising medium. . . . RCA reported increase of \$31,985,932 in gross income from all sources during first nine months of 1948. Total gross income for the period was \$256,958,537. . . . National Retail Dry Goods Association invited members to enter annual contest for retailers' use of radio programs.

Philip Morris, heavy user of radio and television, reported big sales increase for six months period ending Sept. 30. . . . Bill Todman, producer of quiz and giveaway shows, sent out a call for all producers to rally in defense of giveaways. Todman said responsible activities by FCC and NAB have degenerated into irresponsible sniping from a variety of quarters.

Salt Lake Radio Dealers Allocate Adv. Campaign

Salt Lake City—Allocation of \$20,000 by the Salt Lake City radio distributors and dealers for a radio in every room campaign to be held in conjunction with the local observance of National Radio Week was announced the past week-end. The campaign which will highlight the twin theme, "A Radio In Every Room—A Radio For Everyone" will be patterned after the successful merchandising drives staged in New Orleans and Hartford, Conn., by RMA.

Asks Court To Reverse Award Of CP By FCC

(Continued from Page 1)

WINN, on the 1240 band with 250 watts, had sought the 1080 assignment awarded Mid-America with five kilowatts day and one kilowatt night.

A significant factor in the brief, filed for WINN by Loucks, Zias, Young and Jansky, is the claim that the FCC was in error in accepting program proposals from the successful applicant "in the absence of any survey to determine talent source or the needs and desires of the listeners." It was pointed out further that two new daytime stations had been okayed for Louisville while the controversy over the 1080 band was in progress. WINN challenges the Commission's conclusion that this fact will not affect Mid-America's ability to fulfill its program proposals, and that the local need for programming is not affected by the two new stations.

It was charged also that the FCC was ignoring its own precedents in refusing to consider the fact that top officers of Mid-America had also been top officers of other companies when they were convicted of violating anti-trust and Federal trade laws.

Woodyard Asks Extension

The FCC on Friday okayed the request of the Skyland Broadcasting Corp. that the strings attached to its grant of an AM license for Dayton, Ohio, be stretched. Difficulty is that Donald B. Woodyard, chief stockholder of Skyland, is a minority owner of WIZE, Springfield, O., thereby running afoul of the multiple ownership rules. He was ordered to sell his interest in WIZE, but was given more time to do it by Friday's action.

Woodyard has been unable to dispose of his minority interest, he said, because "the controlling stockholder of WIZE followed the policy of distributing the profits of that station through substantial salaries and expense allowances to himself and his relatives who served as officers," with "only nominal" dividends declared. "Accordingly, prospective purchasers of Mr. Woodyard's stock could not see where they could obtain any reasonable return on their investment." Woodyard said he has been trying to sell his stock since 1942.

Controlling stockholder of WIZE is Secretary of Commerce Charles Sawyer.

The FCC will take more time to decide on Woodyard's claims.

Commentator's Program Moving From MBS To ABC

Henry J. Taylor, commentator currently heard on Mutual for General Motors Corporation, will switch to the ABC network on Monday, Dec. 20 and will be heard Mondays from 8:45 to 9:00 p.m., EST. Taylor, who has been broadcasting over Mutual for the past three years, was formerly an ABC commentator under co-operative sponsorship. The program is handled by the Kudner Agency, Inc.

SAN FRANCISCO

COAST-TO-COAST

AGENCIES

"SIGNPOSTS for Young Scientists," the KNBC science series for the younger set which has been originating in the KNBC studios since May, 1947, was named for a First Award at the Twelfth Annual Meeting of the School Broadcast Conference in Chicago. The program is written by Janet Nickelsburg, a former elementary science teacher, and narrated by John Grover.

Pacific Greyhound Lines, San Francisco, have moved their thirteen-years-on-the-air "Romance of the Highways" program to KGO on a 52-week contract negotiated by KGO's Vince Francis. It is a Sunday morning travel type program for Western listeners.

KGO's Sunday morning Book Time program featuring book reviews by Ken Carnahan is now being sponsored by Sherman Clay & Co.

Out of the 180 aspirants auditioned in the KQW studios, four finalists were chosen in the KQW-Arthur Godfrey West Coast Talent Search. One of these four will be chosen by a mail vote of radio listeners following a special broadcast and will compete in the national finals.

Wilt Gunzendorfer, general manager of KROW, has been elected a member of the Radio Pioneers, a group composed of those who have been in radio 20 years or more. Gunzendorfer started in radio in 1921.

Science Editor is the title of a new Sunday morning (8:45 a.m.) program on KNBC. It will utilize the facilities of the University of California and will feature Hal Sparks, radio manager of the University, interpreting the top science news of the week.

Bartlett Named Gen. Mg'r Of Calif. Station Group

Fresno, Calif.—The appointment of Paul R. Bartlett as General Manager of the California Inland Broadcasting Co., licensee of Standard Station KTKC, at Visalia, and FM Station KRFM, at Fresno, was announced last week by J. E. Rodman, the Company's President and Board Chairman, and also owner of KFRE, in Fresno.

In making the announcement Rodman said Mr. Bartlett will continue in his present post as General Manager of KFRE, and will, in addition, direct the operation of KTKC and KRFM. Bartlett will be particularly concerned with effecting the merger of KTKC and KFRE and the commencement of the KFRE 50 kw. operation on 940 early next year.

Mr. Rodman explained that the station's new 50 kw. transmitting plant is nearing completion, and a realignment of executive responsibility was necessary to co-ordinate the three stations' operations.

Stork News

Glen Gilbert, wife of the teen-age market researcher, gave birth to an 8-pound boy, their first, at the Beth Israel Hospital.

"Fourth Army Presents" On WOAI

Fort Sam Houston, Texas—The Friday evening WOAI public service feature, "The Fourth Army Presents," begins a new program series on Nov. 5th in which all senior ROTC units in the five-state Fourth Army area will be saluted. Listeners will hear about each ROTC school's accomplishments in war and peace as well as about famous sons of each institution. Program director is Capt. P. L. Loomis of the Fourth Army information office.

WSB Has New Engineer

Atlanta, Ga.—C. P. Matthews of Natchez, Miss., is the latest to join the engineering department of WSB. He was formerly a control room operator with WMIS in Natchez and WBHF in Cartersville, Ga.

KROW With A New Disc Show

Oakland, Calif.—KROW has added another disc jockey to the airwaves in the person of Vernon Alley, who plans to have interviews with "name" stars along with records. "Down In Vernon's Alley" is the name of the program, sponsored by Gross Brothers, Oakland furniture store.

WIOD Gets Exclusive

Miami, Fla.—WIOD news editor Fred Clampitt recently got an exclusive 50 minute wire recording of a special Miami City Commission meeting at which William D. Pawley, former Ambassador to Brazil and Peru gave his views on a bus company union dispute. Pawley, owner of the bus company, shared the interview with Gordon Frazier, bus company union president. The show was aired twice in the same day to satisfy public demand.

"Pete's Place" Aired

Mobile, Ala.—"Pete's Place," aired by WABB from 6:45 till 8 a.m., features "off-the-cuff" comment by the proprietor, Pete Ruckman, staff member of WABB. A section of the show is used for chatter about Mobile residents, including everybody from the milkman to the banker. About the time for white collar workers to begin the early morning trek to the office, the comment switches to this class. Program is interspersed with music and there is a daily prize of a free caricature to those who send "Pete" their pictures.

Sunday School On Air

Chester, S. C.—During the several months' quarantine of children 16 years and younger, due to the polio situation in this area, WGCD conducted an hour's Sunday school lesson each Sunday morning, with various churches alternating in bringing the lessons to the home-bound children via radio. Morgan J. Craig, owner of WGCD, expressed his pride in being able to serve the public in that way.

"Pageant Of Melody" Bought

Boston, Mass.—"Pageant of Melody," half-hour of recordings, premiered recently on WCOP under the sponsorship of John H. Pray's furniture store. Terry Cowling is emcee for the 10:30-11 p.m. Wednesday show. The 52-week contract was placed through the Chambers and Wiswell Advertising Agency.

New KTBI Manager

Tacoma, Wash.—KTBI acquired a new manager recently in the person of W. B. "Bud" Stuht, formerly commercial manager for KOMO-KJR in Seattle, and manager of the classified advertising department for the Seattle Times. Stuht joined as partner with H. B. Quilliam in KTBI.

Skitch Henderson On WSB

Atlanta, Ga.—Skitch Henderson, popular pianist-band leader was a recent guest on Bob Van Camp's WSB "One Thirty Date" show. Henderson had been playing an engagement at the Naval Air Base in Atlanta.

Pneumonia Hits Cowboy Star

Philadelphia, Pa.—Mac McGuire, cowboy radio star and emcee of WIP's popular quiz party of the air "Try For Fun" and the "Harmony Rangers," came down with pneumonia recently. Joe McCauley, WIP disc jockey, who pilots the "Dawn Patrol" program throughout the night, stretched his all-night chores two extra hours to fill in for McGuire.

Bud Guest With Ladies' Show

Detroit, Mich.—Bud Guest, WJR's general reporter at large, is turning "ladies' man" with a new program geared especially for female listeners, featuring news and views of interest to women. Charley Park and other WJR personalities will be on the show to add color. Program is sponsored by the First Federal Savings and Loan Association of Detroit through the Karl G. Behr Agency.

KGAT Adds 3 Engineers

Utica, N. Y.—In line with its recent policy of expansion, WGAT added three engineers to its staff. John Schmura, John B. Drake IV and Harold Caldine were the new men.

WDRC Offers More Commentary

Hartford, Conn.—"The Headliner's Club" program recently went from a once-a-week to a two-a-week schedule on Tuesdays and Thursdays at 6:20 p.m. The show features commentary by Jack Zaiman, of the Hartford Courant's staff.

Jack Baker To KCMO

Kansas City, Mo.—E. K. Hartenbower, general manager of KCMO has announced the addition of Jack Baker, to the program department. A former regular on the popular "Breakfast Club" show, Baker will have his own "Jack Baker" Show as well as a half-hour early morning program entitled "Start the Day Right" on KCMO.

VERNON BROOKS, director of general advertising, Scripps-Howard Newspapers, will speak before the Advertising and Selling Course, conducted by the Advertising Club of New York, today, Nov. 1. His subject will be "Where Newspapers Fit and How to Select and Use Them." This meeting will be held at the Engineering Societies Building, 29 West 39th Street, at 6:15 P. M.

TUCKER WAYNE & COMPANY, Atlanta advertising agency, moves today Nov. 1, from former offices at 98 Mitchell Street, S.W., into its new home at 1175 Peachtree Street, N.E., corner of Fourteenth and Peachtree Streets, it has been announced by Tucker Wayne, president of the company.

THE KELLOGG COMPANY, through Kenyon & Eckhardt, Inc., this month will engage in joint promotion of the company's Rice Krispies and marshmallows.

RENUZIT HOME PRODUCTS CO., Philadelphia, makers of Renuzit and Super Renuzit Home Dry Cleaner, Renuzit Spot and Stain Remover and Renuzit Self-Polishing Wax, has engaged McCann-Erickson, Inc., effective November 15.

RUPPERT BEER account has been placed with the Biow Company, effective Nov. 1. Account was recently resigned by Lennen & Mitchell.

Southern Stations Buy Additional Ziv Shows

Two southern stations have purchased additional shows from the Frederic W. Ziv Co., it is announced. Radio Station WLOG, Logan, W. Virginia, has just contracted for its fifth Ziv show, while WNDB, Daytona Beach, Fla., has purchased five of Ziv's half-hour programs.

WLOG, which is currently broadcasting 5 quarter-hours per week of "Showtime From Hollywood," plus half hours per week of Guy Lombardo Show, Ronald Colman's "Favorite Story," and "Boston Blackie," bought Ziv's "Calling All Girls."

WNDB purchased Ziv's Guy Lombardo Show, "Favorite Story," "Philo Vance," "Boston Blackie" and the Wayne King Show, all on a 52-week basis.

Old Custom

To promote election returns broadcasts, WOR-Mutual is sending a horse drawn trolley through the streets of midtown Manhattan from 3-9 p.m. today with a big banner urging people to vote. Sides of the trolley will carry photos of candidates for office and also "candidates for audience," meaning WOR-MBS commentators and newsmen. At nightfall, the trolley will bear torchlights.

TELEVISION DAILY

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

HEAVY SALES FOR WABD DAYTIMER

TELE TOPICS

IF THE INCIDENCE of schizophrenia in New York and along the Eastern seaboard has risen sharply during the past month, or so, we think television is to blame because of the concentration of good shows on Sunday nite. Take last nite for example. There were nine shows which we had checked on our Times program log as programs we would like to watch. But all nine were on the air between 7 and 10 o'clock, and five were the most we could have seen. Making an allowance for a normal amount of disagreement between husband and wife, you see how an otherwise happy home may suffer as a result. . . . Further perusal of the program log reveals that top shows are spread out very thin over the rest of the week. If you don't care for fights or wrestling, a tele set can be pretty bad company during the week, particularly after nine p.m.

"LIFESTREAM OF THE CITY," a 20-minute film on traffic problems, produced by GE, is being made available at no cost to stations by the Fred Eldean Organization. Contact Robert Finehout at Eldean for details. . . . Bob Maxwell's "Captain Billy's Mississippi Music Hall" moves into the Old Knick Music Hall Friday. . . . Rose Wetzel, film director of WDSU-TV, New Orleans, is in town to buy films for the station which debuts Dec. 18. Test pattern is expected to go on the air next week. . . . KTSL, in co-operation with the Los Angeles Examiner, prems a new hour-long series titled "Television Examiner" Saturday. Program will debate current issues in the form of a court trial complete with judge and witnesses.

LAST SEASON'S travesty on Hollywood, "Joy To The World," will be the second in the "Ford Theater" series Nov. 21. . . . CBS has completed plans for an elimination tournament featuring winners of the main events in the Westchester County Center boxing matches scanned by the web Wednesday nites. Winners will be matched against each other on alternate weeks, with special prizes going to the fighters with the best season records.

Impact

Uniform dress for all boxing seconds in New Jersey was ordered over the week-end by Boxing Commissioner Abe J. Greene because "Television is taking the sport into homes, and boxing must make its participants and their assistants presentable to persons in all walks of life." Beginning Nov. 15, seconds must wear gray, button-front sweaters and carry white towels, he said.

Selznick To Defer TV Film Production

West Coast Bureau, RADIO DAILY
Hollywood—Movie producer David O. Selznick, who for the past six months has been planning to enter TV film production, has abandoned the idea of immediate activity because income from this source would not justify the necessary expenditure, it has been learned here.

The producer feels that the minimum cost of a short feature of the quality he desires would run around \$25,000, which, of course is prohibitive to present sponsors.

As a result, Selznick contemplates no video production in the near future, but will continue to line up story ideas and properties in preparation for the day when he hopes to be able to get his price.

Observers here believe that it will be at least a year before an operation of the Selznick scope will prove profitable.

WPIX Skeds Basketball

Twelve basketball games of Seton Hall College and St. Francis College will be scanned by WPIX this season in addition to six other cage contests. Schedule begins Dec. 10 and runs through Mar. 4.

Rodgers Gets WDTV Post

Raymond W. Rodgers has been appointed acting chief engineer of WDTV, DuMont station due to go on the air in Pittsburgh next month. Rodgers has been with WFIL, Philadelphia, for the past seven years.

TV Box Score

On the air.....	41
CP's	83
Applications	310

Three-Sta. Sale OK, Mrs. Thackrey Told

Washington Bureau, RADIO DAILY

Washington—Mrs. Dorothy Thackrey may sell two radio stations and a television station to Warner Brothers, but another month must pass before the period for competitive bids to be considered is closed, it was announced Friday by the FCC.

Mrs. Thackrey's deal with Warners, if approved, will put the movie producers into the television field in Los Angeles with a station just about ready for licensing—KLAC-TV. Also to go to Warners for an overall price of \$1,045,000 are KLAC, Los Angeles, and KYA, San Francisco, both AM stations. In such an event, Warners would have to get rid of KFWB, their present station in Los Angeles.

Southern California Television Co., Ed Pauley's organization, eager to buy KLAC-TV, had asked the Commission to order that the purchase price be broken up to specify how much for each property, with other parties permitted to bid for the stations separately. Mrs. Thackrey pointed out that she is "not inclined to sell the three broadcast properties separately," while the FCC held that there is nothing in the AVCO rule requiring the separation of prices for broadcast properties.

Station Reports 39 Commercial Quarter-Hrs.

WABD's daytime program schedule, which debuts today at 7 a.m. and runs through 11 p.m. sign-off, will be a money-making proposition from the start, Hamboldt J. Greig, DuMont sales manager, said over the week-end.

Morning and afternoon time sales totaled 39 quarter-hours a week by last Friday and additional contracts are expected to be signed within the next two weeks. This figure does not include spot announcements and station breaks.

Heaviest time buyer was Sterling Drug Co., which will sponsor the half-hour Dennis James show Monday through Friday. Agency is Dancer-Fitzgerald-Sample. Other shows sold include a half-hour Stan Shaw seg and quarter-hours of Ted Steele and Ralph Dumke, all across the board.

Regarding the project as a costly experiment, DuMont officials are highly pleased with advertiser response, which, they say, has greatly exceeded all expectations. Over the week-end web staffers were busy putting the finishing touches on the new programs, which constitute the largest single production job in TV history. About 20 shows will be inaugurated today during the 11-hour sked.

Speculation continues in the trade, however, over whether or not the station can make the daytime operation pay off in the long run. It is certain that the other three nets will be keeping close tab on WABD, with an eye not only on their own future tele operation, but also on possible effects on their AM setups.

ATS To Hear Mamoulian

Rouben Mamoulian, movie and legit director, will discuss impact of TV on the theater and motion pictures at the American Television Society luncheon at the Hotel Astor Nov. 9, 12:15 p.m., it was announced Friday.

The Week in Television

Industry Set For Election Cover

News, special events and engineering staffs of webs and stations throughout the country completed plans for network tele's first Presidential election. . . . Mayor O'Dwyer disclosed that New York hopes to have a municipal TV outlet on the air before the end of 1949. City will ask FCC for experimental license. . . . Establishment of a nationwide organization of film and live package producers is under consideration by trade groups on both coasts. . . . Record crowd of over 1,000 attended the first ANA TV meet at which Niles Trammell, Frank Stanton and other industry leaders spoke. . . . Eric Johnston revealed that video will be high on the agenda of the upcoming MPAA confab. . . . ABC sold a two-hour special Thanksgiving Day Show to Elgin-American. . . . Operation of WNBT will be merged with that of NBC's AM flagship under supervision of Tom McFadden. . . . Procter & Gamble signed with NBC for sponsorship of their first net TV show. . . . N. Y. Paramount Theater will use its large-screen projection system to pick up election coverage of WPIX. . . . William D. Murdock was appointed sales manager of WOIC, Washington. . . . Canadian set manufacturers are ready to enter production, awaiting only official go-ahead from CBC. . . . Sylvania Electric Co. purchased a plant in Ottawa, Ohio, for manufacture of 16-inch and smaller kinescopes.

Chevy Rates

Highest rating achieved by a dramatic show was scored by "Chevrolet on Broadway" Oct. 18, when the NBC stanza had a Hooper of 40.9, according to a special survey made in New York for Campbell-Ewald, agency for Chevrolet. This is almost double the figure of 22.4 which the program rated the previous week. Pulse survey for the 18th gave the show rating of 37.0.



First

IN PUBLIC SERVICE



50,000 WATTS

WJR

DETROIT

50,000 WATTS

WGAR

CLEVELAND

50,000 WATTS (DAYS)

KMPC

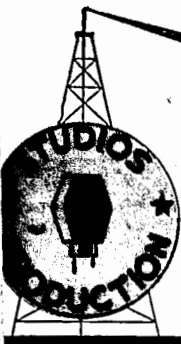
LOS ANGELES

THE GOODWILL STATIONS

G. A. RICHARDS
Chairman of the Board

FRANK E. MULLEN
President

HARRY WISMER
Asst. to the President



RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 45, NO. 22

NEW YORK, WEDNESDAY, NOVEMBER 3, 1948

TEN CENTS

RADIO-TV SCORES BEAT ON ALL RETURNS

CBS Repeat Proposal For Summer Months

In an attempt to ward off the summer slump and keep sponsors on the air for 52 weeks in the year, CBS has notified advertisers that it will permit next summer transcribed rebroadcasts of outstanding commercial shows that were aired live during the regular season. Letters of notification were sent to all advertisers and agencies by William C. Gittinger, CBS veepee in charge of sales.

From a practical standpoint, the new CBS policy must be considered a trial balloon. At this point Columbia (Continued on Page 5)

Investigating Committee Returns From Puerto Rico

San Juan, P. R.—Frank Bow, Oscar Hume and Thomas Simpson, investigators for the Harness Committee, returned to Washington the past week end after having spent the past 10 days inquiring into the circumstances of a commercial radio station grant to the Puerto Rican Communications Authority, government agency under the jurisdiction of the FCC.

While here the committee investigators received a written statement (Continued on Page 6)

Another Station Joins New Alaskan Network

KIBH, Seward, Alaska, will join the Alaskan Network on Nov. 14, it was announced yesterday by the Pan American Broadcasting Company, eastern representatives for the Alaskan web. KIBH was originally supposed to go on the air Oct. 1, but a (Continued on Page 2)

Minute-To-Minute Interest In Election, Closest In U. S. History, Establishes Telecommunication as Top Info Medium

Staging a round-the-clock suspense thriller, radio and TV were still going strong at 9 a.m., today as the army of commentators, newscasters and poll experts at network headquarters await the final countup of electoral votes for the next President of the United States.

Spokesmen for both President Harry S. Truman and Gov. Thomas E. Dewey paid tribute to both radio and television for its comprehensive coverage throughout the night. At Democratic headquarters, Kenneth Fry, radio director, credited radio with being an important factor in the heavy vote polled in all States. He pointed out that the Democrats leaned heavily on radio and TV for putting across their campaign. The same kind of enthusiasm was evident at GOP headquarters with Edward Ingle, radio director, declaring that the Republicans spent more on radio for this Presidential election than at any other time.

As the morning progressed the network newsrooms were in constant telephonic contact with stations in Ohio, Illinois, and California, for final vote figures. These states, it was pointed out, would probably decide winner in the Presidential race.

Starting with insignificant bulletins from small places in remote sections of the country the tempo of the networks' election returns picked up as the evening progressed. By midnight returns from the larger cities in the East and the middle west began to enliven the newsroom activities and as the coverage proceeded into the early morning hours the interest and character of the news was increasingly important.

Commentators stationed at the headquarters of Gov. Dewey in the Roosevelt Hotel seemed a bit stunned with the turn of events. They were prepared for a flash announcement and an appearance of Gov. Dewey before the mikes and TV cameras by midnight. At midnight they stood by their posts with expectancy and settled down for an all night vigil.

At the Democratic headquarters in the Biltmore Hotel a different scene was presented. The quiet of the early evening and the uncertainty which seemed to prevail began to disappear as Chairman McGrath of the Democratic party was happy to make himself available to both radio and television for election progress statements.

The whole scene at the network

headquarters changed as the night went on. Those who expected a dull evening and an early announcement of the next President were keyed up with the exciting photo finish. Not a man left their posts and at 7 a.m., this morning, were standing by for the flash which they likened to the photo finish of a horse race.

Caught Napping

Indicative of the strain of the night's vigil was an incident which occurred on NBC television around 7 a.m. The station switched to the announcer at the Biltmore Hotel and cameras caught the commentator sleeping in a chair at his announcer's post. He was quickly aroused and told he was on the air.

During the period following midnight, Nash Motors, sponsors of the returns over CBS, noting the closeness of the election and the intense listener interest, reduced its commercials to only 11 seconds for each quarter hour show. Sponsors on other networks also cut down their commercials during the night.

Comprehensive Coverage

Radio networks, TV networks and shortwave radio combined in turning in the most efficient and comprehensive coverage of a national election in the history of communications. It was a well co-ordinated job with network news rooms, staff correspondents in key center cities and the news services figuring in the coverage.

Both radio and TV worked hand in hand at the headquarters of NBC, ABC and CBS in New York with MBS devoting all its energies to thorough AM radio reporting.

The headquarters of the Republican National Committee at the Hotel Roosevelt in New York was a veritable communications center with AM, FM and TV facilities set up in spacious hotel ballroom. Each of the four major networks were repre-

(Continued on Page 3)

Quizzers Quiz Selves On Pacifying Press

Over a dozen quiz and giveaway network shows were represented at a Monday meeting called by Bill Todman to discuss the possibility of a campaign by the producers to counteract some of the adverse criticism about audience participation programs in general. Although a suggestion was made that quiz show producers enter into an organized public relations campaign collectively, no definite plan of any kind was forthcoming from the meeting.

Todman and one or two other producers expressed considerable (Continued on Page 5)

Still Seek To Break RWG-Pact Impasse

Federal mediator J. R. Mandelbaum is still beating a path back and forth between advertisers, their agencies and the Radio Writers Guild in an attempt to break the deadlock and open the way for negotiations. A decisive development is expected today.

Mandelbaum, assistant regional director of the Federal Mediation and Conciliation Service, held a meeting Sunday with members of the Association of National Advertisers, (Continued on Page 6)

4-A's Eastern Annual Confab Meets Nov. 15

To bring about sharp and constructive criticism of the advertising agency industry, a series of nine "Town Meetings" will make up the Eastern Annual Conference of the 4-A's to be held in New York at the Waldorf-Astoria on Monday, Nov. 15; (Continued on Page 5)

World-Wide Coverage

Election returns in seventeen languages were broadcast last night by the State Department's "Voice of America" from their shortwave studios in New York City. Broadcasts began at 9:15 p.m., EST, yesterday and will continue until 10 a.m., EST, today. It was the first round-the-clock radio coverage of a national election by the Government's stations.

Radio Minded

Radio and other forms of communication are the most popular subjects among World War II veterans taking correspondence courses under the G.I. Bill. Veterans Administration said. Twenty-six per cent of the veteran-students were enrolled in radio and other communications courses. Another 21 per cent study engineering, and 12 per cent take business courses,

RADIO DAILY



Vol. 45, No. 22 Wed., Nov. 3, 1948 Price 10 Cts.

JOHN W. ALICOATE : : : Publisher

FRANK BURKE : : : : : Editor

MARVIN KIRSCH : : : Business Manager

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WEST COAST OFFICES

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

WASHINGTON BUREAU

Older, Chief 6417 Dahlonga Rd.
Phone: Wisconsin 3271

CHICAGO BUREAU

Nat Green
447 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

(November 1)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
ABC	7 1/4	6 7/8	7 1/4	+ 1/2
Admiral Corp.	18 3/4	18	18 1/8	+ 1/8
Am. Tel. & Tel.	153 1/2	153	153 1/2	+ 1/4
CBS A	23 3/4	23 1/2	23 3/4	+ 1/4
CBS B	23 1/4	22 1/4	23 1/4	+ 3/4
Farnsworth T. & R.	6 5/8	6 1/2	6 1/2	+ 1/4
Gen. Electric	42 5/8	42 1/8	42 1/2	+ 1/4
Philco	41 1/4	41	41 1/2	+ 3/4
Philco pfd.	83 1/2	83	83 1/2	+ 1
RCA Common	13 3/4	13	13 1/4	+ 1/4
RCA 1st pfd.	69 3/4	69 3/4	69 3/4	+ 1/2
Stewart-Warner	14 1/4	14	14 1/4	+ 1/4
Westinghouse	28 1/2	27 7/8	27 7/8	- 1/2

NEW YORK CURB EXCHANGE

Hazeltine Corp.	12 1/2	12 1/2	12 1/2
Nat. Union Radio	2 5/8	2 5/8	2 5/8	+ 1/8

OVER THE COUNTER

	Bid	Asked
DuMont Lab.	13 1/2	14 1/2
Stromberg-Carlson	16 1/4	17 3/4

Family Theater Gets A New Time

"Family Theater," half-hour dramatic program under the direction of Father Patrick Peyton, moves from its Thursday night spot on Mutual to Wednesdays at 9:30 p. m. EST, starting today. Program features name movie and stage personalities in dramatic roles and at present is heard on 433 stations in the United States and Canada.

Kyser Show Coming East For A Five-Week Period

ABC's "Kyser's College of Fun and Knowledge" five-a-week morning program starring Kay Kyser, will depart from Hollywood, November 6, for a two months stand in New York City. Making the trip along with Kyser will be producer Jack Cleary, assistant producer "Skippy" Pyle, Paul Mosher, agent. The program has been transcribing two shows daily in preparation for the trip. While on the east coast, Kyser will spend the Thanksgiving and Christmas holidays with his mother, Mrs. Paul B. Kyser of Rocky Mount, N. C.

Wedding Bells

Fred Thrower, ABC vice-president in charge of sales, and Marion Kendall Hodge were married in Savannah, Ga., on Saturday, Oct. 30. They will spend a two-week honeymoon in Nassau, B. W. I.

Mamoulian Guest Speaker

Rouben Mamoulian, legitimate and movie director, will be the guest speaker at the Art Directors Club Luncheon today, November 3rd, at the clubrooms, 115 East 40th St.

R. & R. Shifts McDonald

Edward L. McDonald, account executive at Ruthrauff & Ryan, Inc., has been transferred from the New York to the San Francisco office.

Another Station Joins New Alaskan Network

(Continued from Page 1)

hurricane destroyed the antenna and the opening was postponed until William J. Wagner, general manager of the Alaskan web, could obtain another tower.

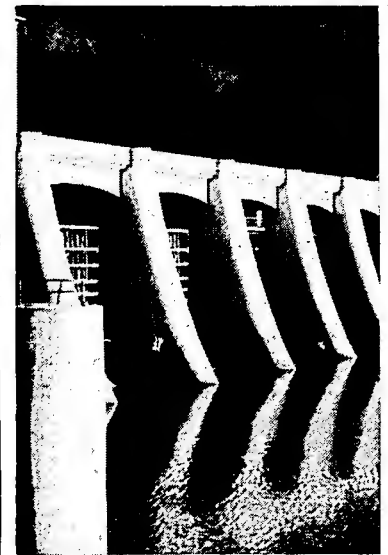
KEIO Gets C.P.

The FCC has granted a construction permit to KEIO, Pocatello, Idaho affiliate of ABC, authorizing full time operation with 1,000 watts on 1440 kilocycles. KEIO now operates with 250 watts power on 1450 kilocycles.

10 YEARS AGO TODAY

(From the files of Radio Daily)

Broadcasting plans are now being formulated by the major networks through the co-operation of BEC and CBC to bring to the radio listeners throughout the world the pending trip of the British King and Queen to the United States. Special plans call for broadcasts from Canada emanating from CBC to be transmitted to the U. S. and Europe. The arrival of the royal pair in the U. S. will be thoroughly covered by the chains including a broadcast with the President.



Still Waters Run Deep

Don't let that pond-like stillness fool you. Those quiet waters are not a sign of inactivity at the famous Bonneville Dam out in Oregon. Actually, it delights engineers. It means that virtually every drop of water behind the dam is being diverted through the generators to meet stepped-up power demands. It means maximum use of the falling Columbia River.

No, noise and thrashing around don't always mean something constructive or useful is being accomplished. Take radio in Baltimore. The station that does the job on sales in this 6th largest city does it quietly, easily and without much hullabaloo.

It's the successful independent, W-I-T-H, that delivers more listeners-per-dollar-spent than any other station in this big town.

Smart time buyers know this. They must. So many of them put W-I-T-H at the top of the list on so many accounts.



Baltimore 3, Maryland

TOM TINSLEY, President
Represented by Headley-Reed

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.

INS has served



SINCE 1935

All-Nite Radio Report On Presidential Race

(Continued from Page 1)

sented by commentators and engineers and the lights and cameras of the TV stations gave the ballroom the appearance of a Hollywood movie set.

Based on the consensus of the dopesters and political experts prior to vote tabulations, the four major networks had expected to remain on the air last night no longer than 3 a.m. In past years, most losing presidential candidates have conceded defeat along about two o'clock in the morning. But at three this morning, the issue between President Truman and Gov. Dewey was completely in doubt and the race grew hotter by the moment.

At 5:30 a.m. CBS went off the air for a breathing spell. It was followed

Complimentary

John B. Kennedy, veteran commentator, speaking over Mutual, characterized the election as the calmest national election ever and added "the mechanics, elegance and efficiency of radio has made this possible."

30 minutes later by Mutual which also decided that it might be some time before the outcome of the race became decisive.

Drop Regular Skeds

Early last night the networks dropped their regular schedule to broadcast election returns. Poised at the various election headquarters of the webs were certain commentators and pollsters who were assigned to predict early trends. But as the hour grew later there were no trends to predict. Even Drew Pearson, who had been placed in charge of predictions by ABC, had to resort to other material. As the night wore on Walter Winchell waited in vain to flash the victorious candidate. In fact, Winchell left ABC shortly before 6 a.m. to pack his bags preparatory to catching a train to Miami. Pearson threw in the sponge about the same time.

NBC's election headquarters was a beehive of activity, housing a considerable number of outstanding visitors, including Mark Woods, president of ABC. David Sarnoff, RCA president, wearing a black tie, was noted explaining to several companions just how NBC carried out its major operation.

Execs Stay on Job

Battle of the presidential candidates was so hot that it kept Niles Trammell, NBC president, on deck until about 3 a.m. Charlie Denny was around election headquarters, keeping his eye on the tabulation board, much longer. Syd Eiges, veepee in charge of press, was in his shirt sleeves all night long handling tabulations of incoming votes.

Over at CBS, Lowell Thomas, Edward Murrow, Eric Sevareid, Quincy

(Continued in Column 4)

MEN-AT-WORK MOTIF



Studio 8 H in Radio City was a beehive of activity all night long as NBC radio and television experts presented the election returns.



Election night at CBS' Studio 22, the network's nerve center for key election news. Left to right, Edward R. Murrow, Wells Church, CBS Director of News Broadcasts, and Lowell Thomas.



The combined radio-television newsroom of the ABC in New York's Radio City at the height of reporting the election returns.



The same crew who posed for this picture at midnight were still at their posts at Mutual's election news headquarters at 9 a.m., today at the Ritz-Carleton Hotel in New York City.

U. S. Public Hugs Sets Seeking Latest News

(Continued from Column 1)

Howe and John Daly were among the commentators and newsmen keeping Columbia listeners informed. To add a touch of glamor and as a build-up for election coverage, Thomas did his regular nightly news broadcast from the CBS "bubble"—a mobile unit—parked on Madison Avenue.

The Mutual network operated last night from the ballroom of the Ritz-Carleton Hotel from which it fed returns and commentary to its 500 affiliates. A. A. Schechter and Jack Paige coordinated the reports of commentators in New York and other parts of the country.

Something new in the way of commercial announcers turned up on

Telephonic

WNEW, New York, featured two-way recorded telephone conversations as a part of its election coverage. Station's commentators telephoned name political personalities of both parties for their Election Night views and re-broadcast these to the Manhattan area.

ABC. Commercials for Kaiser-Frazer, sponsor of the election broadcast, were read by Henry M. Swartwood, advertising manager for K-F, who reportedly had a radio background before joining the auto company. Kaiser-Frazer, incidentally, dropped its commercials about 2:30 a.m.

Movies Cover Mutual

Mutual's convention setup at the Ritz-Carleton Hotel in N. Y. was covered by Fox Movietone and Paramount news reels, filming their International radio setup, the Mutual scoreboard and various personalities. The wire photo services also covered.

John Thompson, Mutual's representative in Frankfurt, Germany, short-waved an election survey made of civilians, foreign dignitaries and GI's stationed in that city, giving their reactions to the Presidential election here. Other Mutual short-wave coverage came from Robert Haney, reporting from Paris, the French people's official reaction to Dewey. Arthur Mann reported from London, giving the reaction of Americans in Great Britain. A Mutual mike placed at an American election party in London picked up the festivities from that point, short-waving them to the MBS headquarters in N. Y.

Truman and Dewey were at their own election returns locations but three other Presidential candidates, and one for the Vice Presidency, were among the guests who kept track of the nation's balloting in CBS' Studio 22. Presidential aspirants visiting were Norman Thomas, Farrell Dobbs and Dr. John Maxwell, respectively standard bearers of the Socialist Party, the Socialist Workers Party, and the Vegetarian Party.

LOS ANGELES

By RALPH WILK

BURT LANCASTER will kick off the Philip Morris Playhouse on November 5, over CBS in a Bill Spier original, "Silver Frame," adapted for radio by Bob Richards. Spier will direct and Lud Gluskin's orchestra is set for musical b.g. Lucille Ball in Bob Tallman's adaptation of the Cornell Woolrich original, "Angel Face," is the fare for the following week.

Dorothy Lamour and her husband, William Ross Howard III, spending a few days in Palm Springs.

A new series of domestic situation comedy programs, titled "Joe McDoakes," and starring George O'Hanlon in the role he has popularized in movie shorts, will debut as a Tuesday feature over KHJ-Mutual Don Lee on Nov. 9. Lurene Tuttle will portray Mrs. McDoakes, with Alan Reed and Cliff Young also in the cast.

Final papers were signed this week by Alan Young and the agency for Tums for the comic to return to the air with his own show starting January 11. Young continues on the Jimmy Durante show in addition.



Mainly About Manhattan. . . !

● ● ● The Ford Theater scooped the whole town by grabbing off Ingrid Bergman for her solo air appearance while in N.Y. for the preem of "Joan of Arc." (She'll do "Camille" this Friday). . . Arch Oboler, on his way back to his Malibu ranch, took back another Candid Mike grad, Sonny Fox, to help him edit the miles and miles of tape recordings he brought back from Africa. . . Coca-Cola considering expanding their ad campaign into television. . . WLIB's Alan Courtney huddling with Garrison's to do his afternoon disc jockey show from the restaurant's window. . . Sign on movie marquee: "Mother Wore Tights—Also Selected Shorts." . . . After being with CBS Artist Bureau and the Myron Selznick office, Bob Ferris has opened up shop for himself. Has two television shows, the Johnny Thompson series and Musical Miniatures on WNBT. . . Herb Landon back from covering more than 30 cities in a 9-week period working out plans for the Junior Achievement-County Fair tieup. . . Nat'l Association of Retail Ice Cream Mfrs. preparing a huge promotional campaign to persuade people to eat ice cream for breakfast. Ugh . . . Jeanne Harrison, the Ziv-whiz director, has H'wood directors and producers tuning in on her "Boston Blackie" to get an earful of the special effects she always seems to pull out of her hand-bag of tricks.



● ● ● "Now that you've simplified the Hoopers," postcards Jack Ross, "how about doing the same for the Pulse ratings? For the upper brackets—Pulsational. For the steady ones—Pulserene. And for the stiff—Pulcers or rePULSive."



● ● ● VIEWS AND REVIEWS: ABC's new commentator, George Sokolsky, does not ring the bell, so far as this newsboy is concerned. The opinated, shouting commentator dispenses little news, and offers a very loud, but tired brand of dialogue. . . Ed Sullivan's "Toast of the Town" showed a vast improvement in its commercials now that Emerson is under the aegis of Blaine-Thompson agency, proving the importance of imagination and understanding of a client's problems. . . The Jim Boles family is in again. The whole family was featured last nite on Jim's "George and Martha Washington" show via DuMont. . . Looks to Gail Ingram as tho' the radio giveaways don't intend to give way.



● ● ● Fashion Foundation of America sends us their annual selection of the ten Best Dressed Men in America for '48: Dwight D. Eisenhower, Thos. E. Dewey, James Stewart, Winthrop Rockefeller, Jack Barry, Commander Mortimer W. Loewi, Arthur Nardin, Louis Calhern, Sammy Kaye and Wm. A. Harloe. That may be their list, but it certainly isn't ours. Any list of Best Dressed Men that doesn't include our boys, Frank Gallop and Herb Moss, just ain't no list at all.



● ● ● PASSING BY: JOHN TILLMAN, who's seen on more television shows than any other announcer we know. A sum total of 18 a week and doing a standout job on each. . . HERB SHELDON, who's lightning-fast wit makes "Luncheon at The Latin Quarter" the sparkler it is. . . FRANK BONETTA, technical director at DuMont and possessor of one of the most phenomenal memories in show biz. (He can glance at a script calling for 150 camera shots and rarely have to refer back to the script again). . .



● ● ● SMALL TALK: Buddy Basch, disc jock and publicist, guesting on "Listen to Lacey" ainer today on WINS. . . National Laugh Foundation holding its annual dinner and joke session at the B'way Hofbrau next Wed. . . Sign at N.J. intersection: Cross Road—Better Humor It.

AGENCIES

E. F. HUTTON & COMPANY announces the appointment of Erwin, Wasey & Company as its agency for the Los Angeles and Arizona areas.

FRANK WIGHAM is no longer with ABC's Publicity Department due to reorganization of the network's publicity staff.

ROBERT W. ORR & ASSOCIATES, for Woodbury Soap Co., is preparing a campaign to introduce a full line of six new face creams. Network radio will be included in a wide variety of media.

ADAM J. YOUNG, JR., announces the movement of his business from 11 West 42nd St. to a larger and more modern suite of offices at 22 East 40th Street. The move was necessitated by the expanded video sales department.

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

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

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

WBAL-TV
Channel 11—Baltimore
NBC Affiliate
**NOW ON
THE AIR
60 HOURS
WEEKLY!**
Daytime Programs Begin at
12 Noon Monday thru Friday

CBS Repeat Proposal For Summer Months

(Continued from Page 1)

bia has no takers and the plan is yet to be cleared—and it won't be for free, of course—with the various talent unions such as AFRA, AFM and RWG.

While CBS is the first to offer a policy of summer time playbacks, the idea has been kicked around for some time at other networks. Early this year, for instance, a major advertiser made the suggestion to NBC that summer rebroadcasts of the better programs might satisfy both the sponsor and the listener. NBC still has the matter under consideration and it was discussed at the network's affiliates meeting in Sun Valley in September. Up to now, however, NBC hasn't talked it over with talent unions as to how much playbacks would cost the sponsor.

The question of talent fees in the new development as brought about by CBS has not yet been answered. It's felt that since this is an entirely new plan there may be nothing in present contracts to cover the situation—at least not without some very special interpretation.

Heretofore CBS has been staunchly opposed to recorded or transcribed broadcasts and not until last summer did it allow transcribed repeats during the daylight saving time season. But if the new plan should meet with considerable enthusiasm among advertisers, it could become standard policy among the networks.

4-A's Eastern Annual Confab Meets Nov. 15

(Continued from Page 1)

sponsor of the conference is the New York Council of the 4-A's, chaired by Gordon E. Hyde of Federal Advertising Agency.

Five "Town Meeting" discussions are scheduled in the morning and four in the afternoon. The nine different subjects to be thrashed out are as follows: radio and television production, research, creative, media, contact and service, public relations, sales promotion, production and management. Each "Town Meeting" will have as its moderator a competent head of the department under discussion. Other members of his panel will be chosen to represent other agency functions—as critics.

"Town Meeting" on the agency's creative (copy and art) function is to be dominated pretty much by television. Henry O. Pattison, veepee and director of copy for Benton & Bowles, has said that "Selling in Television" is the biggest problem Creative has to face today. To discuss this problem he is bringing a panel of experts drawn from the top rank of the agency business.

Quizzers Quiz Selves On Pacifying Press

(Continued from Page 1)

concern over the fact that members of the studio audience, following a broadcast, came up to the stage and asked if the show is going to be barred from the air. Such questions stem from the publicizing of comment on the FCC's investigation of giveaways.

Todman, in defining the purpose of the meeting, said he didn't think quiz producers should be much concerned with scrutiny by FCC or NAB, but that they should be alarmed by the "strange and unsportsmanlike sniping on the part of some showmen against the giveaway show." There has been in the press, Todman said, "and on the radio itself an enormous tide of ridicule and hostile publicity against the giveaway show."

Lester Gottlieb, top level producer at CBS, was in attendance at the meeting as was Mark Goodson, producer and part owner of "Stop the Music." When called on to comment, Goodson said he was present as a listener only. Walter Framer, producer of "Strike It Rich," commented that he believed the fight against giveaways was inspired by producers of shows other than quiz and giveaway programs. Dan Seymour, emcee of "Sing It Again" on CBS, pointed out that the average rating of audience participation shows is up more than a full point over a year ago, tied with mystery programs and running second only to variety shows.

Programs represented at the meeting included Give and Take, Strike It Rich, Truth or Consequences, What Makes You Tick? Hit the Jackpot, Winner Take All, Grand Slam, Bob Hawk Show, Welcome Travelers, It Pays To Be Ignorant, Time's A-Wastin', Stop the Music and Sing It Again.

Sydney C. Dixon

Winnipeg—Sydney C. Dixon, 58, senior music producer of the Prairie Region Headquarters of CBC died here Saturday.

BMI Run-up Sheet

HIT TUNES FOR NOVEMBER

BOUQUET OF ROSES

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

CITY CALLED HEAVEN

(Warren) WORLD—Frankie Masters ASSOCIATED—Joan Edwards STANDARD—Walt Schumann ASSOCIATED—Hunter James Chior NBC THESAURUS—Shop Fields NBC THESAURUS—Dick Leibert LANG-WORTH—Ruby Elzy

COOL WATER

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

CUANTO LE GUSTA

(Peer) Andrews Sisters—Carmon Miranda—Dec. 24479 Xavier Cugat—Col. 38239 Eva Young—Vic. 20-3077 Jack Smith—Cap. 15280

DON'T BE SO MEAN TO BABY

(Campbell) Peggy Lee—Cap. 15159 Duke Ellington—Col. 38295

HAIR OF GOLD, EYES OF BLUE

(Mellin) WORLD—Monica Lewis WORLD—Red Gilliam

I WANT TO CRY

(Excelsior) Chris Cross—Sterling 4004 Savannah Churchill—Manor 1129 Dinah Washington—Merc. 8082 Juanita Rios—Spin. 849 Phil Reed—Frank Picher—Dance-Tone 216

IN MY DREAMS

(Wizell) Vaughn Monroe—Vic. 20-3133

LONESOME

(Republic) Sammy Kaye—Vic. 20-3025

PLAY THE PLAYERA

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

RENDEZVOUS WITH A ROSE

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

SUNDAY IN OLD SANTA FE

(Pemora) Jose Morand—Vic. 26-9034 Andy Russell—Cap. 15158 Xavier Cugat—Col. 38327

TUNE ON THE TIP OF MY HEART

(Encore) Sammy Kaye—Vic. 20-2746

WALKIN' WITH MY SHADOW

(Johnstone-Monte) CAPITOL—Hal Derwin and ASSOCIATED—Jerry Sears Frank Devol STANDARD—Lawrence Welk LANG-WORTH—Four Knights

WHEN YOU LEFT ME

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

WHY DOES IT HAVE TO RAIN ON SUNDAY

(Duchess) STANDARD—Freddy Martin NBC THESAURUS—Sweetwood Serenaders

WITH A TWIST OF THE WRIST

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

YOU STARTED SOMETHING

(BMI) WORLD—Kay Little

YOU WALK BY

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

YOU WERE ONLY FOOLIN'

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

Coming Up
AM I ALL OF YOUR FUTURE (Fremart)
BEAUTIFUL EYES (Duchess)
CORNBELT SYMPHONY (Mellin)
DAINTY BRENDA LEE (Lutz)
FLOATIN' (Cherio)
FLYING HOME (Regent)
I LOVE YOU SO MUCH IT HURTS (Melody Lane)
I'M PUTTING MY DREAMS ALL BEHIND ME (Acme)
I WISH SOMEBODY CARED ENOUGH TO CRY (London)
IT'S MY LAZY DAY (Encore)
LAMENT TO LOVE (Wemar)
MR. MIRACLE MAN (Commercial)
ONE HAS MY NAME (Peer)
RECESS IN HEAVEN (Lutz)
SEÑORITA MARACAS FROM CARACAS (Stuart)
THE CLICK SONG (Republic)
WIND IN MY SAILS (Marks)

KGW and KGW-FM
PORTLAND, OREGON
COMPLETE SCHEDULE
SIMULTANEOUS SERVICE
REPRESENTED NATIONALLY BY EDWARD PERRY & CO.

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

Still Seek To Break RWG-Pact Impasse

(Continued from Page 1)

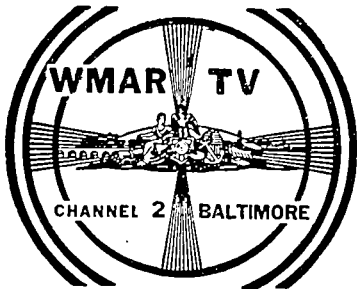
who came to New York for the special conference, and their agencies. After a meeting lasting five hours, the sponsors agreed to open negotiations under certain conditions.

On Monday Mandelbaum hustled back with the story to RWG officers who, after an all day meeting, agreed to the proposal if the sponsors would first accept a new RWG condition. Outcome now hinges upon the sponsors accepting the Guild's new condition. None of the conditions have been revealed.

Meantime, RWG is still withholding pickets in its strike against agencies and producers who have not signed a letter of adherence to the Minimum Basic Agreement covering free lance writers. Picketing is being delayed at least until the sponsors give an answer to the Guild's conditional agreement proposal.

Koussevitzky Honored

Boston, Mass.—Dr. Serge Koussevitzky, conductor of the Boston Symphony Orchestra was awarded a solid silver baton by station WBMS in commemoration of his twenty-fifth year as director of the ensemble. The silver stick is an exact full-scale model of his regular baton and was presented in a special broadcast from his home in Brookline.



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.

COAST-TO-COAST

Appointed Station Manager

Dayton, Ohio—Charles N. Evans has been named station manager of WIZE. Mr. Evans brings to the station a background in radio experience including regional and network announcing. He joined the staff of WIZE in 1943, was promoted to account executive in 1945, a position he has held until the present appointment.

Forum Carried On Six Stations

Montgomery, Ala.—The four leading political parties were represented by top-ranking spokesmen on a forum discussion of "What party should the South support?" It was broadcast over a southern radio network of six stations, which were: WEAR, Pensacola, Fla.; WHRT, Tallahassee, Fla.; WMOX and WMOX-FM, Meridian, Miss.; WDIG, Dothan, Ala., and WJBY and WJBY-FM, Gadsden, Ala.

New WBOW Program

Terre Haute, Ind.—Station WBOW has added a new program aimed at the family audience. The program is a musical stanza featuring melodies ranging from familiar folk songs, old-time ballads to popular tunes to fill the format of each broadcast. Songstress Judy Perkins and folk singer Ernie Lee are starred.

New Program Idea

St. Louis, Mo.—CBS outlet in St. Louis, station KMOX, has inaugurated a new program idea consisting of a schedule of four half-hour shows to originate on the stage of the Shubert Theater in St. Louis. The four programs include a Quiz Club, Hill-billy Hayride, an amateur talent scout program and a revival of the old-time minstrel shows. These four half-hours combined will make two full hours of entertainment comprised of local KMOX talent.

Student Disc Jockeys

Salt Lake City, Utah—Students of the University of Utah who are thinking of becoming radio disc jockeys get the opportunity for some good experience under a late Saturday night program arrangement with station KDYL. Music for the program "Saturday Night Dancing Party" aired over this station is selected by a Utah University student who emcees portions of the program along with a commentary on his choice of selections.

Barn Dance Anniversary

Minneapolis, Minn.—Station KSTP's Barn Dance program celebrated its 8th anniversary on the air with a special broadcast and show emanating from the St. Paul auditorium. The group organized in 1940 by David Stone, emcee-producer, has played before over a million people in over 200 Minnesota and Wisconsin communities. Mr. Stone came to KSTP from WSM, Nashville, where he co-produced and emceed the Grand Ole Opry.

Farm Program Transcribed

Reno, Nev.—By prearrangement with the Future Homemakers' of America organization all of the homemaking high school classes in western Nevada tuned in to the KOH farm program transcribed at the annual state convention of the Homemakers' organization.

"U Of Miami" Programs

Coral Gables, Fla.—The radio Department of the University of Miami returned to the air on station WBAY carrying daily news program from the North Campus studios, with the University control room switching to WVCG for a daily children's show. The new series features weekly programs devoted to sports, social events and a "man-on-the-street" broadcast from the campus.

Soil Conservation Contest

Denver, Colo.—KLZ's Farm Reporter, Lowell Watts, Bob Chandler of the Denver Post and three judges covered some 2,800 miles in 14 days in order to inspect the final 39 farms selected from more than 150 entered in the KLZ-Denver Post's first annual soil conservation contest in Colorado. According to these judges, it takes a heap of travelin' to make a soil conservation contest!

Probe Committee Returns From P. R.

(Continued from Page 1)

from Thomas Muniz, president of the Puerto Rican Broadcasters Association, which pointed out why the private broadcasters believe the Insular Government's entry into the commercial field to be completely "unfair and unjustified." Rafael Delgado Marquez, general manager of the Puerto Rico Communications Authority, licensee of WIPR, and other government officials also gave testimony before the group.

The investigating committee visited several of the San Juan stations, took statements from station managers and also interviewed both Catholic and Protestant clergy on the subject of programming by the island's stations.

Starts 17th Year On NBC

"Manhattan Merry Go Round, Frank Hummert's musical program which made its debut in 1932, begins its 17th year on the air with the broadcast of Sunday, November 7, on NBC. The program, which is still produced by Frank Hummert, features Thomas L. Thomas, baritone; Marian McManus, soprano; Bob Hanlon, Glen Cross and Dick O'Connor, baritones; Dennis Ryan, tenor; the Boys and Girls of Manhattan Chorus and Victor Arden's orchestra.

5 + 2 = WBZ-TV

WBZ-TV, the station which introduced television to metropolitan Boston (and far beyond) with programs five nights a week, now provides program service *all seven nights!* That's a 40 percent increase in evening entertainment for video fans in the Hub area. . 40 percent more opportunity for advertisers to reach a constantly growing audience with local and network programs. . 40 percent more sales punch for your message. Interested? NBC Spot Sales has the details.

WBZ-TV BOSTON



WESTINGHOUSE RADIO STATIONS Inc

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

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

TELEVISION DAILY

Daily section of RADIO DAILY, Wednesday, November 3, 1948—TELEVISION DAILY is fully protected by register and copyright

SIX MILLION SEE ELECTION COVER

TELE TOPICS

WE spent last nite visiting the news rooms of the four networks and trying to see as much as possible of the tele coverage offered to New York viewers. What impressed us most as we watched each station was the smoothness and precision which marked the entire evening's scanning. Technically, coverage was well nigh perfect, and switches from studios to headquarters of the major parties, to interview rooms, to public gathering points and back to the studios came off without a hitch—a tribute to the innumerable staffers of all webs, working efficiently behind the scenes. The magnitude of the preparations necessary for this nite's operations—and the enormous expense involved—were more than justified by the exciting pictures that flashed on the screens.

FORERUNNERS of things to come were the two large-screen pickups in Manhattan—one in the Paramount Theater and the other in Rockefeller Plaza. Theater carried PIX coverage via Para's transcription system. Reception on the whole was very good. Long shots were somewhat fuzzy, but close-ups were excellent, even from the next to the last row in the huge auditorium. . . . The Radio City pickup was made by RCA, using its new projection system and a 15-20 foot screen. Picture was dim and not too sharp, but the demonstration made an excellent overall impression and was well-received by the crowds that gathered in front of the RCA Building.

NBC-LIFE offered all night entertaining and informative visual programming. Among the visual aids set up in Studio 8-H were used throughout the long nite were an electric totalisator board, a cash register which recorded returns and the Hile-Damuth "Black Magic Board," a versatile gadget which was used to indicate voting trends. To illustrate the Electoral College lineup and the Life commercials. . . . Eleven cameras were used by the combo in addition to those in the pool at the Hotel Biltmore. Ben Bauer did most of the reporting, sitting behind a desk which had a concealed monitor tube in front of the speaker. . . . Coverage was handled by Andrew Heiskell and James for Life and by Ad Schneider and Bill Garden for NBC. Garden handled actual production and turned in an outstanding job.

MAJOR portion of ABC's excellent coverage was duplication of the web's AM fare. Drew Pearson, Walter Winchell, Martin Bronsky and other name commentators told the story of the Election's progress. . . . Highlights of the TV fare were Walter Brennan's spots, which were enlivened by use of charts, maps and other visual material.



Eager crowds gathered in Rockefeller Plaza last night to watch RCA's large screen television coverage of the NBC election returns—another first for TV.

Johnson Named Manager Of CBS TV Sales, Chicago

J. Soulard Johnson, assistant to the general manager of KMOX, has been appointed western division manager of Radio Sales-Television, it was announced by Carl J. Burkland, general sales manager of the CBS station reps. Appointment is effective immediately. Johnson, whose new headquarters will be in Chicago, joined KMOX in 1943.

Robt. W. Sarnoff Gets NBC-TV Program Post

Robert W. Sarnoff, former account exec in the NBC sales department, has been named assistant to Norman Blackburn, national program director for the web's TV operation, it was announced by Sidney N. Strotz, administrative veepee in charge of tele. In his new position, Sarnoff will act as coordinator between the sales and program operations.

WBKB May Be First Station To Break Even—Balaban

Chicago—Although WBKB's airtime is more than 75 per cent commercial, the station is losing around \$5,000 a week, John Balaban, director of the outlet, revealed this week. However, he added "With a number of new accounts pending and set sales mounting in the Chicago area, it is possible that WBKB, in the near future, will be the first station in the industry to reach a break-even point."

Station is now in the midst of an extensive reconstruction and improvement program, Balaban said, which will cost over \$100,000, not including a new transmitter. New offices, dressing rooms, master control

booth, RCA image orthicon cameras, inter-com system and other new installations are expected to be completed about the first of the year.

In addition, WBKB is installing a new centralized switching system, said to be the first that can be remotely controlled. Created by staffer Charles Buzzard, under direction of chief engineer A. H. Broolly, it will enable the station to take a signal from seven different sources and feed four sources at the same time.

Paramount's teletranscription recorder is expected to be delivered by Christmas, and probably will be installed in the Chicago Theater.

Network and Indie Audience Sets New TV High

Contest between Thomas E. Dewey and President Harry S. Truman yesterday provided the news peg for television's greatest single public service offering, and coverage of the returns was seen by an estimated audience ranging from five to six million viewers.

This was network TV's first Presidential election. On the East Coast, 20 stations carried programming from the four webs, and in the Mid-West, 14 stations were affiliated with one or more major chains. The other eight outlets on the air carried local coverage.

Only One Relay in 1944

(In 1944, there were only ten stations in operation and no networking. Only program relay was by WRGB, Schenectady, which picked up and retransmitted the signal of WNBT, New York.)

Major advertisers, quick to see the attention that video received, sponsored returns on three nets. Income thus received by the webs, however, did not fully cover the expenses of coverage, which included the use of mobile units and remote equipment at New York headquarters of the major parties, cameras at public gathering points such as Times Square and Rockefeller Center, special tabulation boards and other visual aids, plus administrative, personnel and other costs.

Safety Council Films Available To Stations

Chicago—Five safety film trailers designed especially for television use have been produced by the National Safety Council. Made by United Film Service, Inc., films are in 16 mm. form and are available gratis upon request from any television station. They run about one minute each and are titled: "Alcohol vs. Gasoline," "Caution," "The Highway's Hungriest Killer," "Little Boy Blue," and "Attention Boys and Girls."

Dan Thompson, radio director of National Safety Council, said that if the trailers made an effective contribution to the nationwide campaign to prevent accidents, the council would probably produce others of a similar nature.

Complete scenarios of the television films and a letter describing the series were mailed to television managers this week.

This high-popularity show for low co-op cost!

Piano Playhouse, a leading network favorite for five years, now is available as a low-cost co-op show with a big, loyal audience ready and waiting for you.

Both classical and jazz music get brilliant treatment at the talented fingertips of one of the country's top piano teams, Cy Walter and Stan Freeman. The dynamic concert pianist Earl Wild adds prestige and sparkle to the show. And every week, famous stars like Art Tatum,



12:30-1:00 pm
EST
11:30-12 noon
CST
12:30-1:00 pm
MST
11:30-12 noon
PDT

PROGRAM PRODUCED BY MAGGY FISHER

Teddy Wilson, Skitch Henderson, Mary Lou Williams or Johnny Guarnieri display their musical genius in solos and piano jam sessions. Presiding over the whole tuneful proceeding is Milton Cross, distinguished commentator for the Metropolitan Opera on the Air.

Piano Playhouse is selling fast. It's already enthusiastically sponsored by music stores • record shops • piano manufacturers • theatres • auto supply stores • banks • bottlers • building supply yards • furniture and fur stores • jewelers • and office suppliers.

Here's *your* opportunity to tie your sales message to this famous network show with all its glamour and prestige, for only *local* rates. Ask your ABC representative today for full details, or write, phone or wire...

ABC American Broadcasting Company
CO-OPERATIVE PROGRAM DEPT. • 7 WEST 66th STREET • NEW YORK



RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



DL. 45, NO. 23

NEW YORK, THURSDAY, NOVEMBER 4, 1948

TEN CENTS

RADIO FLASHES TRUMAN VICTORY NEWS

Broadcast Expense Hits Gross Revenue

An increase of 12.8 per cent in the gross revenue of networks and AM stations from last year over the 1946 tally was more than wiped out by the 18.6 per cent markup in broadcast expenses, the FCC announced yesterday. Thus aggregate broadcast costs before Federal income taxes dropped 6.1 per cent. The figures were based upon data of 1464 stations, three regional nets and the four national nets, which reported a before-tax income of \$71,795,940. Total revenue was \$363,714,387, with expense of \$291,918,447. Local time sales were up 27 per cent over 1946, with on-network time sales to national

(Continued on Page 3)

AFRS Announces List Of Its Reserve Officers

Hollywood — Announcement was made this week of the staff and group commanders of the reserve unit of the Armed Forces Radio Service. The Executive Officer is Lt. Col. Theodore Sherdeman, longtime radio writer and producer, and at present under contract to Columbia Pictures as writer-producer.

The Adjutant is Capt. Fordyce V. Dowling who functioned in a similar

(Continued on Page 3)

Cross Heads Publicity Dept. Of Wm. Weintraub Agency

Christopher Cross, a radio executive of the United Nations since its inception, has been appointed publicity director of the William H. Weintraub Advertising Agency, effective November 8th.

Cross recently returned from Europe

(Continued on Page 2)

Uncensored

Uncensored recorded bits of the Candid Microphone program which never reached the ABC airwaves will be presented by Allen Funt as the entertainment feature of today's luncheon session of the Radio Executives Club at the Hotel Roosevelt in New York City. Funt will detail some of the amusing situations which came up during his scouting for human interest features.

★ ★ ... and still President ★ ★



★ ★ President Harry S. Truman ★ ★

Bailey Heads IRE As New President

The Institute of Radio Engineers has announced the election of Stuart L. Bailey as president of the Institute for the year 1949. Arthur S. McDonald of Australia was elected Vice President.

Mr. Bailey has been a Fellow of the

(Continued on Page 3)

CBS 9-Month Gross Put At \$50,535,189

CBS gross income for the nine months (39 weeks) ending Oct. 2, 1948, amounted to \$50,535,189 after discounts, allowances, etc., a drop of more than \$4,000,000 compared with the nine months (40 weeks) ending Oct. 4, 1947, the Columbia board of

(Continued on Page 6)

Victory Of Truman First Confirmed On Radio-TV

American radio topped off its biggest one-night public service job in the history of broadcasting about 11:15 a.m. yesterday when it flashed the word that Gov. Dewey conceded defeat to President Truman after the hottest presidential race in 32 years. Dramatic impact of possibly the biggest political upset

(Continued on Page 3)

Chi.-L. A. Rival N. Y. In Reporting Election

Chicago—Station staffs were resting up Tuesday after the most thrilling and tiring election night in the history of radio. The multiplicity of candidates, the unprecedented number of voters, and the change from an expected landslide to a wholly unexpected photo finish provided material for a gruelling night's work. All of the major stations had provided elaborate setups to handle the returns, and in addition there were four television stations in operation.

At NBC, William Ray, in charge of

(Continued on Page 6)

Frankel Joins FM Web As Public Relations Head

The Rural Radio Network, the New York statewide chain of FM stations, has named Lou Frankel to the newly created post of Director of Promotion and Public Relations. Frankel has resigned from WHCU, the Cornell University station, where he was re-

(Continued on Page 2)

Fry Credits Radio Campaign As Important Victory Aid

Declaring that two things were responsible for President Truman's election, one—the President's direct personal appeal to the voters and the use of radio as medium for such an appeal, Kenneth Fry, radio director of the Democratic National Committee, said yesterday that radio was a very important factor in the Democratic victories.

"It was the one media in which we got our message across directly to the people," Fry said. "After all, most of the press were against us and the results of yesterday indicate that the radio campaigning of the President was most effective."

Fry said that in many instances radio aided the Democratic cause by

(Continued on Page 2)

Wide Interest

Washington — Early responses from high schools, broadcasting stations and Junior Chamber of Commerce chapters throughout the nation indicate that more than 100,000 students in nearly 2,000 communities may compete in this year's "Voice of Democracy" contest, event's sponsors announced. Robert K. Richards, of the NAB, is chairman.

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FRANK BURKE : : : : : Editor
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★ COMING AND GOING ★

LEWIS ALLEN WEISS, chairman of the Mutual network's board of directors, yesterday left New York via American Airlines for his West Coast headquarters.

OSCAR MASSA, program director of LRI Radio el Mundo of Buenos Aires, Argentine, is spending several weeks in the States, making his headquarters with Melchor Guzman Co., Inc., his U. S. representatives.

WAYNE CRIBB, general manager of KHMO, Mutual network affiliate in Hannibal, Mo., a caller this week at the New York headquarters of the web.

GEORGE HICKS, American network commentator featured on the U. S. Steel Co. program, has returned from Chicago aboard an American Airliner.

BERNARD GURO, hair stylist, will arrive late this week aboard the Queen Elizabeth and subsequently will guest on several radio and television programs.

H. K. CARPENTER and **K. K. HACKATHORN** are here from WHK, Cleveland, for conferences with officials of the Mutual network. Hackathorn is general manager of the station; Carpenter is a member of the MBS board of directors.

DON ICKES, director at WCBS, has returned from a three-week vacation spent at his place on Long Island.

HELEN CLAIRE, radio actress, is back in New York following a visit to her home town of Union Springs, Ala.

A. E. KESSLER, public relations director of United States Television, has returned from a trip to Detroit and Philadelphia. In the automobile city he addressed the students of Wayne University.

MILTON BACON, assistant to the general manager at WCBS, yesterday went out to New Canaan, Conn., where he addressed the members of the Lions Club.

Cross Heads Publicity Dept. Of Wm. Weintraub Agency

(Continued from Page 1)
rope where he spent eight months on special missions for the United Nations and its several specialized agencies.

Cross participated in Freedom of Information Conference in Geneva, after which he served as a public information specialist at the first World Health Assembly convened by the UN's World Health Organization. Cross resigned from the British Broadcasting Corporation in 1946, where he was North American Public Relations Director, to take charge of United States' radio for the United Nations.

CROSS
The publicity department will function within the public relations department recently established under the direction of David Karr.



Fry Credits Radio Drive As Vital Victory Aid

(Continued from Page 1)
straightforward objective reporting. He added that "in specific instances commentators were not objective and completely partisan."
During the next few days Fry will complete a report on the Democratic committee radio expenditures. It is believed that the amount spent will not run much higher than the \$750,000 used in the 1944 campaign. Figures on state committee radio expenditures and labor organizations are not included in this amount.

Frankel Joins FM Web As Public Relations Head

(Continued from Page 1)
sponsible for commercial promotion, to accept his new assignment.
Prior to joining WHCU as continuity director, in June 1946, Mr. Frankel was radio editor of The Billboard, a member of the editorial staff of Variety, and radio editor of Tide. He served overseas as a war correspondent in the ETO.

Stork News

Hollywood—A daughter, Diane, weighing eight pounds, was born to Mrs. Art Linkletter at the Hollywood Hospital, October 31st. The father, Art Linkletter, is master of ceremonies on "People Are Funny." This is their fifth child.

10 YEARS AGO TODAY

(From the files of Radio Daily)
The first televised world film premiere broadcast from the Carlton Theater, Haymarket, London, gave televiewers the opportunity to peep into the future. Elsa Lanchester acted as camera-reporter to husband Charles Laughton's new film, "St. Martin's Lane," thus widening the eye-witness area from a few hundred to 20,000 people.



"CLEAR!" "CLEAR?" "CLEAR!"

Railroads have a safety device in the engine cab to detect anything that might be on the track ahead. But from time to time, engineer and firemen check each other with "Clear!" "Clear?" "Clear!"

Good engineers don't take chances. Neither do the smart big league time buyers in radio. They keep on checking too — every step of the way.

And in Baltimore they continue to find that W-I-T-H, the successful independent, still delivers more listeners-per-dollar-spent than any other station in town.

And when W-I-T-H goes to work for a brand, there's always a clear track to speed up sales. Clear? Clear!



W·I·T·H

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

FINANCIAL

(November 3)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
ABC	7	6 3/8	6 3/4	— 1/2
Admiral Corp.	17 1/2	16 5/8	17 1/2	— 5/8
Am. Tel. & Tel.	152 1/8	151 1/8	152 1/8	— 1 3/8
CBS A	23 7/8	23 1/2	23 1/2	— 7/8
CBS B	21 1/2	20 1/2	21	— 2 1/4
Farnsworth T. & R.	6 1/4	6	6 1/8	— 3/8
Philco	39 1/4	38 1/2	39	— 2 1/2
Philco pfd.	40	39 1/4	40	— 2 1/2
RCA Common	12 1/8	11 1/2	12	— 1 1/4
RCA 1st pfd.	68 3/4	68 3/4	68 3/4	— 1
Stewart-Warner	13 7/8	12 7/8	13 3/8	— 3/4
Westinghouse	26 3/8	25 1/8	25 7/8	— 2
Westinghouse pfd.	93	92	92	— 1 1/2
Zenith Radio	27 7/8	27	27 7/8	— 2 5/8

NEW YORK CURB EXCHANGE

Hazeltine Corp.	12 1/2	11 3/4	11 3/4	— 3/4
Nat. Union Radio	2 5/8	2 1/2	2 1/2	— 1/4

OVER THE COUNTER

	Bid	Asked
DuMont Lab.	13 3/4	14 3/4
Stromberg-Carlson	16 1/4	17 3/4

WNJR Names Manager

Newark, N. J.—Steve Van Gluck, formerly assistant program director of WNJR-Newark, has been promoted to the program manager spot, succeeding Paul Munroe, who recently resigned. Prior to coming to WNJR, Van Gluck was a director with the Biow agency in New York.

INS has served



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

Election Sidelights

THREE major networks formed radio teams early yesterday at Democratic headquarters in N.Y. in order to bring up-to-the-minute election results to the main ballroom of the Billmore Hotel as well as to key political figures located on the 19th floor of the hotel. The networks comprising the group were NBC, CBS and MBS, with James Sauter, chairman of the Democratic entertainment committee acting as contact between key points. As important returns were received, Sauter passed out the information, crediting the respective network which gave the news.

Covering the election was a round-the-clock job for Davidson Taylor, CBS Vice-President and Director of Public Affairs; Ted Church, CBS Director of News Broadcasts, and their staff. Nobody even bothered to leave, just kept right on bringing the nation news of the Truman-Dewey imbroglio.

Bob Wilson and Wynn Goulden, holding down the Mutual press room at 1440 Broadway, reported that up to 1 a.m. yesterday, they had received 30 yards of election news matter over the Mutual teletype machines and that two stenotypists had taken down every word of the Mutual election broadcasts up to that time.

High point of ABC's coverage was the kidding between Walter Winchell and Drew Pearson, web's top Hooper-rated commentators. Maybe there is something in wearing a hat after all, both Winchell and Pearson wore hats throughout the night.

AFRS Announces List Of Its Reserve Officers

(Continued from Page 1)
capacity with AFRS during the recent war.

The Intelligence Officer is Major Sanford S. Cumming, who has been a radio executive with various advertising agencies and is at present with the Sam Jaffe Agency.

Plans and Training Officer is Major George M. Cahill of the Air Force, now an executive with the ABC television department.

The Supply Officer is Major Eugene H. Mathis, who also served in the military during the recent war. Among the commands supported by the various groups in the AFRS Department are:

Radio: Major Arthur Peterson, who is to be leaving the service in the near future, is in the program department of AFRS.

Radio and Television PERSONNEL
Interested by Appointment Only
Edward C. Lobdell Associates
11 East 43rd St. New York 17, N. Y.
Phone 3-1127

Radio And TV Score Scoop On Truman Election Victory

(Continued from Page 1)

of all time involving the White House was driven home to the American public even more graphically than in 1916 during the Wilson-Hughes race because radio and television were on the scene to follow the slam-bang political battle from minute to minute.

Each of the four major networks, which began the all night and half the next day vigil early Tuesday evening, devoted some 17 hours of time to election returns. While all networks had a sponsor for the big event, the operational cost was far greater than the billings, particularly in the face of the record breaking lengthy grind. Webs had sold the election returns deal to advertisers on a package basis at a fixed price. Mutual, for instance, billed Curtis Publishing Co. for two hours while ABC signed with Kaiser-Frazer on the basis of two hours and a half.

According to a special Hooper radio listening check in 36 cities, requested by the networks, between 8-11 p.m. Tuesday night the total sets in use were 54.7. Average network ratings for this three-hour period and share of audience were as follows:

NBC 15.8, share of audience 28.9; CBS 14.1, share of audience 25.8; ABC 11.4, share of audience 20.8; MBS 7.0, share of audience 12.8.

There are no ratings to indicate, however, just what the audience was in the early hours of the morning as interest in the outcome of the presidential race became keener by the minute. But in New York, theaters, night clubs and movie houses reported that Tuesday night business was at the lowest ebb of the season, presumably because people stayed home to listen to the radio and watch television.

Considerable number of regular

programs had to be shelved yesterday morning as vital returns kept coming in and it was not until early in the afternoon, following Gov. Dewey's press conference, that webs and stations got back on their normal schedule. Usual radio staffs were short-handed yesterday because of personnel from most all departments who took the day off to rest up after the night-long job. Television seemed to be in a state of complete exhaustion considering the fact that no TVers showed up to cover Dewey's press conference. A number of commentators, including Bob Trout of NBC and Elmer Davis of ABC, didn't leave their microphones for some 14 hours or more.

CBS coverage was used by the State Department's "Voice of America" in a series of shortwave broadcasts beamed to countries all over the globe. BBC's chief correspondent in the U. S., Leonard Miall, who broadcast direct from New York throughout the night, managed to get an emergency circuit to London immediately after Gov. Dewey's concession and BBC's regular programs were interrupted for a bulletin.

Ann Gillis, NBC newsroom executive who was once jokingly asked by President Roosevelt to stay away from his campaign headquarters because she's considered a jinx in never having covered a winning candidate, anticipated breaking her streak Tuesday night but failed again. She was assigned to Dewey headquarters. Harry Alexander, NBC engineer, kidded last week by associates that he was finally being assigned to the losing side after three presidential campaigns, had the last laugh yesterday morning when he strolled out of Democratic Headquarters.

Finley Illness Postpones 'Romance In The Clouds'

Hollywood — With Larry Finley hospitalized at Mayo Bros. Clinic in Rochester, Minn., starting date of new series "Romance in the Clouds," starring singer Danny O'Neil with Helen Gilbert in the femme lead, is now set over until Nov. 15th. Mary Lewis and Bob Eaton, pianist-composers, do the supporting roles in the first of the 13 featurettes to be filmed on 16 mm. Dramatization of the time "Danny Boy" is set to go before the camera.

Best now a radio executive with the Ted Bobb Advertising Agency, Northeast Group, Lt. Col. K. R. E. Pearson, who served in the Signal Corps, now a program producer with the National Broadcasting Company, Television Group, Commanded by Lt. Col. Mark Finley, now an executive with the De Lee Medical Research Co., Company, F. M. Group, Captain William R. C. Pearson, who headed a unit set up in the Pacific area for the Army.

Broadcast Expense Hits Gross Revenue

(Continued from Page 1)

and regional advertisers up 10 per cent.

The networks and their 27 owned-and-operated stations reported 23.7 per cent of the total industry revenue and 27 per cent of the total expense.

Per station income went down from an average of \$71,933 to \$67,426 a drop of 6.3 per cent figured on the basis of 312 stations reporting for both years.

Network outlets reported an average drop from \$30,064 to \$23,333, a 7.7 per cent decline, while non-affiliates reported a 17 per cent upsurge from an average of \$27,275 to \$31,913.

Average for 41 clear-channel operations showed a 7.2 per cent decrease from \$22,049 to \$20,511, average of 274 regional unlimited time stations dropped 6.5 per cent from \$20,011 to \$18,577, average of 467 local unlimited stations declined 11.1 per cent, from \$26,962 to \$23,795.

AGENCIES

MARTIN KOEHRING has joined M. Geyer, Newell & Ganger, Inc., as a group copy chief, H. W. Newell, executive vice-president, has announced. Koehring was formerly associated with Byrne, Harrington & Roberts, Inc., where he was vice-president and director of creative work. Before that he was associate copy chief at Campbell-Ewald Company, now known as Fletcher D. Richards, Inc.

BUDDY BASCH, disc jockey-publicist and free-lance writer, has another column, "Long Shots," a weekly stint in Talk of New York, new entertainment magazine.

Bailey Heads The IRE As Its New President

(Continued from Page 1)

IRE since 1943. He is a consulting radio engineer and partner of the firm Jansky and Bailey, Washington, D. C. Mr. McDonald, a Fellow of the IRE since 1941, is chief engineer of the Overseas Telecommunication Commission, Sydney, Australia.

For directors-at-large, for the 1949-1951 term, the following members were elected: Dr. William L. Everitt, Fellow of the IRE since 1938, professor and head of the Department of Electrical Engineering, University of Illinois, Urbana, Ill.; Donald G. Fink, Fellow of the IRE since 1947, Editor-in-Chief, Electronics, McGraw-Hill Publishing Company, New York, N. Y.

John V. L. Hogan was elected regional director for 1949 and 1950 of region 2, the North Central Atlantic Region. He is president of the Interstate Broadcasting Company, Inc., radio stations WQXR, WQXQ; president of Radio Inventions, Inc.; and president of Faximule, Inc., New York, N. Y.

George R. Town was elected director for 1949 and 1950 of region 4, the East Central Region. He is manager of engineering and research, Stromberg-Carlson Company, Rochester, N. Y.

Ben Akerman was elected regional director for 1949 and 1950 of region 6, the Southern Region. He is chief engineer of Radio Station WGST, Atlanta, Ga.

Frank H. R. Pounsett, Fellow of the IRE since 1947, was elected regional director for 1949 and 1950 of region 3, the Canadian Region. He is chief engineer of the Stromberg-Carlson Company, Ltd., Toronto, Ont., Canada.

RCA INSTITUTES, INC.
The oldest and recognized as one of the leading Radio Schools in America, offers its specially trained Radio and Television technicians to the Broadcast Industry.
Our graduates have
1st Class Telephone License.
We solicit your inquiry.
Address Placement Manager,
RCA INSTITUTES, Inc.
280 W. 4th Street, New York 14, N. Y.



A Service of Radio Corporation of America

YES SIR, between summer and fall of 1948, NBC Television has doubled its weight in advertisers—a bulging increase of more than 100% in signed network sponsors.

ITEM: many of the largest and most experienced advertisers in the nation—like Procter & Gamble, Philco and Colgate-Palmolive-Peet. They're spending more and more money (*new money in addition to radio funds*) on NBC Network Television shows.

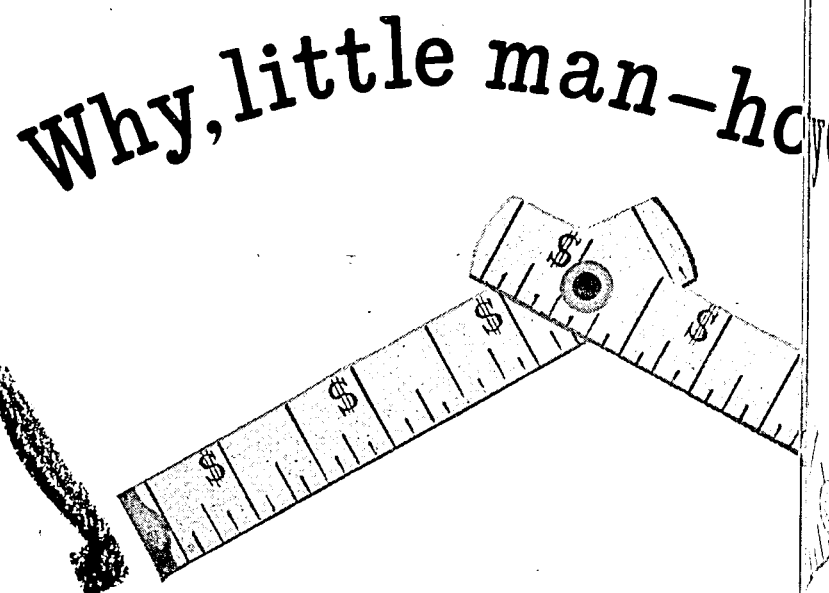
ITEM: television sponsors new to the medium—recruits from printed media like Bates Fabrics, Bigelow-Sanford Carpets and Disney Hats. Disney, confident of blanketing 80% of its market with television, now

allocates the major part of its advertising money to

ITEM: television film recordings to carry the message beyond the limits of the present NBC Eastern Television Network—until the day when sight-and-sound will be linked directly from coast to coast.

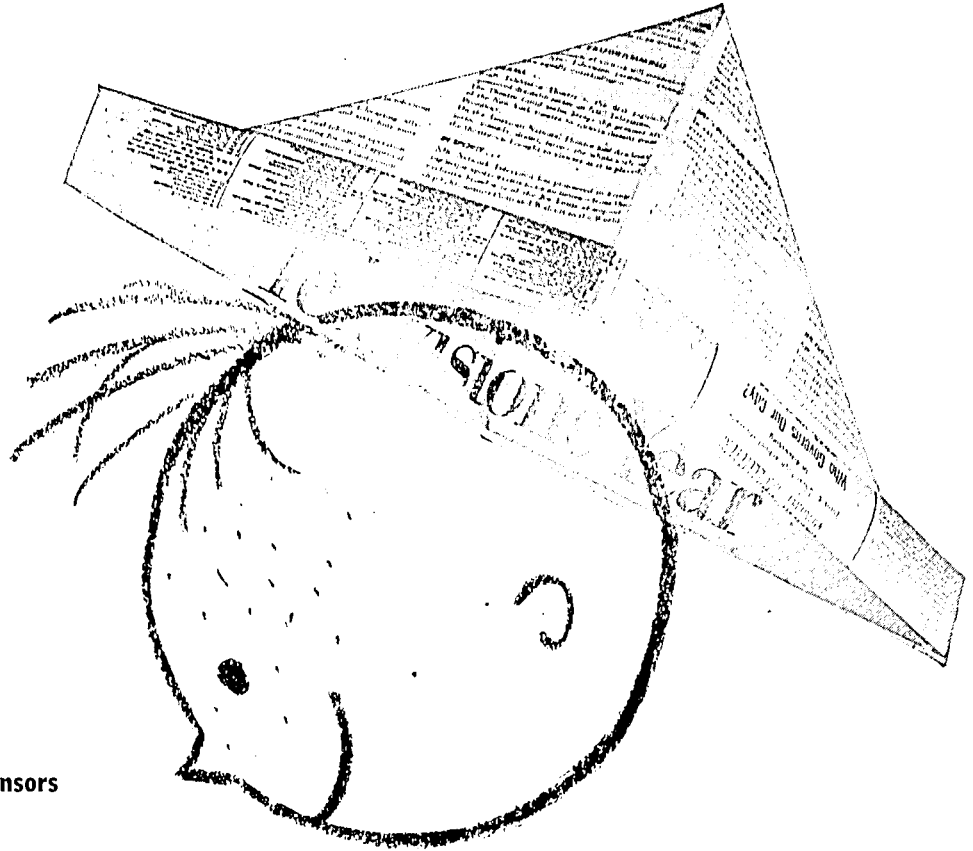
ITEM: today, more network sponsors than all other television networks combined—and NBC all but sold out in the evening hours.

Yes sir, it sure has grown—grown in wealth of program material and versatility for viewers as it increases proved sales effectiveness for advertisers. 1948 is the year for America's No. 1 Television Network.



New NBC Television Network Sponsors

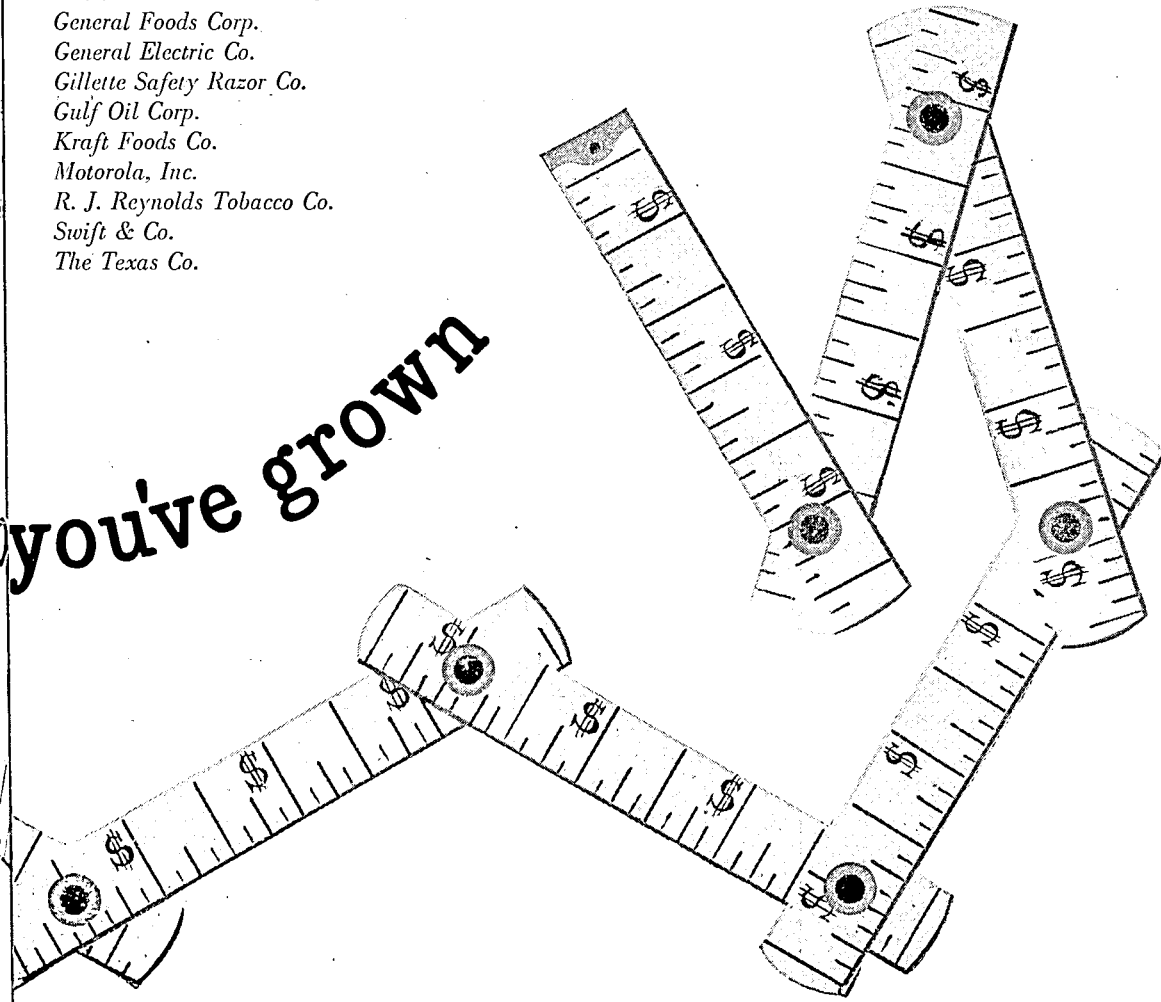
- Admiral Corp.*
- Bates Fabrics, Inc.*
- Bigelow-Sanford Carpet Co., Inc.*
- Chevrolet Dealers*
- Cluett-Peabody*
- Colgate-Palmolive-Peet Co.*
- Disney Hats*
- International Silver Co.*
- Julius Kayser & Co.*
- Philco Corp.*
- Procter & Gamble Co.*
- Sherwin Williams Co.*
- E. R. Squibb & Sons*
- Sunshine Biscuits, Inc.*
- Sylvania Electric Products, Inc.*
- Unique Art Manufacturing Co.*
- Vick Chemical*
- Walco Tele-vue Lens*
- Whitehall Pharmacal Co.*



Continuing NBC Television Network Sponsors

- American Tobacco Co.*
- Firestone Tire & Rubber Co.*
- General Foods Corp.*
- General Electric Co.*
- Gillette Safety Razor Co.*
- Gulf Oil Corp.*
- Kraft Foods Co.*
- Motorola, Inc.*
- R. J. Reynolds Tobacco Co.*
- Swift & Co.*
- The Texas Co.*

you've grown



Chi.-L. A. Rival N. Y. In Reporting Election

(Continued from Page 1)

midwest television network operations, outfitted a studio with special maps, charts and other visual aids for telecasting election results over the new station WNBQ. Balloting was analyzed for viewers by Clifton Utley and Jim Hurlbut.

At WBBM, the offices of Everett Holles, news editor, were converted into a studio, with portable mikes beside the teletype machines and large tabulation board, and from 7 P. M. until early morning there were continuous network reports from all parts of the country. Working with Holles was Tom Koch, John Harrington and Julian Bentley.

At the ABC studios, the WENR broadcasts were handled by Tris Coffin, Baukhage, Earl Godwin, George Hicks, Harrison Wood and Paul Harvey. A large blackboard listed states and votes as returns were received.

Continuous Coverage At WGN

WGN gave continuous coverage of both national and local returns. Throughout the night there were cut-ins to all key points throughout the country, providing a complete picture.

WJJD's coverage was confined to its FM station, WFMF, with Ulmer Turner, commentator, broadcasting periodically through the night from the Sun-Times news room.

WIND made a tie-up with the Daily News and installed a production staff in the News offices. Election bulletins were broadcast in 15-minute segments on the hour end, five-minute segments on the half-hour, from 5 P. M. to 6 A. M.

WCFL, labor station, carried broadcasts emphasizing labor's part in election. There were pickups from Sun-Times by Hugh Douglas and Dick Elliott; from Democratic headquarters by Mel Blair and Marty Hogan, and Republican headquarters by Mal Bohm and Frank McGivern.

All of the local FM stations carried periodic broadcasts of returns.

West Coast Bureau, RADIO DAILY

Hollywood—Coast network and independent outlets gave extensive election return coverage.

Columbia's Pacific Coast office covered returns from eight Western States, including California Presidential and Congressional races, state propositions, and Nevada's Presidential and Congressional race. It supplied CBS election headquarters in New York with regular 6-minute originations every half hour.

KFWB gave election returns up to 9 A. M. Wednesday, broadcasting from council chambers in Los Angeles City Hall.

KMPC furnished returns until 2:30 A. M. with Larry Smith covering Presidential race, Edward Lyon, Senatorial race, and Hal Berger, color. Charles Stone covered state propositions, and William Harpel and Howard Flynn spot bulletins.

Every 25 minutes during the night, Hank Weaver, ABC western division,



Mainly About Manhattan. . . !

● ● ● ELECTION CONFETTI: Saddest guys on the street today aren't the GOP'ers—but the lads who didn't take the short end of those 20-1 and 50-1 bets being offered around the day before the Great Upset. (For those odds, we'd bet on the referee). . . Network press boys still chuckling about the bulletin from Repub H'qtrs stating that Gov. Dewey would make a personal appearance at the Roosevelt Hotel as soon as Pres. Truman conceded defeat. Ow-ah. . . Repubs aren't the only ones sporting red faces this ayem. How's about the national poll-takers? (MinaBess Lewis, the Charade Quiz-Whiz, points out that Dr. Gallup has been slowed down to a trot). . . If Walter Kiernan didn't emerge as the greatest commentator on the National Scene, he certainly is down in our book as The Most Listenable. Imagine being funny at 6 ayem after being up all nite. We make no claims to originality when we repeat the boy is dynamite. . . Network oldtimers stated yesterday that they were a party to the final big election job of the AM webs. They forecast that TV will definitely have the upper hand four years hence. . .



● ● ● Mutual's commentator, Fulton Lewis, Jr., reporting from Washington, D. C., in his 7-7:15 slot, devoted the major portion of his broadcast to an expose of the U.S. Employment Service. (However, a three-minute election insert was aired on his program emanating from Mutual's election headquarters at the Ritz Carlton here).



● ● ● Nash Motors, at 4:30 ayem during the long grind, decided to reduce its commercials on the CBS election news coverage to 11 seconds each half-hour as a public service. . . Charlie Godwin, covering Times Sq. for Mutual, reported the crowd as much less this year than in previous years and far more orderly with only a few minor fisticuffs breaking the monotony. . . First official statement and claim regarding the outcome of the election was made over Mutual at 7:30 p.m. when Herbert Brownell, Jr., campaign manager for Gov. Dewey, claimed 101 electoral votes out of 120 tabulated up to that time. Brownell further predicted a Dewey-Warren sweep, natch. One minute before Brownell made his official statement, Bill Slater said that one per cent of the popular vote had thus far been tabulated.



● ● ● Up to midnite last nite, the Mutual web reported they had made a total of approximately 111 line switches from their many affiliates throughout the nation with only one temporary line failure (out of St. Louis), with a loss of not more than four or five seconds. Web also reported that foreign reception and transmission was unusually clear last nite. Mutual short-waved returns to So. America, Alaska and Hawaii with no line failures.

cut in from Los Angeles, giving local color and reports.

Don Lee news staff, under supervision of Les Mawhinney, news and special events director, gathered results from eight western states with Rex Miller doing West Coast cut-ins. Don Lee television station, KTSL telecast from 7 p.m. to 4:23 a.m.

NBC western division sent its final transcontinental pick-up to NBC at 8:35 a.m. Regional news staff covered returns from eight western states and also touched upon California propositions. News staff worked under direction of Roger Sprague, manager of NBC western division news and special events.

KFI was on all night with Pat

Bishop as chief newscaster. KFI-TV covered election returns from 6 p.m. to 3:30 a.m.

KTLA claimed to have broken all telecasting records by devoting 15 hours to coverage of election returns.

KLAC remained on air until 4 a.m. and had a remote set up at registrar's office at Los Angeles Hall of Justice for local returns. KLAC also handled interviews with man-on-the-street, and gave coverage of final scenes. News staff worked under direction of Fred Henry.

Independent Progressive Party sponsored a two-hour program over KGFJ from 10 p.m. to midnight, giving complete election returns and also party slant on election.

CBS 9-Month Gross Put At \$50,535,189

(Continued from Page 1)

directors announced yesterday. In 1947 for the period stipulated, gross income was \$54,665,434.

The consolidated income statement is for CBS and domestic subsidiaries, including Columbia Records.

Net income for the 39 weeks, 1948 period was \$3,010,446, equal to \$1.75 a share. This compares with the 40-week period in 1947 of net income amounting to \$3,660,860 or \$2.13 a share.

The CBS board declared a cash dividend of 50 cents a share on Class A and B stock of \$2.50 par value. Dividend is payable Dec. 3, 1948, to stockholders of record at the close of business Nov. 19, 1948.

Station Has 1st Anniversary

Hudson, New York—Radio Station WHUC celebrated its first anniversary on the air aided by Paul Baron, Dick Miller and Frank Panny of the Hudson, N. Y. station who toured two counties with a tape recorder interviewing people in almost every town, city and hamlet in the basic listening area of the station. The anniversary program attempted to offer the listening public a bird's-eye view by means of tape recordings, the life and activity in the various communities in Columbia and Greene counties.

YOU CAN RELAX

after those hectic hours of election night (and morning) by having a good luncheon and getting a load of the clips on the cutting room floor.

CANDID CLIPS FROM CANDID MIKE

They couldn't be broadcast—nuff sed.

TODAY

HOTEL ROOSEVELT

12:30 P. M. SHARP

Hendrik Hudson Room

RADIO EXECUTIVES CLUB OF NEW YORK

TELEVISION DAILY

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

CBC "FREEZES" TELE INDEFINITELY

TELE TOPICS

WELL, IT'S ALL OVER but the inauguration, and as bleary-eyed staffers tumbled into bed yesterday, they may have done so with the knowledge that their efforts had helped to set a pattern which probably will be followed for many years to come. Watching the various network crews at work Tuesday night and Wednesday morning, we got the impression that four years hence, the comparative positions of AM and TV will be reversed, with video as the dominant medium for both the campaign and election coverage. . . . From Mr. Hooper's office, we learn that N. Y. sets-in-use between 9 and 11 p.m. Tuesday was 74.1 per cent. Station ratings for the two-hour period were: WNBT, 32.3; WJZ-TV, 15.0; WABD, 13.6; WCBS-TV, 8.2; WPIX, 5.0.

THE FOUR NETWORKS combined were on the air a total of 52 hours and seven minutes. Longest stint was turned in by CBS, 14:45, beating out NBC by seven minutes. Latter, however, was on the air without interruption from 9 p.m. to 11:38 a.m. ABC was on continuously from 7 p.m. to 9 a.m. in the East and from 7 p.m. to 5:15 a.m. in the Mid-West. DuMont was on the go from 7:50 to 4:34, and WPIX from 7:30 to 4:02. . . . In Boston, the election provided a stormy TV debut for newscasters Cedric Foster and Bill Cunningham, who with Lester Smith, were on WNAC-TV until 3 a.m. Station picked up CBS until 6, and resumed operations again at 9 a.m. for complete returns—all under supervision of George Steffy, Yankee web veepee. . . . DuMont-Newsweek moved uptown in the wee hours and interspersed coverage with daytime shows. . . . WPIX pickups from the Daily News city room made exciting viewing.

ERNI ARNESON, Danish pix and legit. star, is due for a Hollywood-type buildup by NBC as TV's first outstanding dramatic player. Her first stint will be the "Chevrolet On Broadway" series Monday night in True Boardman's "A Study in Triangles." . . . Incidentally, the flood of scripts entered in the award competition for the Chevy show has caused the Campbell-Ewald agency to send out notice urging all prospective entrants to obtain a legal release form from NBC before submitting scripts. . . . General Electric has shipped two five-kw. transmitters to the Coast for ABC's L.A. and Frisco outlets.

EXPANDING HORIZONS DEPT.: For the first time since the war, RCA Victor is going national in its advertising of tele receivers. Full-page four-color ads on two new models are skedded for November issues of Life and Collier's. Reasons for the switch are the fact that 40,000,000 persons across the country are within TV range and the impending hookup of the East and Mid-West webs.

All Applications To Be Held Up Pending Decision on Proposed Govt.-Private Co-op; First Stations On Air In At Least Two Years

Montreal—Indefinite deferment of all applications for television broadcasting licenses pending examination of a proposed co-operative effort between the CBC and commercial interests in getting tele started in Canada was announced yesterday by A. Davidson Dunton, chairman of the CBC Board of Governors.

In a statement presented on behalf of the CBC Board as a result of its three day meeting at the end of October, it was stated that it is "believed that there is need for thorough study on behalf of the public of the many factors and implications involved in the initiation and development of television, with all due attention to the Canadian conditions and the needs which are quite different from those of other countries."

Regarding present technical and economic complications in video, Dunton said it would be at least two years before the people of Montreal and Toronto would be viewing Canadian programs in their homes. Discussions would start immediately in connection with the proposed co-operative plan put forward at the three-day meeting by Corey Thomson, manager of CKVL, Verdun. Under this plan the CBC would provide the television facilities, and programs would be developed and produced by different commercial interests over a period of probably two or three years. These interests would

share in the operation costs and possibly in the initial capital outlay.

The Chairman said it was hoped to get the first two stations operating at the same time in Montreal and Toronto and he thought the first domestic license fee would be in the neighborhood of ten dollars per year.

In its statement, the Board reaffirmed its decision of last May to the effect that early Canadian development should be "aimed at serving the widest possible public interest by the national system and envisaging activities by private interests."

It pointed out that the CBC has itself been hampered in its plans for tele "because of lack of provision for advances to the Corporation to cover the development stages and lack of decision to have a license fee for television receiver sets."

The tremendous cost of TV was emphasized by Dunton who pointed out that one firm applying for a license had contemplated spending \$2,000,000 before starting to take in a single penny of revenue. The minimum cost of providing necessary equipment for a single station was between \$500,000 and \$600,000.

WAAM Signs With DuM

WAAM, Baltimore, which went on the air Monday on Channel 13, has signed affiliation contract with DuMont. Station is affiliated also ABC.

TBA Urges NAB, MPAA Codes As Video Production Guide

Board of Directors of the Television Broadcasters Association yesterday called upon all stations to "use for guidance the general principles of service in the public interest" developed by radio and the movies—specifically the codes of the NAB and the MPAA.

Suggestion was embodied in a "Statement of Principles and Policy" adopted by the board on recommendation of the TBA code committee, comprised of Lawrence Lowman, of CBS, chairman; Noran Kersta, NBC; Robert L. Coe, WPIX, and Lawrence Phillips,

Dumont. Statement outlines responsibilities confronting telecasters in developing new technique, and indicates the need for guidance. "But," it continues, "because the effects of these techniques both on television programming and on the television audience are as yet largely unknown, it is not possible or even desirable to attempt at this stage to formulate standards of practice."

Suggests No Limitations

The proposal adds: "Pending further experiment and experience, no quantitative limitations for sponsored programs are suggested. Such standards on the quantitative side, as well as the qualitative side, will continue to be determined in individual cases by the individual television broadcasters operating under the general principles of this statement and the radio broadcasting and motion picture codes."



LOWMAN

East, Mid-West Link Set To Open Jan. 12

January 12 has been set by AT&T as the date for the official opening of the coaxial cable linking the East and Mid-West regional networks, it was learned yesterday. Hookup runs from Philadelphia through Pittsburgh to Cleveland.

First major event to be carried simultaneously by the combined networks probably will be the inauguration of President Truman in Washington on Jan. 20.

New link will connect 16 cities having over 600,000 sets in circulation. Further links will add new areas to the web, and in addition, connection is expected to provide a strong hypo to receiver sales, especially in the Mid-West. Now under construction is a span from Richmond to Charlotte.

A coaxial network which would span the southern half of the U. S. also is the construction stage at various points. When completed, this would run from Miami through Jacksonville, Atlanta, Ft. Worth and other cities to Los Angeles.

WABD Daytime Debut: Operation Now In Black

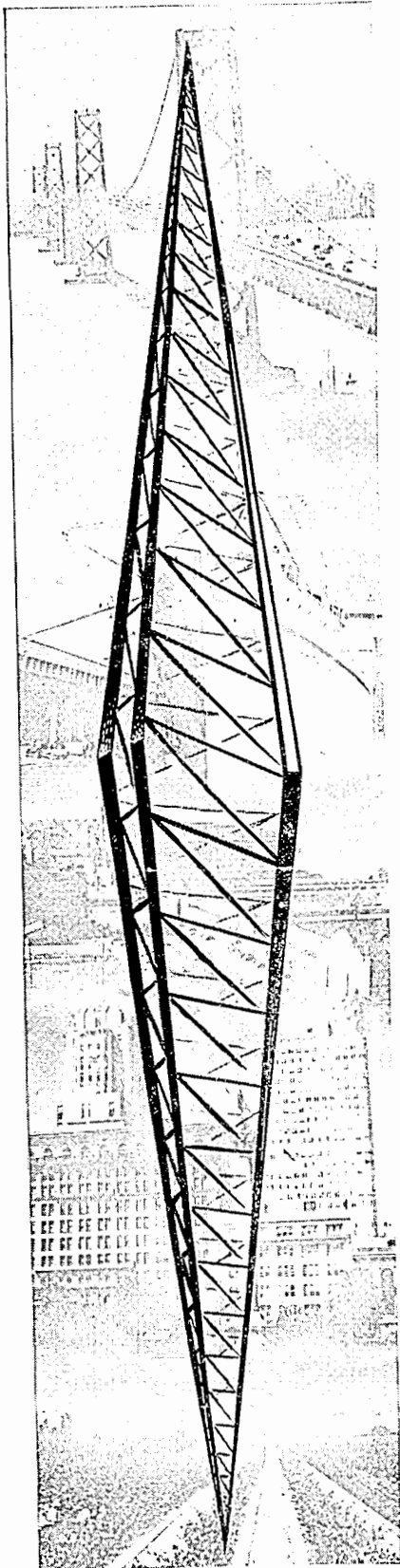
DuMont flagship WABD began its long-heralded daytime operation this week, inaugurating 11 hours of new programming without a hitch. According to sales manager Humboldt J. Greig, the new schedule "is profitable from its first day; income exceeds additional operation costs by over 20 per cent."

All new programs originated from the newly constructed Studio D, in the web's Madison Ave. headquarters. Usual procedure had a set occupying one-half of the studio on the air while the other half was being prepared for the following show. Newscasts were aired from a small booth at the rear of the studio.

Most important sponsor signed is Sterling Drug, making its TV debut. Firm bought a daily half-hour Dennis James stanza. Other clients include Andrea Radio, Martin Fabrics, Tel-disc, Philip Morris, Atlantic Products, Tills Fruit Cake, MacLevy, L. & P. Brown, Gotham Distributor, Davidson Brothers, Lou Schneider and C-Mail Co.

Balt., D. C. Set Boost

As of Nov. 1, there were 26,000 receivers in Baltimore and 21,200 in Washington. The Television Circulation Committee of each city reported yesterday.



KGO

puts more power
in your sales message!

KGO's new 50,000-watt output gives your radio advertising more power where it does the most good—where the most people live and listen. Nearly 70% of all Northern California's radio homes are in the Metropolitan Bay Area. KGO, with its increased power and directional antenna, saturates this area with a signal equal to that of a 100,000-watt transmitter! Directional transmission avoids waste over the Pacific Ocean and the Sierra mountains. It focuses your message right on the people you want to talk to.

But besides adding power in the big-market section, KGO's new strength multiplies its coverage. Now its area of dominant signal strength is *three times larger* than ever before. And mail responses to nighttime programs come in from fantastic distances—as far away as Alaska! Letters prove a listenable signal in seven Western states and part of Canada, in addition to 51 of California's 58 counties. When your advertising message rides that signal, it's going places!

Your sales story can find a big, ready-made audience on one of these popular programs:

1. Michael Shayne 10:15 pm Mondays. Fast action, thrills, drama, seasoned with humor. Scripted by Larry Marcus, whom critics call one of the best in the mystery business. Follows Richfield Reporter.

2. Philo Vance 10:15 pm Thursdays. S.S. Van Dyne's urbane crime-solver, with his old companions District Attorney Markham and Sergeant Heath, is proving one of radio's most popular sleuths. Follows Richfield Reporter.

3. Elmer Davis 6:15 pm Tuesday through Friday. Calm, dispassionate analysis of the news by one of the most respected reporters on the air. A co-op program at local rates with all the prestige of a full network show.

4. ABC Home Digest 6:30 am weekdays. John Harvey, veteran showman and storyteller, conducts this new KGO participating show. It's tailored for full family listening and soaring mail returns show its growing popularity.

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

WENR—Chicago 50,000 watts 890 kc

KGO—San Francisco 50,000 watts 810 kc

KECA—Los Angeles 5,000 watts 790 kc

WXYZ—Detroit 5,000 watts 1270 kc

WMAL—Washington 5,000 watts 630 kc

ABC Pacific Network

ABC

American Broadcasting Company



RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 45, NO. 24

NEW YORK, FRIDAY, NOVEMBER 5, 1948

TEN CENTS

RWG, AGENCIES RESUME NEGOTIATIONS

Election Victories Strengthen Comm.

Washington Bureau, RADIO DAILY
Washington—The smashing Democratic victory leaves the present FCC membership in the most secure position the Commission has enjoyed in years. Friendly legislators will take over key Congressional posts, while Forest Harness, chairman of the Special Committee Investigating the Commission, went down to unexpected defeat. Talk of wholesale resignations, discharges or other reshuffling was abandoned yesterday.

New chairman of the Senate Interstate Commerce Committee will be

(Continued on Page 3)

Complaint Against BMI Dismissed In N. Y. Court

Judge Hofstadter of the New York Supreme Court in a decision rendered yesterday dismissed a complaint brought by four BMI publishers, Charles E. McCord, Joseph Nuccio, Robert Reynolds and Perry Alexander, against BMI. The action was brought on the theory that BMI was indebted to these publishers for royalties collected from BMI's non-radio licensing activities. Judge Hof-

(Continued on Page 5)

Sales And Adv. Conference Planned By Music Industry

Sales and advertising workshops sponsored by the American Music Conference will be held in Chicago and New York on Dec. 1 and 8, respectively. Leading manufacturers of musical instruments and dealers will participate in the panel discussions. In Chicago the panel will be headed

(Continued on Page 3)

Good Will ET's

At the request of the Dutch Broadcasting Company, Kate Smith has transcribed a special message for the people of Holland. Mrs. Rie Helmeg, representing the Dutch radio company, arrived in New York a few days ago to arrange for these special transcriptions from radio personalities as a gesture of international good-will. The transcriptions are made in English.

Co-operation

Station WFRL, 1,000-kw. NBC daytime affiliate in Freeport, Ill., got a helping hand from a big brother—NBC's 50,000 kw. Station WMAQ (Chicago)—in presenting election returns in rural Stephenson County in Illinois. The Freeport station, off the air after sunset, asked WMAQ to include Stephenson County results in the station's election night coverage. In return, WFRL plugged WMAQ's election programs on November 1 and 2.

First FM Network Cover Of Election

First FM network coverage of a Presidential election was "completely satisfactory," Everett L. Dillard, president of Continental FM Network and WASH-FM in Washington. The Washington outlet was originating point for most of the coverage programs on the Presidential, Gubernatorial and Congressional races.

In addition to the 20 Continental stations taking the Election Night programs the web served the Rural

(Continued on Page 5)

Studebaker Buying Time For Newscast Sponsorship

Studebaker Corporation is reported eyeing the metropolitan markets for open periods on local station news programs. The automobile manufacturers this week contracted for three 15-minute periods on WMAQ, Chicago, starting Nov. 15. Agency for Studebaker is Roche, Williams and Cleary, Inc.

Mestre Registers Protest About FCC Grant In P. R.

Goar Mestre, president of the Inter-American Association of Broadcasters representing commercial radio of Latin and South American countries, yesterday registered a strong protest against the FCC's grant of a commercial radio license to WIPR, government owned station in San Juan, P. R. The protest was in the form of a letter to Frank T. Bow, general counsel of the Select Committee to In-

Mandelbaum's Talks With Each Faction Bring Agreement To Get Together; Guild 'Unfair List' Suspended

Three CP's Granted; Other Activity At FCC

Washington Bureau, RADIO DAILY
Washington—Permits for three new daytime stations were announced yesterday by the FCC. The first went to W. A. Smith, Plant City, Fla. Smith will build at an estimated cost of \$9,111, to operate with 250 watts on the 1570 band. Radio Twins Broadcasting Company, Salinas, Calif., will be on the 1150 band with 500 watts, and the Forrest City Broadcasting

(Continued on Page 3)

Travers Stays in Boston As Yankee Web Executive

Linus Travers, plans to join Mutual network in New York as executive vice-president in charge of programs and sales have been altered and he will remain in Boston in the capacity of executive vice-president and general managers of the Yankee Network, it was announced by MBS in New York yesterday. In making the an-

(Continued on Page 3)

Announce Promotion Awards To Sta. Of ABC Net

Twelve affiliates of ABC will receive awards this week for outstanding service in the promotion of network programs. The awards are divided among stations in four differ-

(Continued on Page 5)

Radio Writers Guild yesterday suspended its "unfair list" against certain agency produced shows and began contract negotiations, covering free lance writers, with a committee representing agencies and sponsors. New development is considered a victory for the efforts of J. R. Mandelbaum, assistant regional director of the Federal Mediation and Conciliation Service, who got the Guild to hold up picketing plans at the last minute on Oct. 25.

During the last two weeks Mandel-

(Continued on Page 5)

New Census Figures Revise BMB Data

U. S. Census Bureau's revised estimate last month of state populations is forcing BMB to revise also some of its figures published in "Radio Families U.S.A.—1948," which now lists families, per cent of radio ownership and radio families as of last January. BMB figures on radio families are based upon estimates by the Census Bureau which last month

(Continued on Page 2)

Petrillo Offers Music For Truman Inaugural

One of the biggest shouts of unbridled joy after the election of President Truman came from James Petrillo who has made an offer to the Chief Executive to mark the inauguration next January with the

(Continued on Page 2)

Commemorative

"We Saw The Marines," a special program starring the Marines themselves in all phases of activity at 13 Marine bases, will be broadcast over ABC Monday, Nov. 8, from 9 to 9:30 p.m., EST, commemorating the 173rd birthday of the U.S. Marine Corps on the following day. Marines' engaged in various activities will be a part of the first-hand report.

RADIO DAILY



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

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

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

CHICAGO BUREAU
 Nat Green
 4417 Ashland Bldg. 155 No. Clark St.
 Phone: State 2332

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★ **COMING AND GOING** ★

ELSIE DICK, director of women's and religious activities at Mutual, today will go out to Reading, Pa., where she'll address the members of the General Federation of Women's Clubs.

HARRY WISMER, American network sports-caster, today will leave Detroit for Atlanta, Ga., where tomorrow he'll broadcast the Georgia Tech-Tennessee game. His Saturday program will originate at WCON, Atlanta, outlet of the web.

IRVING GITLIN, of the CBS education department, on Monday will go down to Washington to address the Engineering College Research Council on "Science in Radio."

CONRAD THIBAUT, radio and concert baritone, has returned from Philadelphia, where he was heard at a benefit. He's scheduled for the Firestone program Dec. 6.

JAYNE SHANNON, time buyer for J. Walter Thompson Co., who has been vacationing in Europe, is aboard the Queen Mary, expected to dock here tomorrow.

GAIL and **HARRY INGRAM**, radio script-writers-producers-directors, are back in New York following a four-day trip to Eastern colleges, where they lectured on "Scriptwriting for Radio."

WALTER WINCHELL, commentator, and **PAUL SCHEFFELS**, manager of the New York newsroom for ABC, have arrived in Miami. Walter will originate his Sunday evening broadcasts from the Florida resort city during the coming Winter months.

GEORGE TORGE, program director of WBEN, Buffalo, N. Y., an affiliate of NBC, is vacationing in Havana.

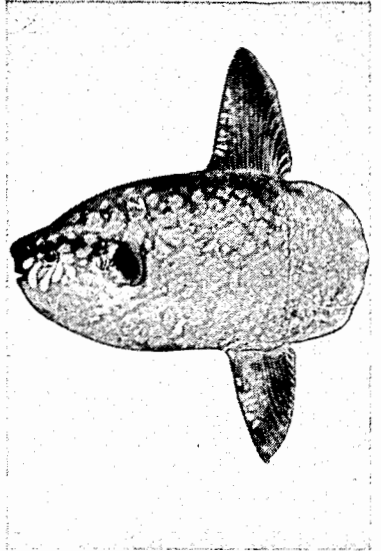
BILL SLATES, commercial manager of WSAV, Savannah, Ga., in town for conference with the station's national representatives.

BOB RIDDER, president of WTCN, American network outlet in Minneapolis, is in Gotham for talks with officials of the web.

VIC DAMONE has completed an engagement in Waterbury, Conn., and has returned to New York.

LOU ENTIN, manager of the Wild Bill Moore sextette, is in New York to line up local engagements for the group.

LARRY WEBB, assistant to the president of WJW, Cleveland, is in town. Visited yesterday at the offices of ABC, with which the station is affiliated.



It is too a Sunfish!

That odd looking mounted specimen, if not seized in infancy, can grow from eight to thirteen feet in length, twelve or more feet in height, and may even exceed 2,000 pounds in weight. It's called a Mola or Sunfish. It's tough-skinned, tasteless and just about as useless as they come.

We're back to our old point again. It isn't what you look like . . . but what you've got on the ball and how useful you are.

Down here in Baltimore, as you probably know, it's the successful independent that meets those two essentials in radio.

It's W-I-T-H that delivers more listeners - per - dollar - spent than any other station in this big town.

If you're after low sales costs in the country's 6th largest city - W-I-T-H is the way to do it!

New Census Figures Revises BMB Data

(Continued from Page 1)
 changed previous estimates made earlier this year.

Census Bureau revisions, however, will be largely confined to a redistribution of state population and no changes are anticipated for U. S. or regional totals. The per cent of radio ownership (nationally and regionally) will remain the same as previously published.

As BMB revises the earlier figures it also will re-evaluate county and city data where more recent community figures are available. BMB invites all stations, including non-subscribers, to submit such new local evidence.

Gaynor Leaving Don Lee

Hollywood—Sydney B. Gaynor has resigned as general sales manager for Don Lee network, effective November 15, to join Raymond R. Morgan as vice-president. He has been with Don Lee for the past thirteen years.

Bob Forward, assistant program director of the network, also has resigned, effective November 15. Forward joined Don Lee as a staff announcer at KFRC, San Francisco, in 1940, transferring to KHJ, Los Angeles, the following year.

Petrillo Offers Music For Truman Inaugural

(Continued from Page 1)
 greatest musical serenade in Washington history. In his congratulatory wire, Petrillo said: "232,000 of your fellow musicians are rejoicing over your return to the White House as our most unfettered President in history."

According to the offer of the AFM chief, massed bands of musicians would perform during the parade down Pennsylvania Ave., the swearing in ceremonies at the Capitol, the inauguration ball and other events. It would all be on the house, of course, for Mr. Truman, but presumably the musicians would be paid from the free music fund which accrued from royalties.

Stork News

Hollywood—Tony LaFrano, Don Lee Chief Production Supervisor, became the father of a baby girl born October 30th. Baby has been named Susan Diane. It is the LaFranos' third child.

FINANCIAL

(November 4)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
ABC	7	6 3/4	7	+ 1/4
Admiral Corp.	19	17 3/8	19	+ 1 1/2
Am. Tel. & Tel.	152 7/8	152 3/8	152 5/8	+ 1/2
CBS A	23 3/8	23	23 3/8	+ 3/8
CBS B	22 1/2	22 3/8	22 1/2	+ 1 3/8
Farnsworth T. & R.	6 1/4	6	6 1/8	+ 1/8
Gen. Electric	41	40 1/4	40 1/2	+ 1/2
Philco	39 3/4	38 7/8	39 1/2	+ 1/2
RCA Common	12 1/2	12	12	0
RCA 1st pfd.	69 3/4	69	69	+ 1/4
Stewart-Warner	13 3/4	13 3/8	13 3/4	+ 3/8
Westinghouse	26 5/8	26	26 3/8	+ 1
Zenith Radio	29	28 1/4	28 3/4	+ 7/8

NEW YORK CURB EXCHANGE

	Bid	Asked
Nat. Union Radio	2 1/2	2 3/8
OVER THE COUNTER		
DuMont Lab.	12	
U. S. Television	1 1/2	2
WCAO (Baltimore)	25	28
WJR (Detroit)	9	10

20th Year For Spencer

Ed Spencer, manager of the New York office of George P. Hollingsbery Co., station representatives, is observing this week the anniversary of his 20th year in radio. Spencer formerly was associated with KDKA, Pittsburgh, and NBC.

10 YEARS AGO TODAY

(From the files of Radio Daily)
 Contracts have been signed by the Radio Corporation of America and the California Commission to the 1939 Golden Gate International Exposition for the installation of radio and public address equipment at a cost of approximately \$100,000. The radio layout was approved by engineers of the three major networks, NBC, CBS, and Mutual and the complete system will be ready eight days before the opening of the World's Fair.

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



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

Adam J. Young Jr.
 11 W. 42nd St., New York, N.Y.
RADIO & TELEVISION REPRESENTATIVES
 New York • Chicago • Los Angeles • San Francisco

Three CP's Granted; Other Activity At FCC

(Continued from Page 1)

Company was okayed to operate on the 950 band. Estimated cost for the last two applicants were \$17,468 and \$11,050, respectively.

New FM permits were awarded the Matta Broadcasting Company and the Pittsburgh Broadcasting Company, both in Pittsburgh, while in Los Angeles the county superintendent of schools was okayed for a non-commercial FM permit.

The Commission yesterday okayed the assignment of the construction permit for WSIN, Ft. Lauderdale, Fla., from Southland Broadcasting Company to George D. Gartland, for \$5,507.

A nod was given also for the transfer of 51 per cent of the common stock in KKIN, Visalia, Calif., from D. O. Kinnie to Lyman Treaster and Albert Blain, for \$25,000.

The FCC has told the United States Court of Appeals the Mansfield Journal, seeker of FM facilities in Mansfield and Lorain, O., should be turned down in its appeal against a Commission award of an FM license to Richland, Inc., in Mansfield. The appellant has no proper standing because additional channels are available in the area, the Commission said, and therefore the Mansfield Journal is not aggrieved or adversely affected within the meaning of the Act.

Qualification Unimpressive

The Mansfield paper is owned by the Horvitz Brothers, who are generally credited with a major role in inspiring the Harness committee investigation of the FCC this year. The Commission has declared that their policy in running their newspaper indicates that their qualification to run an impartial radio forum in public interest is open to question.

In this case, the Commission said, the language of the Communications Act "is not intended to allow appeals by every person who is in disagreement with a decision of the Commission in the absence of a showing that such persons would suffer substantial injury as a result of the Commission's action." Certainly, the Commission said, not everyone "who believes that a given action of the Commission is legally erroneous or that he might possibly be injured in the indefinite future by such action should be entitled to appeal under this provision. . . ."

FOR SALE

\$40,000. Six Acres, Nine Rooms, Unfurnished, Beautiful, all-year-round Home. Gorgeous view. Write or call owner:

MRS. NICHOLAS

Prospect Hill
New Milford, Conn.

Telephone: 939

Mestre Registers Protest About FCC Grant In P. R.

(Continued from Page 1)

government owned and controlled radio station in Puerto Rico.

2—That the franchise granted by the FCC to the Communications Authority of Puerto Rico to operate the said radio station is commercial, and therefore authorizes its commercial exploitation.

3—That the commercial exploitation of this official radio station establishes an unfair competition against the private radio stations in Puerto Rico, and that this unfair competition will lead to the elimination from the broadcasting field by said official radio station.

Interest Is Widespread

The interest of the Inter-American Association of Broadcasters in the Puerto Rican situation is said to stem from the belief that the WIPR commercial grant is not alone a threat to private enterprise in Puerto Rico, but a challenging precedent for all commercial radio.

Mestre further asked the investigating body to take into consideration several aspects of the WIPR case that have important bearing on the grant. These are:

"1.—If it is taken into consideration that:

"(a) the franchise granted by the FCC to WIPR radio station in Porto Rico, is given to the Communications Authority of Porto Rico, which was created by law of the Insular Legislature.

"(b) the acquisition, installation and operation of the mentioned radio station, has been performed with Insular Treasury revenue.

"(c) precisely because of its official condition, and due to the fact of being under the control of the Porto Rican Government, the said WIPR radio station, has been exempted from taxes,

it is understood, and there is no doubt, that the WIPR radio station is official and controlled by the Porto Rican Government.

Cites Governor's Attitude

"2.—If it is taken into consideration that:

"(a) the kind of franchise granted to the WIPR radio station is commercially, authorizing its licensee to exploit it commercially,

"(b) according to information from the Porto Rican broadcasters, the Porto Rican Governor has declared openly to the Porto Rican Association of Broadcasters, as well as to the editor of RADIO DAILY, Mr. Frank Burke, that the WIPR radio station would accept commercial programs; and although, afterwards, the Communications Authority Manager declared to the press that the government radio station WIPR would not have to accept commercial programs, nevertheless, made the reserve that WIPR had the right to accept commercial programs and that in the future

would proceed in the commercial exploitation of the mentioned radio station,

it is understood, and there is no doubt, that once the WIPR radio station starts to operate, it will be commercially exploited.

Uses Government Funds

"3. If it is taken into consideration that:

"(a) the official, and government controlled, radio station WIPR, has been acquired, installed and operated with funds from the State,

"(b) it is exempted from taxes which other private radio stations are obliged to pay,

"(c) according to Law No. 378 of the Porto Rican Legislature the artists or other foreign talent employed in WIPR radio station will only have to pay 12 per cent of their income and on the other hand artists who act in private stations will have to pay 29 per cent of their incomes,

"(d) in democratic countries it is forbidden to the governments to engage in enterprises in the commercial and industrial fields, as this always leads to unfair competition,

"(e) the WIPR radio station disposes of every resource from the Insular Treasury,

"(f) the licensees of private radio stations in their condition of taxpayers cover the expenses of WIPR which competes with their own radio stations,

it is understood, and there is no doubt that the commercial exploitation of WIPR constitutes an unfair competition to the private radio stations of Porto Rico, which will be eliminated from broadcasting.

"It is needless to state how much this vital problem concerns the Inter-American Association of Broadcasters. In fact, to our understanding, once commercial broadcasting ceases to be considered as an exclusively private activity which constitutes the only barrier against the State monopoly, the American or democratic broadcasting system which conceives it as a public tribute, will be practically substituted by the European system which denies freedom of speech.

"We are sure that the alarm created in this Continent will disappear immediately if the official and Government owned radio station, WIPR of Porto Rico, is forbidden to accept commercial publicity."

Travers Stays in Boston As Yankee Web Executive

(Continued from Page 1)

nouncement, Edgar Kobak, president of MBS, said that Travers would remain with the Yankee Network due to their intended expansion in television. He added, however, that Travers was still a director of Mutual network.

Election Victories Strengthen Comm.

(Continued from Page 1)

Senator Ed Johnson of Colorado, bitter foe of superpower. Johnson agreed earlier this year to leave clear channel stations in status quo in return for an assurance that the FCC would not up the power of any of the clears. There is no indication that he will not be willing to go along on the same sort of agreement next year.

On the House side, the new Interstate Commerce Committee chairman will probably be Rep. Robert J. Crosser, Cleveland veteran and author of much railway labor legislation. Crosser has served 16 terms in the House. He is expected to rely heavily upon the judgment of Rep. Albert Bulwinkle of North Carolina, long familiar with radio matters. Bulwinkle's 13 terms make him next ranking Democrat on the committee.

Sales And Adv. Conference Planned By Music Industry

(Continued from Page 1)

by Harry Schwartz, general advertising manager of C. G. Conn, Ltd., Robert Keyworth, sales manager for the Kay Musical Instrument Company and F. Strother Cary, account executive of the Leo Burnett Agency, who handle the Rudolph Wurlitzer account.

TALK to the SOUTH'S EAR ZONE through WDSU

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

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

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

NEW ORLEANS WDSU ABC Affiliate 1280 kc 5000 Watts

SOUTHWEST

AFTER completion of initial test of a new transmitter, KYFM, San Antonio, returned to the air last Wednesday following a shutdown for five days. The outlet took to the air utilizing its new 574-foot tower and new transmitter building, which was built at a cost of \$23,000. New equipment was put in costing \$40,000. Station will increase power on Nov. 7 to 72,000 watts, according to Charles Lutz, station manager.

Robert D. O. Perry, formerly on the staff of KNUZ, Houston, has resigned his post to become commercial manager of WCLA Baton Rouge, La.

Glen W. Travis, former commercial manager, and Robert T. Nolan, member of the sales staff, both formerly with KREL, Baytown, have resigned to join the staff of KMUS, Muskogee, Okla. Travis will be commercial manager and Nolan will assist Travis.

Application has been made to the FCC for the assignment of license of KORC, Mineral Wells, a partnership of Raymond W. River and Herman S. Boles, to River. The duo purchased the outlet in July from Alfred Corcanges. In the application, River pointed out the "incompatibility of partnership." Boles has a one-third interest in the outlet.

Raoul Cortez, president of KCOR, San Antonio, is on a business trip which will take him to Washington, New York and Chicago.

"The Deems Taylor Concert" featuring the world's great music and guest stars will be heard over KIXL, Dallas, for a half hour each day, Monday through Friday. Programs will be sponsored by Sanger Bros., department store and General Electric.

Augmenting its sports coverage, KCOR, San Antonio, in addition to football broadcasts, is bringing local sports fans each week wrestling and boxing matches. Each Tuesday night boxing is aired, with Marvin Broyles giving the blow-by-blow and color handled by Al Kaufman. Wrestling is aired on Wednesday, with Frank Brown handling the action and Marvin Broyles the color.

Bob Knouse has been added to the announcing staff of KTSA, San Antonio, coming here from a similar post at Dallas.

Martin B. Campbell, manager of WFAA, Dallas was chairman of a meeting last week of the Dallas Rotary Club. The main topic was a discussion of television.

ARTHUR EDDY

Public Relations — Publicity

812 Taft Building
Hollywood

GLadstone 5305 — GLadstone 9082



Mainly About Manhattan. . . !

● ● ● Pres. Truman will make a series of "Fireside Chats" starting late this month or in Dec. (Reports on his most recent radio and television appearances have encouraged him to continue on the air and video). . . Automobile manufacturers, pretty shrewd lads with an advertising buck, make no secret of their plans to take it from radio and toss it into video. . . Action by a local disc jock in sending campaign letters urging election of a certain candidate drew much head-shaking. . . Despite all the hoopla about the popularity of giveaways, latest Hooper doesn't list one among the top 15. As a matter of fact, only two quizzers (Bob Hawk and People Are Funny) crashed the select circle. . . Is Fred Allen dropping his insurance gimmick? . . . Tommy Dorsey huddling with Mutual regarding a show to spotlight him as a comic. . . Is television here to stay? Month of Sept. saw 88,000 video sets manufactured for an all-time monthly high. . . Helen Mack will be retained by sponsor of "A Date With Judy" to direct its successor, the Alan Young show, which bows in Jan. 11th on NBC. . . Note from a Boston chum informs that the town is jumping with the job WCOP turned in on the election coverage. (Take a bow, Ron Cochran). . . Longest word in any language, points out ye olde sage, Tim Marks, is the one that follows the phrase: "And now a word from our sponsor. . ."

★ ★ ★ ★

● ● ● Don Dunphy has quite a schedule lined up for the week-end. Tonite he does the Mead-Zivic fight on ABC for Gillette. Tomorrow, it's the Columbia-Dartmouth football game at Hanover for WINS. Sunday, he's down for the Giants game via WMAL-TV and Monday he does the color on the Warren-Melito fight over WMGM.

★ ★ ★ ★

● ● ● Ask Roberta Salter (wife of conductor Harry Salter, of "Stop the Music" fame) what swung the election and she'll cheerfully tell you it was nothing else but their fabulous giveaway stanza. Reason: Last Sunday nite, the Democratic Party bought the last 15-minute quarter of the show (highest-rated period, by the way), insisting that was the only time they'd settle for, and presented speeches by the President and Mrs. FDR, among others. With the cream of the Sunday nite audience glued to the loudspeaker, Mrs. S. sez, how could they miss? Incidentally, Walter Kiernan, our favorite wit, as some of you might have guessed by this time, summed it up this way: "Today, Gov. Dewey expected to get up singing, 'Oh, What A Beautiful Morning.' Instead, he had to say, 'Stop the Music.'"

★ ★ ★ ★

● ● ● Abe Schechter, Mutual veepee in charge of news and special events, claims a few firsts in connection with the election returns. Web was the first to carry the voice of Sen. Alben Barkley from Kentucky, and had Pres. Truman on their Mutual Newsreel from Independence, Mo., Wed. nite.

★ ★ ★ ★

● ● ● WABD can congratulate itself for grabbing off the first exercise show in television with one of the top names in the physical fitness dep't—Monty MacLevy, who operates some 38 salons in the Met area. New program is on every ayem at 7:15 with Bill Berns at the helm, and covers keeping fit, limbering up exercises, health talks and correct posture.

★ ★ ★ ★

● ● ● LUV 'n' KISSES: Don Dennis' singing (and television possibilities) at the Queens' Terrace. . . Charlotte Manson's high-grade commentating at the Times Fashion Show. . . Commodore Productions' eye-filling promotion work on their "Hopalong Cassidy" transcribed series. . . Danny Webb's tolerance characterizations on his WPIX "Comics on Parade." . . Joe Bostic's fight announcing from the Ridgewood. . . The Don Sylvio rhumbas at Bill Bertolotti's. . . Artie Malvin's singing with WOR's Bob Poole airer.

CHICAGO

By NAT GREEN

ERWIN ROSCHKE, television engineer at Zenith Radio Corp., spoke before the communications section of the Western Society of Engineers in Chicago, Monday, on "Phonevision and Other New Developments in Television."

Last Saturday Fred Reynolds, script writer for WGN's "Teens and Touch-downs" program, picked 33 winners out of 37 college and pro-grid battles, and also called the Bears vs. N. Y. Giants game with the exact score.

The "Quiz Kids" on their program of Sunday, November 7, will have as their special guest Mabel Studebaker, president of the National Education Association, who will announce the nationwide plans for observance of American Education Week.

A new weekly television series called "Reel Adventures" will start Sunday on WGN-TV with David Taylor as emcee. Series will feature the work of amateurs who are competing in a city-wide contest. Film submitted has been entered in the annual contest of the Association of Amateur Cinema Clubs.

Admiral Corporation, Chicago radio, phonograph and television set manufacturers, has prepared for distributor and dealer cooperative advertising a series of 10 different 16 mm and 35 mm films in 40-second and 100-second lengths to be used as television spot commercials or as movie film trailers.

TO ALL RADIO AND TV STATION OWNERS AND OPERATORS!!!

At the age of 36, after 20 years of experience and successful achievement in every phase of radio and vaudeville in New York City, namely: Disc-Jockey, M.C. - Producer - Salesman - Station and Program Manager—I am now interested in a position with a real future as Program Station Manager anywhere in the country.

The remuneration is not the primary objective. Naturally, to start, the position must be capable of at least paying the expenses of feeding my family (wife and two sons) and a boxer dog. I'm looking forward to the years ahead with a progressive outfit where my unique background and talents will build a mutual return.

I hesitate to give my name since most of you who read this know of me and might get the impression that I'm kidding.

If you are interested rest assured your inquiry will receive serious and confidential consideration. Write

Box No. 182, RADIO DAILY
1501 Broadway, New York 18, N. Y.

Mediator Breaks RWG And Agency Deadlock

(Continued from Page 1)

Mandelbaum has held a series of separate discussions with RWG officers and agencies and sponsors in an attempt to break the deadlock. In a meeting with advertisers last Sunday, which brought many of them to New York in a special trip, Mandelbaum made a proposal to end the stalemate. The proposal was accepted. Next day the Guild agreed in principle but tacked on a minor amendment.

Two-Point Proposal Made

In general, Mandelbaum proposed (1) that all agency produced programs be removed from the unfair list of RWG and (2) that the Guild and agency and sponsor committee agree to attend a meeting scheduled under auspices of the Federal Mediation and Conciliation Service with Mandelbaum acting as chairman. This is the proposal that ended the deadlock and called off RWG strike plans yesterday.

The meeting of both sides with Mandelbaum began at 2:30 p.m. at the Waldorf-Astoria. Sessions continue today.

First FM Network Cover Of Election

(Continued from Page 1)

Radio Network in upstate New York with its 10 stations in the agricultural section.

Larry Carl, program director of Continental, supervised the overall coverage. The web employed the wire services of INS and Transradio and in addition made use of two-way recorded telephone conversations with political leaders of both parties.

Anniversary

Disc jockey Fred Robbins celebrates his third anniversary as pilot of WOV's "1280 Club" tonight. Host of musical celebs is expected to be on hand for the festivities including Frank Sinatra, Arlie Shaw, Jean Sablon, Vic Damone, Connie Haines, Johnny Mercer and Nellie Lutcher.

Complaint Against BMI Dismissed In N. Y. Court

(Continued from Page 1)

Stadter ruled that the complaint did not demonstrate any relationship between the parties which would substantiate the charge. Beyond this, the plaintiffs had sought to bring the action not only on behalf of themselves but on behalf of other BMI publishers.

The court specifically ruled that such an action was not maintainable and that there was no community of interest which justified the individual plaintiffs in endeavoring to represent any interests other than their own. In addition, the court pointed out that there was grave doubt whether the plaintiffs fairly represented the class on whose behalf they assumed to bring the action.

CBS Covering 29 Football Games In Three Hours

CBS sports department tries out a new kind of football coverage job tomorrow afternoon when it will report on 29 major games during a three-hour period, starting at 2:30 p.m., EST. Coverage will either be by direct pickup, telephone conversation, feature accounts or special press association wire reports.

Announce Promotion Awards To Sta. Of ABC Net

(Continued from Page 1)

ent population areas throughout the country.

In Group One, representing stations in cities with 500,000 population or over, winners were WCOP, Boston, Mass.; WJW, Cleveland, O.; and WCAE, Pittsburgh, Pa. Group Two covers stations in cities whose population was between 100,000 and 500,000. Winners in this division were KCMO, Kansas City, Mo.; KRNT, Des Moines, Ia.; and WPDQ in Jacksonville, Fla. Three winners also were named in Group Three and Group Four, the former covering cities whose population ranged between 50,000 and 100,000 and the latter, population areas under 50,000. Winners in Group Three are WRJN, Racine, Wis.; WNAX, Yankton, Sioux City, Ia.—Yankton, S. D.; and WCVS in Springfield, Ill. In Group Four the winners are WJBC, Bloomington, Ill.; KVOS, Bellingham, Wash.; and KMA, Shenandoah, Ia.

Liberals' Use Of Radio Aided Truman In N.Y. State

Liberal Party, putting in its claim as aiding President Truman in his strong race in New York State, was reported yesterday to have sponsored 55 programs throughout the state in behalf of the winning candidate. Total of nine stations were used in New York City with special emphasis on spot announcements on Election Eve and Election Day.

The Liberal Party is said to have spent a minimum of \$30,000 in its radio campaign. Programs sponsored by the Liberals were produced by Gainsborough Associates with Nat Rudich directing and Mike Jablons writing.

Send Birthday Greetings To—

November 5

Tom Fitzsimmons Evelyn Ames
Forrest Lewis Henry M. Neely

November 6

Ole Olsen Mary L. Anglin
W. I. Hamilton Elizabeth Jones
Frank Redick Selena Royle
Gene Sullivan Paul H. Raymer

November 7

Jerry Belcher Thomas A. Hanlon
Jack Milster Richard Stark
Peter de Lima

November 8

Dave Murphy James S. Seward
Gregory Williamson Bill Taylor
Scott Wiseman Vera A. Morand

November 9

Nyles B. Courtney Joan Lane
Bill Harding Betty Lawson
Paul Rittenhouse Ed Wynn
Allan Meltzer Stoney McLinn

November 10

Jane Froman S. Hogan Bayles
Ray McDermott Geo. B. Storer
Charles Carroll

November 11

Jack Lacy Joseph Bloom
Henry Brown Martin Horrell
Brad Robinson Nancy Sheridan
Ruth Weil Bob Shaw

Gallup & Roper didn't pick these either!

BELLA BELLA MARIE

The biggest Continental hit of the last 10 years!

GALWAY BAY

England's No. 1 song for the past 6 months!

LEEDS MUSIC CORPORATION • AL GALLICO, PROF. MGR.

FAMOUS FOR OVER 75 YEARS



AT LEADING DRUG STORES AND DEALERS EVERYWHERE

Three-quarters of a century of know-how in the exclusive manufacture of fine make-up for the profession has made STEIN'S preferred by more theatrical, movie — and now television people everywhere.

FREE STEIN'S new up-to-the-minute illustrated booklet that tells at a glance exactly what make-up to use at all times and for all parts. Includes special valuable hints on the new television make-up, fashion shows, photography, etc. Write for your copy today!

STEIN'S Professional MAKE-UP

430 Broome Street, New York 13, N. Y.

PLUG TUNES

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

Rytvoc, Inc.
 1585 Broadway New York 19, N. Y.

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

on Records and Transcriptions
STASNY MUSIC CORP.
 1619 BROADWAY NEW YORK 19, N. Y.

LOVE SOMEBODY

KRAMER-WHITNEY, Inc.
 1650 Broadway New York City

Climbing Fast!
"JANIE and ME"

by Thomas G. Mechan
JAMES MUSIC, Inc.
 1650 Broadway Room 709 N. Y. C.
 Solly Cohn, Mgr.

IRVING BERLIN'S
"SAY IT ISN'T SO"



Irving Berlin, Inc.

DOWN AMONG THE
SHELTERING PALMS

Lyric by James Brockman
 Music by Abe Olman

Scoring A
 Great New Popularity

MILLER MUSIC CORPORATION

WORDS AND MUSIC

By PINKY HERMAN

● ● ● **TIN PAN ALLEY OOPS:**—Not unlike the tides are the spirits of music men from Mr. Big himself down to the shipping clerk . . . the various phases of the current recording strike have played havoc with their emotions, what with the various rumors of settlement, reports of compromise, denials of stories, etc. . . . now, however, optimism has again taken hold and the music industry is awaiting action in Washington on an approved-by-Petrillo and the recording industry plan. . . . ● Jack Pearl will bring his fabulous "Baron Munchausen" before the television cameras soon . . . can't understand how come telexes waited this long. . . . ● Leeds Music going all out on Dave Kapp's ballad, "A Hundred And Sixty Acres," introduced and featured by Gene Autry in the Columbia flicker, "The Last Round-Up." . . . ● Alice Remsen has acquired the publishing rights to "The Paine Of Love," the poem by Abraham Cowley (1618-1667) set to music by W. Clark Harrington. . . . ● One of the most commercial Christmas songs of the year is "You're All I Want For Christmas," penned by Glen Moore and Segar Ellis and published by Porgie Music . . . listen to Frankie Laine's waxing and thrill as we did. . . . ● One of the youngest symphonic conductors in the country, 30-year-old Walter Hendl, is composing the score for another musical . . . he clefled the music for "Dark Of The Moon." . . . ● Gotham deejays will plug Irving Berlin's "Freedom Train," during that Iron Horse's three-week visit to the big town's five boroughs this month. . . . ● Popular Joe Whalen, Chicago-getter of plugs, has gone into business for himself.

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● ● ● Choral master Ben Yost observes that the Petrillo-tillo put so many songwriters in hock that they've been referring to it as Tin Pawn Alley. . . . ● Easily one of the finest vocal groups in the mid-west, is the "Honeydreamers" . . . currently set to open at the College Inn in Chicago, this quintet is headed for the big time . . . wanna bet? . . . ● Comedian Dave Barry, whose clowning on Jimmy Durante's program proved a sensation, is currently knocking them into the aisles at the Paramount Theater on Broadway . . . he's ready for television. . . . ● Benny Goodman has been named chairman of the Band Committee for March of Dimes . . . he'll make two 15-minute recordings to be played on 2700 stations during the Drive. . . . ● Deejay Harvey Hudson of WLEE, Richmond, Va. is credited with having started the Johnstone-Monteil ballad, "Walkin' With My Shadow" . . . just happened to like the Decca waxing by the Four Knights with Billy Kiles' Ork. . . . ● (Aside to Sgt. Paul F. Shaner). . . . If "Stop The Music" phones you way out there in Seattle, say, "The Minstrel's Home From The War" and see what happens. . . . ● General Music has a copy seller in "Sweetheart Of Mine," written by Paul Rusinsky and Larry Poppo. . . . ● Last nite at the Village Barn, we enjoyed the hillbilly and western songs by Shorty Warren's cowboy band but what amazed us was the fine dance music (popular) the aggregation offered . . . band is a natural for television. . . . Billy Shaw, Gale office v.p. reported resigning to open his own band booking office in New York.

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● ● ● **ON AND OFF THE RECORD:**—Tony Pastor's band, via Columbia, offers a rhythmic plug for Frank Palumbo's Bistro (Phila.) in "The Click Song" with a fine vocal by the Maestro supported by a choral ensemble . . . reverse is "You Started Something" in which Rose-Mary Clooney shines. . . . ● In a sensational move for international sales, Prexy Glenn E. Wallichs and Decca Records of England have signed a long term contract. . . . The American Decca products are sold in England under the 'Brunswick' label, but the Capitol disks there will be under the Capitol label. . . . ● Victor is set to release the Eddie Sauter Album of Originals made by Ray McKinley's Ork. . . . ● When Jack Kapp heard Peter Lind Hayes warble recently in Monte Proser's short-lived "Heaven On Earth," he decided to have P.L.H. make four pop tunes . . . though the singer has waxed several kiddie ditties for Decca, reaction of deejays to the Hayes new offerings indicates a new entry for the baritone sweepstakes.

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PLUG TUNES

On Records and Transcriptions
"RAMBLING ROSE"
LAUREL MUSIC CO.
 1619 Broadway New York 19, N. Y.

Eddy Howard Is Playing
BELLA BELLA MARIE
LEEDS MUSIC CORPORATION

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

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

Everyone Is "Dating"
LILLETTE
Jefferson Music Co., Inc.
 1619 Broadway New York City

HIS FRATERNITY PIN
Kramer-Whitney, Inc.
 1650 Broadway New York City

New Ballad Sensation!
"THE BRIDE WORE BLUE"
 By Leonard Whitcup, Sy Lefco &
 Dale Wood

CECILLE MUSIC CO., Inc.
 1674 BROADWAY
 NEW YORK CITY

TELEVISION DAILY

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

PARA. TO LICENSE THEATER SYSTEM

TELE TOPICS

WOR has a valuable property in Samuel R. Zack's "Labor Arbitration," which it is putting on film for use by its outlets in New York and Washington and for sale to stations in other areas. First half-hour reel was previewed yesterday, and is a dramatic, exciting account of an actual arbitration case. . . . At the screening, we tried to visualize how the film would register over a small tele set. With the exception of excessive panning between two participants seated near each other, the photography seemed well-suited for the medium. . . . Heated arguments between the opposing attorneys and the interpolations of the moderator were especially effective. There was only one fault with the film, but it is a big one. Reading of the decision by an unseen announcer instead of by the arbitrators themselves was an awful letdown, particularly since suspense had been created by the shots of the judges in their shirtsleeves and passage of time as seen on a wall clock. . . . Norman Livingston produced, assisted by Wilbur Streich. Benjamin R. Parker directed, with Charles Harten and Ed Hiland handling the cameras.

ABT PRODUCTIONS has shifted into high gear with completion of its first "Album of Songs" reel, starring Nancy Donovan and Michael O'Duffy, skedded for release next month. Second in the series goes before the cameras Dec. 6, and the firm is planning another film series built around child star Robin Morgan. . . . Louise Polett, the decorative half of the DuMont flackery, guests with Phil Hanna on the WABD "Spare Room" stanza Wednesday. . . . The 450-mile coaxial cable from Philadelphia to Cleveland, which will connect the East and Mid-West nets Jan. 12, was completed at an estimated cost of \$12,500,000. . . . Don Kellett, former U. of Penn. basketball coach, will handle play-by-play on the ABC pickups of the New York Knickerbockers schedule, which begins next Thursday. George Gunn will do the color.

WJBK this week began duplicating its AM-FM shows on TV audio during test pattern hours. Makes things more interesting for installation and repair men, true, but who wants to watch a test pattern while listening to the radio? . . . J. Edward Shugrue, national director of the American Heritage Foundation, will appear on CBS Tuesday when "Roar of the Rails" will be dedicated to the Freedom Train. . . . Hope Emerson, of the "Kobbs Korner" series, flew to the Coast yesterday to do a stint in a 20th-Fox film in San Francisco. She'll be back in two weeks. . . . Installation of NTFC officers will be held at an industry-wide dinner in December. Those to take office are proxy Melvin Gold, veepee Burt Balaban, secy. Robert Wormhoudt and treasurer Bob Paskow, in addition to 11 board members.

ABC Will Refuse Pact To WJZ-TV Directors

For the second time in recent weeks ABC has decided to turn down the request by the New York local of the Radio and Television Directors Guild for contracts covering directors, associate directors and floor managers employed by WJZ-TV.

It's understood that about three weeks ago ABC made known to the Guild that the company felt, at this point at least, it does not have to deal through a union in the hiring of television directors and floor managers. ABC does believe, it's reliably reported, that certain TV program assistants have the right to name a bargaining unit but that this unit must be certified by NLRB. RTDG is not so certified and for television purposes ABC does not recognize the Guild.

Last Monday night the membership of the New York local of RTDG authorized the Guild's Council to take such action as it may deem necessary, including the calling of a strike, against ABC to recognize the Guild and grant its demands. The Guild requested a meeting by ABC with its negotiating committee for next Monday, Nov. 8. Despite the threat, however, ABC is still holding to its original decision.

Homecoming

Celebration of President Truman's triumphant return to Washington today will be carried by the four East Coast networks on a pooled basis from 10:50 to 11:45 a.m. Pick-up will be made by WTTG and fed to ABC, CBS, DuMont and NBC.

Revolving TV Stage Patented By Austin

First patents to be granted covering design aspects of a tele studio layout have just been issued and assigned to the Austin Co. Main feature of the design is a revolving stage which would permit rapid changes of scenes and audience without duplication of equipment required at the present time.

Audience-Seating Changed

According to J. K. Gannett, Austin veepee and director of engineering and research, separate audience seating areas, each accommodating several hundred persons, are provided on either side of a single control room and overlook one quadrant of the turntable stage on which all productions would be set. Sound resistant curtains across the front of each seating area provide for alternate or joint use.

Will Farm Rights For Production Of Equipment

An outside manufacturer will be licensed by Paramount to produce its intermediate theater tele system, it was learned yesterday. Apparatus probably will be available to movie exhibitors sometime next year at an estimated cost of \$30,000 to \$35,000 per unit.

Para. has received numerous inquiries from interested theater owners concerning the prospect of purchasing the system. Although many of the queries can be attributed to "curious" exhibitors concerned primarily with what is happening in theater tele and not necessarily in a position to buy the equipment for their own use, it is understood that Paramount executives are now convinced that a sufficient "real" demand exists to warrant production on a mass basis.

All units thus far have been manufactured by hand, a costly process, and Paramount is proceeding with this method in making additional machines for its theaters in Los Angeles and Chicago both of which will be equipped shortly.

Although mass production details have yet to be worked out, the company will not engage in the enterprise as a subsidiary operation, but rather farm the work out to a qualified manufacturer.

Progress Report No. 12 DuMont's WTTG Has Heavy Sports Sked; Commercials Cover 43% Of Program Time

Washington—The oldest station in the nation's capital, DuMont-owned WTTG was established in 1945 and began commercial operation in January, 1947. Under the direction of general manager Walter Compton, the outlet is now on the air 29 hours a week, with 43 per cent of program time commercial.

Biggest chunk of program time—36 per cent—is devoted to remote pickups. Network programs from DuMont are next with 29 per cent, followed by local live broadcasts, 22 per cent, and film programming, 13 per cent.

Sports events still comprise the largest program category, taking up 32 per cent of program time. Other classifications and percentages are: children's, 12; drama, 12; education, 12; variety, 10; news, 8; fashion, 6; quiz, 4 and miscellaneous, 4. One full-length feature film is scanned each week.

As of Nov. 1, there were 21,200 receivers installed and operating in the metropolitan Washington area. Together with the other two stations in the city, WTTG participates in the Washington Television Circulation Committee, which compiles monthly reports on ownership from sales figures furnished by the Washington Electric Institute and other official sources. These are checked against RMA reports and cross-section polling of the area.



COMPTON

Brolly Named Chief Eng. Of Television Associates

Chicago—A. H. Brolly, chief engineer of WBKB, has resigned effective Nov. 15 to assume a similar post with Television Associates, Inc., manufacturing and engineering concern headed by W. C. Eddy, former general manager of Balaban & Katz outlet.

Brolly joined WBKB in 1940. Previously he was associated with Philco, Farnsworth and Federal Telegraph.

TV Selling To Be Topic Of Eastern 4-A Session

"How To Sell In Television" will be the theme of the Creative Town Meeting to be held by the AAAA at its Eastern annual conference at the Waldorf-Astoria Nov. 15. Chairman of the session is Henry O. Pattison, vice-president of Benton & Bowles.

Members of the panel will be Walter O'Meara, of J. Walter Thompson, on copy; Elwood Whitney, FC&B, on art; Richard de Rochemont, The March of Time, on films, and William Forbes, Y&R, on radio.

WHY?

1. Why did the nation hear — *first and exclusively on Mutual* — the full statement of Dewey Conceding the Election, as read by James Haggerty, the Governor's Press Secretary . . .
2. Why did the nation hear — *first on Mutual* — President Truman's first and only radio speech since his election . . .

A77AX — TRUMAN —

New York, Nov. 3 (AP) — The Mutual Network tonight quoted President Truman as saying in his first broadcast since his election victory that he would do his very best to carry out the Democratic platform. MBS said Mr. Truman speaking at a victory celebration at the Court House in Independence, Mo., asserted: "I am going to do the very best I can to carry out the Democratic platform as I promised to do in my speeches for victory. And we have a Congress."

3. Why did the nation hear — *first on Mutual* — a broadcast from Paducah, Ky., by Vice-President Alben Barkley . . . several hours before any other network . . .
4. Why was Mutual *the first network* to indicate a Truman victory and why did INS carry this bulletin:

HNA33 Bun Box

New York, Nov. 3 (INS) — Louis Bean, Mutual Broadcasting System's chief political analyst, at 5 a.m. (EST) today conceded the election to President Truman on the basis of returns and "The Prevailing Trend to Truman."

BECAUSE

Mutual's election coverage was designed to give the nation a true, accurate and intelligent picture of how the election was going — and to do it first, fastest and most completely.

That Mutual was able to do just this (and the hundreds of wires from sta-

tions and listeners all over the country prove that we did) is due to the superb teamwork of the News Services, Mutual's affiliated stations and the Mutual News staff augmented by willing workers from every Department of the Mutual Network.

Mutual Broadcasting System

First With The Results

RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television

VOL. 45, NO. 25

NEW YORK, MONDAY, NOVEMBER 8, 1948

TEN CENTS

PLAN NAT'L RADIO WEEK OBSERVANCE

NAB Board To Scan '49 Convention Plans

Washington Bureau, RADIO DAILY
Washington—The NAB board, when it meets here next week, will have detailed plans and a tentative agenda for the April convention of NAB laid before it by C. E. Arney, Jr., secretary-treasurer. The week-long meet will get under way April 6 at Chicago's Stevens Hotel.

The board will consider the agenda on the basis of a report just completed by the NAB convention sites and policy committee, under the chairmanship of Howard Lane, WJJD,

(Continued on Page 5)

New Roosevelt Series To Originate In Paris

Mrs. Eleanor Roosevelt in Paris introducing a distinguished guest to her daughter, Anna, who will be in California will inaugurate the first of the new three-a-week series, Eleanor and Anna Roosevelt over ABC on Monday, Nov. 8, 10:45 a.m., EST. Mrs. Roosevelt who is in Paris attending the U.N. assembly will introduce her guest in a trans-Atlantic broadcast.

RWG And Agencies Conferring Amicably

Contract discussions between a committee representing agencies and sponsors and the Radio Writers' Guild got off on a friendly basis Friday and Federal mediator J. R. Mandelbaum has been able to step out of the picture. He will continue, however, to be on call in case the two sides hit another impasse.

No meeting is scheduled for today

(Continued on Page 5)

23rd Anniversary

Schenectady—Radio's oldest farm program, the WGY Farm Forum, observed its 23rd anniversary, Friday, with its program originating from the home of the oldest active farmer in the area served by WGY. Broadcast equipment was set up in the 150-year-old home of Edward S. Hutchinson, who has spent 60 of his 88 years on his present farm.

Still Traveling

Radio commentators who traveled with the campaign train of President Harry S. Truman the past six weeks are getting little rest. They arrived with the President in Washington on Friday and left with him on Saturday for his two weeks' vacation at Key West, Fla. The same applied to the White House correspondents on the Presidential train.

AFM 'Trustee' Plan To D. Of J. Nov. 10

Plan for a trustee fund, accruing from record royalties, which has been agreed upon by the recording industry and AFM will be presented to the Department of Justice for a ruling as to its legality next Wednesday, Nov. 10, it was announced Friday by James Petrillo, AFM president. AFM general counsel Milton Diamond, accompanied by representatives of the recording industry, will present the

(Continued on Page 5)

Tube Sales In September Two Million Over 1947

Washington Bureau, RADIO DAILY
Washington—September sales of receiving tubes by RMA members totalled 18,440,588, it was announced Friday—1.7 million better than the August count and more than two million above the September 1947, figure. Of the total, 12,742,548 were for new sets, and 5,119,865 for replacements. Total tube sales for the first nine months of the year tally 144,809,972, RMA said.

Radio, TV Making Plans For Truman's Inaugural

Representatives of radio and television are expected to meet in Washington this week with J. Harold McGrath chairman of the Democratic National Committee, and other Democratic leaders to complete plans for the coverage of the inaugural of President Harry S. Truman on January 20.

Tentative plans call for the four major networks to pool their facilities for AM radio coverage and for the

NAB And RMA Forecast Wide Interest In Annual Merchandising Week; Network Plans Revealed

FCC Probe Reported To Be Bogging Down

Washington Bureau, RADIO DAILY
Washington—Rep. Forest Harness of Indiana, lame duck chairman of the Special House Committee Investigating the FCC, is due here early this week, but until he arrives Committee Counsel Frank Bow has no idea whether the Committee will call any further public hearings. Bow returned last week from Puerto Rico, where he looked into complaints about the

(Continued on Page 2)

Ciggie Co. Signs On CBS For "Your Lucky Strike"

American Tobacco Company has signed with CBS to sponsor "Your Lucky Strike," a showcase for professional talent with Don Ameche as emcee, five days a week, 4:30-5 p.m., EST, starting sometime in De-

(Continued on Page 2)

Radio To Participate In NCCJ Celebration

Radio will participate in the twentieth anniversary celebration of The National Conference of Christians and Jews which will be observed Nov. 17

(Continued on Page 2)

Plans for the observance of "National Radio Week" from November 14 to 20 are going forward with both the National Association of Broadcasters and the Radio Manufacturers Association staging intensive campaigns to stimulate radio and television merchandising during the eight-day period;

(Continued on Page 5)

Seeks Election Data From Poll-Takers

An appeal to poll-takers to disclose the technical data used in their Presidential election forecasting for an evaluation, was made the past weekend by Dr. Louis J. Paradiso, former head of the business statistics section of the Department of Commerce. He asks that the poll-takers who missed the election forecasts to disclose the size of their samples, the sampling

(Continued on Page 2)

Army Reserve Unit Formed By RCA Communications

An organized reserve unit comprised of staff members of RCA Communications, Inc., was activated at Governors Island last week by Major General L. C. Jaynes, Commanding General of the New York, New Jersey and Delaware Military

(Continued on Page 2)

Test Program

William H. Wise & Co., book publishers, sponsored a special one-time quarter-hour program on ABC on Friday at 10:45 a.m., EST, to test the effectiveness of network radio in book sales. The program was in behalf of the publisher's "New Modern Encyclopedia of Modern Sewing," with Sidney Waiton interviewing Jane Jordan of the publishing firm.



★ COMING AND GOING ★

Vol. 45, No. 25 Mon., Nov. 8, 1948 Price 10 Cts.

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

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WEST COAST OFFICES
Ralph Wilk, Manager
6425 Hollywood Blvd. Phone: Granite 6607
WASHINGTON BUREAU
Andrew H. Older, Chief 6417 Dahlonega Rd.
Phone: Wisconsin 3271
CHICAGO BUREAU
Nat Green 155 N. Clark St.
Phone: State 2332

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FINANCIAL

(November 5)

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, Stewart-Warner, Westinghouse, Westinghouse pfd., Zenith Radio.

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

Wedding Bells

Ken R. Dyke, administrative vice-president of NBC, and Valerie Edmonds Young, daughter of Mrs. Reginald Edmonds of Toronto, Canada, and the late Mr. Edmonds, were married Friday afternoon in the Central Presbyterian Church in New York City. The couple will take a wedding trip to Europe and upon their return will temporarily make their home at 419 East 57th Street.

10 YEARS AGO TODAY

(From the files of Radio Daily)

San Francisco's first public demonstration of Farnsworth television was witnessed by more than 100 radio and newspapermen and members of the Merchants' Exchange, featuring dance acts and a representative of Max Factor studios from Hollywood applying makeup. The televised images were relayed via special lines from a studio specially erected, as there were no television transmitters here.

RAYMOND F. GUY, manager of radio and allocations engineering for NBC, has returned from a trip to Los Angeles and San Francisco, where he studied broadcasting facilities now under construction. He also went down to Mexico City to attend the International Short-wave Broadcasting Conference. MRS. GUY accompanied him on the entire trip.

GORDON GRAY, vice-president of WIP, Philadelphia, will spend tomorrow and Wednesday in New York on station business.

JOHNNY OLSEN, Whiz Quizzer on ABC, and his wife, PENNY, are spending some time in Greenwich before flying to the West Coast for two broadcasts.

THEODORE EMBER, president of Electrical Products, Inc., Baltimore, was a visitor this week at the New York plant of the Emerson Radio and Phonograph Corp.

WILLIAM J. NEWENS, general manager of KOIL, Omaha, and "FROSTY" BLAIR, sales manager of the station, have left on a 10-day business trip during which they'll cover New York, Washington and Chicago.

HARRISON WOOD, American network commentator, is in Worcester, Mass., where today he will speak before the Women's Republican Club at the Sheraton Hotel. His topic will be "Putting First Things First."

JAMES L. MIDDLEBROOKS, chief facilities engineer for ABC, is on a three-week business trip to Detroit, Chicago, Los Angeles and other West Coast points.

GLORIA KING, radio, television and stage songstress, has returned from London, where she made several radio and video appearances in connection with her starring role in the British musical, "Coconut Grove."

FCC Probe Reported To Be Bogging Down

(Continued from Page 1)

FCC's licensing of a government station for commercial operation. He said if the committee orders it he is prepared to move ahead with hearings on several subjects.

Not only the Puerto Rico matter, but also overall consideration of the FCC's licensing, personnel and Blue Book policies could be the subject of hearing during the next two months, he said. But he did not sound optimistic that further public hearings will actually be held.

In the meantime, he will definitely be busy preparing a final report, he said, and he is thinking seriously of proposing a sweeping revisor of the Communications Act in the report, even though without much hope that the new Congress would pay attention to it.

Seeks Election Data From The Poll-Takers

(Continued from Page 1)

error indicated and other technical data.

"The poll-takers have usually been deficient in not indicating in their published statements and reports the size of the sample used and the sampling error that is involved," Dr. Paradiso said.

Dr. Paradiso has been vice-president in charge of research of the Econometric Institute in New York since 1947. While with the government he pioneered in the development of the sample survey.

Attorney Joins NAB

NAB announced last week that Richard W. Jenks of San Francisco, an attorney, has joined the organization, as an aide to general counsel Don Petty. Coming direct from the Stanford University Law School, he replaces attorney Bryce Rea, who has joined the law faculty of Mercer University, Macon, Ga.

Composing Engineer

Mal West, CBS studio engineer, is the author of the new song, "You're A No Good Man," which has just been published by Smith-Foley Music Publications, New York.

Army Reserve Unit Formed By RCA Communications

(Continued from Page 1)

District. Formed in line with the War Department Affiliation Program, the unit became the Headquarters and Headquarters Detachment, 300th Signal Service Group, Army of the United States.

The activation took place at a luncheon given at the Officers Club by Colonel P. A. Wakeman, 1st Army Signal Officer. In the group at the ceremony was Major General H. C. Ingles, retired Chief Signal Officer of the Army, who is President of RCA Communications, Inc.

Ciggie Co. Signs On CBS For "Your Lucky Strike"

(Continued from Page 1)

ember or January. BBD&O is the agency.

It's expected that the new Monday through Friday series will present the best young professional talent available with the format comparable to "Hollywood Showcase," heard earlier this year on CBS. "Your Lucky Strike" will replace "Winner Take All" on the Columbia network and the latter show probably will be dropped as a daily series. "Winner Take All" will continue as a half-hour show on Saturday night and also on television.

Radio To Participate In NCCJ Celebration

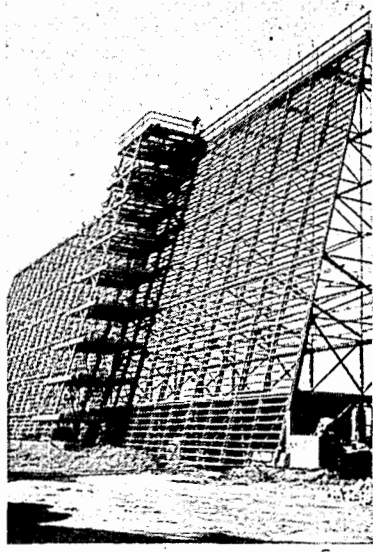
(Continued from Page 1)

and 18 and will be climaxed with a dinner at the Waldorf-Astoria Hotel on the night of the 18th.

Henry Ford, II and Roger W. Straus, co-founder and one of the co-chairmen of NCCJ, will be honored for their outstanding services in the field of inter-group relations when they are awarded citations at the dinner at which Nelson A. Rockefeller will be chairman.

New ABC Series

A new weekly series of five minute profiles of personalities in the news will be inaugurated by George Hicks on ABC, Thursday, Nov. 11, at 8:55 p.m., EST.



This'll fool you!

They call this a "screen backdrop" in Hollywood. They paint scenes on it for filming landscapes. And the scenes are all fakes, of course, but they fool the movie audiences. Hollywood is full of such make-believe.

Makes us think about some of the claims of high-wattage radio stations. To hear them talk, you'd think everybody in town listens to them all day long. But don't let these claims confuse you in your time-buying.

We make no such claims for W-I-T-H. But we do claim this: W-I-T-H delivers more listeners-per-dollar than any station in Baltimore. It covers 92.3% of the radio homes in the Baltimore trading area.

It costs less to sell more on W-I-T-H, the BIG independent with the BIG audience. Call in your Headley-Reed man today!



AM W-I-T-H FM

Baltimore 3, Maryland

TOM TINSLEY, President Represented by Headley-Reed



There's a lot more to it than this...

In fact, there's a complete story behind this picture. The man is a Weed & Company representative. He's almost always welcome wherever he goes . . . Why? There's a lot to it that doesn't show in a receptionist's friendly smile.

There's training and timing, associations and experience . . . There's a lot of knowledge backed up by a lot more hard work. Basically . . . there's the fact that he never wastes time. He means business . . . he talks business.

He *knows* specific markets like the back of his hand and he *talks* effective coverage in them. He *knows* how to get maximum results from every penny you spend for advertising . . . he *talks* Spot Radio.

Spot Radio is a highly complicated as well as a highly profitable medium. The expert knowledge required to use it correctly makes Weed and Company service indispensable to any radio advertiser.

Weed *radio station representatives*
 and company
 new york • boston • chicago • detroit
 san francisco • atlanta • hollywood

NEW BUSINESS

WGN, Chicago: Prest-O-Lite Battery Co., Inc., through Ruthrauff & Ryan, Inc., a daily one-minute announcement, Monday through Friday, for 10 weeks from October 25; American Bird Products, Inc., the "American Radio Warblers" for 26 weeks from October 31, through Weston-Barnett, Inc.; Nash-Kelvinator Corp., through Guyer-Newell-Ganger, Inc., three weekly station break announcements for four weeks from October 23; General Motors Corp. (Oldsmobile), through D. P. Brother & Co., Inc., renewal of contract for three weekly station break announcements for 13 weeks from November 3; Beltone Hearing Aid Co., through John W. Shaw, Inc., three weekly participating announcements in the "June Baker" program, Monday through Saturday, for seven weeks from October 18; Lever Bros. (Breese), through Federal Advertising Agency, renewal of three weekly participating announcements in the "June Baker" program, six weekly station break announcements and three one-minute announcements weekly for 10 weeks from October 28.

WOR, New York: The Kaiser-Frazer Corporation has sponsored a long-term series of one-minute announcements on behalf of its cars on the "Russ Hodges" sports program broadcast Monday through Friday from 8:5 to 9 p.m. The contract was placed through the advertising firm of Morris F. Swaney Inc., Chicago. The General Electric Company has renewed its participating announcements for GE vacuum cleaners "McCanns at Home" and the "Barbara Welles Show." The GE announcements are heard on the "McCanns at Home," Monday through Friday, between 9:30 and 10 a.m., and on the "Barbara Welles Show," Monday through Friday, between 4 and 5:30 p.m. Contracts were placed through the William N. Scheer Advertising Agency of Newark N. J.

Helen Hayes Returning To CBS Electric Theater

Helen Hayes is returning to the United States on Nov. 11 after an extended engagement in "The Glass Menagerie" in London. On Sunday, Nov. 14, Miss Hayes will become permanent star of CBS' "Electric Theater" appearing in "Victoria Regina," one of her greatest stage successes. The program is heard from 9:00 to 9:30 p.m., EST.

New ET For War-Children

Aline MacMahon and Jackie Cooper are starred in a 15-minute transcribed drama titled "The Silent Guest," a story of the plight of children in war-torn countries. Program makes a plea for American families to invite to their Thanksgiving dinner a "silent guest" who would represent a hungry child overseas. Stations can obtain a free pressing of the ET from Ted Hudes Radio Productions, 17 East 42nd Street, New York.



California Commentary . . . !

• • • Jo Stafford, star of the Chesterfield Supper Club for four years, starts her own program, "The Jo Stafford Show," November 11 over the ABC network. One of the highest-paid girl singers in radio, Miss Stafford continues her Supper Club appearance over NBC on Tuesdays. The new show is broadcast each Thursday evening and is sponsored by the Revere Camera Company. . . . David Starling of the KFI announcing staff has been made announcer-producer of KFI. . . . Bill Spargrove of KECA's announcing staff was married October 30th to Rhea Lund. . . . Jimmy Wakely has been awarded the annual plaque of the Texas Youth movement for starring in wholesome screen entertainment through his Monogram series of Westerns. . . . Blanca Holmes, the astrologer, has recorded a 15-minute television program entitled, "In The Stars" for Howard Welsh. . . . One of the funniest things heard in years is the "Simpson Twins" routine done by Elvia Allman and Bea Beanadares. . . . Norma Zimmer taking a month off from stint on Meredith Willson's "Talking People" to have a baby, with stand-in Betty Noyes replacing her.



• • • Rumored rift between Mutual web executives reported settled with Linus Travers deciding to remain in Boston with the Yankee web. . . . Nick Sevano, who came to Hollywood six months ago to become an associate with Alan Young, is now headquartering with Frank Cooper Associates. Sevano, who will work with Frank Cooper on the Alan Young account, was formerly associated with Frank Sinatra and Tommy Dorsey. . . . Bob Hope appointed co-chairman of 1948 Arthritis & Rheumatism Foundation Fund Drive. . . . Jack Carson has been named honorary Sheriff of Woodland Hills (Calif.). . . . Bob Hussey, Young & Rubicam Hollywood program development manager, is spending a fortnight at New York office. . . . The sponsor of Jean Hersholt's "Dr. Christian" series, it is understood, is looking for a second show with plans to premiere it early in January.



• • • Jack Benny continues his round of benefit chores. Last week he was emcee of the Hadassah benefit and also emceed the Masquers' dinner for Pat O'Brien. . . . Nana Bryant is slated to star in "Home, Sweet Home," 15-minute television domestic comedy series which Joe Sanley will transcribe as producer and director. Show will be heard over KTLA starting in December. . . . Del Sharbutt has written a hilarious two-act play, "Inside Keekuk" and it will be introduced by the Century Theater Group, next month. . . . Al Jarvis has added his special feature "Honest Opinions" to the evening portion of his "Make Believe Ballroom," over KLAC. . . . Earl Zeigler has been appointed photo editor of the NBC Press Department, succeeding Baldwin Sullivan, who returned to International News Photos as chief of the Los Angeles Bureau. . . . Maurie Gresham, of the KLAC sales staff, who recently won a 1948 convertible Chevrolet at the new Van Nuys Chevrolet plant, gained another bit of good fortune, when he sold his winning ticket in a Cub-Scout raffle to his wife. The prize—a Philco Television Set.



• • • KGFJ Manager Thelma Kirchner is very happy over the signing of a contract with the Penny-Owsley Music Company for a portion of "Musical Digest," KGFJ's recorded concert of the world's greatest music and artists. Penny-Owsley Music Company, has acquired the services of Dr. Karl Wecker to program and comment upon their portion of the concert. Wecker holds a doctorate from the Cincinnati Conservatory of Music for experiments in music as a therapeutic agent and "for vital contributions to the cause of American Music."

AGENCIES

MARTHA TORGE, formerly publicity writer at World Broadcasting System and more recently representing opera, concert and radio artists, has joined the personal representation division of Sidney Ascher Associates. She has been assigned to the Conrad Thibault account.

ALFRED PAUL BERGER CO., Inc., has been appointed advertising agency for Hannah Troy, Inc., New York, women's fashions. National fashion publications will be used. Martin M. Colby is account executive.

JAMES THOMAS CHIRURG CO., Boston and New York advertising agency, announces two changes in its New York staff. Raymond A. Menzl, formerly with the H. B. LeQuatte Co. of New York, becomes production manager, succeeding Frederick A. Kellar, who takes on account management duties.

DANIEL F. SULLIVAN CO. of Boston has taken additional space adjoining its offices in the Statler Bldg. to provide for the expansion of its rapidly-growing radio and television department. Radio work at this agency is under direction of Eugene F. Stafford.

GARDNER ADVERTISING COMPANY, St. Louis, has announced its resignation as advertising counsel for Hyde Park Breweries Association, Incorporated, effective on November 17, 1948.

CARTER PRODUCTS, Inc. announces that it has appointed Raymond Spector Company, Inc. as advertising agency for Natrasan, a new bulk-type jelly laxative. Newspapers and radio will be used.

TRANSFILM, Inc., New York, one of the nation's leading producers of television, educational, commercial and documentary film, has appointed W. B. Doner & Company, New York, to direct its promotion and public relations activities.

WOR Starting Xmas Fund For Hospital Children

WOR launches its annual Christmas Fund drive today in order to collect contributions from listeners which will be used to bring Yuletide toys and clothing to underprivileged children in free wards of 18 hospitals in New York City. This is the fifth straight year that WOR has conducted the project under the organization and direction of Edythe J. Meserand, assistant director of news and special features.

On Dec. 22 Christmas parties will be held in each of the 18 hospitals with a leading WOR personality making an appearance at each party. Between Nov. 8 and Dec. 22 all WOR programs will make round the clock appeals with a corps of volunteer workers wrapping gifts and writing letters of thanks to contributors.

AFM 'Trustee' Plan To D. Of J. Nov. 10

(Continued from Page 1)

plan at 3 p.m. to the Attorney General's office.

Starting date of the resumption of making of records hinges on the outcome of the ruling by the Department of Justice. There has been considerable debate in the trade as to whether or not the plan is legal but it's also the consensus that the idea is not likely to get a complete turn-down by the Federal agency, particularly in the light of harmonious events in recent weeks.

In drawing up the trustee plan, attorneys have also given every consideration to the fact that it faces a ruling by the Department of Justice. Originally Petrillo proposed that AFM would have a veto power over spending of money in the fund but this has been thrown out. It's understood, however, that the union will specify which unemployed musicians are to share in money paid out for free concerts.

No One Yet Selected

Naming of a trustee is a matter resting solely with the record industry. It's believed that so far no one has been selected. Neither has a salary been set for the trustee although it's expected to be a substantial sum.

So far, no attempts have been made by any parties to bring a settlement between AFM and the transcription industry. ET crowd shows no inclination to initiate a settlement at this time. In the first place, the transcription industry is waiting to see just what specific deal the diskers make with Petrillo. It could be that ET companies will fall right in line with their own settlement but it may not be before the first of the year.

New Applications At FCC; Other Commission Activity

Washington Bureau, RADIO DAILY

Washington—The FCC announced yesterday the receipt of applications for two new unlimited-time 250-watt, from the Gettysburg (Pa.) Times and News, seeking the 1450 band, and from the Wythe County Broadcasting Co., Wytheville, Va., seeking the 1340 band. Daytime operation with 500 watts on the 1430 band was asked by Steitz Newspapers, Inc., Lebanon, Pa., while an application for daytime operation on the 900 band with 250 watts was received from Cecil W. Roberts, Nevada, Mo.

File numbers were assigned also to the application of the old South Broadcasting Co., Natchez, Miss., for unlimited time on the 1450 band with 250 watts, and that of Don J. Kesterke, Fulton, N. Y., for daytime hours on the 1300 band with one kilowatt.

The Commission also announced that it has okayed the application of KTRB, Modesto, Calif., to increase its daytime power from one to five kilowatts on the 860 band. The station is currently on with one kilowatt unlimited.

On the ground that he "knowingly

'National Radio Week' Plans Include Webs' Participation

(Continued from Page 1)

this year's observance marks the 28th anniversary of radio and will be centered on the theme developed in RMA's Hartford-Providence radio sales test and the second annual "Voice of Democracy" radio script contest which offers a number of college scholarships as prizes.

The networks, radio and TV set manufacturers, and allied fields of the radio and television industry will focus attention on the week's observance with special radio programs, advertising in the dailies and trade press, and through the medium of merchandising tieups with dealers and distributors throughout the nation.

Plans of the four major nets were announced Friday by Robert K. Richards, NAB public-relations chieftain, while the RMA public relations chief, James D. Secrest, revealed details of the plans of co-operating retailers, wholesalers and manufacturers of radio receivers.

Prominent in all the promotion plans are the radio-in-every-room campaign and the "Voice of Democracy" contest for high school students.

About 500 newspapers will carry full page co-operative dealer advertisements during the week, it was learned. Layouts and mats for local use were prepared by the RMA advertising committee, with emphasis upon the radio-in-every-room . . . radio-for-everyone theme.

Richards revealed that ABC will feature the high school winners of the "Voice of Democracy" contest on its "Youth Asks the Government" show. In addition to scheduling spots and arranging for mention of the Radio Week in numerous shows, parts of the Robert Q. Lewis and Arthur Godfrey programs will be turned over by CBS.

Wheeler To KFI

Hollywood—Burrill Wheeler, one of the nation's leading participation program personalities, will move to KFI for a daily half-hour broadcast effective today, Nov. 8. Wheeler's new series on KFI really constitutes a return to the station where he first sprang to prominence. For several years before he took the helm of the local Housewives' Protective League and Sunrise Salute broadcasts, Wheeler did his off-the-cuff commentary on KFI. Wheeler has been chief-of-staff of the Los Angeles HPL shows for five years.

concealed material facts . . . and made affirmative misrepresentations of fact to the Commission," the FCC yesterday revoked the license of WIBS, Santurce, Puerto Rico. Licensee is Jose E. Del Valle. He has never had sole control of the station's funds, the Commission said, although he told the FCC he did. Three other individuals were named as heavy contributors to the station's upkeep. Del Valle is given 15 days to ask for a hearing.

MBS' president, Edgar Kobak, will be heard next Sunday, presenting the Junior Achievement Radio Award, while one of the "Voice of Democracy" winners will take part in the MBS Freedom Train show from Gettysburg, Pa.

"Living—1948" Scheduled

In addition to spots, NBC will devote one edition of its documentary series "Living—1948" to National Radio Week, Richards said.

Offers of assistance have been received also from Fred Waring, H. V. Kaltenborn, Fibber McGee and Molly, Phillips H. Lord and Ed Byron, NAB said. Co-ordinating National Radio Week programming for the nets are Charles Harrell, ABC; Gerald Maulsby, William Fineshruber and Werner Jensen, CBS; Jack Paige, MBS, and Tom McCray, NBC.

RCA-Victor Announces Plans

RCA-Victor, according to J. B. Elliott, vice-president in charge of the RCA-Victor Home Instrument department, is readying an eye-catching floor and window display. The display bearing the tag line, "RCA-Victor has the right radio for every room in the house," the display is designed as an architect's sketch board and shows the interior plans of a modern home.

Stressing the effectiveness of the "Radio In Every Room" theme, Elliott pointed out that "This is the first time in the history of the industry that dealers are being offered an opportunity to get in on a promotion that has been actually sales tested." He pointed out that last February a group of Hartford dealers, using the personalized sales approach recommended by RMA, outsold a similar group of dealers using "normal" methods in Providence by two and a half to one.

Thomas Named V.P.

Chicago—Edward J. Thomas who has been with International Events, news service, since 1940, was made vice-president of the company this week and has been appointed general sales manager, replacing Irving Matoway who no longer represents International. Dave Gottlieb was re-elected president of the firm at the annual meeting.

Wedding Bells

James Lewis, one-fourth of the "Mariners Quartet" heard on Arthur Godfrey's CBS program, was married last week to Miss Janice Brooks of Los Angeles. Ceremony was held at the Second Presbyterian Church, Newark, N. J.

Claims Political Beat

Boston—Claiming first broadcast of Governor-Elect Dever's victory statement early Wednesday, WCOP had the only direct line into the Dever headquarters. WCOP cooperated with the Boston Globe in its statewide election coverage.

NAB Board To Scan '49 Convention Plans

(Continued from Page 1)

Chicago, and composed of Harry Bannister, WWJ, Detroit; Paul W. Morency, WTIC, Hartford, and Calvin J. Smith, KFAC, Los Angeles.

The convention, following the practice inaugurated in the last meeting, will be broken into two conferences, an engineering conference and a management conference, separated by the Sunday of that week.

The engineering conference will hold its registration on April 6, and its meetings and other events April 7-9.

Registration April 10

Delegates to the management conference will register on April 10, and their meetings will be held April 11 and 12.

All engineering events, including exhibits, luncheons, dinners, and discussions, will be held in the Stevens Hotel. Management delegates will register and hold their luncheons and banquets in the Stevens, along with the exhibits, but the business sessions of the management conference will take place in the Eighth Street Theater.

The exhibits, ranging from the heaviest engineering equipment to the smallest services for broadcasters, will occupy 32,000 square feet of space in the Stevens Hotel, in addition to about 100 rooms on the 5th and 6th floors of the hotel for smaller exhibits by NAB associate members.

RWG And Agencies Conferring Amicably

(Continued from Page 1)

but the negotiators will resume their talks tomorrow at the Waldorf-Astoria. According to the proposal agreed upon last Thursday by both sides, RWG is to seek NLRB certification when the parties reach an agreement on contracts. The certification is to be sought prior to the agreement or contracts actually becoming effective.

Under the proposals instituted by Mandelbaum, RWG still has the right after Nov. 14 to place on its unfair list any agencies or commercial programs which are not represented in the negotiations. Last Thursday the Guild suspended its entire unfair list.

Breaking of the deadlock and beginning of negotiations was considerably speeded up a week ago when sponsor representatives themselves came on the scene. During discussions in months past the agencies have been considerably handicapped by having to clear everything with each sponsor before taking a stand on any question.

Streibert Named Trustee

Theodore C. Streibert, president of WOR, New York, has been elected a trustee of the Brooklyn Institute of Arts and Sciences. The institute was founded 125 years ago for the dissemination of adult education.

THE WEEK IN RADIO

All-Night Election Thriller

By VAL ADAMS

RADIO and television scored beat on all election returns with its razzle dazzle coverage which went on for about 17 hours without a let-up. Both GOP and Democratic leaders paid tribute to radio for its comprehensive coverage throughout the night. Ken Fry, Democratic radio director, said radio was very important factor in victories of his party.

Radio Writers Guild called off strike plans and entered into negotiations with agencies and sponsors. Federal mediator J. R. Mandelbaum broke the deadlock after series of separate conferences with both sides. . . . CBS gross income for nine months (39 weeks) ending Oct. 2, 1948, was \$50,535,189. This includes Columbia Records operation. The nine months (40 weeks) gross ending Oct. 4, 1947, was \$54,665,434.

The 12.8 per cent increase in gross revenue by webs and AM stations in 1947 (over 1946) was more than wiped out by 18.6 per cent rise in broadcast expenses, FCC disclosed. Thus, aggregate broadcast income, before Federal taxes, dropped 6.1 per cent. . . . Smashing Democratic victory puts FCC membership in most secure position the body has enjoyed in years. Friendly legislators will take over key Congressional posts. Forest Harness, chairman of the special committee investigating FCC, met unexpected defeat. New chairman of Senate Interstate Commerce Committee will be Sen. Ed Johnson of Colorado, bitter foe of superpower.

Studebaker eyeing metropolitan markets for open news periods on local stations. Sponsor just signed for series on WMAQ, Chicago. Agency is Roche, Williams & Cleary. . . . Linus Travers remaining with Yankee Network instead of coming to New York as vice-president of Mutual. Edgar Kobak, MBS president, originally planned to bring in Travers on Nov. 1 but plan has been dropped entirely.

Goar Mestre, president of Inter-American Association of Broadcasters, registered strong protest against FCC's grant of commercial license to WIPR, government owned station in San Juan, Puerto Rico.

New trend has started in college football allowing cigaret sponsors to buy radio and TV rights. Until last season the door was barred to tobacco advertisers. . . . Philco's statement for first nine months of 1948 showed sales totalling \$194,156,000, increase of 23 per cent. Philco said television unit production is up 360 per cent over last year. . . . Carl A. Heuser, comptroller and assistant treasurer of Bamberger Broadcasting Service, owner of WOR, New York and WOIC-TV, Washington, elected secretary of the corporation.

"Stop the Music" dropped below top 15 in latest Hooper. Fred Allen moved up into 9th place and Charlie McCarthy to 14th position.

NETWORK SONG FAVORITES

The top 30 songs of the week (more in case of ties), based on the copyrighted Audience Coverage Index Survey of Popular Music Broadcast Over Radio Networks. Published by the Office of Research, Inc., Dr. John G. Peatman, Director.
Survey Week of October 22-28, 1948

TITLE	PUBLISHER
A Tree In The Meadow	Shapiro-Bernstein
Ain't Doin' Bad, Doin' Nothin'	Henry Spitzer
Blue Bird Of Happiness	T. B. Harms
Buttons And Bows	Famous
Confess	Oxford
Cuanto Le Gusta	Southern
Down Among The Sheltering Palms	Miller
Ev'ry Day I Love You	Harms
Galway Bay	Leeds
Hair Of Gold, Eyes Of Blue	Robert
Here I'll Stay	Chappell
I Still Get A Thrill	Words & Music
I'd Love To Live In Loveland	Bregman-Vocco-Conn
Isn't It Romantic	Famous
It's A Most Unusual Day	Robbins
It's Magic	Witmark
Lavender Blue	Santly-Joy
Love Somebody	Kramer-Whitney
Maybe You'll Be There	Triangle
My Darling, My Darling	E. H. Morris
My Happiness	Blasco
On A Slow Boat To China	Melrose
Rambling Rose	Laurel
Say It Isn't So	Berlin
Say Something Sweet To Your Sweetheart	Mills
Twelfth Street Rag	Shapiro-Bernstein
Underneath The Arches	Robbins
Until	Dorsey Bros.
When You Left Me	Porgie
You Call Everybody Darling	Mayfair
You Came A Long Way From St. Louis	Jewel
You Were Only Fooling	Shapiro-Bernstein

Second Group

TITLE	PUBLISHER
A Hundred And Sixty Acres	Leeds
Ah But It Happens	Bourne
Bella Bella Marie	Leeds
Bouquet Of Roses	Hill & Range
Brush Those Tears From Your Eyes	Leeds
By The Way	Bregman-Vocco-Conn
Cool Water	American Music
For You	Witmark
I Don't Care If It Rains All Night	Witmark
In My Dreams	Murray-Wizell
Just For Now	Advanced
Money Song	Crawford
Night Has A Thousand Eyes	Paramount
Put 'Em In A Box	Remick
Rendezvous With A Rose	Jay Dee
Steppin' Out With My Baby	Berlin
Take It Away	Pemora
That Certain Party	Bourne
This Is The Moment	Miller
Walkin' With My Shadow	Johnstone-Monte
What Did I Do	Triangle
Why Does It Have To Rain On Sunday	Duchess
You Started Something	Broadcast Music

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COAST-TO-COAST

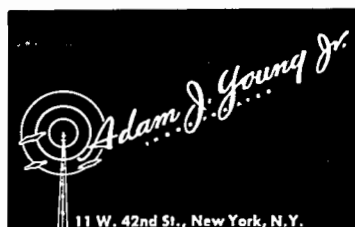
"Regimented Raindrops" Honored
Omaha, Neb.—WOW's "Regimented Raindrops" project for soil conservation education has been awarded national recognition for the fourth time this year. This time the Schoc Broadcast Conference, meeting in Chicago, announced a first award and special commendation to Mal Hansen, WOW's farm service director. Others who have honored "Regimented Raindrops" are Ohio State University, CCNY and "Variety."

Ford Dealers Talk Radio
Salt Lake City, Utah—KSL played host recently to a group of Ford dealers who were invited to the station to listen to a specially prepared transcription of the Ford Theatre show. Ray Bergman, of the KS promotion department, was in charge of the meeting, and talked about the station's promotion and publicity for the new Ford program. C. Richard Evans, manager of KSL, explained the station's coverage.

Vets Honor Armstrong
Pittsburgh, Pa.—Bernie Armstrong, KDKA's musical director, was honored by the Disabled American Veterans recently, during the Duquesne Show broadcast where they presented him the National Certificate of Merit. More than 40 D.A.V. members and officers were in the studio for the presentation, which was made in acknowledgment of the many things Armstrong has done for disabled veterans.

Virginia Papers Hailed
Richmond, Va.—During the recent "Newspaper Week," George Passag WRVA's news editor-commentator saluted Virginia's daily and week newspaper. Appearing on the program was E. O. Meyer, secretary of the Virginia Press Association. Meyer told about the founding of the association, of National Newspaper Week and offered interesting background material about Virginia's newspapers.

Lady Disc Jockey
Washington, D. C.—The first lady disc jockey on station WWDC is Jody Miller who placed first in the "Miss Washington Contest." The program titled "Romance with Jody" is aired Monday through Friday with the musical accent on the sweeter side.



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

RADIO & TELEVISION REPRESENTATIVES

New York • Chicago • Los Angeles • San Francisco

TELEVISION DAILY

Daily section of RADIO DAILY, Monday, November 8, 1948—TELEVISION DAILY is fully protected by register and copyright

CBS BUYS RAYTHEON MASS. OUTLET

TELE TOPICS

TOTAL OF 494 ADVERTISERS around the country were using tele last month, according to a study made by N. C. Rorabaugh and covering 38 stations in 21 markets. Included were 32 network sponsors, 181 selective advertisers and 281 local retailers. . . . Arthur Godfrey's Talent Scouts will be seen as well as heard over CBS beginning Dec. 6. Lipton's, through YGR, will place the show in the East Coast net in New York, Boston, Philadelphia, Baltimore and Washington. . . . French stars Charles Trenet and Edith Piaf will guest on the WPIX "UN Carnival" tonight. . . . Rouben Mamoulian speaks at the ATS luncheon tomorrow at the Astor. . . . James N. Furness, formerly with stations in N. Y. and Philly, has gone down South to join the production staff of WSB-TV in Atlanta.

CBS HAS acquired exclusive U. S. rights to 52 major British films from Edward Sherman, of MPM, California firm. Deal covers broadcast and distribution rights and includes pictures with Gracie Fields, Michael Redgrave, James Mason, Lilli Palmer and other top stars. . . . NBC producer Owen Davis, Jr., revisits his alma mater, Yale, Saturday to speak before a class in drama. . . . The Bigelow Show should discontinue pronto the high camera angle used for some shots. Last week it made Virginia Gilmore, Dunninger and Dan Seymour look like characters in a Virgil Patch cartoon. . . . GE has completed a setup in its Syracuse plant where all equipment will be pre-tested under simulated studio operating conditions.

WE'RE MERELY ASKING: Is Swift interested in the Jerry Fairbanks-NBC "Public Prosecutor" series? . . . Stanton Miller Osgood, former RKO-Pathe exec., has joined the CBS program department as manager of the film procurement division. . . . Kleig-light premiere of "Joan of Arc" at the Victoria Wednesday will be scanned by ABC, with Jinx Falkenburg, Tex McCrary and Allen Prescott interviewing celebs. Preem is for the benefit of the United Hospital Fund.

HEAVY BATTERY of top-notch speakers has been lined up for the annual TBA meet to be held Dec. 8 at the Waldorf-Astoria. Included are Robert P. Myers, NBC attorney; Robert L. Coe, WPIX; Leonard H. Hole, WABD; Myron Kirk, Kudner Agency; Hugh Beville, NBC research chief; Doty Edouarde, Badger, Browning & Hersey; and Eugene Katz, of the Katz agency. . . . Dallas nite club operator S. L. McLemore claims the tallest video antenna in the Southwest. Because his set was being shadowed by a hill, he erected a 118-foot mast made of an old flag pole with a welded extension—total cost, \$835. . . . Vick Chemical has signed for the 8:20-8:30 p.m. Wednesday slot on NBC for a new cartoon show with Wendy Barrie as emcee.

Metal Picture Tubes Unveiled By DuMont

First unveiling of metal cathode ray tubes by a major set manufacturer was held by DuMont Friday at a special demonstration at the Hotel Pierre. Also revealed were four new 15-inch receivers—three consoles and a table model—ranging in price from \$695 to \$1095.

Made of Chrome Steel Alloy Made of chrome steel alloy, the new tubes are said to give the same performance as glass blanks, having same electrical characteristics and the same over-all length. Price of metal tube sets will be the same as those with glass. It is hoped that production of the new tubes will help alleviate the shortage of kinescopes and at the same time force down the price of all picture tubes.

"Small quantities" of the new tube are now in production, Irving G. Rosenberg, general manager of the DuMont tube division said, and output "will be expanded," but glass blanks will continue to be main source of supply.

DuMont will not release the metal tube to other manufacturers for some time to come. RCA-Victor, however, plans to introduce its own 16-inch metal tube receiver after the first of the year.

Developed by Koch The DuM model was developed by Stanley Koch, engineer in charge of tube development; Robert E. Rutherford, research engineer, and Gerald Wright, glass technician, all of whom have been working on the development for a number of years.

Will Make Tele Plans For Truman Inaugural

(Continued from Page 1) stations with those in the middle west will be functioning by that time. This will bring together upwards of 35 television stations in a visual network. Jack Redding, publicity director of the Democratic party; Kenneth Fry, radio director and Jim Sauter, chairman of the entertainment activities of the party, will participate in the conferences with radio and television leaders.

CBS Affiliates Board Will Discuss Television

The second 1948 meeting of the CBS Affiliates Advisory Board will be held at CBS headquarters in New York on Wednesday and Thursday, November 10 and 11.

Activities of the rapidly expanding CBS Television Network are among the matters to be discussed by the board members, representing 171 independently-owned affiliates, with key CBS officials.

CAAB was instituted in 1943 to consider mutual problems of the affiliates and the network.

Theis To Handle CBS Films

H. Grant Theis, sales staffer at WTOP, Washington, has joined CBS-TV in charge of film syndication, veepee J. L. Van Volkenburg announced yesterday. Previously, Theis was with the promotion department of the web's Radio Sales.

Estimated 242 G's For Firm's CP In Waltham

Deal has been completed between CBS and Raytheon Manufacturing Co. for transfer to the network of a tele CP construction permit held by Raytheon for a station in Waltham, Mass., to operate on Channel 2. Application for approval of the transfer will be filed with the FCC "in the near future," according to Columbia.

Although the price involved was not revealed, it is believed to be in the neighborhood of \$242,000. Also included in the sale is equipment and other installations reportedly made at the station.

Limit Reached If the transfer is approved by the Commission it would give CBS the maximum number of stations allowable under an FCC ruling which provides that an individual or organization owning four TV outlets may have minority interest in up to two other stations.

CBS now owns WCBS-TV, on the air in New York, and has applied for channels in Chicago and San Francisco. The web has purchased 49 per cent interest in KTTV, Los Angeles, subject to FCC approval, and is awaiting Commission okay for transfer of controlling interest in WTOP to the Washington Post. Should the latter deal go through, WTOP presumably would apply for an outlet in the Capital.

2 New Weekly Programs To Be Sponsored On WPIX

WPIX has sold two new weekly shows—one a quarter-hour stanza and the other a five-minute seg—which debut this week. The 15-minute program, titled "Child Care," will be sponsored by Sanitary Diaper Service through Miller agency. Show features demonstrations by experts on care of young children.

Second show was bought by Mary Lewis, Inc., through Flint agency. Titled "Fashions for Teens," seg features Patty Painter and Mary Ellen Munro.

Both contracts will run for thirteen weeks.

WTMJ-TV Sponsor Renews

Milwaukee—Boston Store, a WTMJ-TV sponsor since the station's debut a year ago, has renewed the "Adam Versus Eve" stanza for 13 weeks. Program moves to 8 p. m. Thursday slot and has been extended from 20 minutes to a half hour. Louise Mark is the agency.

The Week in Television

TV Offers Record Election Cover

Tele's coverage of the Presidential election was almost as exciting as the startling results, as the networks and stations in all parts of the country stayed on the air most of the night to keep viewers abreast of returns. Some kept going straight through and others took a break in the early morning, but all provided an outstanding public service job and set the pattern for '52 when, the trade agrees, TV will be the dominant news medium. . . . Canadian Broadcasting Corp., deferred indefinitely action on all video applications pending examination of a proposed co-operative effort between CBC and private interests. Minimum of two years is seen before first stations go on the air. . . . Paramount will license an outside manufacturer to produce its intermediate theater TV system, with units to cost between \$30,000 and \$35,000 each. . . . WABD began its 7 a.m. to 11 p.m. program sked and reported that daytime operation is showing a profit. . . . ABC decided to reject a request by the RTDG for contracts covering directors, associate directors and floor managers. . . . FCC ordered a month's extension for filing of competitive bids on sale of KLAC AM & TV to Warner Bros. . . . AT&T set Jan. 12 as the opening date of the coaxial link between the East and Mid-West nets.



Dedicated



**TO THE PRESERVATION
OF AMERICAN FREEDOMS**

50,000 WATTS

WJR

DETROIT

50,000 WATTS

WGAR

CLEVELAND

50,000 WATTS (DAYS)

KMPC

LOS ANGELES

THE GOODWILL STATIONS

G. A. RICHARDS
Chairman of the Board

FRANK E. MULLEN
President

HARRY WISMER
Ass't to the President



RADIO PUBLIC SERVICE AID EVALUATED

CBS Affiliates Here For Board Meeting

Members of the CBS' Affiliates Advisory Board are in New York today for the second 1948 meeting of the CAAB which will be held at the network's headquarters tomorrow and Thursday.

Plans for the expanding CBS Television Network are among the many matters to be discussed by the Board members, representing 171 independently-owned affiliates, with key CBS officials.

Members of the CAAB who will attend the two-day sessions are: I. R. Lounsberry, WGR, Buffalo, Chairman, (Continued on Page 3)

New Washington Office Set By Westinghouse

Establishment of a Washington office for Westinghouse stations was announced yesterday by Walter Evans, president of Westinghouse Radio Stations, Inc., to handle the broadening legal and engineering aspects of the company's operations.

Under the new plan all headquarters engineering activities formerly located in Philadelphia, and legal offices formerly in Baltimore, are transferred to the Commonwealth (Continued on Page 6)

NBC Documentary Film To Be Screened For Trade

NBC documentary film, "Behind Your Radio Dial," will be screened for about 400 media leaders, agency and advertiser executives and top talent Nov. 22 at the Waldorf-Astoria Hotel's Starlight Roof, it was announced yesterday by Charles P. Hammond, NBC vice-president and (Continued on Page 3)

Whose Footprints?

Based on a request from Floridians to help clear up the mystery of inexplicable animal footprints found near the Suwanee River recently, Ivan Sanderson, who conducts WNBC's natural history program, has arrived in Lake City, Florida, to investigate the possibility of a hoax and to gather background material and first-hand data on the virtually unknown swampland country for his broadcasts. Sanderson, whose program is heard on WNBC Monday through Friday at 9:15-9:30 a.m., is accompanied on the trip by Fred S. Heywood, the station's director of news and special events, and Hal Schneider, tape recording specialist.

O'Dwyer Would Rule Operations Of WNYC

Mayor O'Dwyer of New York City is taking steps to place the municipal station WNYC under his personal jurisdiction through the establishment of a Division of Radio Broadcasting. At present the city's Administrative Code places the operational authority with the Commissioner of Public Works who is charged with (Continued on Page 3)

Ingrim Joining Don Lee As Web's Adv. Director

West Coast Bureau, RADIO DAILY
Hollywood—Appointment of Ward D. Ingrim as Director of Advertising for the Mutual Don Lee Broadcasting System was announced in Hollywood yesterday by Lewis Allen Weiss, (Continued on Page 3)

Pollsters Heard On Networks Giving Post-Election Views

Plight of the pollsters as a result of their Presidential Election predictions continued to be the topic of radio and advertising trade circles yesterday with both Elmo Roper and Dr. George Gallup giving after-election views on two network programs the past weekend.

Roper heard Sunday on his weekly CBS broadcast declared "Nobody likes to admit that he had in his hands a well-engineered, almost microscopically accurate measuring instrument, and didn't know how to use it correctly, but that is apparently what happened."

During his program Roper disclosed that he was inviting "a group of leading social scientists to come in to examine all of our data to see if they can unearth significant trends which we missed."

Dr. Gallup, during an interview on (Continued on Page 3)

N. Y. Commercial Stations Contributed Almost \$500,000 In Air-Time, State Bureau Reveals

Stars And Stations Aid '48 Xmas Seal Drive

Twenty-five radio, stage and screen stars are featured in a series of six radio transcriptions produced by the National Tuberculosis Association for the use of its 3,000 affiliated state and local associations during the 42nd annual Christmas Seal Sale which opens on Nov. 22 and will continue until Christmas.

To date, the affiliates have ordered approximately 3,000 of the transcriptions to be placed with local radio (Continued on Page 3)

Commercial stations in New York State contributed time valued at nearly \$500,000 for public service messages from state agencies, during the first six months of 1948, Miles Heberer, director of the Radio Bureau, State of New York, reported yesterday.

Eighty commercial AM stations, six independently operated commercial FM stations and six non-commercial AM and FM outlets were serviced by the State Radio Bureau during the (Continued on Page 3)

FCC Announces Dates For Program Log Data

Washington Bureau, RADIO DAILY
Washington—The FCC yesterday announced the new dates to be used by licensees in setting forth program logs when they apply for renewal of licenses expiring in 1949. These (Continued on Page 3)

Bans Movie Commercials On New Mpls. Station

Minneapolis—Minneapolis' newest radio station KEYD, operated by Family Broadcasting Company, has decided on a policy of no movie ads (Continued on Page 3)

Show Buys Own Time; Sold To WOR Sponsor

"The Deems Taylor Concert," a show which was sponsored by its own packager during an introductory period on WOR, New York, last month, has been picked up by the Dolcin Corp., makers of Dolcin Tablets, for two nights a week, starting tonight, Tuesday. Show is packaged by Walter Schwimmer's Radio Features which introduced the show in the New York market Oct. 18 by buying commercial time on WOR. Com- (Continued on Page 2)

Women Broadcasters Hold Meeting In Texas

San Antonio—Gov. Beauford H. Jester of Texas designated last Saturday, as Women Broadcasters' Day in Texas, marking the third annual conference in San Antonio of the 13th District of the Association of Women (Continued on Page 2)

Active Worker

San Antonio—Bud Whaley, chief announcer for KMAC has been named radio director and member of the board of directors of the Bexar County Foundation for Infantile Paralysis. Whaley is an ardent worker each year in the local and national campaigns. His small daughter is a victim of the disease and is at Sheltering Arms Hospital in Minneapolis.

Impresario

Jim Sauter, who served as entertainment chairman for the Democratic National Committee, during the recent Presidential campaign, will be in charge of the entertainment aspects of the inaugural of President Harry S. Truman on Jan. 20, according to reports. Sauter was responsible for most of the entertainment innovations during the recent campaign.



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JOHN W. ALICOATE : : : Publisher

FRANK BURKE : : : : : Editor

MARVIN KIRSCH : : : Business Manager

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WEST COAST OFFICES

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

WASHINGTON BUREAU

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

CHICAGO BUREAU

Nat Green
447 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

(November 8)

NEW YORK STOCK EXCHANGE

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

NEW YORK CURB EXCHANGE

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

OVER THE COUNTER

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

Wedding Bells

Win Jolly, of the public relations department of WGN, Chicago, and Bobbie Barrett of Huntsville, Texas, were married October 29 in Chicago.



When WIBW Speaks...

Kansas People Listen and BUY!

Ben Ludy, General Manager



★ COMING AND GOING ★

J. B. CONLEY, general manager of Westinghouse Radio Stations, Inc., is in Pittsburgh for the funeral of his mother, who died Sunday. Interment will take place tomorrow in Wilder-mering, Pa.

BERNIE MILLIGAN has arrived in New York from the West Coast.

DONALD W. THORNBURGH, vice-president of CBS in charge of the Western division, leaves today for his West Coast offices following a month in Gotham.

FRED MAHLSTEDT, of CBS Radio Sales, left yesterday for Boston on a short business trip.

MORRIS NOVAK, radio consultant, is in Los Angeles for tomorrow's opening of KFMB, an FM station owned by the International Ladies Garment Workers Union.

DAVIDSON TAYLOR, vice-president and director of public affairs at CBS, went down to Washington yesterday on business.

LARRY DORN, Mutual network producer, today will board an American Airliner for Washington, D. C., originating point of the current American Forum of the Air.

HACK THESMAR, general manager of WDAF, American network affiliate in Savannah, Ga., is in town for conferences with web officials and national representatives.

BRUCE RAEBURN, television and night club singer, has returned from Washington, D. C., where he discussed a proposed video program.

WILLIAM WYLIE, of the ABC station relations department, is on a business trip to Nashville, Tenn.

Show Buying Own Time Sold To WOR Sponsor

(Continued from Page 1)

mercials were devoted to pointing out the advantages of such a show to prospective advertisers.

Dolcin will sponsor on Tuesday and Thursday nights, 11:30 p.m. to midnight. Contract was placed through the Victor Van Der Linde agency. The concert is aired Monday through Friday and prospects look good for other sponsors coming in on available nights.

Another program sale by WOR covers the new Harry Hershfield show, "Now I'll Tell One," heard at 8:55 p.m. nightly, which has been bought by Shulton, Inc., on Tuesday, Wednesday and Thursday. Product is Old Spice for Men shaving requisites. Contract is effective Nov. 16 and was signed through Wesley Associates.

"Box 13," transcribed adventure program starring Alan Ladd, picks up its first sponsor in Egan Fickett Co., distributors of Nevins oranges and grapefruit, on Nov. 21. "Box 13" is broadcast Sundays from 10:30-11 p.m. Agency for the sponsor is Moore & Hamm.

Wilson Named V.-P.

Adam J. Young, Jr., Inc., New York Station Representatives, announces the appointment of Paul S. Wilson to the post of Vice-President and General Sales Manager. Wilson has been with the Young organization since its inception and has been actively engaged in station representation for 20 years.

Women Broadcasters Hold Meeting In Texas

(Continued from Page 1)

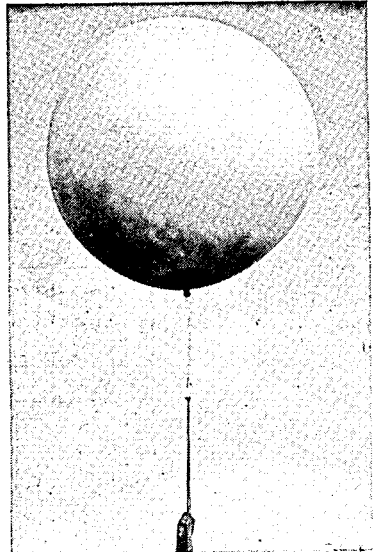
Broadcasters. More than 100 women from Texas attended the two-day session here meeting at the Gunter Hotel. The principal address was made by Dorothy Lewis, coordinator of women's broadcasts for the United Nations. She also gave a first hand report of the present radio activities of the organization.

Miss Pat Griffith, coordinator of women's activities also was heard. Lucille Sherwood, of New York, editor of the National Baby Food News talked on "Publicity and the Women Broadcaster."

WINS Covers Waterfront; Revives 'Gangplank' Show

Martin Starr of WINS is reviving his "Gangplank Interviews," a spot coverage of ship news and interviews with persons sailing in and out of New York. Starting date has not been set but the stanza will tee off within the next few weeks. Starr will cover the arrival and departure of the flagships of the Cunard White Star Lines, the United States Lines and the French Line.

WEVD advertisement featuring '5000 WATTS 1330 K.C.', 'PROGRAMS OF DISTINGUISHED FEATURES in ENGLISH, JEWISH, ITALIAN', '3 RESPONSIVE AUDIENCES', '3 MARKETS WITHIN THE NEW YORK METROPOLITAN AREA', and contact info: 117-119 W. 46th St. HENRY GREENFIELD, Mgr.-Director N. Y. 19



Knows all the answers

That's a weather-recording balloon. Out at the California Institute of Technology they turn it loose into the stratosphere.

It records the air pressure, temperature and humidity. Then a tiny transmitter broadcasts the dope back to the ground. The entire package weighs about a pound. It is believed it will eliminate costly airplane weather-testing flights.

It took a long time to get around to our W-I-T-H point—but the conclusion is quick and straight.

W-I-T-H, the successful independent, can eliminate a lot of costly radio experiments in time buying, right now, in this 6th largest city.

The fact is: W-I-T-H delivers more listeners-per-dollar-spent than any other radio station in this big town.

Alert advertisers know it. So do the feet-on-the-ground time buyers!



W.I.T.H.

Baltimore 3, Maryland

TOM TINSLEY, President Represented by Headley-Reed

Pollsters, Over Webs, Defend Their Methods

(Continued from Page 1)

NBC called the failure of the polls the "challenge of a lifetime" but added that he was certain the public would continue to use them as a guide.

"To people who do not make a study of polls and still think of them as just a stunt or as 'phony', unquestionably polls have been given a setback," Dr. Gallup said. "But I hope all thinking people, once they've understood the various problems and factors we must cope with, will not lose confidence."

In some quarters criticism of the pollsters is based on the report that the samplings did not give enough coverage to the rural areas which turned up a heavy Truman vote.

Ingrim Joining Don Lee As Web's Adv. Director

(Continued from Page 1)

network President and Mutual Board Chairman.

Ingrim leaves the New York office of John Blair and Co., national advertising representatives, and will assume his Hollywood position November 15th.

In his newly created post, Ingrim will have full charge of all selling, advertising and promotion for the coast network of 55 stations and also will be in charge of all Western Mutual Network Sales, according to Weiss.

FCC Announces Dates For Program Log Data

(Continued from Page 1)

apply for AM and FM applications. The days for which programs must be detailed include Monday, January 26; Tuesday, March 30; Wednesday, April 14; Thursday, June 17; Friday, August 27; Saturday, September 25, and Sunday, November 7.

★ AGENCY NEWSCAST ★

RALPH VAN BUREN, formerly vice-president and secretary of Ruthrauff & Ryan, Inc., and a member of various committees of the American Association of Advertising Agencies, has opened his own service business, to be known as Ralph Van Buren, Specialist in Advertising Agency Administration, with offices in the Chrysler Building, New York. The purpose is to render to advertising agencies, large and small, a consulting service covering management problems of the advertising agency business, relating to organization, business methods, financial controls, personnel, remuneration, etc.

WKLO, the Mid-America Broadcasting Corporation, in Louisville, Ky., announces the appointment of John Blair and Co. as exclusive national representatives. Joe Eaton, general manager of WKLO, in making the announcement, says that the station expects to go on the air about the middle of November. WKLO will broadcast on 1030 KC, 5 kw day and 1 kw night.

O'Dwyer Would Rule Operations Of WNYC

(Continued from Page 1)

operating and maintaining WNYC and its affiliate, WNYC-FM.

At the instigation of the Mayor, Councilman William M. McCarthy, Manhattan Democrat, has introduced in the City Council a bill to amend the Administrative Code to create the new division. It is said that a controversy between the Commissioner of Public Works Frederick H. Zurmuhlen and Seymour N. Siegel, director of the WNYC-WNYC-FM, prompted the Mayor to seek control of the municipal station's operations.

Mayor O'Dwyer, according to reports, has become very radio-minded in recent months. He envisions wide usage of radio and ultimately television in the educational system of New York City and is working to the end of widening the scope of the municipal station's educational operations.

CBS Affiliates Here For Board Meeting

(Continued from Page 1)

representing District No. 2; E. E. Hill, WTAG, Worcester, secretary, District No. 1; C. T. Lucy, WRVA, Richmond, Va., District No. 3; Glenn Marshall, Jr., WMBR, Jacksonville, Fla., District No. 4; Howard Sumerville, WWL, New Orleans, District No. 5; Richard Borel, WBNS, Columbus, O., District No. 6; William Quarton, WMT, Cedar Rapids, Iowa, District No. 7; Kenyon Brown, KWFT, Wichita Falls, Texas, District No. 8, and Clyde Coombs, KARM, Fresno, Calif., District No. 9.

Included among the large list of key CBS officials attending are: Frank Stanton, CBS President; Joseph H. Ream, Executive Vice President; Howard S. Meighan, Vice President

LÉE-MUIRON ROUSSEAU, president of Market Research & Advertising, Inc., of New York City, and Newark, N. J., announces the appointment of Herbert S. Davis, and J. Lee McMahon, as vice-presidents in charge of public relations at Market Research & Advertising, Inc. Davis and McMahon have had extensive experience in industrial and association public relations work. Both were in the newspaper field, research, and in the field of product analysis.

COLONIAL TRAVEL BUREAU, New York City, to William von Zehle Co.

ARTHUR PRICE, president, Arthur Price Associates, Inc., will speak today before the Advertising and Selling Course, conducted by the Advertising Club of New York. His subject will be "Selling by Mail and Through Catalogue." This meeting will be held at the Engineering Societies Building, 29 West 39th Street at 6:15 p.m.

Stars And Stations Aid '48 Xmas Seal Drive

(Continued from Page 1)

stations during the Seal Sale, and orders are still coming in, according to the National Association.

The transcriptions include two variety shows, one starring Eddie Cantor and the other the team of Jimmy Durante and Garry Moore; two musical shows starring Ginny Simms and Mark Warnow, respectively; a dramatic show and a platter of 20 spot announcements.

Van Heflin is starred in a fifteen-minute dramatic show, relating the true story of radio writer, Tommy Hoxie, who encountered and won out over tuberculosis, turning his illness to constructive uses in his community as the benefits of the Seal Sale are brought vividly to his attention.

Stars who appeal for the support of Christmas Seals to fight tuberculosis in the series of twenty-second spot announcements are: Jack Carson, Ronald Reagan, George Murphy, Dick Powell, Eddie Bracken, Margaret O'Brien, Dorothy Lamour, Douglas Fairbanks, Jr., Ginny Simms, Esther Williams, Jack Haley, Henry Fonda, Fannie Hurst, Gertrude Lawrence, Gene Tierney, Joan Caulfield, Lanny Ross, Lena Horne, Joe E. Brown and Beatrice Lillie.

Kyser En Route South

Kay Kyser arrives in New York this morning for a stop of only a few hours before heading South for Rocky Mount, N. C. The band leader is accompanied by his wife, Georgia Carroll, the latter's mother, and the two Kyser daughters.

and General Executive; Adrian Murphy, Vice President and General Executive; Lawrence Lowman, Vice President and General Executive, and many others.

Radio Given Credit For Public Service Role

(Continued from Page 1)

six months period. Each week these stations received a packet containing spot announcements and program features that totalled 690 twenty-second spots and 174 five-minute scrips.

Agency Is Unique

The New York State Radio Bureau is the only agency of its kind in the country. It was organized in 1946 at the request of members of District 2, National Association of Broadcasters, who asked the Governor to provide a central channel of information for state agencies.

Bans Movie Commercials On New Mpls. Station

(Continued from Page 1)

vertising commercials. Manager Leo Whiting explained the station didn't think much of the type and calibre of most movie companies advertising. "Always playing up that sex angle," he said.

However, in the event the station is approached to air movie plugs, Whiting said, it's just possible the station will permit them. But, only after station management first views the film, then determine whether it's pure enough for even children, and the announcements are acceptable.

Incidentally, the station, although commercial, is backed by the Lutheran church synod here.

NBC Documentary Film To Be Screened For Trade

(Continued from Page 1)

assistant to the president. Niles Trammell, president of the network, will speak at a luncheon which will precede the film showing.

Similar showings are planned for Chicago on Nov. 17 and Washington and Hollywood later this month.

Philip Morris Presents RALPH EDWARDS

In His New Show "THIS IS YOUR LIFE"

An Entirely New Type of Radio Entertainment

NBC Tuesday 9:30 P.M. PDT 8:00 P.M. EST

GET ON THE BEAM!

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

- YIDDISH 250,000
- SPANISH 250,000
- ITALIAN 100,000
- NEGRO 300,000
- GERMAN 100,000
- SCANDINAVIAN 30,000

6 RESPONSIVE AUDIENCES IN ADDITION TO 3 MILLION ENGLISH SPEAKING LISTENERS

KOWL 5000 WATTS CLEAR CHANNEL

Owned by ART CROGHAN • GENE AUBRY



**CHESTERFIELD
SUPPER CLUB**

Presents

JO STAFFORD

*over the NBC Network
every Tuesday, 7 p.m. EST*

—And in Addition—

THE REVERE CAMERA CO.

Presents

JO STAFFORD

*every Thursday, 8:30 p.m. EST
over the ABC Network
STARTING NOVEMBER 11*

LOS ANGELES

By RALPH WILK

PROMOTIONS at KCMJ (Palm Springs Broadcasting Co.) were announced by Manager Dick Joy. John Clowes has been named program traffic manager, and Gene Morgan has been given the position of production manager.

William Cranston Hurley is leaving the Guest Relations Staff of the Don Lee Broadcasting System to join the Raymond R. Morgan Agency, producers of "Queen For a Day," a Mutual network radio show. His radio career includes stints as an announcer at WHHM, Memphis, and WRDW, Augusta, Georgia.

New Washington Office Set By Westinghouse

(Continued from Page 1)

Building in Washington. Laboratory facilities of the broadcast group, now located in Philadelphia and Baltimore, will be moved to Washington at a later date.

Ralph N. Harmon, veteran broadcast engineer and former chief engineer of the Westinghouse Industrial Electronics division as engineering manager of radio stations, will head the new engineering setup. The legal section will continue under John W. Steen, who will be transferred from Baltimore; while F. P. Nelson, Washington representative of Westinghouse stations since early 1946, will continue in his present position.

Radio Analysts Quizzers At Am. Oil Institute Meet

Oil-industry broadcasting will be represented this week at the 28th annual meeting of the American Petroleum Institute now in progress in Chicago. At tomorrow's session in the Stevens Hotel there will be featured a round-table discussion in which six well known radio commentators will interrogate a panel of prominent oil executives. The commentators, each of whom has been sponsored by an oil company, are: Richard Harkness, Alex Dreier and Ray Henle, all heard on NBC; Dwight Weist, CBS; Elmer Davis, ABC, and H. J. Stroud, West Coast broadcaster.

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



Mainly About Manhattan. . . !

● ● ● Aside to Fred Allen, Edgar Bergen & Co.: ABC thinking of expanding "Stop the Music" to 90 minutes due to bankroller interest. . . P. & G. interested in some daytime, segs on Mutual. . . CBS' "Romance of Evelyn Winters" headed for the showers. . . Bing Crosby Enterprises marketing a miniature electric juke box. . . Construction work under way on WWRL's 5000 watt transmitter in N.J. . . Ben Gross was in Paramount newsreels last week. (The dean of radio editors was shown in action as WPIX's political commentator). . . Mike Vallon, of Goldfarb, Nurenberg & Vallon, has signed Judy Canova to a personal management deal. (He'll represent her on the coast, with Chubby Goldfarb handling the details in the East). . . Conrad Thibault signed for a guest spot on Firestone show Dec. 6th. . . Vic Damone opening at the Copa on Dec. 2nd. . . Congrats to our old pal, Dewey Barto—just made a national director of AGVA. . . Allen Funt may syndicate his Candid Mike. (Been talking over the deal with Mutual). . . Ralph Edwards' new show, "This Is Your Life," preeming tonite over NBC at 8 p.m., replacing the Mel Torme show. . . Diane Barrymore in town for several television guest shots. . . Herb Sheldon's word for the new neighbors you made since getting your video set: Televisitors. . . John Bradford sez one of his sponsors threw him a big dinner, but it missed him, fortunately.

★ ★ ★ ★

● ● ● Our favorite musical program, Maggy Fisher's "Piano Playhouse," is hanging up quite a record at ABC since turning co-op some four or so weeks ago. To put it conservatively, it's proving one of the fastest sellers in the co-op division. (And what a honey of a show it would make for television. Class with a capital K).

★ ★ ★ ★

● ● ● PASSING BY: CARMEN DRAGON, musical conductor, who's had to have a rubber stamp made which reads: "I am a man, father of four children." Ninety per cent of all the fan mail he gets is addressed to Miss Carmen Dragon, and a few letters even proposed marriage! . . . W. W. GOLUB, young legal eagle for Sherman, Sterling & Wright, who is fast becoming the foremost authority on FCC problems and procedure (based on the new confidential report to the Hoover Committee). . . DONALD NOVIS, whose name should bring back some fond memories to nostalgic fans. He makes his nite club bow at the Glass Hat this week. . . PERCY FAITH, who is just as handy with a pair of boxing gloves as he is with a baton. (He's the unofficial boxing champ of the music biz). . . MARK GOODSON, producer of "Stop the Music," "Winner Take All," etc., who at one time was radio's Answer Man. (He seems to know plenty of answers right now).

★ ★ ★ ★

● ● ● IMP-ressions: GLORIA KING: Chic 'n' a la King. . . JOE HASEL: Joe hustle. . . BRUCE RAEBURN: Innuendo-re-me. . . HERB SHRINER: Hoosier hotstuff. . . PEGGY LEE: Lee-lightful. . . WALTER WINCHELL: Tips-top. . . EDGAR BERGEN: Charley's Aunt.

★ ★ ★ ★

● ● ● With the Billy Rose 8:55 spot (locally on WOR) falling into Harry Hershfield's capable mitts, the veteran wit has decided to call off his nitely round of the nite clubs (12-12:30 on WOR) with Benny Rubin taking over. (Meanwhile, Hy Gardner retains the slot on the network).

★ ★ ★ ★

● ● ● SMALL TALK: Harvey Stone, a click at the Chez Paree, has a flock of television shots lined up when he gets back here, starting off with a spot on the Berle-Texaco stanza. . . Evelyn Knight's Decca disc of "A Little Bird Told Me," is outselling even her smash "Lass With A Delicate Air." . . Charlotte Manson, the sponsors' darling, building a radio-video package, "Lucky Randall," starring herself as a glamour-gal lawyer.

SOUTHWEST

TONY BESSAN, program director for KMAC, San Antonio, has been elected as representative of the San Antonio Advertising Club to the board of directors of the 10th Advertising District. The other director is Rex Preis, assistant manager of KTSA who was recently elected president of the group.

A novel contest is being conducted by KIXL, Dallas, with \$100 being offered as prizes. At station breaks the outlet uses proverbs and bits of philosophy and listeners are being invited to submit theirs. The station uses them with appropriate background music by saying "Here's something to think about"—the proverb—then "Think it over."

Dave Naugle, announcer and disc jockey at KFJZ, Fort Worth, key station of the Texas State Network, was recently married to Beverly Chambers.

ILGWU Coast FM Station Opens Formally Nov. 10-11

West Coast Bureau, RADIO DAILY

Los Angeles—KFMV, the FM station owned by International Ladies Garment Workers' Union will have its formal opening November 10 and 11. Melvyn Douglas will act as master-of-ceremonies on 10th, with Edgar Bergen and Charlie McCarthy, Harry Babbitt, Kenny Baker, Jim Backus, Martha Tilton and Deon Romandy's orchestra participating. Civic leader will also appear on the program. Edward Arnold will be emcee Nov. 11, Kay Brown and Lois Maxwell co-mistresses of ceremonies.

WBAL-TV

Channel 11—Baltimore
NBC Affiliate

NOW ON

THE AIR

60 HOURS

WEEKLY!

Daytime Programs Begin at
12 Noon Monday thru Friday

TELEVISION DAILY

Daily section of RADIO DAILY, Tuesday, November 9, 1948—TELEVISION DAILY is fully protected by register and copyright

COAST TV NEARS RAPID EXPANSION

TELE TOPICS

CBS PREEMED its top-budgeted "Studio One" series Sunday nite with a spotty rendition of "The Storm," starring Margaret Sullavan and Dean Jagger. Adapted and directed by Tony Miner, the show employed almost every production trick in the book, with most of them used to good advantage. Use of films for exterior shots gave the show mobility and a scope not found when video is limited to the studio. . . . Footage was worked smoothly into the script to provide continuity of action. Films were not stock clips, but were made especially for the show and with the principals involved. About 1,400 feet were shot to get the 400 feet used. . . . Another gimmick was the use of recorded monologues to indicate a character's thoughts. This, however, dragged in spots mainly because of the poor quality of the recordings.

MISS SULLAVAN, as usual, was her own charming self. This is enough to guarantee success of almost any legit venture but, close-up on a small screen in the living room she appeared to be overplaying. Jagger's performance was unimpressive and was over-shadowed by Harry Bellaver, who played his brother, David. . . . The script itself, however, was the big letdown, since it left the viewer up in the air. Unresolved endings have proved effective only when the audience is left to ponder which of two clearly defined courses the characters may follow. As presented Sunday nite, however, "The Storm" was full of loose ends which were left hanging at sign-off.

NBC HAS QUITE a hot potato on its hands in the form of the Theater Guild's video stanza. Option on the show is held by General Foods, and the firm wants to spot the show on NBC from 8 to 9 p.m. on Sundays, replacing its "Author Meets the Critics" and "Meet the Press." This, however, precedes the "Philco Playhouse" and Philco feels it has enough competition now from Emerson's "Toast of the Town," without having a show similar to its own preceding it on the same net. NBC's juggling of this one should be something to watch. . . . "At Your Command," special Armistice Day variety show with Benny Rubin as emcee will be aired by DuM tonite in co-operation with Army and Air Force recruiting.

THE DUBIOUS distinction of the shortest commercial series in TV's young history was achieved by the "Dennis James Carnival," which was yanked by GE Sunday after only one airing. Cancellation (of the show, not the time) caused quite a stir in the trade, especially in view of the pre-debut buildup supplied by the agency, BBD&O. GE paid for the time on CBS Sunday nite, although no commercials were aired during the film filler, and red-faced BBD&O, according to reports, is frantically seeking a replacement in time for next Sunday.

New System Evolved To Improve Pix Detail

Rochester, N. Y.—A new method used to develop greater picture detail and realism was revealed here yesterday by Otto H. Schade, RCA tube department engineer, at the fall meeting of the IRE and RMA.

System employs what is essentially a TV pickup and reproduction system to analyze and rate the ability of lenses, camera tubes and kinescopes to show picture detail.

The equipment chain employed in the system, Schade said, consists of a specimen mount, a lens mount, a microscope, a tele camera, a picture tube and an oscilloscope, arranged in that order. A test pattern is mounted before the lens to be tested or rated, and a greatly reduced image of the pattern is produced. The microscope enlarges this image before it is picked up by the television camera, providing a large, easily studied televised image on the kinescope, and a large, accurate "trace" or wave-form image on the oscilloscope. The latter image is formed by feeding a portion of the electrical signal from the camera to the oscilloscope.

Heads Training Division

Fort Wayne—John F. Bigelow has been appointed director of sales training for the radio division of The Magnavox Company, it was announced by Ray J. Yeranko, service department manager. Prior to joining Magnavox, Bigelow was manager of the publications and training section of the Farnsworth Television & Radio Corporation's service department. He

Importance Of Webs Stressed By Stanton

Development of national networks will be "even more essential to television than they proved to be to radio," Frank Stanton, CBS prexy, said last night opening the net's "You and Television" series. "Programming costs to the individual station are so very much higher in television than in radio, only by sharing these costs over many stations can the quality and scope of television programs be consistently expanded," Stanton declared.

Program-wise, Stanton said that while skeds should be built largely according to the wants of the majority of viewers, minority interests should not be ignored. "Ideally," he said, "there should be something on the air for everyone. . . ."

Hardesty Named By WOIC As Promotion, Publ. Chief

Washington—John F. Hardesty has been appointed director of special events, publicity and sales promotion of WOIC, Bamberger outlet skedded to go on the air here Jan. 15. Effective Dec. 1, appointment was announced by Eugene S. Thomas, general manager of the station.

Hardesty is resigning as promotion and publicity director of WOL to join the new station. A native Washingtonian, he previously was with WTOP.

had been with Farnsworth since 1943 and was engaged in television research and engineering for that company during the war.

Press-Time Paragraphs

NBC Signs KRSC-TV, Seattle Outlet

NBC has signed a non-interconnected affiliation contract with Radio Sales Corp. licensee of KRSC-TV, Seattle, Wash.; station due to go on the air around the end of the month on Channel 5. Outlet plans a Tuesday through Sunday sked, 5:15 to 6 p.m. and 7 to 10 p.m. Visual power is 20 kw., aural, 16 kw. KRSC-TV is affiliated also with CBS.

Jessel To Emcee Elgin Show

George Jessel has been signed to emcee the two-hour "Holiday Star Revue" which Elgin-American will sponsor over ABC-TV on Thanksgiving Day, 7:30-9:30 p.m. Other talent to appear includes the Hartmans, Paul Whiteman, Connie Boswell, Jean Sahlon, Paul Draper, Phil Silvers, Morey Amsterdam, Jerry Colonna and the Golden Gate Quartet. Agency is Weiss & Geller.

CBS To Sean Ardsley 'Cap

CBS web will carry the Ardsley Handicap for two-year-olds from the Empire-at-Jamaica meeting on Armistice Day, with Fred Caposella calling the race and Win Elliot handling color. Bernie London, co-ordinator of sports for the net, will direct the pickup.

Three S. F. Stations, One In Seattle On Air Soon

San Francisco—West Coast tele activity, hitherto restricted to the Los Angeles area, will move northward around the first of the year, hitting with bonanza proportions in San Francisco and to a lesser degree in Seattle, Wash.

TV's debut in the Bay area will be an unusual one. Pattern in most every other city has seen one station go on the air virtually as a pioneer in the area, with other stations beginning operation many months or, in some cases, even years later. As a result, receiver sales in these cities have lagged until the second outlet made its debut.

Three Stations In 'Frisco

In San Francisco, however, three stations are expected to hit the air within a relatively short time of each other. KPIX is slated to begin operations next month. ABC hopes to have KGO-TV going around New Year's, and KRON-TV is expected to debut soon after.

With three stations to dial almost from the beginning, residents of the area are expected to stampede to dealers following the inception of programming. Taking cognizance of this, manufacturers are re-allocating sets to the area, holding dealers and distributors meetings and, in general doing their utmost to meet the expected rush.

Situation in Seattle will be very different. KRSC-TV, which is to go on the air late this month or the beginning of December, will be the only station there for some time because of the FCC freeze on applications. There are an estimated 1,000 sets in the city now, with expectations of 4,000 after KRSC-TV gets going. While additional increases are a certainty, sales will probably continue slow until a second station begins operation.

Brewery Buys KSD Show

St. Louis—Anheuser-Busch, Inc., has signed with KSD-TV for sponsorship of a ten-minute series "Snapshots From Hollywood," for 13 weeks beginning Nov. 18. Sale marks the brewery's first venture into TV. Commercials will be institutional.

WGN-TV Signs Pepsi Cola

Chicago—Pepsi Cola Bottling Co. of Chicago will sponsor a new weekly musical show titled "Sparkling Time" over WGN-TV beginning tomorrow, 8:30-9 p.m. Directed by Jay Faraghan, program features pantomimist Charles Dabney.

COAST-TO-COAST

WPAT Airls Firemen Meeting

Paterson, N. J.—The convention of exempt firemen recently held in Paterson Army was broadcast in transcribed excerpts over WPAT. Mayor Michael De Vita delivered an opening address.

Laud "Trapper Bill"

Lawrence, Mass.—William H. Ridings, sports writer for the Lawrence, Mass., Eagle-Tribune, who presides as "Trapper Bill" over WLAW's weekly "Rod and Gun Club" was recently praised for his ideas on the conservation of natural resources. It came from Elmer Rankin of Concord, Mass., president of the Middlesex County League of Sportsmen clubs. Rankin called "Trapper Bill" a leader in sportsmen-farmer activities.

Getting Power Increase

Montreal, Canada—Station CJAD, according to present indications will be operating with increased power from 1 kw. to 5 kw. with equipment and installation supplied by the Northern Electric Co., Ltd. The station provides primary coverage to Greater Montreal, the Eastern Townships, Lower Ottawa Valley and the Laurentian Mountains and is an all English language operation.

New Public Service Programs

Richmond, Va.—Two new series of public interest programs were inaugurated by station WMBG with the Junior Red Cross Chapters of Richmond presenting weekly programs devoted to the importance of the work which the various chapters are doing in their schools. Each Thursday students of the John Marshall High School, will conduct a program of interesting events taking place in the school and in addition will present student artists.

Promotional Tieup

Yankton-Sioux City, Ia.—So many listeners have requested reservations at the Cafe Little Bohemia, a weekly hour show aired on station WNAX featuring the Bohemian Band and sound effects which mirror a real old-world cafe, that WNAX has prepared a menu for distribution to its listeners. This combination program menu is a two-color folder containing pictures of band members, and features such dishes as hot polkas, schottische appetizers and mazurka entrees.

Stage Hillbilly Show

Montgomery, Ala. — WMGY, this city's independent station, staged a two-hour Sunday afternoon hillbilly show at the American Guitar Studios. Among the entertainers were The Hall Boys, Dixie Darlin's Barker Brothers, Ramblin' Cowboys, Harmonica Jack and other talent from the station. In addition to announcements over the air WMGY had an ad in the Sunday Advertiser-Journal which invited the public to "climb aboard the Dixie Hayride."

NETWORK SONG FAVORITES

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

Survey Week of October 29-November 4, 1948

TITLE	PUBLISHER
A Tree In The Meadow.....	Shapiro-Bernstein
Ah But It Happens.....	Bourne
Ain't Doin' Bad Doin' Nothin'.....	Henry Spitzer
Blue Bird Of Happiness.....	T. B. Harms
Buttons and Bows.....	Famous
Cuanto Le Gusta.....	Southern
Down Among The Sheltering Palms.....	Miller
Ev'ry Day I Love You.....	Harms
Hair Of Gold, Eyes Of Blue.....	Robert
Here I'll Stay.....	Chappell
I Still Get A Thrill.....	Words & Music
It's A Most Unusual Day.....	Robbins
It's Magic.....	Witmark
Lavender Blue.....	Santly-Joy
Love Somebody.....	Kramer-Whitney
Maybe You'll Be There.....	Triangle
Money Song.....	Crawford
My Darling, My Darling.....	E. H. Morris
My Happiness.....	Blasco
Night Has A Thousand Eyes.....	Paramount
On A Slow Boat To China.....	Melrose
One Sunday Afternoon.....	Remick
This Is The Moment.....	Miller
Twelfth Street Rag.....	Shapiro-Bernstein
Underneath The Arches.....	Robbins
Until.....	Dorsey Bros.
What Did I Do.....	Triangle
When The Red Red Robbin Comes Bob Bob Bobbin' Along.....	Bourne
Why Does It Have To Rain On Sunday.....	Duchess
You Call Everybody Darling.....	Mayfair
You Were Only Fooling.....	Shapiro-Bernstein

Second Group

TITLE	PUBLISHER
A Hundred And Sixty Acres.....	Leeds
At The Flying "W".....	E. H. Morris
Cumana.....	Martin Music
For You.....	Witmark
Galway Bay.....	Leeds
I Don't Care If It Rains All Night.....	Witmark
I'd Love To Live In Loveland.....	Bregman-Vocco-Conn
If We Can't Be The Same Old Sweethearts.....	Feist
In My Dreams.....	Murray Wizell
Isn't It Romantic.....	Famous
Just For Now.....	Advanced
Lillette.....	Jefferson
Little Girl.....	Leeds
Rambling Rose.....	Laurel
Say It Isn't So.....	Berlin
Say Something Sweet To Your Sweetheart.....	Mills
Take It Away.....	Pemora
Walkin' With My Shadow.....	Johnstone-Montei
You Came A Long Way From St. Louis.....	Jewell
You Walk By.....	Cavalier
Yours.....	E. B. Marks

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NEW BUSINESS

WENR-TV, Chicago: Matussek Academy of Music, Inc., through Sales-Advertising Associates, Inc., a new variety program originating from Casino Ballroom on Mondays, 9-9:30 p.m., with Irv Kupcinet, Sun-Times columnist, as emcee; E. L. Cournand & Co. (Walco Tele-Vue lens), through Robert Kahn & Associates, a weekly five-minute sports film at 11 p.m. Wednesday, beginning November 10, for 26 weeks.

WIND, Chicago: Beauty Factors, Inc., through Leo Burnett Co., one-minute five-a-week spots for 13 weeks, to promote Insta Curl; Hudson Motor, through Brooks, Smith, French & Dorrance, one-minute five-a-week spots for two weeks.

KMPC, Los Angeles: Marshall and Clampett, Plymouth De Soto Dealer, has renewed its race re-creation program with Joe Hernandez for the fourth consecutive year. Program, aired Monday through Saturday from 6:30 to 7:00 p.m., is represented by Smith, Bull and McCreery agency; Central Chevrolet has contracted for two additional fifteen minute programs, five times weekly from 4:30 to 4:45 p.m. "Romance and Rhythm," a program of recorded melodies is aired, while Bill Harpel and the News is aired nightly from 6:00 to 6:15 p.m. This account is represented by the Hunter Advertising Agency; Milliron's Department Store has renewed its "Norman Nesbitt News" program for the second consecutive year. This program is heard Monday through Friday from 8:00 to 8:15 a.m. Hunter Advertising Agency handle the account for Milliron's; Ira Cook's "Sunday Record Session" has been renewed by Marshall and Clampett, Plymouth De Soto dealer, for the fourth consecutive year. Smith, Bull and McCreery handle the program, aired each Sunday morning from 11:00 a.m. to 1:00 p.m., for Marshall and Clampett.

New Edwards' Show Starts Tonight On NBC

Premiere of Ralph Edwards new show for Philip Morris, titled "This Is Your Life," has been set for today, at 8 p.m., EST, over NBC. Program replaces the Mel Torme show. The agency is Biow.

Plans call for Edwards' research staff, scouting the entire country, to select persons whose life stories will make interesting listening. All the past and present facts about the life of each person selected will be dug up for the background of the show. Just before the broadcast, the person being spotlighted will be brought to the NBC station nearest his or her home and given a surprise review of his or her life over the air. Also present will be people who have been a part of the outstanding events in the candidate's past life.

Edwards also plans to aid in whatever hopes or ambitions each person has for the future.

RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television

VOL. 45, NO. 27

NEW YORK, WEDNESDAY, NOVEMBER 10, 1948

TEN CENTS

WILL URGE PROGRAM DIRECTORS CLINIC

Board Meeting Called By Mutual Network

Mutual's board of directors will convene in New York next Wednesday, Nov. 17, in a meeting which may be one of the most important and far reaching in several years. Originally the board was scheduled to hold its regular quarterly meeting in December but the date has been moved up in order to iron out recent high-echelon repercussions at MBS headquarters in New York.

As for those repercussions, the outcome is still in doubt. The only thing definite to date is that Linus Travers

(Continued on Page 2)

Sponsor Signs Anthony For Series On WMGM

John J. Anthony, human relations counsellor, is returning to the air over WMGM, New York, in a full hour weekly show sponsored by the Norlon Corp., makers of Sural, a medicinal product. The program will be broadcast every Monday, 8-9 p.m., beginning Nov. 22. Agency for the sponsor is Shaw Associates.

The Anthony series was last heard on MBS in 1946 when it was spon-

(Continued on Page 2)

Alaskan Station To Join CBS Network On Sunday

A fifth station in Alaska, KIBH, Seward, Alaska, will join the CBS network effective Sunday, November 14, it was announced by Herbert V. Akerberg, CBS vice-president in charge of station relations. KIBH operates with 200 watts unlimited time on 1340 kilocycles. The addition of the new Alaska station brings the total number of CBS affiliates to 179.

Crosby Profile

John Crosby, syndicated radio columnist of the New York Herald-Tribune is the subject of a profile by James Poling in the December issue of Esquire magazine which goes on sale today. The Crosby ploc is titled "Young Man With a Problem" and characterizes the widely-read radio columnist as "the most important man in his field."

Radio Week Party

The observance of National Radio Week will be the theme for the next luncheon meeting of the Radio Executives Club which will be held at the Hotel Roosevelt in New York on Thursday, Nov. 18. Several surprise features relating to the progress of radio during the past 27 years will be introduced by President Carl Haverlin and the entertainment committee headed by Ted Cott.

Battle For Jack Benny Is Publicity Inspired

Jack Benny was a much discussed radio personality in New York yesterday with rumors flying thick and fast as to whether or not he had signed a renewal contract with NBC.

A spokesman for NBC said that President Niles Trammell was in Hollywood to negotiate with Benny and that prospects of signing the comic were good. It was also rumored that William S. Paley, chairman of the board of CBS, was in Hollywood

(Continued on Page 2)

Chesebrough Buys Series On ABC Starting Jan. 1

Chesebrough Manufacturing Co., for Vaseline products, has signed with ABC's full network to sponsor a new dramatic mystery program, titled "Little Herman," on Saturdays from 9-9:30 p.m., EST, starting January 1. Agency is McCann-Erickson.

"Little Herman" will originate live

(Continued on Page 2)

New ET Series Snowballing For Washing Machine Mfgr.

Using 65 stations for co-op presentation of a new transcribed series, "Blackstone, Magic Detective," the Blackstone Washing Machine Company of Jamestown, N. Y., is in commercial radio for the first time, Charles Michelson New York transcription producer, announced yesterday.

The washing machine company through their distributors and dealers in 60 key center cities have bought

NAB Committee, Convening Thursday, To Ask Project In Line With Cott's 'Shows Of Tomorrow' Proposal

Harness Group Plans Hinge On Next Confab

Washington Bureau, RADIO DAILY
Washington — The Harness Committee will meet the end of this month to decide whether it shall hold any further hearings and to determine what form its final report shall take, lameduck Chairman Forest Harness, Indiana Republican, revealed yesterday. The committee has had no public hearings since releasing its interim report on the FCC's Scott and Port

(Continued on Page 3)

Bob Hope Leads Pacific Hooperatings In October

Bob Hope with a 25.9 leads the October Hooperatings for the Pacific Coast followed by Jack Benny, 25.8, and Fibber McGee & Molly, 24.7. Average evening sets-in-use was 26.4, down 1.4 from the last report. The

(Continued on Page 3)

Plan BBC Broadcasts Of "Sorry Wrong Number"

West Coast Bureau, RADIO DAILY
Hollywood—Arrangements were concluded over the week-end with Lucille Fletcher, author of the top radio drama "Sorry, Wrong Number"

(Continued on Page 3)

Washington Bureau, RADIO DAILY
Washington — One of the major topics of discussion, when the NAB's program executive committee convenes here tomorrow, will center on the possibility of setting up a program directors clinic as a long range project. Idea for the project, including enthusiasm that has been registered to date, is to be presented by Ted Cott, vee-pee of WNEW, New York. Cott originally put the subject up to program directors across the nation through a proposal made in

(Continued on Page 3)

TV Service Division Has Rapid Expansion

Expanding from a five-man television service operation two years ago to an organization of nearly 1,000 service men in the New York State area alone, C. R. Odden, New York district manager for RCA-Victor television service, yesterday reviewed the growth of the TV service operations.

Odden revealed that trained service men are developed by RCA and that

(Continued on Page 7)

Armistice Day Salute Featured On Program

West Coast Bureau, RADIO DAILY
Hollywood—A special salute to Armistice Day is being arranged for the premiere of the Jo Stafford show on ABC, tomorrow night at 8:30 p.m., EST. The 25-minute musical show is

(Continued on Page 2)

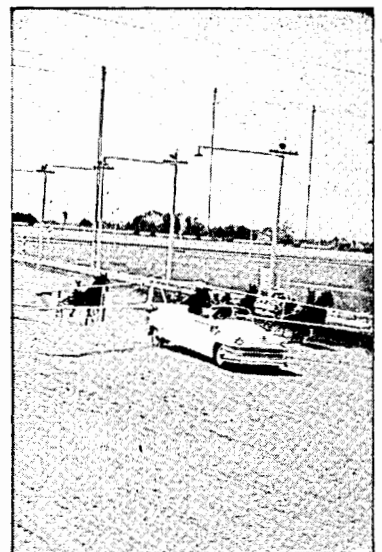
Style Trend?

Blue nylon neckties with a WJZ microphone motif are being worn by staffers of WJZ-ABC this week as a promotional stunt in connection with the opening of their new TV headquarters adjacent to Central Park. Tie was designed by Sol Sherman, New York tie manufacturer, who is credited with saying that the WJZ-ABC crowd are the "best dressed" radio group.

RADIO DAILY



★ COMING AND GOING ★



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FINANCIAL

(November 9)

NEW YORK STOCK EXCHANGE				
	High	Low	Close	Net Chg.
ABC	63 3/4	63 3/8	65 1/8	+ 1 3/8
Admiral Corp.	18 1/4	16 1/2	16 3/4	- 1 3/8
Am. Tel. & Tel.	151 1/2	150 3/4	150 3/4	- 2 3/8
CBS A	22 1/2	21 3/8	21 3/8	- 3/4
CBS B	21 1/4	20 3/4	20 3/4	- 1 1/4
Farnsworth T. & R.	6 1/8	5 3/4	5 7/8	- 1/8
Gen. Electric	38 3/4	37 3/8	37 5/8	- 1 1/8
Philco	38	36 1/4	36 1/4	- 7/8
RCA Common	11 5/8	10 3/4	10 7/8	- 3/4
RCA 1st pfd.	67 1/2	67 1/8	67 1/2	- 1/2
Stewart-Warner	13 1/8	12 1/2	12 1/2	- 1/2
Westinghouse	25 3/4	24 1/4	24 5/8	- 7/8
Westinghouse pfd.	89	89	89	-
Zenith Radio	26 1/2	23 1/4	23 7/8	- 2 3/8
NEW YORK CURB EXCHANGE				
	Bid	Asked		
Hazeltine Corp.	11 1/2	11 1/4	11 1/4	- 1/4
Nat. Union Radio	2 1/8	2 1/8	2 1/8	- 1/8
OVER THE COUNTER				
	Bid	Asked		
DuMont Lab.	11 3/4	12 3/4		
Stromberg-Carlson	15	16 1/2		
U. S. Television		13 1/8		
WCAO (Baltimore)	25	28		
WJR (Detroit)	9	10		

RALPH R. BRUNTON, president of KQW, San Francisco, who has been conferring in New York with officials of CBS, will leave for the West Coast tomorrow.

DON HOLLENBECK, Columbia network newsman, will leave today via American Airlines for Chicago.

GLEN MARSHALL, JR., commercial manager of WMBR, Jacksonville, Fla., is in town. Conferred yesterday with executives of the station's national representatives.

RAY HENLE, editor-in-chief of "Sunoco 3-Star Extra" on NBC, will broadcast tonight from Chicago, where he is attending a meeting of the American Petroleum Institute.

BERNARD G. DAVIS, president of Ziff-Davis Publishing Co., has arrived by plane in Paris. He'll visit Z-D branches in Europe and will confer with government officials in France, Greece, Italy and Israel on exchange of up-to-date literary and technical information.

EDGAR KOBAK, president of the Mutual network, will leave today for Chicago.

WILLIAM J. NEWENS, general manager of KOIL, Omaha, Nebr., paid a call yesterday at the headquarters of ABC, with which the station is affiliated.

TOM McFADDEN, manager of WNBC, today is in Albany, N. Y., attending a meeting which has for its purpose the setting up of an Associated Press Broadcasters Association in New York State.

ED BENEDICT, account executive in network sales at ABC, today will board an American Airliner for Boston.

GASTON W. GRIGNON, general manager of WISN, Milwaukee, Wis., was welcomed yesterday at the offices of his national reps.

OGDEN PRESTHOLDT, of general engineering at ABC, hops an American Airliner today for Boston.

Board Meeting Called By Mutual Network

(Continued from Page 1)
is not leaving the Yankee Network, as originally scheduled, to join Mutual's high command. Edgar Kobak, MBS president, in answering a question by RADIO DAILY, said the job was still open and that he (Kobak) is still looking for an executive to bring into the Mutual office. Kobak did not say, however, whether the job still open is for a number two man or some position slightly lower in the organizational setup.

In Hollywood yesterday, Lewis Allen Weiss, chairman of the MBS board, declined to comment when questioned on the importance of the meeting next week. He also refused to comment on whether any important executive changes will be made. The job of vice-president and general manager of Mutual is still being filled by Robert Swezey. Contrary to some impressions, Swezey has never submitted a written or formal resignation.

Battle For Jack Benny Is Publicity Inspired

(Continued from Page 1)
on the same mission. This, however, was denied by the CBS press department which reported that Paley was still in New York.

Net results of the network needling seemed to be that Benny was getting the lion's share of publicity and that NBC confirmation of a new deal with Benny would soon be forthcoming.

West Coast Bureau, RADIO DAILY
Hollywood—Niles Trammell, president of NBC, questioned here yesterday, declined to comment on the report that a new deal is pending between the network and Jack Benny.

Chesebrough Buys Series On ABC Starting Jan. 1

(Continued from Page 1)
in New York each week. Series goes into the slot now occupied by "Gang Busters." Future of the latter show is in doubt and ABC affiliates recently were notified that "Gang Busters" would be dropped as a co-op after the end of the year. It's not impossible, however, that it will be rescheduled again at another time.

The "Little Herman" show will be an addition to Chesebrough's current network schedule. The advertiser also sponsors "Dr. Christian" on CBS every Wednesday night.

Armistice Day Salute Featured On Program

(Continued from Page 1)
sponsored by Revere Camera Company with Miss Stafford supported by Clark Dennis, tenor; the Starlighters, singing group and Paul Weston and his orchestra. Orchestra and Starlighters will salute Armistice Day with rendition of a patriotic medley.

Barnouw Again Prexy Of Radio Writers Guild

Erik Barnouw was re-elected national president of the Radio Writers Guild at membership meetings last Monday night. Barnouw was unopposed.

Five new council members were also elected from the eastern region. They are Robert Cenedella, Sylvia Berger, James Hart, Sheldon Stark and Daisy Amoury. The five alternates elected include Harry Bailey, Milton Kramer, Stuart Hawkins, Lillian Schoen and William Morwood.

Negotiations are continuing between RWG officers and a special committee representing agencies and sponsors. Sessions are being held at the Waldorf-Astoria and the next meeting is scheduled for tomorrow.

Sponsor Signs Anthony For Series On WMGM

(Continued from Page 1)
sored by Carter Products. When it premieres on WMGM, "Books On Trial," now heard on Mondays from 8-8:30 p.m., will shift to the same hour on Tuesday.

10 YEARS AGO TODAY

(From the files of Radio Daily)
Foreign language stations are fast developing the decided trend toward the use of programs six and seven days a week instead of the usual five-day "across-the-board" programming. The trend continues to increase as ten advertisers using the facilities of WOV-WBIL found that regular daily programs on Saturday and Sunday proved to be productive.

INS has served

KGFJ
LOS ANGELES

SINCE 1935

Barrier

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

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

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

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

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

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

AM **W·I·T·H** FM

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

Washing Machine Firm Co-Op Over 65 Stations

(Continued from Page 1)

with Blackstone's "Secrets of Magic" book being given away to listeners. Persons wishing the book will be asked to write the station and in return will receive a coupon which entitles them to go to a Blackstone washing dealer for the magic book.

"The washing machine manufacturer is getting results from the transcribed series and can be regarded as one of the new accounts in radio," Michelson said. "Stations carrying the series are enthusiastic about the sponsor and cooperating fully in the exploitation of the company's merchandise."

The 25 stations added to the growing list now carrying "Blackstone, Magic Detective," are:

- WHBS, Huntsville, Ala.; WATR, Waterbury, Conn.; WJSW, Altoona, Pa.; WJOI, Florence, Ala.; KARK, Little Rock, Ark.; KFMJ, Tulsa, Okla.; WDOO, Chattanooga, Tenn.; WLCR, Torrington Conn.; WGT-L, Kannapolis, N. C.; KXLL, Missoula, Mont.; KXOL, Ft. Worth, Texas; WJPF, Herrin, Ill.; WSOC, Charlotte, N. C.; WJLL, Niagara Falls N. Y.; WGST, Atlanta, Ga.; WROL, Knoxville, Tenn.; WRUN, Utica, N. Y.; WNAE, Warren, Pa.; WJTN Jamestown, N. Y.; WESB, Bradford, Pa.; WSIX, Nashville, Tenn.; WCCP, Savannah, Ga.; WOR, New York, N. Y.

Movie-ET Tieup

Hollywood—Paramount studio yesterday completed a five-month tieup with Mayfair Transcriptions whereby "Whispering Smith," forthcoming Technicolor release, will be publicized on the Alan Ladd "Box 13" weekly radio transcription series. The tieup started Sunday and will continue until after general release of the picture, in which Ladd is co-starred.

These transcriptions are used on approximately 200 stations throughout the country and are heard at various times in different sections. It is aired locally on KNX at 10 p.m. Sundays.

Guedel Troupe On Tour

The John Guedel Radio Productions troupe will cover more than 7,500 miles on the second half of the Fall charity tour, which started this week. Headed by Guedel and Art Linkletter, emcee of "People Are Funny," on NBC, and "G. E. House Party," over CBS, the group now is in Denver, from which point this week's shows will emanate for the benefit of the Boy Scouts of America.

No Laughing Matter

Jack Bonny is paid about \$400 for every laugh he gets on his Sunday program over NBC, according to a story in the Nov. 6 issue of the Saturday Evening Post. Feature is written by Cleveland Amory and titled, "Jack Bonny's \$400 Yaks." Story tells how the comedian, his writers and producers polish off and put together the funny lines each week.

Bob Hope Leads Pacific Hooperatings In October

(Continued from Page 1)

average evening rating was listed as 8.3, up 2.1 over the last report.

Remainder of the programs among the top 15 on the Pacific Coast for the month of October were tabulated as follows:

- Walter Winchell, 21.5; People Are Funny, 19.1; Bing Crosby, 19.0; Horace Heidt, 17.1; Radio Theater, 17.0; Phil Harris-Alice Faye, 16.9; Life of Riley, 16.3; Talent Scouts, 16.1; Red Skelton, 15.3; Dennis Day, 15.0; Bob Hawk, 14.9; Duffy's Tavern, 14.6.

U. N. Spokesman Touring In The Interest Of Radio

Dorothy Lewis, director of women's broadcasting activities at United Nations, is making a three weeks tour of middle western cities in the interest of UN radio programs and community conferences on peace. Today Mrs. Lewis is in Omaha and tomorrow will visit Lincoln, Nebr. Other cities included in the tour are: Brigham Young University, Provo, Utah, Nov. 13; Utah Association for UN conference at the University of Utah, Salt Lake City, Nov. 14, and 15; University Community Conference, Lincoln, Nebr., Nov. 17-18 and U.N. Conferences, Chicago on Nov. 19. Mrs. Lewis will return to U.N. headquarters at Lake Success, New York, on the 20th of this month.

New Type Participation Show Offered On WMCA

The newspaper type of gossip column, for which the columnist buys advertising space and sells plugs to clients, has invaded radio with a few variations. Show, called "Over My Shoulder," is aired Sundays from 2:03-2:30 p.m. and is conducted by Larry Curtis, who two years ago began a newspaper column containing "personally shopped" values.

Idea for the show, plus five participating sponsors, were brought to WMCA by Curtis himself. Station said, however, that the sponsors pay time charges to WMCA, not Curtis. The sponsors include a restaurant, hair preparation, furrier, beauty shop and a hair dresser.

Stork News

A son, James Anthony, was born recently to Mr. and Mrs. Bill Keller. The father is on the engineering staff of WLS, Chicago.

Plan BBC Broadcasts Of "Sorry Wrong Number"

(Continued from Page 1)

whereby the show will be broadcast three times in England by BBC.

The initial broadcast will tie in with the London premiere of the Hal Wallis Production Paramount picture based on the famous radio script. Negotiations are under way for Flora Robson to play the lead role portrayed by Barbara Stanwyck in the film.

The radio show is scheduled for its fifth airing in the U.S. on Nov. 18 on the CBS "Suspense" program with Agnes Moorehead, who starred in the first production of "Sorry, Wrong Number" on "Suspense" in May, 1943, again playing the role.

Harness Committee Plans Hinge On Next Meeting

(Continued from Page 1)

Huron decisions late last September.

Counsel Frank Bow has told RADIO DAILY he is prepared to go ahead with hearings on the Commission's licensing policies, its personnel or the Blue Book, and there is also the matter of the licensing of a Government station in Puerto Rico to compete with privately owned stations for the advertisers' dollars.

Harness is the only member of the five-man committee to be defeated last week, but it is doubtful that the committee will be renewed next year.

Will Propose Clinic For Program Directors

(Continued from Page 1)

RADIO DAILY's "Shows of Tomorrow" last Summer.

Since that time, the Paul H. Raymer Co., station rep., has also made a survey among stations as to whether they would like to go along with the idea. At the program executive committee meeting in Washington tomorrow, which lasts for two days, it will be proposed that immediate plans be made for a pilot clinic. Later it can be determined whether the clinic should be held annually on a national basis or if it should be conducted on a regional or district level. Purdue University has made an offer inviting the clinic to be held there free of charge.

The NAB's program executive committee meeting is a preliminary to the board meeting scheduled next week, Nov. 16-18. Among other things, program directors will also discuss the NAB code which becomes effective Jan. 1.

Cearley Gets Promotion

Lon A. Cearley has been elected Vice-President and Controller of RCA Communications, Inc., it was announced by H. C. Ingles, President. Mr. Cearley joined RCA Communications in February, 1945, as Assistant to the Vice-President and Controller.

For Profitable Selling—Investigate

WDEL

WILMINGTON DELA.

WGAL

LANCASTER PENNA.

WKBO

HARRISBURG PENNA.

WRAW

READING PENNA.

WORK

YORK PENNA.

WEST

EASTON PENNA.



STEINMAN STATIONS
Clair R. McCollough, Managing Director

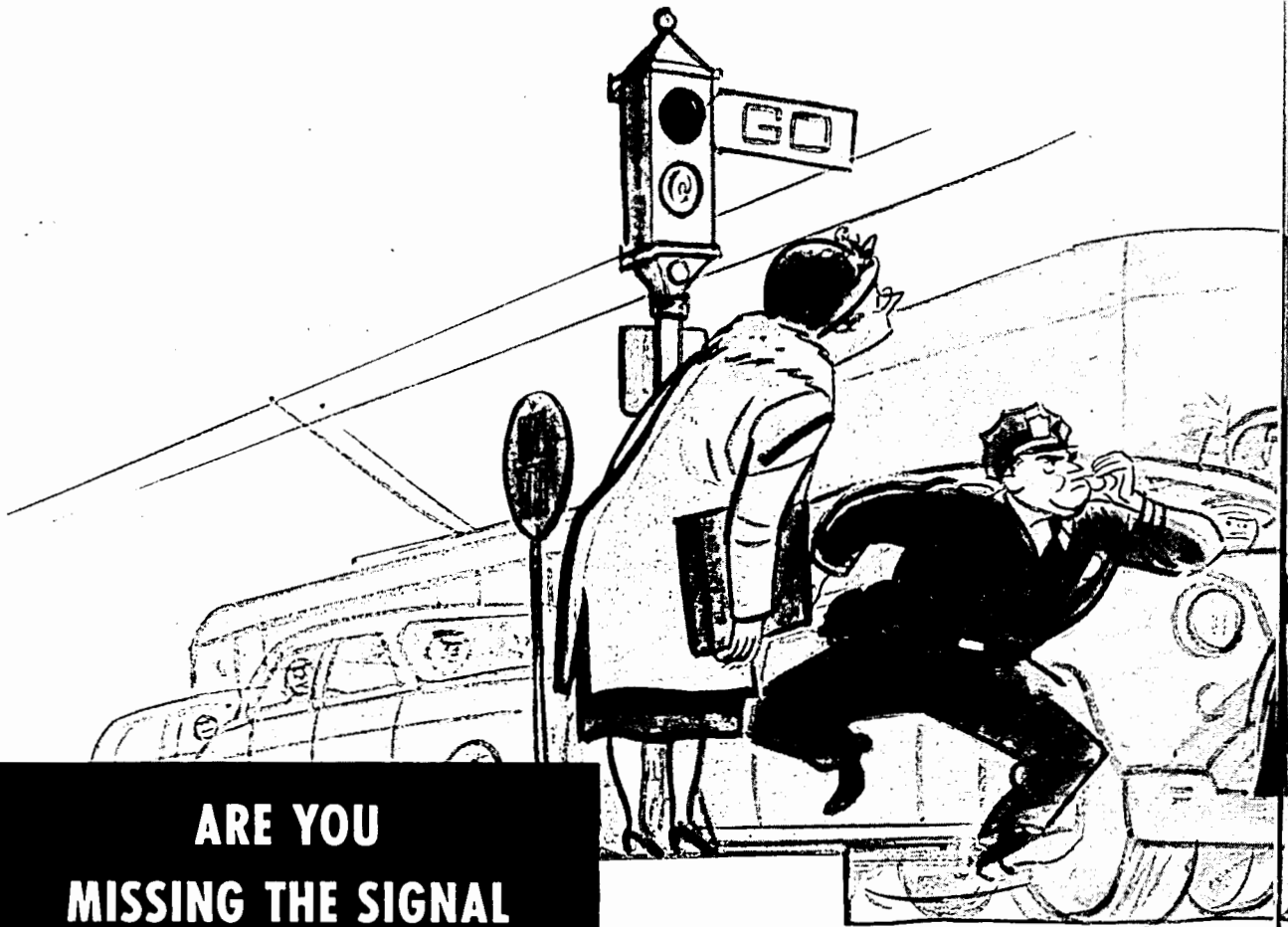
Represented by **ROBERT MEEKER ASSOCIATES**

Chicago San Francisco New York Los Angeles

KGW and KGW-FM
PORTLAND, OREGON

COMPLETE SCHEDULE
SIMULTANEOUS SERVICE

REPRESENTED NATIONALLY BY EDWARD FRIEY & CO.



**ARE YOU
MISSING THE SIGNAL
ON THE PACIFIC COAST?**

YOU ARE MISSING the signal if your Pacific Coast radio network isn't Don Lee, for only Don Lee can give you the green light on *both* the "Inside" and the "Outside" markets on the Pacific Coast.

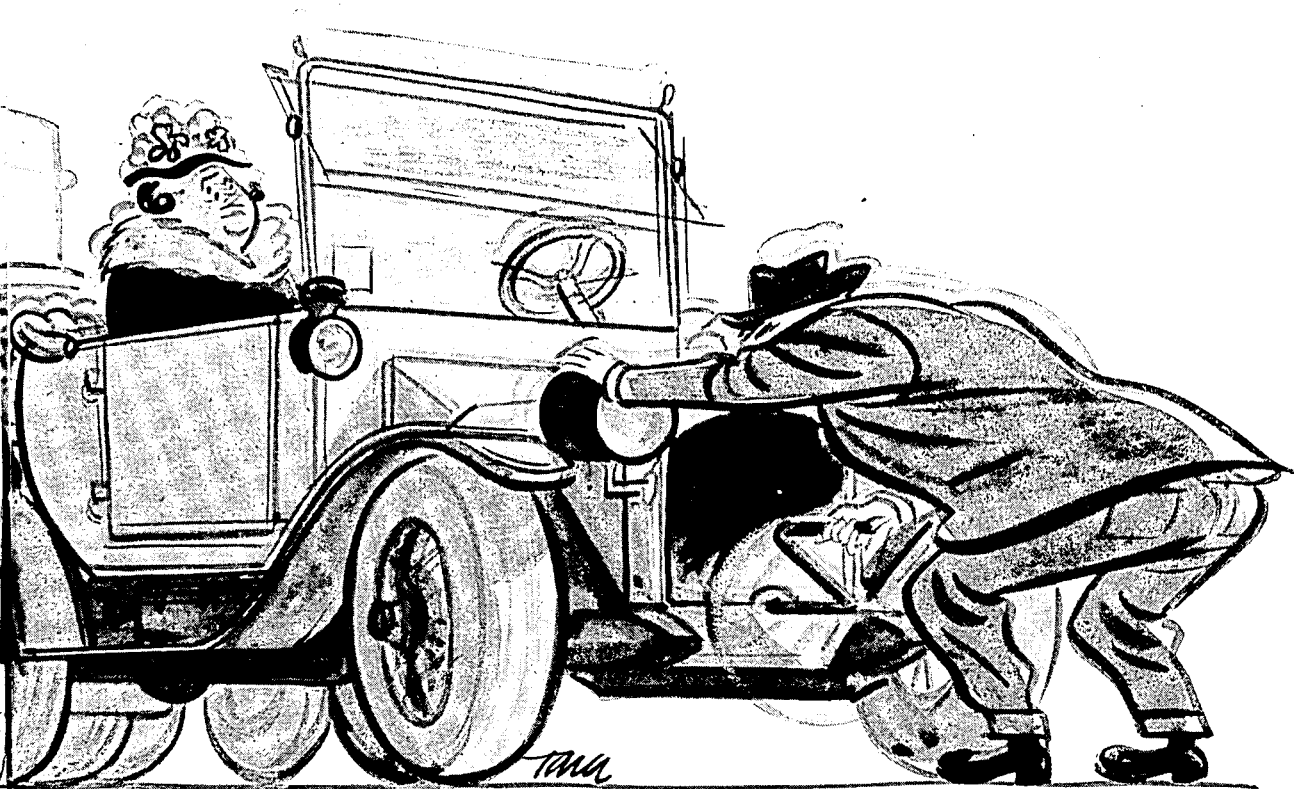
On the Pacific Coast there are only nine cities, embracing 18 metropolitan counties, in which all four networks have stations. To cover the remaining 17 "Outside" market counties, there are 48 stations of all networks, and 32 of these are Don Lee stations!

The Pacific Coast markets are bigger and better than ever this year, with pop-

LEWIS ALLEN WEISS, *President* • WILLET H. BROWN, *Exec. Vice-Pres.* • SYDNEY GAYNOR, *Gen. Sales Mgr.*

The Nation's Greatest Regional Network





tion up 8%, radio families up 10%. Buying income is 20% higher, retail sales up
3%. Don Lee is the *recognized* network to deliver both "Inside" and "Outside"
markets. 49% of all the Pacific Coast's regionally-sponsored network programs,
and 52% of all the Coast's regionally-sponsored time, are currently on Don Lee.

Remember: In addition to coverage facilities in the "Inside" market equal to
those of any other network, Don Lee has 100% more coverage facilities for the
"Outside" market than all other Pacific Coast networks *combined*. If you want the
ahead signal with your product or services on the Pacific Coast—buy Don Lee!

13 NORTH VINE STREET, HOLLYWOOD 28, CALIF. • Represented Nationally by JOHN BLAIR & COMPANY

Mutual
DON LEE
BROADCASTING SYSTEM



AGENCIES

M. W. WHISTON has been named treasurer of Federal Advertising Agency, Inc., New York, N. Y., according to an announcement by Gordon E. Hyde, president. Whiston succeeds George G. Dietrich, who retired last June after 30 years affiliation with the agency. Whiston joined Federal as personnel director in January, 1947, coming from the U. S. Navy where he served as Lieutenant in the Supply Corps. Before that he was connected with Sperry Gyroscope Company for five years in various accounting capacities, including that of assistant director of government claims. . . . Harry M. Tax, present assistant treasurer, has been named manager of the accounting department at Federal.

EMERSON RADIO AND PHONOGRAPH CO., INC. has engaged the Blaine Thompson Co. to handle all television advertising. Emerson currently sponsors the Ed Sullivan "Toast of the Town" program on CBS. It is produced by Marlo Lewis, executive vice-president of the agency.

ARTHUR PINE ASSOCIATES has been named by Andrea Radio Corporation, one of the largest manufacturers of television sets in the country, to serve as publicity-public relations representatives for the organization.

GEORGE C. MILLER, president of The Haviland Management Corporation, announces that John C. Dowd, Inc., has been retained to handle the advertising and merchandising of Haviland Chocolates and Miller and Hollis products.

CALL CIRCLE 6-5173

For unusual Christmas Cards and Gift Wrappings



PERSONAL SERVICE

417 W. 50th St.
New York City

Gift and Personal Shopping

Mildred Roselle Lillian Stewart

15 years of established radio contacts

1906 *Henri* 1948

Henri
CONFISEUR

FRENCH RESTAURANT
LUNCHEON from \$2.00
DINNER from \$3.00
COCKTAIL BAR

Famous French Candies
15 East 52nd St.
AIR CONDITIONED



Mainly About Manhattan. . . !

● ● ● Fast fadeout of the Dennis James' GE video show after one performance parallels the Eddie Garr radio show some ten or so years ago. It was a big show skedded to emanate from a different nite club each week and bowing in at the old International Casino. All the sponsor heard on opening nite was the rattle of dishes, so he promptly tossed in the sponge (paying off for the 13 weeks, natch). . . . Maurice Chevalier has been signed by the Raymond Morgan office to emcee "This Is Paris." Series will be sound-taped and flown to this country weekly. . . . Wm. Morris takes over the Admiral show with Russ Morgan the 1st of the year. . . . Agnes Moorehead made a Decca album of "Sorry, Wrong Number" and now she's really sorry. She's said to be trying to stop the disc jocks from playing it because it's a threat to her future live performances, four of which she did on "Suspense" with another coming up this month. . . . N.Y. Dep't of Sanitation taking to radio and television to glorify the city's White Wings. . . . ABC coming up with a new series, "My Job Is Manhattan," due to preem on the 18th. . . . Hanley Stafford (Mr. Dithers on "Blondie") soon to get his own show on ABC—"Grandy's Green Acres." Jay Somers is doing the scripting. . . . "Pat O'Brien—From Inside H'wood," a 15-minute waxed series, will be available to stations by Dec. 15th.

★ ★ ★ ★

● ● ● A H'wood producer, according to John Bradford, received a story entitled "The Optimist." He called his staff in and said: "Gentlemen, this title must be changed to something simpler. We know what an optimist is, but how many other people know it's an eye doctor?"

★ ★ ★ ★

● ● ● Bob Hope comments on the news that a board of artists selected as the five most virile-looking men in the country: Clark Gable, Vic Mature, Lou Boudreau, Gov. Warren and Jack Smith. "Of course," Bob confides, "you can see they made a terrible mistake. I don't know why they picked that Gable over me. His shoulders measure the same as mine, and, besides, he can't take his off. And this isn't the first time Lou Boudreau has won a contest. After the World Series, the Cleveland gals voted him the 'man they'd most like to slide into home with'."

★ ★ ★ ★

● ● ● MAIN STREET SEEN-ery: Woo-woo Hugh Herbert and wow-wow Joan Bennett at neighboring tables at Garrison's. . . . Tough Burt Lancaster eating firni (a dessert made with rose water) at the India Prince. . . . Bert Parks (Mr. Santa Claus of "Stop the Music") shopping at Masters Mart—for cash yet! . . .

★ ★ ★ ★

● ● ● Mary Margaret McBride scored a literary beat by bringing playwright-author Robert E. Sherwood to her microphone on publication day of his semi-official history, "Roosevelt and Hopkins." The date was made far in advance, but Sherwood almost missed the broadcast. As he rushed into the studio about one minute before Mary Margaret was scheduled to go on the air, he apologized profusely and explained that he had been tapped for jury duty.

★ ★ ★ ★

● ● ● SMALL TALK: Charlotte Manson guesting tomorrow nite on the Paul Winchell-Dunninger video stanza. . . . Ben Grauer still getting fan mail as a result of his standout election coverage. . . . Pete Donald sez the Truman win was not what the Doc (Gallup) ordered. . . . Sid Paul, a big hit in the Chi company of "Mr. Roberts," may head for H'wood and pictures, his radio pals here will be glad to learn. . . . Staats Cotsworth's "Casey, Crime Photographer" has jumped to 11th place in latest Hooper tally. . . . Ted Collins preparing to enter video with a new type of mystery show.

PROMOTION

Real Friend-Maker

WWRL, Woodside, N. Y., in co-operation with some 50 theaters throughout the metropolitan area, has again launched its annual "Toys for Tots" campaign to collect playthings for distribution to hospitalized children and orphans at Christmas time. Throughout the coming weeks, WWRL will air pleas in behalf of its "Toys for Tots" drive urging listeners to donate new or used toys. The playthings may either be left at designated neighborhood theatres, which have been set up as collection depots, or forwarded to WWRL, 41-30 58th Street, Woodside. Gaily decorated, Yuletide trimmed toy collection bins will be set up in theater lobbies and at WWRL. The toys will be distributed at Christmas time in co-operation with the Police Athletic League. This marks WWRL's second annual "Toys for Tots" drive.

"Chicago Style"

"Programming—Chicago Style," is a new four-page, two-color booklet which gives a complete account of the WIND (Chicago) sports, news, music and public service lineup for the nation's second largest market. The last page of the promotion is devoted to the theme: Ratings, rates and coverage make WIND the best buy per dollar in Chicago.

Teamed for
SERVICE

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

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

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

KMBC
of Kansas City

KFRM

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

TELEVISION DAILY

Daily section of RADIO DAILY, Wednesday, November 10, 1948 TELEVISION DAILY is fully protected by register and copyright

BRITAIN PLANS THEATER PICKUPS

TELE TOPICS

AT THE ATS LUNCHEON yesterday, movie and legit director Rouben Mamoulian said, in effect, that tele is only as good as its programs. This is an obvious fact about any art form or medium of communication and one that is too often overlooked—not only by TV but also by the theater and motion pictures. . . . All of which serves as a peg for our major gripe about the thinking of too many trade execs. In our opinion, a program is no good unless it has special visual appeal. You cannot take a radio show, no matter how wide its reputation, nor how effectively it sells—and make a good video program of it merely by placing cameras before the participants. . . . To repeat a point made in this space before, if a person with his eyes closed can completely follow any program, there is something drastically wrong with the show. Unfortunately, there are far too many such tanzas on the air today.

A NEW WRINKLE in TV commercials has been developed by Telespots, Inc., in the form of one-minute films along the lines of open-end transcriptions. Five series are in the works and consist of a brief consumer service sequence flanked by sponsor's plugs. Self-explanatory titles of the series are "Better Living," "Easy Does It," "Nifty Thrifties," "Telexercises," and "Minute Menus." . . . Films were screened at a trade showing yesterday and proved to be highly entertaining as well as informative. Telespots exec. Jules Bricken said that up to 26 films are available in each series, exclusive rights to which will be granted in each area on a yearly basis. Prices will be based on the number of sets and station rates in respective markets.

"THE EYES HAVE IT," a World Video package in which a panel will be asked to identify various film clips, will replace the defunct "Dennis James Carnival" on Sundays, 8:30 p.m. over CBS. General Electric is the sponsor. . . . NBC will scan Toscanini's all-Brahms concert Saturday, 7:30-7:30 p.m. . . . We're glad to see that Ted Mack has changed the desk he uses on the Amateur Hour stanza. The old one was most disturbing, since it gave the impression of a disembodied bust.

GENERAL FOODS plans to start the Theater Guild series in January, probably on Sunday nite. . . . The Mary Margaret McBride stanza (an example of the type of programming referred to at the head of this column) appears due to lose some, if not all, of its five-count 'em—live sponsors. . . . The Radio Rogues, who vowed us 'way back when, will sub for the filing Alan Dale over DuMont tonite. The crooner, whose fame reached new heights when he rendered the national anthem at the Zale-Cerdan fight, is out with a strep throat.

TV Shown In Brazil; Two Firms Plan Stas.

Rio de Janeiro—First TV transmission in Brazil was held here this week by Radio Nacional PRL-8, local radio outlet belonging to the union of semi-official newspapers and magazines known as "A Noite." Regular AM shows were scanned including stanzas sponsored by Coca-Cola, Cigarros Master and the Sydney Ross Co. Public viewing of the demonstration took place at a store located on the Avenida Rio Branco.

At least two firms are going ahead with plans for commercial video stations to be built here and have already ordered equipment. Radio-Televisao do Brasil has placed an order with General Electric, and Diarios Associados have contracted with Pye, Ltd. of Cambridge, England.

Another Milwaukee Bank Buys Time On WTMJ-TV

Milwaukee—The Marine National Exchange Bank of Milwaukee has become the second bank in Milwaukee to go in for sponsoring broadcasts on WTMJ-TV, The Milwaukee Journal television station. The bank has signed a 26-week contract for a weekly half hour "Salute To Industry" program. A different Wisconsin industry is saluted each week. The account is handled by the Cramer-Krasselt agency of Milwaukee.

The First Wisconsin National Bank of Milwaukee is sponsoring Marquette University home football games on WTMJ-TV. This account is handled by the Marvin Lemkuhl agency.

TV Service Division Has Rapid Expansion

(Continued from Page 1)

Most of the qualified applicants for service apprenticeships come from reputable electronic schools and institutes. He said that one out of 20 applicants screened by the employment division of RCA is found acceptable for the duties of a serviceman.

Another aspect of the servicemen's schooling covers department when making an installation and the importance of keeping in mind that the customer is always right. Odden added that many of the customers have unwittingly contributed to the development of refinements in television receivers through their complaints about receivers which have been relayed to the company's factories in Camden.

The RCA Institute which had a pre-war enrollment of less than a 1,000 seeking schooling in radio and TV today has an enrollment of around 1,800 pupils with a waiting list. Most of those enrolled are ex-GI's who are obtaining specialized training under the Bill of Rights.

NBC Skeds Pro Basketball Slated To Start Saturday

NBC-TV adds pro basketball to its weekly sports sked Saturday when it carries the first in a series of games of the American Professional Basketball League from Jamaica Arena. Bob Stanton will do the play by play, with Bill Garden directing the two cameras.

Texaco's 50.7 Tops Pulse New York Ratings For Oct.

"Texaco Star Theater" climbed to the top of the Pulse October report for New York with a rating of 50.7—a gain of 12 points over the previous month when the show was second to "Toast of the Town." Latter stanza dropped to fourth with 36.7, a decline of four points which may be attributed to the debut, on the Pulse interviewing day, of the "Phileo Playhouse." The Phileo show while not in the top 10, rated 20.7.

On the Philadelphia Pulse list, an NBC boxing pickup on Oct. 18 aired over WPTZ, was first with 54.0, followed by the Texaco program with 49.0—a boost of 15 points for the Berle show.

Remainder of the top ten in New York follows: NBC boxing, Oct. 18, 46.7; Chevrolet on Broadway, 37.3; Toast of the Town, 36.7; CBS rodeo pickup, Oct. 2, 32.7; Amateur Hour, 32.7; Americana 30.0; Boxing, NBC, Oct. 1, 29.3; Small Fry Club, 29.3; We the People, 28.7.

Following the first two on the Philadelphia list were: Kraft Theater, 43.0; We the People, 38.0; Gay Nineties, 34.0; Hamilton Woman (film) WFIL-TV, Oct. 2, 34.0; Rodeo, WCAU-TV, Oct. 14, 34.0; Boxing WPTZ Oct. 1, 33.0; Amateur Hour; Toast of the Town 33.0.

Pulse interviewing dates during October were 1, 2, 3, 14, 18, 19 and 20.

BBC, Film Groups Discussing TV Screenings

Plans are now being formulated in London for the large-screen showing in British theaters of BBC's tele pickups of sports and special events, it was revealed here yesterday by Norman Collins, TV chief for BBC. Collins recently was appointed Governor of the National Film Institute in Great Britain.

A committee has been formed under Post Office chairmanship and comprised of film industry representatives and the BBC, Collins said. Discussions "are taking place at this moment," he said, "centered mainly on public televising in cinemas of remote broadcasts, including big sporting and national events."

He continued, "The BBC has emphasized that it does not wish to become a 'home cinema' but would like, in return, to be able on occasion to avail itself of British and American feature films and documentary films of top-line importance.

"Details of settlement are not anticipated immediately, but the discussions are progressing in a mood of optimism and mutual confidence," he added.

According to reports from London, a permanent tele-cine council would be set up to purchase joint TV and film rights to major events, with BBC doing the televising and participating theaters to buy exhibition rights and be permitted to make special charges for tickets.

Under another phase of the plan, BBC's dramatic, variety and other shows would be filmed and made available to theaters as quickie second features.

Theater interests leading the drive for large-screen showings are J. Arthur Rank, Monseigneur Newsreel Theaters and Associated British Cinemas, in which Warner Bros. has an interest. Latter chain hopes to have TV equipment in each of its houses, and also has plans to establish its own station.

Lawrence Haas Named To CBS-TV News Post

Appointment of Lawrence Haas as CBS-TV co-ordinator of news was announced yesterday by Edmund Chester, news and special events chief. Haas was news director of the web's shortwave division for more than five years, up to discontinuance of the operation Sept. 30.

In his new post, Haas will supervise preparation of news shows, reporting to Chester. Henry Cassirer, news editor, will be assistant to Haas.

COAST-TO-COAST

First Web Broadcast On WTOM

Bloomington, Ind.—Station WTOM recently announced their first big network broadcast, the "National Guard Military Ball," originating from Indianapolis and made available by the Columbia Broadcasting System. The program saluted the Indiana National Guard and featured on the broadcast were Orrin Tucker and his orchestra.

What About 121 B. C.?

Sausalito, Calif.—Listeners to KDFC heard something about Chinese Shadow Dramas dating as far back as 121 B.C., when Pauline Benton, founder and director of the Red Gate Players was guest of Euell Labhard, the station's special events director.

Music For Youth On WBSR

Pensacola, Fla.—ABC affiliate WBSR broadcasts a "Music for Youth" program every Tuesday morning to which all intermediate grade classrooms in Pensacola and Escambia County are tuned in. The programs consist of information regarding composers and compositions and offer recordings of the music described. Recordings tie in with subject material for history, geography, social studies and with language arts as well.

Appointed WDAR Asst. Mgr.

Savannah, Ga.—It has been announced that Bob Mann, sales promotion manager of WDAR, has been appointed assistant manager of that station. A former public relations director of WBYN, Brooklyn, he also was with WWRL in New York.

Humanitarian Hour On WBEN

Buffalo, N. Y.—WBEN's weekly feature The Humanitarian Hour began its 19th season on that station. Rabbi Dr. Joseph L. Fink of Temple Beth Zion, conductor of the program since its beginning, returns again to discuss problems of the day and their spiritual effects.

WSAP Asks Power Increase

Portsmouth, Va.—According to announcement WSAP has requested the FCC for a change in frequency from 1490 kc. to 1350 kc. and an increase in power from 250 watts to 5000 watts, using a directional antenna day and night.

First With A G.O.P.

Terre Haute, Ind.—WTHI's Don Sherwood had H. Clark Springer, Republican State Chairman, on the air at 5:30 a.m. last Wednesday with a vocal concession of defeat. After the broadcast Sherwood called various press services and gave them the story.

owls

Whoo-oo stays up late to listen to KYW "Radio Nightclub"?

Answer: lots of people, in lots of places, according to mail response. Of 3,000 pieces of recent mail, approximately half bear a Philadelphia postmark; the rest come from 171 other communities in Pennsylvania, 37 places in New Jersey, 32 in New York and various points in Delaware, Maryland, Virginia, West Virginia, Ohio, Illinois, Michigan, Wisconsin, and Canada.

This popular show is on the air from 11:10 until midnight on Monday, Wednesday, and Friday; from 11:30 until midnight on Tuesday, Thursday, and Saturday. It gives participating advertisers a big nighttime audience at low daytime rates. Ask NBC Spot Sales for details.

Philadelphia
50,000 Watts
NBC Affiliate

KYW



WESTINGHOUSE RADIO STATIONS Inc

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

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

WE HAD A FEELING THAT SOMEBODY WAS FOLLOWING US!

When Transradio took time to look back, Election Night, a whole crowd was behind. Some weren't feeling at all well. They complained of upset predictions or unsteady polls, with complications of nervous commentaries and galloping alibis.

Transradio felt fine!

One client diagnosed our surprising good health that night in these terms: "Transradio was right in the groove in its interpretation and reporting of the election surprise. You accurately called every trend while other services, until far after midnight, were still reporting 'The landslide victory for Governor Dewey developed tonight, even while first scattered returns kept President Truman in the race!'"

One look at Transradio's Flashes and the reason for this diagnosis becomes clear. Here are just a few:

- 8:47 P.M. PRESIDENT TRUMAN IS MAKING A CLOSE RACE OF THE 1948 ELECTION.
- 9:30 P.M. Democrats seem likely to control Senate, House and majority of state capitols.
- 11:53 P.M. PRESIDENT FAR AHEAD. Popular vote will run ahead of Dewey's.
- 1:53 A.M. SENATE WILL GO DEMOCRATIC.
- 2:07 A.M. DEMOCRATS GAIN CONTROL OF THE HOUSE.
- 3:51 A.M. Election is stunning upset. Prospects of Dewey Victory now very slim.
- 4:26 A.M. DEWEY CANNOT WIN 266 ELECTORAL VOTES NECESSARY FOR VICTORY.
- 6:30 A.M. PRESIDENT TRUMAN APPEARS TO HAVE WON RE-ELECTION.
- 8:37 A.M. Truman victory now appears certain.
- 10:12 A.M. TRUMAN WINS.
- 11:01 A.M. McGrath Claims Truman Victory. (49 Minutes behind TP!)
- 11:15 A.M. DEWEY CONCEDES. (63 Minutes behind TP!)

Minutes to hours ahead, all the way! Just compare this with copy received from your press services or radio networks and convince yourself. Transradio accurately interpreted every development of the election.

No wonder Transradio feels fine! But what about you? Did you suffer from preconceived notions, cold flashes or shaky bulletins that night? Still feeling the aftereffects?

YOU NEED TRANSRADIO!

TRANSRADIO

Press Service, Inc.
521 Fifth Avenue
New York City



FM PROGRESS REPORTED IN FMA SURVEY

AFM 'Peace Pact' Filed With D. Of J.

Washington Bureau, RADIO DAILY
 Washington—The new recording agreement between the AFM and the record-makers was left with the Department of Justice yesterday, but officials there say they do not know how soon, if at all, there will be any ruling as to its legality. Attorney General Tom C. Clark left yesterday for Florida, and there is no assurance there will be any action on the contract until his return next week. Although the text of the agreement has not been released, it is said that

(Continued on Page 2)

WINS Subscribes To New Co-op. Program Syndicate

WINS has signed an exclusive contract covering the New York market with the newly formed Broadcasters Program Syndicate, a co-op group set up to supply transcribed name talent to stations at very low fees. According to Eldon Park, Crosley veepee in charge of WINS, the station will get its first program under the contract a five-times-a-week series titled, "Pat O'Brien—From Inside Hollywood." Show will premiere over WINS Dec.

(Continued on Page 3)

CBS Repeats Wholesale Coverage Of Football

CBS sports department has elected to repeat the new kind of format next Saturday similar to the one done last week when the web gave coverage, in varying degrees, to 29 football games. On Nov. 13 CBS will report on upwards of 25 gridiron contests between

(Continued on Page 5)

Best Teacher Contest

Fourth annual "Best Teacher Contest" sponsored by the Quiz Kids of NBC will get under way during the broadcast from Chicago on next Sunday with Dr. Paul A. Witty, chairman of the board of judges, participating. Contest will continue from Nov. 14 to Dec. 18 with children asked to place in nomination names for the title of "best teacher."

WOR Sales Increase; New Accounts Listed

WOR sales are reported running ahead of last year and yesterday the station announced the signing of 163 new business contracts during a two-month period—from Sept. 1 to the November elections. Figure covers new business only and does not include renewals or network sponsors.

Within the last two months, it has been learned, WOR weekly sales in most cases have been running con-

(Continued on Page 3)

Sohio Company Sales Show Sharp Increase

Cleveland—Standard Oil Company of Ohio, consistent users of commercial radio time on news programs as well as sports events, reported a new high of \$179,814,313 in sales for the first nine months of this year, 26 per cent above the corresponding period a year ago. Net sales for the third quarter were \$56,729,296 or 13 per cent above the \$50,163,813 reported for the quarter ended Sept. 30, 1947.

Rated As Billion Dollar Business In Association Report; Increase Of Sets And Stations Noted

BMI Library Course Proves To Be Popular

BMI's two-day model library course, for which music librarians around the country are invited to BMI headquarters in New York, is proving a very smart and practical program judging by the results to date. Every Monday and Tuesday a different group of librarians and program executives, numbering about 15 each week, come in for a thorough discussion on the best methods of operating

(Continued on Page 5)

Radar Equipment Okayed For La Guardia Field

Authorization to use the radar equipment installed at La Guardia Field, New York, for bad weather flying was made yesterday by the Civil Aeronautics Administration. Herebefore the use of the radar installa-

(Continued on Page 2)

Music Scholarship Series Being Auditioned By MBS

Several top advertisers are understood to be interested in a show Mutual is auditioning tonight which would provide \$5,000 music scholarships to teen-age youngsters of out-

(Continued on Page 2)

Washington Bureau, RADIO DAILY
 Washington—Declaring the FM broadcasting has grown from a \$10,000,000 business in 1946 to a billion dollar industry, the FM Association yesterday released a survey conducted by Everett L. Dillard, who retired as association president last September. "By the end of 1948 FM should exceed the billion

(Continued on Page 5)

Religious Leaders Meeting In St. Louis

The Lutheran church, heavy users of transcribed and live commercial radio time on middle west stations, will hold a two-day radio-TV conference at the Claridge Hotel in St. Louis opening today.

Both radio and television will be covered during the two conferences with speakers and round table discussions on the religious use of the sight and sound media. In addition

(Continued on Page 3)

Kennett WONS Mgr.; Manby Gets Promotion

The Yankee Network has announced the appointment of Robert L. Kennett, veteran radio man, as manager of Station WONS, Hartford, succeeding Robert Manby. At the same time

(Continued on Page 3)

Armistice Day Programs Set For Webs And Stations

Major networks and stations throughout the country are observing Armistice Day today with special programs honoring the Nation's war dead.

During the broadcast of Mutual's "Say It With Music" program which originates with WHK, Cleveland, Taps will be sounded and a moment of silence will be observed. At 9:15 p. m., Mutual will broadcast a transcription of the Arlington Cemetery ceremonies which will feature an

address by General Omar Bradley.

NBC also plans to give coverage to the Arlington Cemetery service and from 11:00 to 11:02 a. m., will observe a period of silence which will be concluded with Taps.

One of the features of CBS' observance will be the presentation of an award by General Jonathan Wainwright in the Disabled American Veterans Foundation contest. The award

(Continued on Page 5)

Heavy Demand
 Demand for television receivers as the Christmas season approaches is expected to exceed the supply with prospects of tele sets becoming black market merchandise around the holidays, a spokesman for RCA said yesterday. Table models are most in demand and at present the receivers are selling as fast as they leave the production lines.

Anniversary
 Twenty-fifth anniversary of the first coast-to-coast broadcast attempt in the U.S. was observed yesterday by the Woodrow Wilson Foundation. Pickup was made Nov. 10, 1923, and featured Mr. Wilson speaking from his home on behalf of the League of Nations. Because of the dearth of receivers at that time, sets were installed in public places to carry the address.



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

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WEST COAST OFFICES

Bahn Wilk, 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

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FINANCIAL

(November 10)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
ABC	7 1/2	6 5/8	7 1/2	+ 7/8
Admiral Corp.	17 1/4	16 5/8	17	+ 1/4
Am. Tel. & Tel.	150 5/8	150	150 1/8	+ 3/4
CBS A	21 3/4	21 1/8	21 1/8	+ 1/4
CBS B	20 3/4	20 3/4	20 3/4	—
Farnsworth T. & R.	5 3/4	5 1/2	5 1/2	+ 3/8
Gen. Electric	37 5/8	36 7/8	37 1/4	+ 3/8
Philco	37 1/4	36	36 3/4	+ 1/2
RCA Common	11 1/8	10 5/8	11	+ 1/8
RCA 1st pfd.	67 1/2	67	67	+ 7/8
Stewart-Warner	12 3/4	12 1/4	12 1/4	+ 1/4
Westinghouse	24 3/4	23 5/8	24 3/4	+ 1/8
Westinghouse pfd.	97 1/4	97 1/4	97 1/4	+ 1/4
Zenith Radio	24 7/8	23 1/2	24 7/8	+ 1

NEW YORK CURB EXCHANGE

Hazeltine Corp.	10 3/4	10 1/2	10 1/2	- 1/2
Nat. Union Radio	2 1/8	2	2 1/8	—

OVER THE COUNTER

	Bid	Asked
Stromberg-Carlson	14 1/2	16
U. S. Television	1 1/4	2
WCAO (Baltimore)	25	28
WJR (Detroit)	8 1/2	9 1/2

Radars Equipment Okayed For La Guardia Field

(Continued from Page 1)

tion has been restricted to emergency landings. Equipment installed at La Guardia is reported valued at \$350,000.

★ COMING AND GOING ★

WELLS CHURCH, Columbia network's director of news broadcasts, is in St. Louis for the Radio News Directors' Conference.

BENEDICT GIMBEL, Jr., president and general manager of WIP, Philadelphia, will be in New York tomorrow for conferences at the offices of the Mutual network.

B. T. WHITMIRE, general manager of WFBC, Greenville, S. C., is expected in town today for talks with the national representatives of the station.

OWEN SADDLER, general manager of KMA, American network outlet in Shenandoah, Ia., and HOWARD O. PETERSON, commercial manager of the station, are in Gotham for confabs at web headquarters and with their national representatives.

WALTER H. GROSSELFINGER, radio manager of the Westrex Corp., has returned from a three-month stay in Europe, where he toured the offices of Western Electric subsidiaries. He visited England, France, Switzerland, Belgium, Holland, Eire and the Scandinavian countries.

I. T. KITZMILLER, controller of the United States Television Mfg. Corp., and JAY J. CLANCY, regional sales manager for the firm, are away on business trips, the former to New Orleans, the latter to Atlanta.

OGDEN PRESTHOLDT, of the Columbia network's general engineering department, has returned from a trip to Boston.

PHILIP BRODSKY, president of Video Associates, Inc., left yesterday on a three-week tour of California and Midwest TV stations.

AFM 'Peace Pact' Filed With Dept. Of Justice

(Continued from Page 1)

the clause causing concern about legality is that stipulating administration by a single administrator of the union welfare "royalty" fund. In view of the anticipated repeal of the Taft-Hartley Act, however, there is believed to be a strong possibility that even without an opinion from the department regarding the legality of the clause it might be put into effect with an understanding that the Government will not prosecute.

Robinson On WMCA

Jackie Robinson, the Brooklyn Dodger, begins his sports series over WMCA, New York, next Monday night, 7:15-7:30 p.m. He'll be heard six nights a week. Robinson, who plans to continue the show until Spring training time next March, will comment on sports topics, interview sports celebrities and promote interest in boys clubs.

Joins Ziv Staff

Bette Crosset, until recently director of women's programs at WZPZ, Covington, Kentucky, has joined the Frederic W. Ziv Company publicity staff and will work out of Ziv's Cincinnati office. Mrs. Crosset's radio name was Bette Cleaveland. Before joining ZIV and WZPZ, she was associated with WLW, Cincinnati.

10 YEARS AGO TODAY

(From the files of Radio Daily)

A three-hour show was presented in formal dedication of WEVD's new building and increase in power with many noted guests participating. Among them were Mayor Fiorello H. LaGuardia, Dr. Sigmund Spaeth, Hendrik Willem Van Loon, Fannie Hurst, Henny Youngman, Harry Hershfield and many others. The show which was divided into four parts featured a separate chairman, speakers and entertainment for each section. Highlighting the evening was a special message from President Franklin D. Roosevelt.

Music Scholarship Series Being Auditioned By MBS

(Continued from Page 1)

standing ability. Show is produced by Roger White and scripted by his associate, Leonard Traube, and Dale Phalen of the Rachmaninoff Memorial Fund.

Public audition of "Teen-Age Music Scholarships" will be held in the Longacre Theater tonight from 8-8:30 p.m. Olin Downes, music critic of the New York Times, is emcee and scholarship chairman. The three scholarship judges are Sylvan Levin, who will conduct the 39-piece orchestra; Laszlo Halasz, music director of the New York City Center Opera Co., and Mischa Elman, violinist.

Plans call for 16 young artists to appear in a cycle of four broadcasts to qualify for a \$5,000 scholarship. The finals would be conducted on a fifth broadcast. Eight scholarships are to be awarded over a period of 40 weeks.

Adam Hats Buys Spots

Adam Hat Co. has purchased a daily one-minute announcement—for a period of eight weeks—on the Lanny and Ginger Grey show on WMGM, New York. Program is aired 8-8:30 a.m., Monday through Saturday. Madison Advertising Co. placed the account for Adam Hats.

To Open Music Store

The largest and most complete catalog of band and orchestra music in the country will be available in the enlarged uptown Carl Fischer band and orchestra department, which will be officially opened on Thursday, November 11, in the new music store, on West 57th Street, New York.

Named Copy Chief

Riley Brown has been appointed copy chief in the radio department of Gray & Rogers, advertising, Philadelphia. Brown has been a copy writer at Gray & Rogers for more than three years.

AM — FM Commercial Stations
Prompt Confidential Service
for BUYERS and SELLERS
EDWARD C. LOBDELL
ASSOCIATES
(agency)

17 East 48th St. New York 17, N. Y.
PLaza 5-1127
STATION BROKERS



Signs of the times!

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

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

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

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

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

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

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

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



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

INS has served



WOR Sales Increase; New Accounts Listed

(Continued from Page 1)

Considerably ahead of the same period last year. Renewals are pretty consistent and in those weeks where the volume drops it has been due to a falling off in the amount of new contracts. Despite the increase in billings, it is not known, however, how well the profit side of WOR's ledger is standing up.

New contracts signed in the last two months include a half-hour dramatic show aired five days a week, "The La Rosa Hollywood Theater of Stars," 13 quarter-hour news periods and 11 other 15-minute programs. Indications are that the upsurge in new business is continuing.

Several new program sales have been made since the election. They include the sponsorship two nights a week of the "Deems Taylor Concert," the 10 a.m. Henry Gladstone newscast three days a week by Arnold Baker and the nightly five-minute Larry Hershfield show by Shulton, Inc.

Heaviest advertisers are foods, tobaccos, drugs and pharmaceuticals, perfumery, soaps, detergents and other household cleaners. WOR participating shows such as Dorothy and Dick, Martha Deane, The McCanns at Home, Luncheon At Sardi's and The Ladies' Man are fully sponsored and some of them have waiting lists.

WINS Subscribes To New Co-op. Program Syndicate

(Continued from Page 1)

15 and is to be broadcast Monday through Friday, 10:15-10:30 p.m.

The Pat O'Brien stanza is the first one to be turned out by Broadcasters Program Syndicate, to which more than 100 stations have subscribed. Each station pays in a weekly fee equal to its national Class A quarter-hour rate for which it receives any and all programs produced by the syndicate. Bruce Eells and Associates, Hollywood, handles the production.

Eells pockets 15 per cent of the subscriber fees while the other 85 per cent goes into talent and production costs.

Takes Columbia ET Post

Martin D. Schnall, formerly Production Control Manager in charge of scheduling and coordination of output at the Bridgeport, Conn. plant of Columbia Records, Inc., has been appointed Assistant Manager of the Transcription Department, reporting to Robert J. Clarkson, General Manager of the Department, according to an announcement by Edward Wallerstein, Chairman of the Board of Columbia Records.

Streibert Named Director

Theodore C. Streibert, president of WOR, New York, has been elected a member of the board of directors of the Ward Baking Company.

Romantic

Envy of a lot of gals in the U.S. next week-end will be Miss Marlam Spott, secretary at CBS Station WHCU, Ithaca, N. Y.—home of Cornell University. She will have as her guest, handsome Bill Lawronco, featured singer of the CBS "Arthur Godfrey Show." Miss Spott invited him up to Ithaca for the Dartmouth week-end. And Bill accepted.

Kennett WONS Mgr.; Manby Gets Promotion

(Continued from Page 1)

the network offices in Boston said Mr. Manby, who has been affiliated with WONS for the past year, has been elevated to an executive position with the organization to develop a new phase of its network operations.

Von Zehle To Coast

William von Zehle, head of the von Zehle ad-agency, starts via car on Friday for Flagstaff, Ariz., accompanied by Mr. von Zehle. They will spend several days in Arizona as guests of Bob Street, well-known radio executive, on the latter's 2600 acre ranch. From Arizona, Mr. and Mrs. von Zehle will fly to Los Angeles, where the adman has scheduled several business conferences. They will be away from New York two weeks.

Religious Leaders Meeting In St. Louis

(Continued from Page 1)

the religious leaders will visit radio and television stations in St. Louis. Included in the tours are KMOX, KFJW, KSD and KSD-TV.

A round table discussion scheduled for this afternoon brings together several broadcasters discussing "Commercial Radio Looks at Religious Programs." Participating in the discussion will be Ed Launer, chief announcer of KODY, North Platte, Neb.; William Mansfield, studio supervisor of KMOX, St. Louis; Norman Widenhofer, program director of WGL, Fort Wayne, Ind. The Rev. Carl Mehl, member of the public relations department of the Colorado district, Denver, will act as moderator.

A report on "The Family Worship Hour" will be given by the Rev. Theodore Martens, executive secretary of the Family Worship Hour, Chicago. The Rev. R. Betermann, Ph. D., director of the Lutheran Hour, St. Louis, will also report on the progress of the program.

Wedding Bells

Frederick B. Opper, ABC's London correspondent, was married Nov. 8, in New York to Katherine C. Blanchard, managing editor of Screen Guide. Opper left for London by plane Monday afternoon and his bride will join him there within a month.

'what're you doing Saturday, handsome?'

MORE IMPORTANT to advertisers—what are OTHER people doing Saturday afternoon? Well, sir, would you believe it, they're listening to their radios; listening to WOR!

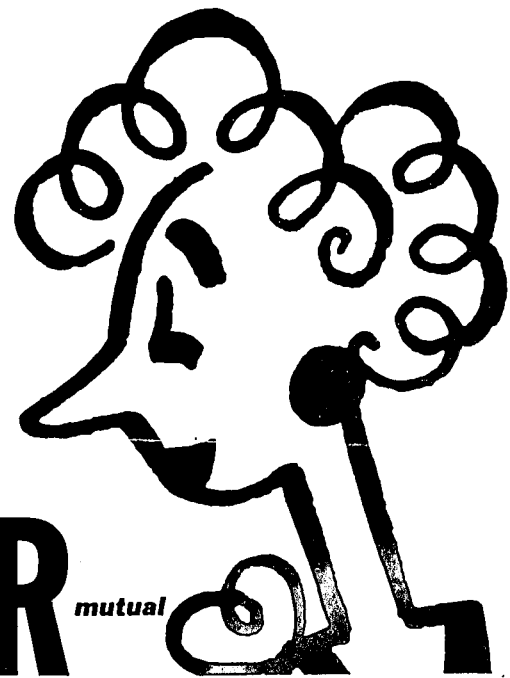
Saturday turns out to be a fertile field day for advertisers. Golden nuggets are moping around just *waiting* to be mopped up.

1. More PEOPLE listen Saturday afternoons (1:30 to 5:00) than during the week. And we're NOT talking about the sports season. We mean from December through March.
2. 170% more MEN listen Saturday afternoons (1/3rd of the audience is full-grown and male).
3. As many WOMEN listen Saturdays as do during weekday afternoons (52% of the Saturday afternoon audience is female).

WHAT A DAY to advertise a family product on WOR!

WHAT A DAY to pay low WOR daytime rates for what is practically a night-time audience!

—heard by the most people where the most people are



WOR mutual

LOS ANGELES

By RALPH WILK

JERRY DEVINE, ABC producer-director of "This Is Your FBI," celebrated his 10th wedding anniversary, Monday. He will take his wife and son to Mexico over the weekend.

Don Logan, Hollywood ABC flack, who has been bedridden for past two years with TB in an Altadena sanitarium, got first short story published in the November issue of "Sir" Magazine. Yarn has radio background.

Peter Potter's Platter Parade, now in its sixth week on KFVB has been completely sold out across the board to participating sponsors, and a waiting list of prospective sponsors is growing. Potter's KFVB show now has the highest Hooperating of any record show west of Chicago.

Lud Gluskin has been signed as musical director by producers Frank Melford and Julian Lesser on the recently completed Allied Artists production, "When a Man's a Man." Gluskin also conducts the music for several radio programs.

Television shows from KLAC are being televised from 6000 Sunset this week. Deal has been made between KLAC and 6000 officials to televise all shows from Center Building until their own building is completed.

While performing at the Larry Potter Supper Club in North Hollywood, Steve Gibson's rhythmic "Red Caps" are making musical movies like mad for Rudy Vallee's television producing firm. The "Red Caps" have already signed to reappear at the Supper Club for another eight weeks starting Dec. 19.

Lever Bros., Thomas J. Lipton, Inc., Pepsodent Co., and Foote, Cone & Belding have signed up with A. C. Nielsen Co. for National Nielsen Radio Index. Foote, Cone & Belding contract is for three years, the others for two years.

In-school broadcasts of the Chicago Radio Council are being broadcast over WFMF until such time as the new station WBEZ is installed.

Wedding Bells

Laverne Andrews, youngest of the three Andrews Sisters who are featured with Bob Crosby on CBS' "Club 15," will be married Friday, November 12 to Lou Rogers, recording company executive. The ceremony will take place after the broadcast of "Club 15" in the Hollywood hilltop home of the bride's sister, Maxene Andrews.



Windy City Wordage . . . !

• • • First Chicago showing of the film "Behind Your Radio Dial" will be made November 17 at a press luncheon, sponsored by NBC, in the Grand Ballroom of the Sheraton Hotel. . . . Celebrating its first anniversary on CBS, the Toni Company announces its popular serial "This Is Nora Drake" has been renewed for 13 weeks. Toni also has renewed the show for 13 weeks on NBC. . . . Johnson & Johnson, medical supply house which sponsors the tape-recorded health series "It's Your Life," on WMAQ, is gifting individuals who appear on the show with a J. & J. products kit worth about \$5. Publicity for the show is being handled by Maraleita Dutton Associates. . . . ABC's "Ladies Be Seated" will be broadcast from the Municipal Auditorium in Birmingham on Nov. 22 and Nov. 26 in connection with the city's Christmas festival. . . . Bob Elson and Red Grange will be on hand at South Bend, Ind., Saturday to broadcast the Northwestern-Notre Dame game.

Chicago

• • • WGN made record time in presenting city and county returns in the recent election with a strategically placed mike in the City News Bureau's election headquarters in the county building. Bruce Dennis, assistant program director in charge of operations, handled the overall planning of the complete election coverage, which included 41 special broadcasts.

• • • Marge Niess of the ABC promotion and advertising department has been promoted to assistant promotion manager of WMAQ. She's been with NBC for 14 years. . . . "Two Letters From Jessica," radio drama to be presented on CBS's "Grand Central Station" Saturday, was written by Bob Hartman, WBBM continuity editor. . . . Rush Hughes, well-known St. Louis disc jockey, enacted the role of WGN-TV's "Man About Town" last Friday on the weekly telecast of that program, with Joyce Thoreson, model who was crowned "Miss Photoflash" by Chi news photogs, and Jean Byron, noted artist, as his guests. Miss Thoreson is making her film debut in "My Dear Secretary," which premiered in Chicago this week. . . . Robert Guilbert, NBC continuity acceptance editor, and Les Weinrott, production-director of NBC's "Meet the Meeks," motoring to California on a combination business-vacation trip. . . . Rita Ascot, wife of Al Boyd, WLS production manager, is a regular commuter between Chicago and New York. In New York she stars daily as Fay in the serial "Ma Perkins," and Sunday morning finds her as "Aunt Rita" on the "Children's Hour" at WLS in Chicago.

• • • The growing interest in television is shown in the action of the Chicago Rotary Club, which has invited 1,000 guests to hear FCC chairman Wayne Coy speak on November 16 at the Hotel Sherman on "The Potential of Television." The special session will include a display of new video equipment and a screening of on-the-spot telecast techniques by WGN-TV and the new NBC outlet, WNBQ.

• • • Don E. Kelley, WBBM director of public relations, made a week-end flying trip to Miami as guest of Delta Airlines and indulged in some deep-sea fishing. . . . WGN's "Stars of Tomorrow" amateur program, which has been on the air 14 years, started its 33rd broadcast series Sunday with announcement of an all-expense trip to the West Coast, a \$500 television receiver, and a \$500 savings bond as prize awards for the winning act in the series, which concludes January 9. . . . Ross D. Siragusa, president of Admiral Corp., Chicago, back from New York highly pleased with the showing made by Admiral's live talent variety show "Welcome Aboard," shown last week on NBC's eastern tele network.

AGENCIES

COMPETITION for awards in the Advertising Federation of America's club achievement contest will be a free-for-all this year, pitting sex against sex, according to Paul Smith vice-president of AFA in charge of clubs. The rules have been changed for the 1948-49 club achievement contest, according to Smith, to give every club an equal opportunity to win at least one of the 16 awards on the basis of club cooperation with phases of the AFA's recommended program. Three special classifications of club achievement have been set up as the major battle grounds, with those competing for all three being eligible to try for the grand award for club excellence. The special awards for which the clubs will compete are as follows: (1) Public Relations for Advertising Awards; (2) Public Service for Advertising Awards; (3) Education in Advertising Awards and (4) Grand Award for club activities in all phases. There will be no special classification for women's clubs this year, but men and women will compete on an equal basis.

WALTER KANER ASSOCIATES, New York, has been appointed to handle publicity and promotion for Rockaways' Playland, amusement park at Rockaway Beach, N. Y.

DONALD J. SLATTERY, JR., has joined the copy department at Geyer Newell & Ganger, Inc. Slattery comes to G. N. & G. from Lennen & Mitchell Inc., where he was a copywriter. During the war he served as a pilot in the U. S. Army Air Force. Before that he served as clerical assistant to Brig. Gen. K. F. S. McKenzie, British Ministry of Supply in New York City. Slattery is currently lecturing on advertising at Adelphi College, Garden City, Long Island.

DONALD COOKE, Inc. has taken over the representation of KLAS, Las Vegas, Nevada, a 250-watt Columbia Broadcasting System affiliate.

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
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 HENRY GREENFIELD, Mgr. Director N. Y. 1

RCA INSTITUTES, INC.
 The oldest and recognized as one of the leading Radio Schools in America, offers its specially trained Radio and Television technicians to the Broadcast Industry.
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 1st Class Telephone License.
 We solicit your inquiry.
 Address Placement Manager,
 RCA INSTITUTES, Inc.,
 350 W. 4th Street, New York 14, N. Y.

Armistice Day Salutes On Webs And Stations

(Continued from Page 1)

will be made on Lowell Thomas' program at 6:45 p. m.

A special Armistice Day address by Lyall T. Beggs, commander in chief of the Veterans of Foreign Wars, will be aired over ABC at 3:45 p. m., EST, from Pittsburgh, Pa. Other programs featuring Armistice Day salutes will be those of Jo Stafford and Ted Malone.

Indies Plan Program

In New York City most of the independent stations planned special programs. A roundup of their programs includes:

WBNX—In addition to references to Armistice Day on all programs a group of songs appropriate to the era between the two world wars will be presented during the day.

WMGM—At 4 to 4:15 p. m. the Voice of the Army, will present an Electrically transcribed play "The Eleventh Hour" starring Otto Kruger, who will narrate the program as well as play the part of the Unknown Soldier.

WHOM—At 2:45 to 3:00 p. m. a 15-minute Italian program with a commentary and special music in commemoration of Armistice Day will be presented. In addition, short Armistice Day messages in Polish, German, Jewish and Spanish will be heard throughout the day.

WINS—Minute of Silence at 11:00 a. m. followed by taps, and Charles Stark will devote his 15-minute program to the reading of a poem in memoriam.

WLIB—Minute of Silence at 11:00 a. m. and appropriate music throughout the day.

WMCA—Minute of Silence at 11:00 a. m.

WOV—Silence 11:00.

WQXR—Silence 11:00.

WNYC—will present the Eternal Light program at 11:00 a. m. from 23rd Street with Acting Mayor Vincent Impellitteri as main speaker. The United Veterans' Societies will hold their annual ceremonies from the Eternal Light commemorating Armistice Day. From 2 to 2:30 p. m. a special musical salute featuring songs of the two world wars and special musical programs throughout the day in memoriam.

SOUTHWEST

H. J. GRIFFITH, owner of KEPO, El Paso, has applied to the FCC for approval of sale of the outlet to KEPO, Inc. for a total consideration of more than \$345,000. Griffith would be president of the new group with 52.25 per cent interest. Other stockholders would be his associates in KWFT, Wichita Falls, which includes Kenyon Brown, Agnes Doyle, E. H. Rowley and Frank M. Dowd among others.

Philip D. Jackson has been named resident manager of the Dallas office

Progress Of FM Reported In Survey By Association

(Continued from Page 1)

dollar mark as an industry," the association statement said. "Actual figures and conservative estimates (where figures were not obtainable) indicate that FM, as an industry, represented a total investment of \$960,250,000 at the end of the third quarter of 1948. This represents a growth of nearly 100 times since the end of the third quarter in 1946 when the FM industry was rated as a \$10,000,000 business."

The statement points out that in October, 1946, only 66 stations were on the air. Today there are 663 commercial and 52 non-commercial educational FM stations giving service in 417 cities in 42 states. In addition to stations on the air the FCC has authorized another 334 commercial stations, and 20 new non-commercial stations which will be located in an additional 128 cities.

Set Production Up

With the close of the third quarter on September 30, RMA member manufacturers had produced a total of 2,409,522 FM units and it was estimated that an additional 175,000 FM sets were incorporated in postwar television receivers.

Another 300,000 FM units were estimated to have been turned out by independent manufacturers, bringing the total as of Sept. 30, up to 2,880,000

CBS Repeats Wholesale Coverage Of Football

(Continued from Page 1)

2:30 to 5:30 p. m., EST, via a combination of direct pickups, telephone conversations, feature accounts and special press association wire reports.

Columbia originally scheduled a play-by-play account of the entire Notre Dame-Northwestern game for next Saturday. Red Barber will remain in New York, although another sports announcer will be sent to South Bend to give limited coverage on the game.

WMGM Promotes Fredericks

Among the more interesting personalities on the air is Carlton Fredericks, the WMGM nutrition and health expert. His "Breakfast At the Brass Rail With Carlton Fredericks" is heard over WMGM in New York Monday through Saturday from 9:30 A. M. Fredericks presents what is probably the only radio breakfast program which entertains, as well as educates, the public. He uses a humorous approach to the subjects of nutrition, health and diet. His motto is "entertainment for education's sake."

of the Blackburn-Hamilton Co., radio station brokers.

Newcomers to the staff of KXOL, Fort Worth, are Doyce Elliott and Virginia Reese. Elliott joins the announcing staff and was formerly with KFDX, Wichita Falls, and KXOX, Sweetwater. Miss Reese joins the program department.

Defections

Washington—The FCC yesterday reported that since April 1 some 59 holders of FM construction permits have given up their papers, along with 14 other parties holding conditional construction permits. In addition, several stations already licensed for commercial operation have gone off the air, although the FCC has no complete record on some of these. In the case of those which have left the air in the last six months. There is no breakdown of the reasons for the moves.

sets. At the end of the third quarter in 1946, RMA had produced only 89,459 receivers.

"Straight FM sets are less than \$30 now on the market," the FMA statement discloses. "Table model AM-FM receivers selling at less than \$60 are also available. Soon we will have FM sets for automobiles and FM battery portables."

In announcing the FM progress report, J. N. "Bill" Bailey, executive director of FMA, points out that the association's membership has jumped 266 per cent since the offices were first opened in Washington on Feb. 1, 1947.

News Directors Announce Radio And TV Booklets

Publication of two booklets on small station news operations and television news was announced yesterday by the National Association of Radio News Directors. NARND President John F. Hogan, news director of WCSH, Portland, Me., said the booklets were made up of articles written by members of the Association, and entitled: "Small Station News Operations" and "Getting Ready for Television." First distribution of the publication will be at NARND's third annual convention in St. Louis, Nov. 12, 13 and 14.

A project of the NARND Small Stations Committee, "Small Station News Operations" is a symposium of tips to newsmen in stations where a lack of adequate personnel is a major problem. Edited by Fred M. Hinshaw of WLBC, Muncie, Ind., the booklet contains articles on state capital coverage, news room public relations, municipal reporting and audience news absorption.

"Getting Ready for Television" is a collection of articles by television newsmen throughout the nation. It contains information on how radio station newsmen can prepare themselves for the switch to video broadcasting. The booklet was edited by Jack Krueger of WTMJ-TV, Milwaukee, and chairman of NARND's new video committee.

Copies of the booklets will be distributed free to NARND members, Hogan said, and a system is being worked out to make the publications

BMI Library Course Proves To Be Popular

(Continued from Page 1)

the music library of a radio station.

The second course, attended by representatives from eight states, was completed this week and the third group comes in next Monday. Ken Sparnon, BMI field representative, is in charge of the meetings in the absence of Roy Harlow, director of station relations, who is ill.

Various panel discussions during each two-day course center on such subjects as performing rights society's place in radio, music clearance, producers' problems in a record library, the disk jockey and the librarian, music for television, method of cataloging and the proper care of records and transcriptions.

The course this week included a tour of ABC's music library where the set-up was explained by Harry Wightman, ABC music librarian. Visiting librarians also watched a rehearsal and telecast of the CBS show, "Places Please," and held interviews with the producers, technicians and the talent.

Librarians and program executives who participated in the course at BMI this week included Mary Louise Brade and Rita G. Leopold, WEBR, Buffalo; Priscilla Blackstone and Lona Paschett, WMGM, New York; Louis Goldberg, WCOP, Boston; Joseph Imbrogiolo, WFBR, Baltimore; John C. Gilbert, KMBC, Kansas City; Douglas Grant, WMT, Cedar Rapids; Leona M. Manis, WJOB, Hammond, Ind.; Paul Brown, WAZL, Hazleton, Pa.; Wayne Henry Latham, WSPR, Springfield, Mass.; Miss T. A. Perkins, WNOC, Norwich, Conn.; Robert E. Pease, WLCR, Torrington, Conn.; Bertha Porter, WDR, Hartford; Mrs. Leslie Robinson, WICC, Bridgeport, Conn., and Larry Kenfield, WTIC, Hartford.

Reed Joins WCBS

William Reed has moved over from WINS to join the sales staff at WCBS. Prior to his three-year association with WINS, Reed was a salesman for Halsey, Stuart Co., Wall Street firm.

available to non-member stations and journalism schools.

Contributors to the booklet on small stations are Paul Wagner, WOSU, Columbus, Ohio; Tim O'Sullivan, WGL, Fort Wayne, Ind.; Dick Doty, WCON, Atlanta, Ga.; F. O. Carver, WSJS, Winston-Salem, N. C.; Jim Bormann, WMT, Cedar Rapids, Iowa; Robert Horn, WRFD, Worthington, Ohio; Dick Faler, WTAD, Quincy, Ill.; Paul Ziemer, WKBF, La Crosse, Wisc.; Bill Tompkins, WROW, Albany, N. Y.; Bob Lindsay, WKOW, Madison, Wisc., and Mort Linder, WSBT, South Bend, Ind.

Writers for "Getting Ready for Television" are Allen Martin, WPX, New York; Spencer Allen, WGN-TV, Chicago; Jim Lawrence, KSD-TV, St. Louis; Jack Krueger, WTMJ-TV, Milwaukee; Jonathan Rice, KTLA, Los Angeles; Adolph Schnieder, NBC-TV, New York, and Edmund Chester, CBS-TV, New York.

WORDS AND MUSIC

By PINKY HERMAN

● ● ● **TIN PAN ALLEY OOPS:**—And the revival trend continues; newest of the oldies, "Blue Moments," originally published back in 1932 by Harry Bloom, Inc. and currently published by Mills, is headed for hildom via a Frankie Laine Atlas record . . . ballad was penned by Art Berman, Maurie Davidson and Buddy Fields. . . ● Easily one of the best songs of the year is "Faraway Places," written by Joan Whitney and Alex Kramer and published by Laurel Music . . . ditty can't miss the Hit Parade. . . ● Sam Fox Music has a great score in "As The Girls Go," the Mike Todd production which opens at the Winter Garden Saturday . . . words and music by Jimmy McHugh and Harold Adamson. . . ● When Tommy Dorsey's band opens at the Gotham Strand Dec. 23, Broadway will get its first glimpse of a clever comic dancer named Bobby Van . . . (move over Ray Bolger). . . ● Contactman Leo Jacobs has been named production and sales chief for the Joe Leahy Company. . . ● Radio Execs might lend an ear to Irish Tenoriole Tom Donohue, protege of Reinald Werrenrath, former concert and operatic baritone . . . good looking youngster is ready for big time netWORK. . . ● New York's '400' have discovered a new music thrill . . . the string ensemble of Emery Deutsch at the Oval Room of the Ritz-Carlton Hotel. . .



● ● ● Nicky Campbell is setting quite a pace on his ballad, "You, You, You Are The One," which he acquired from Colonial Music . . . tune, written by Tetos Demey, Milton Leeds and Fred Wise, sounds like a copy seller. . . ● Peter Maurice Co. has a sure hit in the English ditty, "Where Flamingos Fly," written by Jimmy Kennedy and Mischa Spoliansky. . . ● Johnny Olsen taking his "Whiz Quiz" across the country and returns to Gotham December 1. . . J.O. started his radio career in 1928 as a singer in Milwaukee. . . ● Remick Music has purchased the Gamble Hinged Music Co. of Chicago. . . ● Leeds Music has two numbers, "Galway Bay," and "Bella Bella Marie" up among the best sellers . . . both tunes were on the British Hit Parade for months early this year. . . ● Dremore Music's Beguine, "Abrazame," (Embrace Me) is just different enough to make the grade . . . song was written by Vic Baron, Jack Perry and Marion Brody. . . ● What makes Helen Wallace click so consistently as Director of Sales and Service for Muzak is simply the fact that she makes it her business to personally know as many songwriters and publishers as possible. . . ● Prexy Fred Ahlert and board member Paul Cunningham leave Saturday for the coast's annual ASCAP meet. . . New York meeting takes place in December. . .



● ● ● **ON AND OFF THE RECORD:**—Capitol comes up with an ace in "Harvest Moon Album," featuring the Pied Pipers supported by Paul Weston's Ork . . . this dandy item for deejays includes "Girl of My Dreams," "Melancholy Baby," "Alice Blue Gown," "Can't You Hear Me Calling Caroline," "Poor Butterfly" and "Shine On Harvest Moon." . . ● Harry James' latest Columbia waxing, pairing "What Did I Do" flipped with "Ah, But It Happens" introduces a new star in Vinnie DeCampo, whose trilling of the latter augurs a bright future for the lad. . . ● Jerry Sellers follows up his fine "Heart and Soul" platter with another MGM item which is labeled a HIT . . . this time Jerry backs the Beguine, "Play The Players" with a ballad, "Will You Promise" for an effective change of pace coupling. . . ● Deborah Chessler, the Baltimore gal who surprised Tin Pan Alley with the click, "It's Too Soon To Know," has another smash in the blues "I Want A Man," recorded by Lil Green For Victor . . . tune is published by Advanced Music. . .



● ● ● **SHARPS AND FLATS:**—The Zany Korn Kobbler, whose television antics via CBS-TV is the talk of the town, have been signed to star at the Harlem on Broadway starting Nov. 25. . . ● Tony Starr is the latest Philadelphia tuner to make his home in Gotham . . . other tin pan alleyites from Ben Franklin's home town include Joe Burke, Harry Link, Maurie Hartmann, Bix Reichner, Moe Jaffe, Billy Hayes, Al Neiburg and Joe Myrow.

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.

ERNIE LEE'S Victor Record Of
TOMORROW'S JUST ANOTHER DAY TO CRY

#1 this week on the hillbilly Hit Parades
Dave Miller, WAAT — Ed Ladd, WPAT
Rosalie Allen, WOV
Dawn Music—130 W. 70th St., N. Y. C.

Climbing Fast!
"JANIE and ME"

by Thomas G. Meehan
JAMES MUSIC, Inc.
1650 Broadway Room 709 N. Y. C.
Solly Cohn, Mgr.

IRVING BERLIN'S
"SAY IT ISN'T SO"

Irving Berlin, Inc.

DOWN AMONG THE SHELTERING PALMS

Lyric by James Brockman
Music by Abe Olman

Scoring A
Great New Popularity

MILLER MUSIC CORPORATION

PLUG TUNES

On Records and Transcriptions
"RAMBLING ROSE"

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

Bigger Than "Now Is the Hour!"

GALWAY BAY
LEEDS MUSIC CORPORATION

ON RECORDS and TRANSCRIPTIONS
"I'M WAITING FOR SHIPS THAT NEVER COME IN"

FORSTER MUSIC PUB., INC.
1619 Broadway New York City
216 S. Wabash Avenue, Chicago, Illinois

#1 in the Juke Boxes
In the Country

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

Everyone Is "Dating"

LILLETTE
Jefferson Music Co., Inc.
1619 Broadway New York City

HIS FRATERNITY PIN

Kramer-Whitney, Inc.

New Ballad Sensation!

"THE BRIDE WORE BLUE"
By Leonard Whitcup, Sy Lefco & Dale Wood

CECILLE MUSIC CO., Inc.

1674 BROADWAY
NEW YORK CITY

TELEVISION DAILY

Daily section of RADIO DAILY, Thursday, November 11, 1948—TELEVISION DAILY is fully protected by register and copyright

ABC SHOWS NEW RECORD'G SYSTEM

TELE TOPICS

CONTINUING our pitch for tele shows with visual appeal, herewith are some notes on two famed radio stanzas that are getting the TV treatment. . . . This week, after about six shows which consisted merely of several persons talking before the cameras, the Mary Margaret McBride show made an attempt to liven the stanza visually. The program is still static and dull, but at least deserves a nod for effort. . . . During the latter portion of the show the other nite, the camera closed in on Burl Ives, wearing a chef's cap, who was telling a charming story about a very old lady who had danced, in her youth, with Henry Clay. As the singer skillfully created and held the mood, a disembodied arm belonging to James Montgomery Flagg reached in front of him for a plate of food. (Show was held around a dinner table.) Throughout the tale, Flagg continued eating, apparently oblivious of his surroundings, and to top it off, Ives' narrative was punctuated by the sound of someone loudly munching what must have been very crisp celery. . . . But at least they're trying, and Miss McBride even got up off her chair and walked around the set once or twice.

THE OTHER SHOW is the "We, the People" simulcast. Getting off to a very slow start, the video version has improved steadily and is now acceptable, although not a top show by any standards. . . . Major hypo was the introduction of visual gimmicks in the form of films, still photos, actors in costume and backdrops. These fill the screen with something more interesting than close-up head shots while the "People" are talking, but still are no substitute for live action. . . . The economic advantages of duplicated programs are considerable—"We, the People" on TV costs only \$1,800 more than the AM version—but from the viewers' standpoint present simulcasts leave much to be desired.

ADMIRAL'S "Welcome Aboard" is definitely slated for the axe at the conclusion of its 13-week cycle, but the sponsor is lining up a new stanza. . . . National Biscuit Co., currently running trial spots on DuMont, will pick up the tab for CBS' scanning of the Westminster Kennel Club show from the Garden Feb. 14-15. McCann-Erickson is the agency. . . . WEWS, Cleveland, claims a record for receiver sales in a one-station area. During the first ten months of the Scripps-Howard station's operation a minimum of 16,572 sets were sold. . . . Jimmy Powers, sports editor of the Daily News, has been signed by Tele-Sports, Inc., as commentator on Al Cirillo's hour-long "Bowling Headliners" show. . . . First issue of Dell Publishing's new fan mag, "Modern Television & Radio," is heavily loaded with TV material. Book, which hit the stands this week, is edited by Al Kastner, former NBC press dept. staffer.

Next BMB Board Meet To Decide TV Policy

Future TV policy of the Broadcast Measurement Bureau will be decided at the next meeting of the BMB board of directors on Nov. 22, it was learned yesterday. Board is expected to act on a recommendation by the Bureau's tele committee that a video exec be hired to formulate and direct all activities pertaining to the medium.

Meanwhile, the TV committee met yesterday at BMB headquarters to discuss additional recommendations to the board. These were all of a general nature, it was said, since specific plans must await the next board meeting.

Ten Executives Attend

Those who attended the meeting yesterday were: Howard Reilly, of J. Walter Thompson; Charles Durban, U.S. Rubber; Carl Plehaty, Standard Brands; William Fay, WHAM; Hugh Beville, NBC; E. P. H. James, Mutual; Harper Carraine, CBS, and Hugh Feltis, John Churchill and Phil Frank, of BMB.

Navy's Arctic Maneuvers Filmed By WFIL-TV Staffer

Philadelphia—U. S. Navy's Arctic maneuvers are being filmed by WFIL-TV for airing in a special series in the near future. Station staff photographer William Wilson has been assigned to the task force commanded by Rear Adm. Robert Hickey, based at Argentia, Newfoundland, filming amphibious landings, shore operations and air attacks.

Films are being flown back to the

Ask FCC For Policy Ruling On Building During 'Freeze'

Washington Bureau, RADIO DAILY

Washington—The FCC yesterday was asked to issue a declaratory ruling to establish policy for the guidance of TV permittees during the period of the present freeze on TV assignments. WSAZ, Huntington, W. Va., asked that the Commission say now whether it will extend the completion date for stations which elect to sit quietly now during the freeze period.

In a letter to the Commission, Attorney Leonard H. Marks referring to reports that the freeze might last as long as nine months, said there are serious questions as to whether

Calamity

London—BBC's famed propriety was almost lost here this week when its cameras narrowly "escaped" scanning what some may call an over-abundance of female epidermis. When the Paris Lido cabaret show arrived for a tele performance, BBC's startled producers saw four semi-nudes and hastily requisitioned what they considered necessary covering.

CBS Signs WGN-TV As Prime Affiliate

WGN-TV, Chicago Tribune outlet, has been signed by CBS as a "full primary affiliate," web station's veepee Herbert V. Akerberg announced yesterday. Deal gives the net affiliates in 16 cities. Contract was negotiated by H. Leslie Atlans and Frank Falknor for CBS and Frank Schreiber, manager of the station.

According to the announcement, WGN-TV becomes the CBS "Key station" in the mid-West, and will make available its studios, remote equipment and other facilities for program origination by the network.

Effective immediately, station will receive "all available CBS-TV commercial programs" via kinescope recordings until the opening of the coaxial link between the East and Mid-West nets, slated for Jan. 12.

station and will be edited into a series of three five-minute programs and one 15-minute summary of the entire mission.

it is sound business for his client to proceed at this time.

His client, he said, "is aware of the very real possibility that upon completion of construction, or after substantial construction has been undertaken, the Commission will so modify its television rules and standards, including its allocation plan, as seriously to impair the use of the transmission facility constructed, if not to render it entirely useless." Any change in standards or in the allocation plan, said Marks, even assuming a television channel were assigned to WSAZ, at Huntington, could, obviously, have grave results.

To Be Used By Web For Networking Its Programs

American Broadcasting Co. yesterday unveiled its newly-developed kinescope recording system, which records audio and video simultaneously on 16 mm. film from a special picture tube. Demonstration was conducted by Frank Marx, web veepee in charge of engineering, whose department developed the system in co-operation with RCA-Victor and John A. Mauer Laboratories.

At the showing held in the ABC board room, "video recordings," as the system is called, were shown on a small motion picture screen and also over the air on a projection receiver. Quality of both was good. Pictures on the receiver were undistinguishable from live shots to an untrained eye.

System will be used for the first time by the web on Thanksgiving Day when the Elgin-American show will be recorded for use in the Mid-West.

Recorder consists of a special high definition kinescope, in front of which is mounted a camera designed to record the image on 16 mm. film. The recorder has to convert the television standard of 30 pictures a second to the motion picture standard of 24 pictures a second, and at the same time maintain the picture and sound in perfect synchronism. To do this, a special design of "intermittent" or camera movement, has been incorporated in the camera, Marx said.

Kinescope operates at a 30,000-volt potential, enabling it to produce an extremely bright, clear picture. Light from this special camera tube is rich in ultra-violet and X-rays. This necessitated building a special shield around the equipment to prevent the workers from being injured by the powerful rays. Extremely powerful light results in a better picture impression on the film.

In addition, a new system of applying the sound to the same film on which the picture is recorded also has been incorporated in the new equipment, Marx said.

Hockey On WNAC-TV

Boston—WNAC-TV's Caravan of Sports, featured on Channel 7, is televising for the first time in Boston all the remaining home games of the Boston Bruins directly from the Boston Garden and presented by the local Chevrolet Dealers' Association. This became effective Wednesday night, November 10, when the Bruins met the Detroit Redwings in the Garden. Teletime is 9:45 p.m. to conclusion.

BEHIND THE MIKE

BRUCE RAE BURN breaking up Monkey Bar patrons with his hilarious new tune titled: "The Things You Told Kinsey Why Didn't You Tell Me?"

Add Look-Alikes: Zero Mostel and publicist Marvin Kohn.

Pupi Campo and Carmen Miranda working out details for the first all-Latin video show.

Judy Canova by line a H'wood hillbilly column for a chain of Southern papers.

Kathi Norris' "Your Television Shopper" on WABD at 10:15 ayem doing so well the station is extending time to an hour a day.

New Alan Young show which makes its bow Jan. 11th on NBC will feature Gini Young (in private life, Alan's wife).

Eddie Dunn's definition of a parasite: A guy who picks up a gal on another lad's whistle.

Dwight Weist telling pals that, surprisingly enough, the non-pro guests on "We the People" make better camera material. (They don't freeze up, he sez).

Bret Morrison now in his 5th year as the Shadow.

Les Tremayne and Alice Reinheart making good use of their films on Mexico. They're screening them for hospitalized servicemen around the various hospitals in the Met area.

Singer Margaret Phelan is the daughter of Art Phelan, great infielder of the Cincinnati Reds in pre-World War I days.

WHOM's Willie Bryant trying to promote use of 4 vacant lots in Harlem for his youth development program. (15,000 kids would benefit).

Will Operate WWXL

Chicago—Michael Henry, on the WBBM sales staff since 1947, will leave December 1 when he becomes president of the Central Illinois Radio Corporation and general manager of WWXL, Peoria, Ill., an independent station operated on a full time basis with a power of 1000 watts. Before coming to WBBM in '47, Henry was manager of the independent station WTMV in East St. Louis, Ill., for about six years. It was there he organized the Cardinal Baseball Network. At his new station, Henry says, his programming will place special emphasis on broadcasts of sports, news and music.

To New Heights

Herb Sheldon, who aids and abets Maggi McNellis on WJZ daily from the Latin Quarter, today will reach dizzy heights (physically) when, during the last half of the show, he will climb—and broadcast while climbing—the big Q-T Frosting sign high atop the Strand Theater. Yes, Q-T is a Maggi-and-Herb sponsor, and company execs will be on the ground to lend moral support.

COAST-TO-COAST

Radio Education Talk

St. Louis, Mo.—John W. Tinnea of station KWK recently was the guest speaker for the Radio in Education Survey course conducted by the Division of Audio-Visual Education of the St. Louis Board of Education. The talk entitled "Fundamentals of Radio" covered various subjects including "How a Radio Station Comes Into Being," "A Typical Radio Station Setup," "Qualifications for Key Jobs."

School Debating Series

New Haven, Conn.—WELT's "Junior Town Meeting" began its second year on the air featuring four junior high and high school students from the New Haven area discussing "Should the Voting Age Be Lowered?" The program which is aired on Sundays is transcribed during assembly at the host school.

Two-Way Phone Conversations

Oakland, Calif.—With FCC restrictions lifted on broadcasting two-way telephone conversations, station KROW is the first station in the Bay Area to make use of the device. The presentation occurs on Vern Louden's "Star Gazing" program with contestants who ring in with what they hope is the correct answer to movie quiz questions, having their own voices broadcast along with Louden's.

New ABC Wismer Show Features Sport Figures

Features and sidelights dealing with well known personalities in the sports world by Harry Wismer, ABC sportscaster, and discussions on the care and feeding of pets by screen stars Pat O'Brien and Leo Carrillo, comprise a new series of five-minute programs now being aired over WJZ at 5 p.m., EST, Monday through Friday.

The Chrysler and Plymouth dealers of New York are sponsoring both sections of the program, which is announced by Kelvin Keech. McCann-Erickson, Inc., of New York handled contract, which runs for 22 weeks.

Current program scheduling calls for Wismer's sports period, titled "The American Way," to be aired on a Monday, Wednesday and Friday basis. Pat O'Brien and Leo Carrillo are heard on Tuesday and Thursday. Their portion of the program, titled "The Animal World," is produced in co-operation with the Humane Society of New York.

Three-Way Police Radio Planned For Montreal

Montreal—Tenders have been received at the City Hall from six different companies for the supply and installation of three-way radio equipment to the city Police Department. They comprise a central transmitting and receiving tower, receiving and transmitting sets for radio cars, and all the necessary equipment installed on cars and at Headquarters.

These bids have been turned over

Joins WMAW Production Staff

Milwaukee, Wis.—WMAW has announced the addition of John Morgan, recently with the Treasure State Network in Montana to their production staff. With a background of 12 years in radio, Morgan will also serve as chief newscaster. Formerly with WTAM, Cleveland, he also served on the staff of ABC's outlet, WFJM in Youngstown.

"What's Transit Radio"

St. Louis, Mo.—"What's This About Transit Radio?" was the title of a talk delivered by Frank E. Pellegrin of Transit Radio, Inc., to the Radio Management Club of Chicago, it has been announced by KSTL. Transit Radio (FM radio in busses and street cars) is now operating in Cincinnati, St. Louis, Houston, Wilkes-Barre and Huntington, W. Va.

CKNW Granted Increased Power

New Westminster, B. C.—The Board of Governors of the Canadian Broadcasting Corporation has granted an increased power of 1000 watts to CKNW. The station will use 1000 watts in the daytime and 500 watts at night. Plans are now under way for the construction of a new transmitter. When the change-over in power takes place the frequency will change from 1230 to 1320 on the dial.

College FM Course Expanding Operations

South Orange, N. J.—Broadcast time of WSOU, Seton Hall College FM station, has been increased to accommodate undergraduates seeking to participate in the radio training course offered by the school. Station will operate from 2 p.m. to 10 p.m. At present more than 400 student applications for radio posts are pending with 100 students already actively engaged in courses of dramatic acting, engineering, production and writing.

Radio Stations Aid Health Dept. Campaign

Radio stations in the New York area are co-operating with the New York City Board of Health's Bureau of Social Hygiene this week by presenting a series of public service programs in the interest of stamping out venereal disease. Three such programs are being presented by WNBC this week and WWRL is launching a 13-week series of programs in 12 foreign languages.

to the public works department, which will examine them and report to the city executive committee, with suitable recommendations regarding acceptance or rejection.

The tendering firms are: Canadian Marconi Co., \$39,460; Canadian General Electric Co., \$44,800; RCA-Victor, \$35,000; Rogers Majestic Co., \$42,500.

NEW BUSINESS

WGN, Chicago: Swift & Co., through Needham, Louis & Brorby, a weekly station break announcement for 52 weeks from November 5; Christmas Savings Club, New York, through Brooke, Smith, French & Dorrance, Inc., a daily participation announcement in "Art Baker's Notebook," Monday through Friday, for four weeks from November 15; Val-O-Will Farms, Inc., two weekly station break announcements for 26 weeks from November 6; Allen B. Wisley Distributing Co. (hand lotion), through A. A. Hamilton, Inc., three weekly station break announcements for 13 weeks from November 7; Lever Brothers Co. (Silverdust) through Sullivan, Stauffer, Colwell & Bayles, five daily participation announcements in "Music for Memories" for four weeks from November 15.

WGN-TV, Chicago: Pepsi-Cola Bottling Co., through Presba, Fellers & Presba, Inc., a half-hour show, "Sparkling Time," Wednesday, for 13 weeks from November 10; Breittling Watch Corp., through Sterling Advertising Agency, Inc., a weekly film announcement for four weeks from November 7; Dad's Root Beer Co., through Malcolm-Howard Advertising Agency, two weekly one-minute announcements for 2 weeks from November 3; Demert & Dougherty Co. (Heet), through Ruthrauff & Ryan, five weekly film announcements for seven weeks.

WMAQ, Chicago: Studebaker Corp., through Roche, Williams & Cleary, Inc., renewal of the three-a-week Norman Barry news program for 52 weeks, starting November 15; Oscar Mayer Co. (meat products), through Mitchell-Faust, renewal of the five-a-week "Music That Sings" program for 52 weeks from November 8; Thomas J. Webb Co. (coffee), through Ivan Hill Advertising, the Wednesday "Music That Sings" program for 52 weeks starting November 17; Swift & Co. (ice cream), through Needham, Louis & Brorby, Inc., two station breaks weekly for 52 weeks.

Hadley Promoted By RRN

Ithaca—Paul Hadley has been upped from Director of Musical Programs to Production Supervisor at Rural Radio Network. Hadley has been with the web since its inception six months ago.

Pat Landon, announcer and record rambler at RRN, takes over the Hadley vacancy with the title of Supervisor of Musical Programs. Landon will continue his disc jockey status.

THE SECRETARY UNUSUAL

with executive and administrative background, seeks the challenge of a difficult job where management, intelligence, tact, good judgment and general know-how is important.

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RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 45, NO. 29

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TEN CENTS

NEWS DIRECTORS CONFAB OPENS TODAY

Philadelphia Mayor Proclaims Radio Week

In a formal proclamation Mayor Bernard Samuels of Philadelphia yesterday designated next week as "National Radio Week." The statement was read by Mayor Samuels at a National Radio Week luncheon held by the Junior Chamber of Commerce at the Hotel Sheraton in Philadelphia at the instigation of W. B. McGill of Westinghouse Radio Stations who is director of the industry's radio week observance.

Guest speaker at the luncheon was
(Continued on Page 6)

Listening Tripled On Morning After Election

Radio listening in the New York area was three times above normal throughout the morning after the presidential election, Wednesday, Nov. 3, according to a Hooper check. The Hooper firm made 1,435 telephone calls in the metropolitan area between the hours of 8 a.m. to 12 noon.

Average ratings of the four key network stations during the four-hour period were as follows: WOR 9.0, share of audience 23.8; WCBS 8.5, share of audience 22.5; WNBC
(Continued on Page 2)

Awards Plan Of CCNY Announced Yesterday

CCNY has announced that the National Radio and Television Awards for 1948 will be made at its Fifth Annual Broadcasting and Business Conference in the Spring of 1949. Plaques and Certificates of Merit will be given for the outstanding radio and television programs created and broadcast for the first time in 1948
(Continued on Page 2)

Documentary

"I Can Hear It Now," an album presenting an audible history of our times from 1932 to 1945 using the actual voices and words of people who played major roles, is being released by Columbia Records, Inc. The series was prepared by Edward R. Murrow in collaboration with Fred W. Friendly, radio producer-writer, and was produced for Columbia by J. G. Gude.

Propaganda?

Washington—Representatives of the Argentine Government are reported contacting radio and transcription organizations in Washington and New York for the purpose of discussing an ET series which will emphasize the tourist advantages of the South American country. Plan also calls for scripts which present Peron in the proper light with American radio audiences.

Spokesman For Benny Clarifies Pending Deal

Clarification in Hollywood of the impending deal whereby NBC may acquire Amusement Enterprise, Inc., Jack Benny's entertainment organization, was made yesterday by Lloyd Wright, attorney for the stockholders of the organization, following several conflicting reports on the subject.

"There have been misleading and false statements made in reference to current negotiations for sale of stock of Amusement Enterprises," Wright declared. In order to avoid
(Continued on Page 3)

Churches Will Sponsor Series On WMAQ, Chi.

Chicago—A new weekly late evening program of religious music and inspirational talks will make its bow on WMAQ and WMAQ-FM Nov. 17, under sponsorship of the Church Federation of Greater Chicago, representing over 1500 churches in the
(Continued on Page 3)

Research Committee Seeks Causes Of Errors In Polls

In a move to ascertain why the polltakers were wrong in their Election Day predictions, the Social Science Research Center has appointed a committee of research authorities to examine the procedure of three major opinion agencies, Dr. Pendleton Herring, president, announced yesterday.

It is understood that officials of the Gallup, Roper and Crossley organizations have agreed to open their

Radio Newsmen Gathering In St. Louis For The Discussion Of Problems In AM, FM, And TV Fields

CBS Affiliates Group Lauds Package Setup

The CBS Affiliates Advisory Board ended a two-day session yesterday at network headquarters in New York with a unanimous commendation of the web for its efforts in package programming and network sales in 1948. All nine members of the board, representing 171 independently owned affiliates, attended the meeting at which problems of mutual interest to the stations and network were discussed.
(Continued on Page 6)

Automobile Club Aiding Exploitation Of 'Thin Man'

A special promotion tie-up with the American Automobile Association (AAA) will activate the organizations' 750 AAA clubs and its two and a half million members in the search for the Thin Man's Frazer-Manhattan.
(Continued on Page 2)

WNBC's Frank Luther To Appear In Movie Houses

Frank Luther, who conducts a children's show over WNBC, is scheduled for a series of Saturday morning appearances in Skouras theaters in the New York area under a joint promotion.
(Continued on Page 3)

St. Louis — Pre-convention activities of the National Association of Radio News Directors opened in St. Louis yesterday with a meeting of the twelve-member board of directors. Delegates to this third annual convention, which gets under way today began arriving from all parts of the nation. Business
(Continued on Page 3)

Theater Owners Plan Own Giveaway Shows

Alarmed at the impact of radio giveaway shows on theater box offices, the Association of Theater Owners of Indiana in convention in Indianapolis, yesterday discussed plans for promotion of their own giveaway program as an audience builder.

Joe Fineran, an exhibitor from Columbus, Ohio, proposed a method of setting up co-op giveaway shows for theaters in the Indiana-Ohio section.
(Continued on Page 2)

Women Broadcasters Group Expand Liaison Activities

Radio Release Associates, an organization of women broadcasters recently formed to act as a liaison bureau between release sources and women commentators, are now serving a list of 1,000 broadcasters in 700
(Continued on Page 3)

Civic Salute

As the 19th in its series of salutes to neighboring communities, WNBC will honor Bridgeport, Conn., with an all-day salute on Thursday, November 18. All of WNBC's top shows will participate in the tribute to Connecticut's "Park City," designed to acquaint listeners in the area with the cultural, civic, business and religious life of the community.

★ COMING AND GOING ★

RICHARD A. BOREL, general manager of WBNS, Columbus, Ohio, and ROBERT D. THOMAS, in charge of national sales, are in New York. Conferred yesterday with their national representatives and attended meeting of CBS affiliates board.

HOWARD HAUSMAN, vice-president of the Columbia network in charge of personnel relations, and J. W. WRIGHT, chief radio engineer in the general engineering department of the web, will leave Sunday via American Airlines for Washington, D. C.

JOHN CHURCHILL, research director of Broadcast Measurement Bureau, is going to Washington, D. C., tomorrow night.

A. C. MEFF, president of WJAR, Savannah, Ga., and L. H. THESMAR, manager of the station, are in New York visiting headquarters of the American network, with which the station is affiliated.

HAROLD DAY, co-operative program sales manager at ABC, is in Philadelphia, where today he will represent the broadcasting industry in a panel discussion of advertising at the convention of the Pennsylvania Association of Cleaners and Dyers.

HARRY WISMER, American network sports-caster, is in South Bend, Ind., where tomorrow he'll broadcast the Notre Dame-Northwestern football game. Tonight he'll be the principal speaker at the Notre Dame pep rally in the Oliver Hotel.

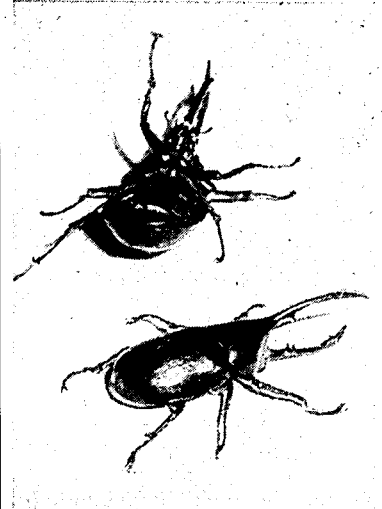
JAMES C. HANRAHAN, general manager of WEWS, Cleveland television affiliate of the American network, is in New York on a short business trip.

CONNIE DESMOND, sportscaster on CBS, is flying to South Bend to handle the Northwestern-Notre Dame segment of the network's multiple football game coverage tomorrow afternoon.

WILLIAM A. FAY, general manager of WHAM, Rochester, N. Y., was in town this week to attend the meeting of the television committee at BMB.

EDWARD A. CHAPPELL, treasurer of WKIP, American network outlet in Poughkeepsie, N. Y., is in Gotham for confabs with officials of the web.

MRS. EMILY AULL, radio commentator of San Juan, P. R., has arrived in New York on a business trip.



Beaten Beetle

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

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

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

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

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

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

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



W-I-T-H

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

Vol. 45, No. 29 Fri., Nov. 12, 1948 Price 10 Cts.
JOHN W. ALICOATE : : : Publisher
FRANK BURKE : : : : : Editor
MARVIN KIRSCH : : : Business Manager

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WEST COAST OFFICES
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6425 Hollywood Blvd. Phone: Granite 6607
WASHINGTON BUREAU
Andrew H. Older, Chief 6417 Dahlonega Rd.
Phone: Wisconsin 3271
CHICAGO BUREAU
Nat Green
1417 Ashland Bldg. 155 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.

Listening Tripled On Morning After Election

(Continued from Page 1)
8.0, share of audience 21.2; WJZ 5.2, share of audience 13.8.
Just to make the picture more confusing, here are the 36-city Hooperatings for the four major networks on the morning of Nov. 3 from 8 a.m. to 12 noon:
NBC 13.9, share of audience 37.8; CBS 7.5, share of audience 20.5; ABC 6.9, share of audience 18.8; MBS 4.3, share of audience 11.8. Sets in use as shown by the Nov. 3 morning network survey was 36.7.

Awards Plan Of CCNY Announced Yesterday

(Continued from Page 1)
and for outstanding achievement in radio promotion in the same period.
In the interest of fairness, seven classes of competition have been established. For instance, a 100-watt station will not have to compete with a major network.
Postmark deadline for submission of all entries is January 31, 1949.

G. E. Show At 1000 Mark

John Guedel's production of "G.E. House Party," starring Art Linkletter, airs its 1,000th broadcast over CBS today. With the exception of one year, when sponsored on a co-op basis, "House Party" has been on the air since January 15, 1945, for General Electric.

Automobile Club Aiding Exploitation Of 'Thin Man'

(Continued from Page 1)
which was "stolen" from the famous Dashiell Hammett sleuth on his program last night on the Mutual Network.
Finder of the Thin Man's automobile will receive a new car like the detective's on December 23rd when the promotion for the "Adventures of The Thin Man," sponsored by Kaiser-Frazer, ends. In addition to a new Frazer-Manhattan, winner will also receive a special citation from the AAA and a free membership in his local AAA club.
Listeners to the Thin Man series will be asked to go to their local Kaiser-Frazer dealer for clues.
AAA is co-operating with the promotion because of its interest in cutting down the number of car thefts which officials of the organization maintain is mostly caused by carelessness. Ninety-five per cent of all car thefts, it is estimated by the AAA, are a result of failure to lock ignition or doors of car.
Special mailings to 750 AAA clubs from the national office, enclosure of envelope stuffers in mailings to members, display of posters in AAA offices and windows, stories in AAA publications and a display at the Automobile Association convention in San Antonio, Texas, will be used to bring the Thin Man exploitation to the attention of members.

10 YEARS AGO TODAY

(From the files of Radio Daily)
It has been announced that the World Transcription Service had added 15 more stations to its Gold Group. The new additions are station WTAG in Worcester, Mass. and the 14 outlets of the Don Lee network in California. Complete California coverage as well as separate Northern or Southern coverage of the state is now offered advertisers through the network.

Theater Owners Plan Own Giveaway Shows

(Continued from Page 1)
tions. The plan, based on a minimum of 125 theaters participating, would commit each theater to pay an assessment for prizes and each to give patrons tickets from which contestants would be drawn. Contests would be staged in Indianapolis with theaters subscribing to a telephone network for transmission of the giveaway shows.

Nielson Signs Compton

The A. C. Nielsen Company this week signed Compton Advertising, Inc., to a two-year advertising agency agreement for National Nielsen Radio Index Service.

Send Birthday Greetings To—

November 12	Pat Patterson	Larry White
	J. P. Wright	Henry Jerome
November 13	Harold Fair	Conrad Thibault
November 14	Hazel Estes	Morton Downey
	Wanda Ellis	Budd Hulick
	Dick Nesbitt	Dick Powell
	Martha Tilton	Johnny Desmond
November 15	Franklin P. Adams	Carol Bruce
	Norman E. Reck	
November 16	Albert A. Grobe	Jim Jordan
	Lucien Dumont	Mary M. McBride
	Louise Starkey	Lawrence Tibbett
	Gordon R. Gray	Jean Sargent
November 17	Frank Fay	Jack Lescoulie
	Wiley Walker	Quin Ryan
November 18	Pat Alan	Bobby Jarvis
	Johnny Mercer	Don Quinn
	Sam Kaufman	Sharon Grainger

COAST TO COAST
FLY OVERNITE TO CALIFORNIA \$88 PLUS TAX
Call Br. 9-3707
SKYCRUISES, INC.
Air Travel Agency
Hotel Diplomat
DC 4-12 Hours
108 W. 43 St., N. Y.

Spokesman For Benny Clarifies Pending Deal

(Continued from Page 1)

further erroneous statements, Wright said that stockholders are negotiating for sale of the stock of the company. He pointed out that the company had produced radio shows, acquired several films for television, produced a movie and several other theatrical presentations.

Wright said that the sale of the stock had no relation to Benny as an employee of the American Tobacco Company. It is reported, however, that Amusement Enterprises, Inc., controls the personal management contracts of Benny, Phil Harris and Jack Paar. In addition the organization produced Benny's first movie production, "The Lucky Stiff." Picture stars Brian Donlevy and Dorothy Lamour and will be released through United Artists, Inc., which holds a contract for any other pictures the company will make.

In negotiating for the acquisition of Amusement Enterprises, Inc., NBC is believed to be interested in setting up an organization which will strengthen their television programming structure.

There can be no doubt, however, that the Benny show is remaining with NBC since a CBS spokesman said last night that Columbia dropped its attempt several days ago to lure the comedian away from NBC. William S. Paley, CBS president, is in New York and has no plans for going to the West Coast.

The only point remaining to be settled in the NBC-CBS battle over the former's current Sunday night personalities is the future status of the Charlie McCarthy show which Coca-Cola has reportedly bought for sponsorship. The soft drink firm has not announced whether the show will remain on NBC or be shifted to another network and it's understood that CBS is now bringing up all its weight in an attempt to get the McCarthy-Bergen show away from NBC.

Radio News Directors Confab Will Open Today In St. Louis

(Continued from Page 1)

sessions of the convention are being conducted at Hotel De Soto, with special emphasis this year on developments in the televising of news.

The convention will remain in session through Sunday noon. At afternoon and evening sessions each day, there will be panel discussions covering the special problems that arise in radio newsrooms, large and small.

Highlighting the convention will be the annual banquet Saturday night and a major demonstration of television at work by the staff of KSD Sunday morning. The principal speaker at the banquet will be Maj. Gen. Paul Williams, commander of the 10th Air Force.

Plans Practically Completed

In their pre-convention sessions, the directors have been ironing out last minute details for the business and social sessions. They are working with a St. Louis radio news committee, headed by Bruce Barrington, news director of KXOK.

The directors on hand for the early sessions are: John Hogan, president, WCSH, Portland, Me.; vice-presidents Jack Shelley, WHO, Des Moines, Ia., and Sig Mickelson, WCCO, Minneapolis; Jack Kruger, WTMJ, Milwaukee, Wis.; Ben Chatfield, WMAZ,

Macon, Ga.; Tom Eaton, WTIC, Hartford, Conn.; Fred Hinshaw, WLBC-WMUN, Muncie, Ind.; Soren Munkhof, WOW, Omaha, and David E. Kessler, WHAM, Rochester, N. Y.

Welcome Canadian Stations

A welcoming hand was extended to news directors of Canadian stations by the board of directors of NARND, meeting here.

It was the first of a series of actions taken by the board, preliminary to the opening of sessions of the convention of the news directors.

This step was in response to applications received from several representative news departments from across the border. As a result, it is expected that the young organization will assume an international flavor in its effort to improve standards and techniques of disseminating news by radio.

James Bormann, news director of WMT, Cedar Rapids, Ia., who is chairman of NARND's membership committee, said he had already received reservations for the convention sessions from upward of 150 news chiefs. The number may be swelled because an open invitation has been extended to newsmen from stations all around the country.

Research Unit Seeks Cause Of Poll Errors

(Continued from Page 1)

American Statistical Association; Frederick F. Stephan, director of the study of education, Princeton University, and Dr. Samuel A. Stouffer, director of laboratories of social relations, Harvard University. Mr. Wilks will act as chairman of the committee.

The council is a national organization of research leaders and for some time has been considering a study of poll-taking methods, Dr. Herring said. He added that the council is concerned only in scientific research and not in the political aspects of the current controversy.

"The three largest polling agencies have agreed to open their records for full scrutiny by the committee," Dr. Herring said. "There is wide recognition that the public, as well as the industrial and other users of polls, should know why the pre-election forecasts were in error insofar as this can be determined by an objective examination of all available data."

One aspect of the inquiry, according to reports, will be the extent of the sampling done in the rural areas of the nation. It has been pointed out that the rural vote was an important factor in the election of President Harry S. Truman. The polls had predicted the election of Gov. Thomas E. Dewey on the GOP ticket.

WNBC's Frank Luther To Appear In Movie Houses

(Continued from Page 1)

tion job involving the station, Decca Records and the movie house chain.

Under the plan, for which details are being worked out, Luther will do a one-hour Saturday a.m. show in a different Skouras theater each week. There are 63 Skouras theaters in and around the New York metropolitan area. There also will be tie-ins with local newspapers who might help in the selection of an outstanding youngster in each community to receive a special award of merit from Luther.

A portion of the Saturday matinee theater show is to be recorded and played back the following Saturday on Luther's program over WNBC. Skouras will cross-plug WNBC and Luther with movie trailers in all its houses.

Churches Will Sponsor Series On WMAQ, Chi.

(Continued from Page 1)

city and suburban area. The series, to be entitled "Day's End," will present Dr. Charles Crowe, pastor of the First Methodist Church, of Wilmette, Ill., as narrator. Recorded music will be provided by the "Hymns of All Churches" choir under direction of Fred Jacky.

The series will be produced cooperatively by the federation's radio commission, of which Dr. Crowe is chairman, and Judith Waller, director of public affairs and education of the NBC central division and a member of the commission.

Women Broadcasters Group Expand Liaison Activities

(Continued from Page 1)

cities, Nell Daugherty, president of WSTC, Stamford, Conn., announced yesterday. Other officers of the organization are Mildred Bailey, secretary, WCOP, Boston and June Hynd Eliot, treasurer, New York.

Miss Daugherty said that a recent questionnaire survey made among women broadcasters indicate that only a small percentage of women's shows are sustaining, with the largest percentage of sponsors covering food, clothing and household necessities.

RCA-Victor In Canada OK's Another Pay Raise

Montreal—A nine-cent-an-hour wage increase has been accorded employees of the RCA-Victor Co., Ltd., in negotiations between the firm and the CIO United Electrical Workers, it was announced yesterday.

Added to a four-cent boost gained in May, the new increase gives the workers a total of 13 cents an hour extra this year. The minimum rates will be 92 cents for women and 98 cents for men.

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

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.

SOUTHWEST

BOB KNOUSE is the latest addition to the news staff of KTSA, San Antonio. He was formerly with KLZ and KOA, Denver, Colo.

Roy George, program director of KRLD, Dallas spoke on television last week at the monthly meeting of the Insurance Women of Dallas at the Hotel Adolphus.

Vernon Satterwhite, KITE, San Antonio, announcer was late to work one morning last week, and soon a pall of smoke was shrouding the station's third floor Transit Tower offices and studio. Vernon was forgiven. The smoke came from cigars he had stopped to buy on the way to work. The cigars announced the arrival of the third offspring for the announcer, a baby daughter to be known as Victoria Jane.

"The Fourth Army Presents" is a WOAI, San Antonio, public service program which started its third year on the air Nov. 5 with a new series of broadcasts. The airings will salute all ROTC units in the five-state Fourth Army area. Music was furnished by the 365th (Fourth Army) Band under the direction of CWO Will A. Mobley. Series is written and produced by Lt. Col. L. M. Mulhall with Capt. Philip LeR. Loomis in charge. Loomis is Radio and Television Officer. Broadcasts are also aired over member stations of the Texas Quality Network.

Edward Rubin, well known Hollywood talent scout and public relations man, spoke recently on "Your Child and the Movies" as guest of Mrs. Ted Healy on KLIF, Dallas. Rubin has established a studio here as a career consultant.

Suwanee Footprints Hoax Says WNBC Naturalist

Tape recorded show over WNBC this morning by Ivan Sanderson, who went down upon the Suwanee River in Dixie County, Florida, to investigate large mysterious three-toed footprints, will brand the tracks as a hoax—man-made and not of animal origin. Sanderson, who conducts a natural history program daily over WNBC at 9:15 a.m., made a careful study of the footprints and said it would be impossible for them to have been made by an animal. He also noted that a resort hotel is near the area of the mysterious three-toed footprints.

Sanderson will spend several more days along the Suwanee River recording material for his show. He is accompanied on the trip by Fred Heywood, WNBC director of news and special events, and engineer Hal Schneider.

Re-creates Edison Series

San Antonio, Tex.—As a feature of one of his broadcasts last week, Don Gordon presented a series of 1887 Edison phonograph records. The old style machine was set up in the KTSA studio and transcriptions made of the originals.



Mainly About Manhattan . . . !

● ● ● Chalk up another kayo for television. On or about Jan. 15th, Sheffield is pulling out of WOR with its "Guess Who," and plunging into television. (And after 6 years with a good rating, too). . . Eddie Cantor's scripting crew in for a shakeup. . . WATV planning to promote its own boxing matches exclusively for telecasting. . . CBS killed the proposed deal for Morey Amsterdam to be added as a regular on Guy Lombardo's Mutual Sat. nite series. . . Looks like Mama and Papa Hush will be the longest running of all the Ralph Edwards' "Truth or Consequences" stunts. . . Sign on a midtown electrical supply shop: Do you own a television set, or do you live next door to a bar? . . . The voice on the new MGM "Johnny Appleseed" narrative album is Kate Smith. . . Frankie Carle and his great ork head the new stage bill at the Strand next Friday. . . Andy Russell going into the video production biz. . . CBS has pacted Irv Tunick and Mike Sklar to script "You Are There." . . Arlene Francis being wooed to take over ABC's "2nd Honeymoon" when "What's My Name" fades on the 20th. . . Eversharp in the market for a daytime seg (prob'ly for their Wahl pen). . . Ed Gardner is being given the "capital gains tax" treatment by CBS. . . Bernie Schubert readying a television idea involving the Professional Children's School.



● ● ● Our old pal, Johnny Hymes (formerly chief time buyer at Biow) writes from Lancaster, Pa., where he's now assistant manager of WLAN, 1000-watt ABC outlet: "Tell all my pals along Radio Row that I love it down here. If there's a happier guy in radio than myself, I'd like to challenge him." And, if there's anybody in radio who rates the breaks more than Johnny, we'd like to do some challenging ourself.



● ● ● ELECTION AFTERMATH: Pete Donald sez that Prez Truman not only played his own piano to be re-elected, but also did his own drum-heating. . . Jack Barry points out that the pollsters who were out on a limb are now out on the lam. And Harry Conover adds that they've gone from jobs to jibes. . . As a result of the polls practically having Gov. Dewey "in," Rob't Q. Lewis now refers to him as ex-Pres. Dewey. . . Tallulah Bankhead wired Pres. Truman that "the people have put you in your place." . . As Walter Winchell puts it, Truman is stranger than fiction. . . Toots Shor handed us our biggest laugh, however. It seems a big shot Repub walked into his tavern the other nite and cracked: "Well, we certainly scared the devil out of those Democrats, didn't we?"



● ● ● Deal set for Alan Courtney to broadcast daily from Garrison's Restaurant from 12:30 to 2:00 p.m. via WLIB, with a possibility of televising the show simultaneously later on. Show preems Monday (15) and will offer Benny Goodman, Peter Lind Hayes, Abe Burrows, Tommy Dorsey, and Paul Denis on the opening stanza.



● ● ● Up at Sunmount, N. Y. (some 300 odd miles from Radio Row), there's a Veterans' Administration Hospital housing over 500 vets of both wars. The Special Service gang up there is planning a big Christmas week program and dropped a note to this dep't asking if some of radio's entertainers could manage to find time to lend a helping hand. The "52" Association is offering to pay transportation, etc. Contact Mort Karp or Lou Alshom, "52" Ass'n, 840 Eighth Ave., N. Y.



● ● ● LUV 'n' KISSES: . . . The producing, directing and writing displayed by Vic McLeod on the Admiral show and the Dunninger-Paul Winchell series. . . Lanny & Ginger Grey's "Start The Day With A Smile" on WMGM 8-8:30 ayem.

AGENCIES

THOMAS D'ARCY BROPHY, president of Kenyon & Eckhardt, Inc.; **FAIRFAX CONE**, chairman of the executive committee at Foote, Cone & Belding, and **FRED GAMBLE**, president of the American Association of Advertising Agencies, were speakers at the first Fall meeting of the newly-formed Michigan Council of the A.A.A.A.

ROY S. DURSTINE, Inc., Cincinnati office, has been engaged to place the advertising of The Thorobred Co., Inc., makers of Dog food.

NORMAN D. WATERS & ASSOCIATES, Inc., on Jan. 1 will add to its roster of account executives Sol S. Waldman, currently advertising manager of Sheerr Bros. & Co.

LINDSAY ADVERTISING, New Haven, Conn., announces the association of Joe Moore with the agency as vice-president. Moore formerly was with Ormsbee, Moore & Gilbert.

ROBERT WHITEHILL, Inc., has been formed by Robert Weisberg, with offices at 37 West 57th Street. Weisberg formerly was with Leland K. Howe Associates. Joining him in the new agency is Ann S. Godley.

HUTCHINS ADVERTISING CO., Rochester, N. Y., has been retained to handle the account of Rittenhouse Company, Inc., Honeoye Falls, N. Y., manufacturers of electrical--door chimes and transformers.

BROOKE, SMITH, FRENCH & DORRANCE, Inc., Detroit and New York advertising agency, announces the following additions to its Detroit staff: Frank Clarkson, art; Donald M. McLeese, copy; Edward J. O'Connell, production; Edward J. Singelyn, traffic, and William P. Wells, research.

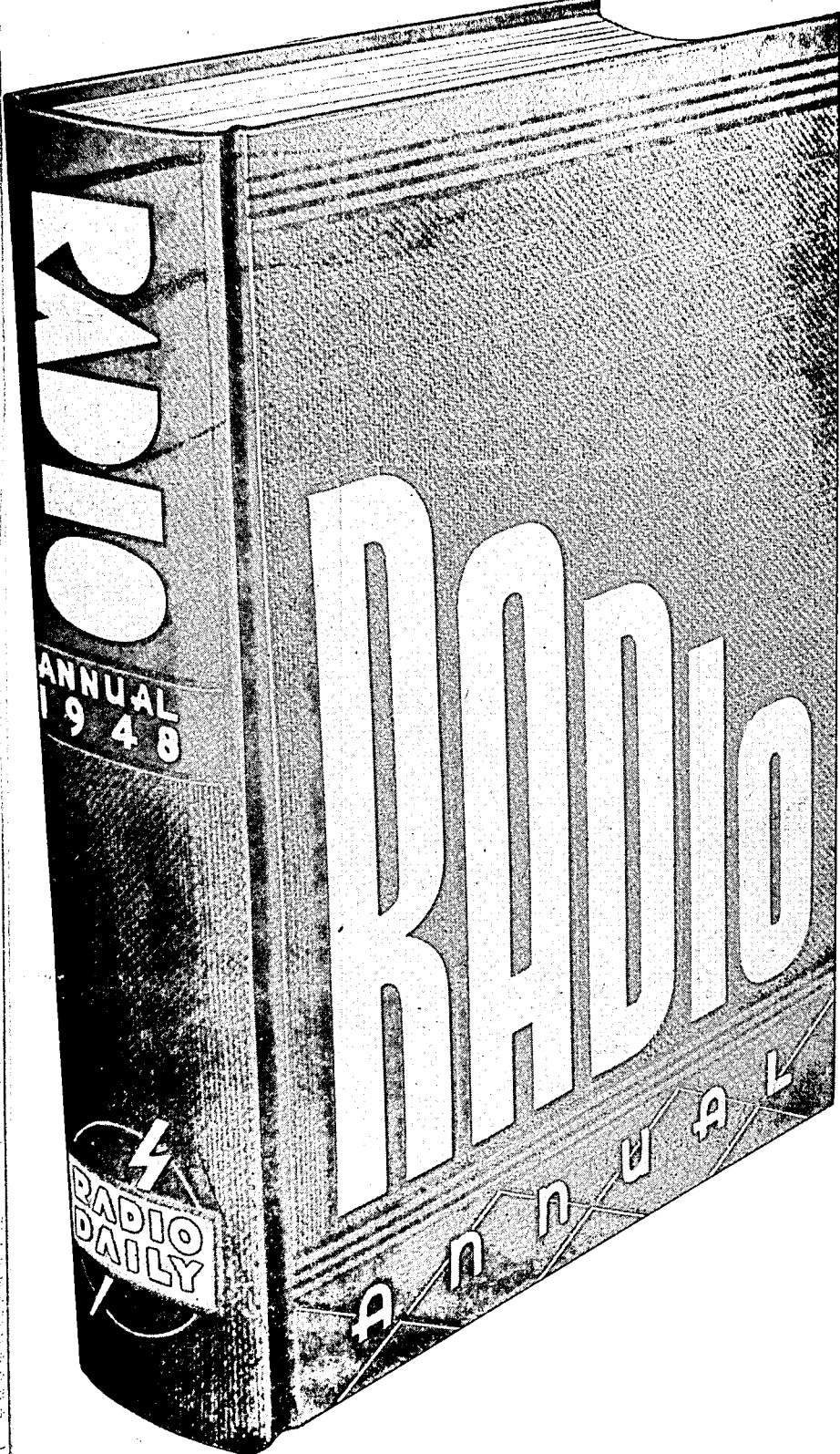
"Greener Pastures" On KVOO

Tulsa, Okla.—KVOO's Cavalcade of Greener Pastures which was on a five-day tour visiting the five greenest and finest pastures in the Southwest and which was promoted to showcase the million and a half acres of Southwestern Pastureland entered in the station's annual Greener Pastures Contest received so many inquiries that a special mailing piece has been given nationwide distribution.

ARTHUR EDDY

Public Relations — Publicity
812 Taft Building
Hollywood

Gladstone 5305 — Gladstone 9012



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TELEVISION YEARBOOK

1001 ADDITIONAL
 ITEMS OF INTEREST

Send me the **RADIO ANNUAL** and the next **260** issues of Radio Daily (full year's subscription). I will pay you \$10 on receipt of bill.
 U. S. and Canada, \$10 per year. Foreign, \$15 per year.

NAME

TITLE

COMPANY

STREET ADDRESS

CITY AND STATE.....

Address:
RADIO DAILY CORP.
 1501 Broadway, New York 18, N. Y.

CBS Affiliates Group Lauds Package Setup

(Continued from Page 1)

cussed with Columbia web officials. Singling out the purchase of the Amos 'n' Andy properties for particular praise, the CAAB formally commended CBS personnel "for the outstanding program operations which have already proved successful and which hold such promise of long range advantage to CBS and its affiliated stations."

They also formally express in a resolution its "appreciation and commendation for the efforts of the CBS personnel which are reflected in the marked development in the network commercial schedule."

Activities of the CBS television network, reports on the CAAB district meetings, a discussion of research and ratings services and a report on the Columbia "Lp" records were among the subjects discussed by the board with CBS officers during the two-day meeting.

Highlighting yesterday's session was a visit to the CBS television studios, conducted by J. L. Van Volkenburg, CBS vice-president and director of television operations.

Members of the board at the meeting were:

I. R. Lounsberry, WGR, Buffalo, chairman, representing District No. 2; E. E. Hill, WTAG, Worcester, Mass., secretary, District No. 1; C. T. Lucy, WRVA, Richmond, Va., District No. 3; Glenn Marshall, Jr., WMBR, Jacksonville, Fla., District No. 4; Howard Summerville, WWL, New Orleans, District No. 5; Richard Borel, WBNS, Columbus, O., District No. 6; William Quarton, WMT, Cedar Rapids, Iowa, District No. 7; Kenyon Brown, KWFT, Wichita Falls, Texas, District No. 8, and Clyde Coombs, KARM, Fresno, Calif., District No. 9.

CBS executives attending the meetings included:

Frank Stanton, Joseph H. Ream, Adrian Murphy, Howard S. Meighan, Lawrence Lowman, Herbert V. Akerberg, J. Kelly Smith, William C. Gittinger, Hubbell Robinson, Jr.

Also, Victor Ratner, Earl Gammons, William B. Lodge, Oscar Katz, William A. Schudt, Jr., Edward E. Hall, and Edwin Buckalew.

COAST-TO-COAST

New Call Letters

Plattsburg, N. Y.—It has been announced that the call letters of WMFF, the Plattsburg Broadcasting Corporation have been changed to WEAV. The new call letters were introduced to the listening public in a series of spot announcements and news stories. Northern New York's ABC affiliate has also increased its output from original 250 watts to 1000 watts.

Forum Discussion

Chicago, Ill.—Different aspects involved in the problem of Palestine and World Peace were highlighted on WIND's Forum of the Air. Included in the panel of speakers were two nationally famous figures in the affairs of the new Palestinian state, Dr. Emanuel Neuman and Dr. Israel Goldstein, who discussed important issues integrant to establishing world peace.

Appointed Sales Manager

Akron, Ohio—The appointment of Cecil Green as Sales Manager of station WHKK has been announced. Associated with the station in 1945 in the position of account executive he left the station in 1946 to become sales manager of the Superior Baking Company and held that position up to his present appointment.

Adventure Dramatizations

Toronto, Ont. — CBL is currently presenting six weekly dramatizations of "The Adventures of Captain Kettle" and his vessel, the S. S. Kindly Light broadcast on Sunday afternoons. Captain Owen Kettle described as a Welshman with a flaming red beard and a fanatical sense of duty is transcribed through the facilities of the BBC Transcription Service.

New ABC Affiliate

Evansville, Ind.—AM operations serving listeners in Indiana, Kentucky and Illinois have begun by station WJPS, the new ABC affiliate, operating on 1330 kilocycles with 500 watts night time power. Augmenting leading network shows, the station's programs will be devoted to news, music, sports and public service programs.

Dedicate WFGP's Tower

Atlantic City, N. J.—Marking the dedication of station WFGP's new 410 foot AM and FM tower more than 10,000 tower games have been distributed in the Atlantic City area via mail and by door-to-door delivery. The object of this promotional gimmick is to loop cardboard rings around needle point miniature tower bearing letters WFGP. The game was part of a campaign to stress the station's increased coverage and introduction of FM.

Launch KGVO House Organ

Missoula, Montana—A four-page promotion piece—the KGVO Dial-Times—will be printed monthly and distributed to local sponsors by station account executives. The station's newspaper-program schedule combination is dressed up with photos of local and network personalities and stories of KGVO and CBS shows.

New Series Broadcast

Worcester, Mass.—"Blueprint for Tomorrow" is the title of a new series of broadcasts to be heard on Station WTAG. In cooperation with the local Chamber of Commerce this series will be devoted to the building of a better industrial future in Central New England. The principal mission of this series will be to make "business" understandable to the average consumer. The initial broadcast tagged starting in business featured problems confronting the man going into business for himself.

Sitting-up Exercises

Des Moines, Ia.—A new feature has been added to early morning disc jockeying by KRNT's Don Bell—sitting-up exercises. As Bell spins an exercise disc, he goes through the exercises. Program is introduced with a three-minute waxing every morning from the new Susan Carroll Capitol album "Milady, Your Figure."

Using Tape Recordings

Montgomery, Ala.—WJZZ, local Mutual affiliate, was the first radio station here to make use of tape recording for later broadcasting. The initial use of the recorder was at the opening of a local men's shop with the broadcast being made several hours later. The machine will be used extensively on public service features.

Public Service Series

Miami, Fla.—Station WIOD is currently, presenting the 14-week "Books Bring Adventure" series, entitled "Growing-Up" as a public service. Broadcast every Friday the program is aired in 5th, 6th, 7th and 8th grade classrooms in 60 Dade County Schools with pupils in competition for a weekly prize of the book dramatized by writing letters or by drawing pictures reflecting the scene they liked best. Weekly prize winners will be eligible for the grand prizes to be awarded by WIOD during the final broadcast on February 11, 1949.

Philadelphia Mayor Proclaims Radio Week

(Continued from Page 1)

Robert K. Richards, public relation director of NAB. Richards told of the industry-wide participation in the special radio week and spoke particularly of the "Voice of Democracy" essay contest which is being conducted among high school pupils throughout the nation.

Wendy Clark, chairman of the Americanism committee of the Junior Chamber of Commerce was also heard. President Clark Hopkins presented all those present with certificates of appreciation for their support of the Junior Chamber of Commerce this year.

Oppenheimer Joins CBS As West Coast Producer

Jess Oppenheimer, veteran radio writer and producer, will join the Columbia network staff, Hollywood as a producer-director, effective Nov. 15, it has been announced by Harry S. Ackerman, director of network programs, Hollywood.

Oppenheimer, who began his radio writing career back in 1934 on the San Francisco "Blue Monday Jamboree," will continue to produce and handle the chief writing assignment on CBS' Saturday comedy series, "My Favorite Husband," starring Lucille Ball. In addition, Ackerman said Oppenheimer will create and produce other programs to be auditioned and aired by the network from Hollywood.

During his 14-year radio career Oppenheimer has written comedy material for, "Texaco Star Theater," Charles Butterworth, and for six years worked for CBS' "Baby Snool Show," serving as head writer for the last three years the program was on the air.

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TELEVISION DAILY

Daily section of RADIO DAILY, Friday, November 12, 1948 — TELEVISION DAILY is fully protected by register and copyright

SURVEY SHOWS VIEWER PREFERENCES

TELE TOPICS

PICTURE THIS, the Vick Chemical stanza which bowed in over NBC Wednesday night is a brief, fast-moving show which is highly pleasing to both the eye and the ear. Format is simple but effective. Emcee Wendy Barrie reads a story printed in by a listener, and a guest cartoonist (this week it was Otto Soglow) illustrates. Perhaps it doesn't sound like much, but under the air it makes a charming program. Much of the credit for this goes to Wendy Barrie, who seems destined to become an outstanding TV personality. Soglow, too, is good, and if his successors maintain his standard, the show is due for a long run. One commercial was aired during the 10-minute seg, and this was neatly worked into the continuity. . . . Morse International is the agency. Program is a Mildred Fenton package, directed by Desmond Marquette and written by Al Garry.

MUCH ADO about nothing is the best description of ABC's pickup of the "Joan of Arc" preem from the Victoria Theater night. Throughout the show, the McCarrys and Allen Prescott, who did the description and interviews, kept repeating that Ingrid Bergman would show up any minute. Tex said the star had arrived, and left his seat in the lobby to bring her before the camera. Then the director switched to the front of the theater where Prescott kept peering into arriving cars in search of Miss B. The pickup ran into ten minutes over the scheduled half-hour, but no Bergman. . . . Tex and Jinx kept the show moving with interviews of various celebs, but it was Prescott who unwittingly supplied the comedy. During his spots from the sidewalk, he repeatedly mentioned the great crowds "milling around" the entrance while the camera showed him virtually alone except for a few bored-looking passersby. The crowds, it seems, were kept beyond camera range by the police.

CORN IS A WORD often used in show biz with many connotations—all of them quite derogatory. However, the word takes on new meaning when used to describe Stan Fritts and his Korn Kobblers in the CBS "Kobbs Korner" stanza. Combined with Hope Emerson and Jo Hurt, the Kobbs turn pure corn into an amusing, well-paced half-hour, clowning their way through familiar hill-billy routines. . . . In addition, the boys are good musicians as they proved in the show this week when they stopped kidding long enough to play a couple of tunes straight. Their unusual combination of French horn, trombone and tenor sax made pleasant listening. . . . The pixie-ish Miss Hurt is perfect as the daughter. Miss Emerson, as "Maw," was written out of the script this week so that she may fill a noble commitment and was sorely missed. . . . Barry Wood is the producer, and Kingman Moore directs.

TV Planning Hastened By Soviet Officials

By Special Correspondent, Radio Daily
Moscow—Government officials here are fast becoming cognizant of the potentialities of video for mass information and have inaugurated plans for rapid expansion of the medium. There are two stations already on the air—in Moscow and Leningrad—and others are under construction at Kiev and Sverdlov. Stations now in operation are on the air four times a week. Program fare consists largely of plays, opera and ballet in addition to films.

Public Owns Few Sets

There are very few receivers in the hands of the public, although sets are now being installed in various gathering places, such as "houses of culture," clubs, factories and offices. Two types of sets recently were made available without special license.

The Central Radio Club here, however, has organized a video branch where amateurs are learning to build their own receivers patterned after a model developed by Vladimir Kornienko, young Moscow engineer. According to official reports, the amateurs have completed a large-screen set for the club and over 200 receivers for private use.

Like all other mass communications media, TV is strictly controlled by the state, and stations are run by the All-Union Radio Commission, which has the status of a ministry.

Outdoor Antenna Vital To Good Pics—Lodge

The best video receiver will not produce satisfactory pictures unless it has a good outdoor antenna, William B. Lodge, CBS veepee and director of general engineering, said last night in an interview on the web's "You and Television" series.

"Indoor antennas are used in a small percentage of present-day installations," Lodge said, adding however, that "they are usually a compromise forced on the set owner because of inability to install an outdoor antenna."

Lodge said also that eventually one master antenna system would be installed in large apartment houses which will distribute TV signals to all of the receivers in the building.

Time Out For WATV

WATV, Newark, will go off the air next Monday, Tuesday and Wednesday for the installation by RCA of a new six-batwing transmitting antenna. With favorable weather conditions, WATV will return with regularly scheduled programs Thursday, Nov. 18, at 5 p.m.

Wedding Bells

Jean Rapaport, CBS-TV production assistant on "Toast Of The Town," "Winner Take All" and "Captain Billy's Mississippi Music Hall" has announced engagement to Al Hollander, DuMont program co-ordinator.

Popularity Of TV Sports Pickups On Way Down

Sixty-seven per cent of the viewers in White Plains, N. Y.—known as Television City, USA—believe current TV program schedules place "too much emphasis" on sporting events, a survey made for Spencer Gray and The Herald of Westchester has revealed. Study covered 234 set owners in the area.

Of the respondents to the sports question, 47 said outdoor events were most popular. "Of indoor events," the report states, "39 said they've already seen too much wrestling. Boxing bouts were wanted by 51, football by 69."

Other program preferences were: stage plays and drama, 81 per cent; comedy and vaudeville, 86; news, 39; educational features, 67.

More "Evenings at Home"

Also reported in the survey were the following viewer habits and tastes: 78 per cent spend at least one more evening at home than was their custom; 67 per cent said they attended the movies two or more times less a month since installation of their sets; 81 per cent said they operate their sets two or more hours on at least two nights a week.

TV commercials were preferred to those on radio by 84 out of 100 viewers, the report said. (a) Seeing as well as hearing about that which is advertised rated first. (b) Ten noted indirect 'background' selling appeal. (c) 31 mentioned absence of instrumental and verbal jingles. (d) 19 referred to apparent difference in 'selling' time between visual and oral presentations. (e) 26 referred to elimination of repetition of qualities of products advertised. (f) Four singled out distastefulness of movie commercials on radio. (g) Five singled out wine commercials.

Reception difficulties since installation of receivers were reported by 26 per cent. The report added, "71 have had reception difficulties straightened out to their satisfaction. Seven reported their sets not in operating condition."

GE Buys WBEN Court Sked

Buffalo—The General Electric Supply Company of Buffalo has purchased a series of 13-week telecasts of double-header college basketball games on WBEN-TV, Buffalo, from Memorial Auditorium. GE currently is sponsoring weekly football telecasts by local and area colleges—sometimes two a week-end. Schools involved are the University of Buffalo, Niagara University, St. Bonaventure and Canisius Colleges.

Progress Report No. 13

WWJ-TV Has Heavy Live Program Sked;
30% of All Programming Commercial

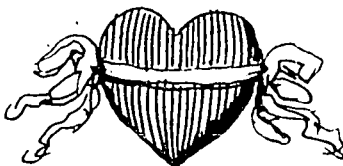
Detroit—The first station in the Motor City, WWJ-TV began commercial operation June 3, 1947 and was the only outlet here for nearly a year and a half. Outlet is owned by Scripps-Howard's Detroit News and is run by general manager Harry Bannister, veteran radio sales exec.

WWJ-TV is on the air with an average of 40 program hours weekly, 30 per cent of which is in the commercial column. Live studio shows comprise a comparatively high portion of the schedule—45 per cent. Remotes account for 25 per cent and films the remaining 30 per cent. Network programming, film on a non-interconnected basis, averages two hours weekly. Top program category is, of course, sports, which make up 10 hours, 50 minutes of the station's totals. Next are variety shows, 5 hours, 20 minutes, followed by news, 3:50; children's, 3:15; women's, 2:30; public service, 1:15, and education, 50 minutes. Two full-length feature films are scanned weekly.

According to latest estimates, there are 18,000 receivers in the Detroit area, which now has three stations on the air. About 85 per cent of the total number of sets are located in private homes.



BANNISTER



How big is a radio man's heart?

Radio people have a high sensitivity to the needs, the feelings of others. It's part of their jobs. Now think of how it must feel to be sick; sometimes without funds.

Today our hospitals face a deficit of \$2,845,988.30. Unless it can be met, many of the sick and the suffering may be turned away. One out of every 7 persons in New York will use the voluntary hospitals this coming year. Three out of 4 will have to be cared for AT LESS THAN COST OR ENTIRELY FREE.

Radio people, who among you can bear to close a door of hope and healing to the ill and the poor?

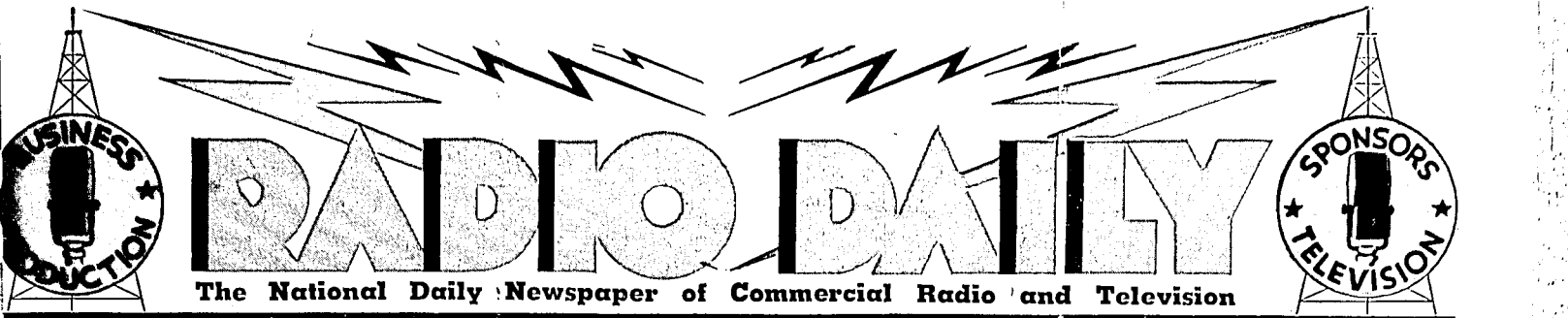
Give to the United Hospital Fund. Give on a grand scale; the way you do so many things.

Won't you please mail a check today, to:

United Hospital Fund

8 EAST 41ST STREET

NEW YORK, 17, N. Y.



PLANS OUTLINED FOR PROGRAM CLINIC

NAB Board To Meet; Code To Be Discussed

Washington Bureau, RADIO DAILY
 Washington—Enforcement of the new Standards of Practice, the 1949 operational budget, changes in the by-laws and relations with labor and government will be among the topics which will be discussed by the NAB board of directors when they meet here next Tuesday and Wednesday.
 Plans for the spring NAB convention which will be held at the Stevens Hotel in Chicago, April 6-7, will be discussed.

(Continued on Page 2)

Puerto Rican Broadcasters Accept REC Invitation

San Juan, P. R.—The Puerto Rican Broadcasters Association, through its president Tomas Muniz, general manager of WIAE, San Juan, has accepted an invitation to send a committee of broadcasters to New York for the January 27th meeting of the Radio Executives Club which will be designated as "Puerto Rican Day". The invitation was extended by Carl Haverlin, president of the REC, and was acted upon at a board meeting of the association last week.

New York AFRA Names 51 For Board Election

Total of 51 candidates have been nominated among members of the New York local of AFRA for the local board election on Nov. 30. All except five current members of the local board have been renominated for the coming election. The local is holding its annual meeting

(Continued on Page 3)

Report On Israel

Henry Morgenthau, Jr., former Secretary of the Treasury, and National Chairman of the United Jewish Appeal, will deliver a "Report On Israel" on a special CBS broadcast tonight, 11:15-11:30 p.m., EST. Mr. Morgenthau just returned from a trip to Palestine. He will be making his first broadcast report on his observations on the Palestinian situation.

Decision Awaited

Proposal of AFM and recording industry for the establishment of a trusteeship to handle royalties when the union musicians resume recording is still awaiting Department of Justice approval. Action on this matter is expected to be delayed until Attorney General Tom Clark returns from his Florida vacation with President Harry S. Truman.

Radio Campaign Costs Revised By Parties

Recapitulation of the radio network campaign expenditures of the Republican and Democratic National Committees indicated that the GOP spent around \$600,000 on the webs for the Dewey-Warren ticket and that around \$750,000 was used by the Democrats for network and transcribed shows.
 The network expenditures does not include the regional webs, state

(Continued on Page 2)

Report Deal For KWKW, Pasadena, Consummated

Consummation of negotiations for the purchase of KWKW, Pasadena, by the Southern California Trade Unions Broadcasting Association, was announced the past weekend by Paul D. Jones, president of the purchasing corporation. The sale is subject to the approval of the FCC. Station has been owned and operated

(Continued on Page 4)

Nat'l Radio Wk. Celebration Expected To Set New Mark

The broadcasting and receiver manufacturing industries this week are joining hands for what bids fair to be the largest scale celebration of National Radio Week yet. The third annual observance, sponsored jointly by RMA, NAB and the U. S. Junior Chamber of Commerce, includes the "Voice of Democracy" in which 100,000 high school students are expected to participate, a number of special local and network programs, and a series

NAB Group Announces 'Pilot' Confab Next Spring; Work-Shop Style, No Lectures Or Speeches

New Crosby ET Show To Premiere Nov. 22

New transcribed daily Bing Crosby show, sponsored by Vacuum Foods Corp., will premiere next Monday, Nov. 22, in three major Eastern markets. Initial stations signed are WCBS, New York; WHDH, Boston; and WCAE, Pittsburgh.
 "This Is Bing Crosby" will be aired Monday through Friday on

(Continued on Page 4)

Sen. ICC Representatives To Attend Conference

The Senate Interstate Commerce Committee's task group on communications is expected to be represented by at least two Senators at the Mexico City conference on high frequency broadcasting change

(Continued on Page 6)

Dairy Company Buys Time For ABC Net Program

National Dairy Products Company, through N. W. Ayer, Inc., will sponsor the "Dorothy Dix Program", five times weekly from 1:45 to 2:00 p.m. EST on the ABC web beginning

(Continued on Page 2)

Washington Bureau, RADIO DAILY
 Washington — NAB's program executive committee on Friday outlined plans for a comprehensive clinic on radio programming, beginning with a pilot conference next Spring. The pilot clinic will be held to experiment in methods of operating such conferences, the committee said, and will

(Continued on Page 3)

Mailing Adv. Survey On Dealer-Mfr. Co-Op

The first study of dealer-cooperative radio advertising since 1942 will be distributed to NAB member stations this week. Work on the project began several months ago when the NAB research department asked stations to report their experiences with this kind of advertising in their markets.
 Information furnished by the station

(Continued on Page 3)

Radio-TV To Be Discussed At Church Women Meet

Approximately 1,000 women from eighty-four Protestant denominations will convene in Milwaukee today under the United Council of Church Women aegis to discuss a

(Continued on Page 4)

"Flasheasting"

Albany — A giant Trans-Lux "flasheasting" sign with traveling letters four feet high which run a distance of 61 feet, will be erected by radio station WROW and the Times-Union for the presentation of news. The display is being placed on the National Savings Bank Building and will operate from 11 a.m. to 11 p.m. daily.



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FRANK BURKE : : : : Editor

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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

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FINANCIAL

(November 12)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
ABC	8 1/2	7 3/4	8 3/8	+ 7/8
Admiral Corp.	17 3/8	16 3/4	16 3/4	+ 1/8
Am. Tel. & Tel.	150 3/8	150 1/8	150 1/4	+ 1/8
CBS A	21 1/2	21	21 1/2	+ 3/8
CBS B	21	20 1/2	21	+ 1/4
Farnsworth T. & R.	5 3/4	5 1/2	5 5/8	+ 1/8
Gen. Electric	37 7/8	37 1/8	37 3/8	+ 1/2
Philco	37 1/4	37 1/4	37 1/4	+ 1/2
Philco pfd.	83 3/4	83 3/4	83 3/4	
RCA Common	11 1/8	11	11	
RCA 1st pfd.	68 1/4	68 1/4	68 1/4	+ 1 1/4
Stewart-Warner	12 3/8	12 1/4	12 1/4	
Westinghouse	24 7/8	24	24	- 3/4
Zenith Radio	25	24 1/2	24 1/2	- 3/8

NEW YORK CURB EXCHANGE

Hazeltine Corp.	10 3/4	10 3/4	10 3/4
Nat. Union Radio	2 1/4	2 1/4	2 1/4

OVER THE COUNTER

	Bid	Asked
DuMont Lab.	11	12
Stromberg-Carlson	14 1/4	15 3/4
U. S. Television	1 1/4	1 3/4
WCAO (Baltimore)	24	27
WJR (Detroit)	8 3/4	10

10 YEARS AGO TODAY

From the Files of Radio Daily

For the second time in the television history of this country the RCA-NBC mobile television unit aired an on-the-spot broadcast of a special event. As the unit was experimenting with outdoor telecasts from a spot in Astoria, engineers noticed smoke pouring up from Ward's Island. The iconoscope was trained on the fire, and a complete picture was televised to the NBC studios in Radio City of the entire fire, including engines, color scenes of the crowds, fire boats as well as the actual fire. It was reported that images were very distinct and detailed.

★ COMING AND GOING ★

WILLIAM A. SCHUDDT, Columbia network's director of station relations, is back from a business trip to Chicago.

CONRAD THIBAUT, radio and concert baritone, left yesterday on a recital tour, with first appearance scheduled at Princeton, Ill. This will be followed by several additional engagements in key centers of the Middle West.

GEORGE TORGE, program director of WBEN, Buffalo, N. Y., has arrived in Gotham from Havana, where he spent his vacation. He'll leave for Buffalo today.

NORMAN KNIGHT, executive in the station relations department of the Mutual network, has returned from a business trip during which he visited web affiliates in New York, Pennsylvania and West Virginia.

THELMA CARPENTER, radio and stage singer, yesterday went down to Philadelphia to do a benefit.

MARGARET ARLEN, women's commentator on WCBS, tomorrow will go out to Berkeley Hts., N. J., to address the Parent-Teachers Assn. of Columbia School.

JOE FRANKLIN, producer on WMCA, flew to Concord, N. H., and spent last week-end fishing in the White Mountains.

TERRY HATFIELD, radio commentator, left by plane last week for a few days in West Virginia.

MARTHA ROUNTREE, producer of "Meet the Press" on Mutual, on Friday went down to Washington, from which point the program was broadcast. She returned to New York Sunday just in time to act as moderator on the video version of the show, which is televised on WNBC.

J. ROBERT KERNS and ALLEN HAID, managing directors of the Fort Industry stations WLOK, Lima, and WMMN, Fairmount, Ohio, respectively, are in town for conferences with Tom Harker, national sales manager of the Fort organization.

DICK LINKE, Eastern exploitation director of Capitol Records, will leave today for Hollywood and home office conferences.

RICHARD C. HOTTELET, Columbia network newsman, leaves today for Washington.

DORMAN D. ISRAEL, executive vice-president of Emerson Radio & Phonograph Corp., was in Rochester last week to preside over a technical session at a meeting of the Institute of Radio Engineers and the RMA Engineering department.

PAUL DUKE, television magician, off to Ferndale, N. Y., for a one-night show at Grossinger's.

HERBERT SCHILLER, Eastern regional sales manager for United States Television Mfg. Corp., is on a trip that will take him to Philadelphia and Baltimore.

NAB Board To Meet; Code To Be Discussed

(Continued from Page 1)
13 will also be discussed by the board. The board will consider suggestions to extend the management conference from two to three days and a three-day meeting will also be considered for the engineering conference.

On Tuesday noon the board will be guests of the Washington Ad Club at a luncheon meeting at which A. D. Willard, executive vice president, will be the principal speaker. Willard is expected to talk on the current observance of National Radio Week.

Radio Campaign Costs Revised by GOP-Demos.

(Continued from Page 1)
networks, and independent stations used by state organizations of both political parties during the campaign. It is estimated that over \$1,000,000 in radio time was purchased by both parties through state organizations.

Dairy Company Buys Time For ABC Net Program

(Continued from Page 1)
ning January 3. Contract is for 52 weeks and the program is based on the syndicated newspaper column, "Dorothy Dix Says" which treats and analyzes emotional problems.

Downey Guesting

Morton Downey, will be the guest star on Bob Hope's program on NBC on Tuesday evening at 9 p.m. EST, and will appear as the guest star on the Spike Jones program on CBS on Friday evening at 10:30 p.m., EST.

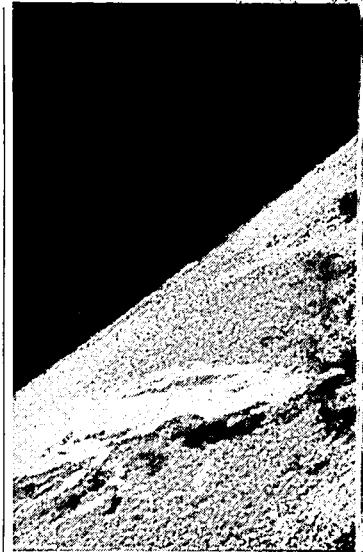
Tex. Women Broadcasters Hold Annual Conference

San Antonio, Texas—Violet Short of KTSA here, was re-elected Chairman of the 13th District, Association of Women Broadcasters, NAB, at the third annual conference of the Texas Radio Women held here recently. Other business discussed by the Texas Radio Women at their final session, presided over by Pat Griffith, Director of Women's Activities of the NAB, included a resolution to cooperate in a state wide public opinion survey, through women's programs, on what the public understands about the United Nations. This program was suggested by Dorothy Lewis, coordinator of Women's Broadcasts for the United Nations, who visited San Antonio for the meeting. Also, it was voted that due to the size of Texas, which comprises one entire NAB district, that the AWB have a North Texas State Chairman and a Chairman for South Texas as well.

Television Talks Included

The two-day conference attended by the radio women from all sections of the state featured talks by Seymour Andrews, Television Program Director of WPAB-TV, Fort Worth; Phyllis Webb Soehl, Radio Director of Joske's of Texas; Bill Michaels, general manager of KABC, San Antonio; Thomas D. Rishworth, Director of Radio House, University of Texas, Austin, Tex; Alice Barry, KPEC, El Paso; Virginia Graham, KRIS, Corpus Christi; Marjorie Vickers, manager of KPAC, Port Arthur and Frances Helm, WBAP, Fort Worth, Texas State Chairman.

The 1949 conference of the 13th District AWB will be held at Radio House, the University of Texas, in celebration of the Tenth Anniversary of Radio House.



65 MILES UP

That's a view of earth . . . about 65 miles up. But who went up there to take the picture? Nobody.

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

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

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

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

AM W.I.T.H. FM

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

National Radio Week Will Set New Mark

(Continued from Page 1)
 Friday the observance this week "will be the greatest in the industry's history. Widespread interest indicates that millions of people throughout the United States will be made aware of radio's 28th birthday before the end of next week, thanks to the splendid cooperation of broadcasters, newspapers, the trade press and many allied trade groups."

RMA's president, Max F. Balcom, will speak twice during National Radio Week, tonight at the opening session of the Town Meeting for Radio Technicians in Boston, and Thursday, in New York, at a National Radio Week Luncheon of the Radio Executives Club.

Attorney General on ABC
 Attorney General Tom Clark, one of the national judges in the "Voice of Democracy" contest, will be interviewed tonight by John Edwards, ABC's "Headline Edition."

A number of mayors, including Mayor Bernard Samuel of Philadelphia, will issue proclamations calling for city-wide observance of National Radio Week, and numerous luncheon clubs, such as the Pittsburgh Radio and Television Club, will mark the anniversary with special programs.

Among the organizations co-operating with RMA and NAB in the National Radio Week observance are the following:

Co-operating Groups Listed
 National Retail Furniture Association, FM Association, American Association of Advertising Agencies, Association of Women Broadcasters, Electric Institute of Washington, Electric League of Indianapolis, Electrical Association of New Orleans, Electric Institute of Boston, St. Louis Electrical Board of Trade, Nebraska-Iowa Electrical Council, Essex Electrical League of Newark, N. J., Electrical and Gas Association of New York, Electric League of Chattanooga, Intermountain Electrical Association of Salt Lake City, National Electrical Wholesalers Association, The Southern California Radio and Electrical Appliance Association, The National Association of Music Merchants, The National Electrical Retailers Association, The Television Broadcasters Association, The Radio Executives Club of New York, The San Diego Bureau of Radio and Electrical Appliances, The Central West Virginia Electric League, The Electric League of

NAB Committee Outlines Plan For Program Clinic

(Continued from Page 1)
 extend over three days. Sessions will be devoted to techniques of programming and production, services such as music libraries and press services, and community needs in programming.

To plan the clinic, committee chairman John S. Hayes, WINX, Washington, appointed a sub-committee including Ted Cott, WNEW, New York, chairman; E. R. Vadeboncoeur, WSYR, Syracuse, N. Y., and himself.

The clinics are to be made up

Culmination

Final determination of the NAB program executive committee to establish a programming clinic, starting next Spring, represents the culmination of several moves which had their inception in the suggestion originally put forward by Ted Cott, vice-president of WNEW in this year's edition of "Shows of Tomorrow." Acceptance of the idea was felt trade-wise almost immediately following publication of the annual organ, and enthusiasm has grown apace since that time.

entirely of demonstration sessions on a work-shop level, without lectures or speeches, the group said. They will be designed for station owners, managers and program directors, or any executives directly concerned with programming.

The NAB program department has been invited to hold the pilot clinic, first such comprehensive "show-how" conference ever held, at Purdue University, Lafayette, Ind., but no action was taken on a site. Other places are under consideration as well.

During its two-day meet, the committee heard a report on acceptance of the NAB standards of

Western Pennsylvania and The Electrical League of Rhode Island.

Forty-four veteran employees of Westinghouse Radio Stations, Inc., all of whom have been in radio 16 years or more, will join in salutes to National Radio Week from their respective stations this week.

Heading the roster of veterans is KDKA technician C. R. Bickerton who started with KDKA with its first scheduled broadcast 28 years ago this month. Fied for runner-up honors, with 27 years each, are: Walter Evans, president of Westinghouse Stations, Inc., and E. B. London, a technician at KDKA. Two staff members of WBZA have records of 26 years service. They are D. A. Myer, technical field director and Harikd E. Randol, chief engineer.

W. Gordon Swan, program manager, tops the list of thirteen veterans at WBZ while at KYW, John J. Michaels, technical supervisor, has a record of 24 years service;

practice by Harold Fair, program department director, and adopted three resolutions affecting the standards. In the resolutions, the group:

... Reaffirms "Its conviction as to the importance and value of the NAB standards of practice, and recommends to the board of directors that the basic and prime concept in bringing about general observance of the standards to an educational process, and that the board be urged immediately to institute action which will implement such educational processes among stations, advertisers, advertising agencies, the public, and all others concerned";

Asks "Practices" Committee

"Recommends that the board of directors of NAB empower President Justin Miller to appoint a standards of practice committee for the purpose of interpreting and of assisting and advising broadcasters in their observance of the standards of practice, and that such committee be fully representative of the broadcasting industry";

... Recommends "to the NAB board of directors that adherence to the standards of practice be included in all contracts between stations and clients; and that the AAAA and ANA be urged to co-operate to achieve this aim by incorporating in the standard NAB-AAAA contact a provision to this effect."

Present were Chairman Hayes, Cott, Vadeboncoeur, Edgar L. Bill, WMBD, Peoria, Ill.; Arthur B. Church, KMBC, Kansas City, Mo., and Charles Worcester, WMT, Cedar Rapids, Ia.

Attending for NAB were President Justin Miller, A. D. Willard, Jr., executive vice-president; C. E. Arney, Jr., secretary-treasurer; H. Fair, program department director, and Ben Miller, program department assistant director.

Two New Affiliates Joining FM Network

Two new affiliates, the first outside of New York State, will join the Rural Radio Network of FM stations in the Northeast on December 5th. The stations are WKNB-FM in Hartford, Conn., and WACE-FM in Springfield, Mass.

WKNB-FM operates on the 103.7 band with 20,000 watts ERP and puts a primary signal into New Haven, Meriden, Waterbury, New Britain, Hartford, and Manchester as well as other Connecticut cities. WACE-FM operates on the 100.3 band with 3200 watts and puts a primary signal into Springfield, Holyoke, Chicopee and other Massachusetts communities.

Robert C. Duffied, station manager, is oldest in point of service at WOWO with 20 years. At KEX, C. S. Young, station manager, has 23 years to his credit.

N. Y. AFRA Names 51 For Board Election

(Continued from Page 1)
 on Tuesday, Nov. 30, at the Capitol Hotel.

To be elected are nine actors, seven singers, five announcers, one staff announcer from an independent station and one sound effects artist.

Nominations, each of which required a petition signed by at least 20 active members, are as follows:

Actors: Horace Braham, Alan Bunce, Frank Butler, Ralph Camargo, Philip N. Clarke, Clayton Collyer, Ted DeCorsia, Vincent Hayworth, Leon Janney, Jay Jostyn, Elizabeth Morgan, Arnold Moss, Ted Osborn, Virginia Payne, Bill Quinn, Linda Carlon Reid, Anne Seymour, Sydney Smith, Ezra Stone, Karl Swenson, Ann Thomas, James Van Dyk and Lucille Wall.

Announcers: Kenneth Banghart, Nelson Case, John Patrick Costello, Ben Grauer, John Hancock, Edward Herlihy, George Hicks, Dan Seymour, Richard Stark and Dwight Weist.

Singers: Janice Baumgarten, Irene Beasley, Ray Charles, Julie Conway, Gordon Cross, Donald Dame, Chuck Goldstein, Norman Horn, Travis Johnson, Eugene Loewenthal, John Neher, Lanny Ross, Genevieve Rowe, Mike Stewart and Conrad Thibault.

Staff Announcers: Joe O'Brien, Gene Rayburn.

Sound Effects Artist: Robert J. Prescott.

Mailing Adv. Survey On Dealer-Mfr. Co-Op

(Continued from Page 1)
 tions included names, addresses and products of manufacturers who co-operate with their dealers on local advertising. In many cases, details of the co-operative plan are listed. Stations also reported on manufacturers who refuse to permit dealer advertising allowances to be spent on radio advertising. This information appears in tabular form in the 32-page booklet.

Heads Community Chest

Charles G. Burke, general manager of KFGO, Fargo, N. D., named chairman of the 1949-1950 Fargo Community chest campaign at conclusion of 1948-1949 drive of which he was vice-chairman. Drive this year, with record return, was completed in less than a week after intensive three-hour kickoff which brought in better than 60 percent of required returns.

DO YOU WANT TO GO TO CALIFORNIA — IN STYLE, CHEAPLY? RESPONSIBLE PERSON WANTED TO DRIVE 1948 CONVERTIBLE OLDS-MOBILE. WRITE BOX 184, RADIO DAILY, 1501 Broadway New York 18, N. Y.

Radio Week Tie-in

Radio dealers throughout the nation are tying in with the observance of National Radio Week this week through window displays and the use of institutional copy in their newspaper advertising. Theme of a radio in every room, is being used again this year.

CHICAGO

By NAT GREEN

GLORIA ANN BRENEMAN, the 20-year-old daughter of the late Tom Breneman, of radio fame, will appear on ABC's "Breakfast Club" during the week of November 15, taking the place of Patsy Lee, who will spend a week at the home of her parents.

S. Payson Hall, assistant controller of Meredith Publishing Co., Des Moines, has been elected treasurer of Television Associates, Inc., Chicago.

On November 28 WBBM will broadcast a special quarter-hour program titled "What Price TB?" presenting the menace of tuberculosis. Dorothy Miller, WBBM director of education, will be in charge of the broadcast.

The Kudner Agency, Inc., has been appointed by Admiral Corporation to handle its television and radio media. The Cruttenden & Eger Agency will continue to handle space media for the company.

Ted Travers, former featured vocalist around Chicago, has started a disc jockey program on WJJD. Titled "Night Mayor of Chicago," the program is heard from 1 to 2 a.m. Tuesday through Sunday.

Fran Allison (Aunt Fanny) of ABC's "Breakfast Club" is recuperating from an emergency appendectomy performed at Passavant Hospital last week.

Bill Newens and Frosty Blair of KOIL, Omaha; Bill Grave of KFBC, Cheyenne, Wyo., and Arch Morton, manager of KJR, Seattle, were in Chicago this week conferring with ABC officials.

"Sparkling Time," new weekly musical show, made its bow on WGN-TV Wednesday, with Charles Dabney as emcee. Dabney's hilarious pantomime antics are coupled with the recorded voices of such stars as Jimmy Durante, Beatrice Kay and others.

Radio-TV To Be Discussed At Church Women Meet

(Continued from Page 1)

comprehensive church program which will include the use of radio, television and motion pictures.

Speakers during the four-day assembly will include Sterling Fisher, manager of NBC's Public Affairs and Education departments; Henry R. Luce, publisher of Time, and Pearl Rosser, director of Radio Education and Visual Education, International Council of Religious Education.

Report Deal For KWKW, Pasadena, Consummated

(Continued from Page 1)

ated by the Southern California Broadcasting Company, a co-partnership composed of Marshall S. Neal, Paul Buhlig, E. T. Foley and Edwin Earl.



California Commentary . . .

● ● ● Host Art Linkletter and Producer John Guedel chalked up the 1000th broadcast of their CBS "G.E. House Party" program, Nov. 12. . . . William Boyd, star of the film and radio "Hopalong Cassidy" shows, cut a new transcription series at 6000

Hollywood

Sunset Center last week. . . . Ralph Edwards invited a gang over for a cocktail party at the Somerset House last Tuesday to help launch his new NBC radio show, "This Is Your Life." . . . Mr. and Mrs. A. J. Krisik, Sales Manager and Program Director respectively of Mutual-Don Lee's affiliate KYOS, Merced, visiting in Hollywood with Pat Campbell, Don Lee Director of Station Relations. . . . Bob Hope is planning a visit to the Eastern seaboard early in 1949 and may broadcast his show from Boston, New York City, Pittsburgh and Charleston, S. C., during his four-week stay. . . . Jo Stafford attained an 11.3 rating in the latest Hooper poll. . . . Al Capstaff has completed directing a series of television shorts to promote the Community Chest.

★ ★ ★ ★

● ● ● NBC star Smilin' Ed McConnell is planning to buy a yacht this winter which will be moored off Santa Monica and be used as a floating office. . . . The John Guedels have adopted another baby from the Cradle in Evanston, a girl this time. They had previously adopted a boy. . . . Red Skelton soon will start work on his latest "commercial" movie, "The Yellow Cab Driver." . . . Duffy's Tavern which opened in eighth place in the Hooper derby this season with a 16.0, is now in the seventh spot with a 17.6, best position in its history. . . . Frank Samuels has moved into his new red barn, New England farm house style home in Northridge. . . . Jimmy Wakely has three hit tunes high on the list of Capitol's best sellers, they are: "One Has My Name," "I Love You So Much It Hurts," and "Mine, All Mine."

★ ★ ★ ★

● ● ● Mutual is trying for Tuesday comedy audience with "The George O'Hanlon" show which airs from coast at 6 p.m. The net is throwing the book at the program in the way of expense by having a preview and recording the show on tape which is cut for the final airing. Scripters are James O'Hanlon and Jim Henaghan, with Don Bernard directing and Bernard Schubert producing. . . . ABC's Don Searle, returned to his desk last week after a 30-day trip throughout the east and Canada. Mrs. Searle accompanied him on trip. . . . The star-interview on the Louella Parsons show hereafter will be transcribed prior to the actual broadcast of Miss Parsons' Hollywood news. It is felt that editing of an expanded interview to existing time requirements will add latitude to the material.

★ ★ ★ ★

● ● ● Joe Yocam, staff announcer at KFWB for five years, has been named announcer for ABC's "Breakfast in Hollywood," his first coast-to-coast network assignment. . . . Producer Jerry Fairbanks spoke last week to the members of San Francisco's Advertising Club. His subject was on television films and sponsored pictures. . . . Latest post-broadcast rendezvous is Jacques on La Cienega Boulevard. Such luminaries as Alice Faye, Phil Harris and Alan Ladd dining there after their Sunday night shows. . . . Filmtown folk who make talent judging their business, predict that the best bet for top stardom come 1949, is Gordon MacRae, now headlining the "Railroad Hour." . . . Steve Gibson's "Red Caps" are working in the first of a series of television shorts for Vallee-Video. Firm is headed by Rudy Vallee.

AGENCIES

ADVERTISING FEDERATION AMERICA has elected to membership: Dearborn Motor Corporation, Detroit; The Weimer-Olds Organization, Columbus, Ohio; Federal Advertising Agency, Inc., J. D. T. cher & Co., Inc., New York; Home News, Lloyd, Chester & I lingham, Inc., and Pedlar & Ry Inc., all of New York.

SEIDEL ADVERTISING AGENCY, INC., has leased additional space in the Times Building, to use for executive offices.

GARDNER COWLES and FLEUR FENTON COWLES, editors of LOOK will be the guest speakers at the Advertising Women of New York luncheon tomorrow at the Astor. The husband and wife team will give the inside story of the "new LOOK" the change in the magazine since the former Fleur Fenton, of Pettengill and Fenton Advertising Agency married the editor of LOOK and became Associate Editor and Editor of the newly formed Department for Women.

HOWARD FRANKLIN TODMAN has joined Bill Todman, radio and television productions, as assistant in charge of business management.

A. C. NIELSEN COMPANY announces that The Quaker Oats Company has just signed an advertising agreement for continuous national Nielsen Radio Index Service for minimum period of two years.

M. M. DAVIS & SONS, Inc., Solomons, Md., builders of Cruise Aloha Power Cruisers, have appointed Tracy, Kent & Co., Inc. as their advertising agents.

EGAN, FICKETT & CO., Inc., distributors of Florida citrus fruit will introduce a new brand of oranges and grapefruit to be known as Hurdy Gurdy. Moore and Ham Inc., the agency for their Nevins Indian River brand, will also handle Hurdy Gurdy. Franklyn W. Dysinger is the account executive.

New Crosby ET Show To Premiere Nov.

(Continued from Page 1)

all three stations. It is being sponsored in behalf of Minute Milk Frozen Orange Juice Concentrate Agency is Doherty, Clifford and Shenfield.

The quarter-hour show will be broadcast on the three stations the following hours: WCBS, 9 a.m.; WHDH, 12 noon; WCAE, 12 p.m. A fourth market for the show is still to be selected but it may be Philadelphia.

When WCBS starts the program next week, Bill Leonard's "This New York" will be cut down from 45 minutes to half-hour show 9:15-9:45 a.m.



*Memo to
a man with
a sore nose*

Congratulations, sir! Your bandaged beak is a badge of honor!

It's a symbol of service . . . a sure sign that you, like most of us these days, have been keeping your nose to the grindstone —working your hardest just to keep your family living the way you want them to live.

But what of the future? Your nose can't take it forever. Someday you'll want to retire, to follow the hobbies and take the trips and do the things that you've always dreamed of doing.

That's going to take just one thing—

MONEY! And will you have it when you want it?

You will if you're buying U. S. Savings Bonds *automatically* — on the Payroll Savings Plan where you work, or on the Bond-A-Month Plan at your bank.

With either plan, you're heading for real financial security. Month after month, regularly as clockwork, your money is saved for you. All *you* have to do is sit back and watch the Bonds pile up.

It's just about the easiest, surest, fastest

way of building financial security that anyone ever dreamed up. And with U. S. Savings Bonds, you *make money* while you save it. Every \$75 Bond you buy today will be worth \$100 in just 10 years!

Of course, you can always buy Bonds at any bank or post office. But the best way, the sure and steady way, is to buy 'em automatically!

Start doing it now! Keep on doing it! And in no time flat, you'll find that you're well on your way to a permanent separation of nose and grindstone!

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



This space contributed by **RADIO DAILY**

COAST-TO-COAST

WMBG Adds Programs

Richmond, Va.—Station WMBG has added three new talent programs to its schedule. Each Tuesday afternoon Marion Booth, baritone, presents familiar hymns of the church, dedicating his selections to his listeners. On Thursdays, soprano Lee Meredith is presented in a program of semi-classical selections and on Saturdays organist Ray Bookman features popular melodies of the day in a quarter-hour Hammond organ show.

Public Speaking Contest

New Haven, Conn.—Conducted by the radio industry in collaboration with the United States and local Junior Chambers of Commerce to find four outstanding young orators in the nation who will be awarded college scholarships, WNHC for the second year has become the key station in Connecticut for the Voice of Democracy high school public speaking contest. A transcription of the state winner will be sent by the New Haven station to Washington, D. C., to participate in the national contest.

Sen. ICC Representatives To Attend Conference

(Continued from Page 1)

nels later this month, with Communications Adviser Edward Cooper also probably to be at the conference.

Senators Ernest McFarland of Arizona and Ed Johnson of Colorado, committee chairman-to-be may be present for the sessions, with Senators Charles Tobey of New Hampshire also to attend if his schedule permits.

It is seen as probable here that Senators McFarland and Tobey will be given fairly free rein next year by Johnson to continue their communications studies. McFarland is especially interested in common carrier problems in the international domain, and Tobey in FM and TV development. Johnson himself has a broad but active interest in broadcasting and common carrier matters, and is expected not only to encourage McFarland and Tobey but actively to participate at least in studies of the broadcast picture.

Whether he will proceed with the investigation of NAB and its legislative activities called for last summer by Tobey and retiring Chairman Wallace White of Maine is not known at this time, although it is said that there is at least an even chance NAB will be put on the pan.

Florida Meeting Set

Semi-annual meeting of the Florida Association of Broadcasters will be held at the Tampa Terrace Hotel, Tampa, Fla., Friday, Dec. 3, W. G. McBride, of WDBO, Orlando, Fla., and president of the association, announced Friday.

★ THE WEEK IN RADIO ★

Plans Complete For National Radio Week

By VAL ADAMS

PLANS completed by NAB and ARMA for observance of radio's 28th anniversary through series of activities during National Radio Week. Networks, manufacturers and allied fields of radio and television industry focusing attention on week's observance via special programs, newspaper advertising and merchandising tieups with dealers.

CBS dropped its fight to lure Jack Benny away from NBC as latter negotiated to buy the comedian's Amusement Enterprises, Inc. CBS is now battling for the Charlie McCarthy show which will be taken over for sponsorship by Coca Cola. . . . Trustee plan agreed upon by recording industry and AFM filed with Dept. of Justice for ruling as to legality. Biggest concern is clause saying a single administrator shall dish out money from royalty fund.

BMI's two-day library course for visiting station librarians proving smart and practical program. Course ends with laboratory session in a mode library set up at BMI headquarters in New York. . . . National Association of Radio News Directors opened convention in St. Louis. . . . Radio listening tripled above normal volume on morning after presidential election in New York, according to Hooper survey.

Association of Theater Owners of Indiana discussing plans to promote their own giveaway shows to counter impact of radio giveaways on movie house box offices. Plan calls for 125 theaters in Indiana and Ohio to subscribe to a telephone network for transmission of the giveaway shows held in the various houses. . . . Stations in New York State contributed \$500,000 worth of time for public service messages for state agencies during first six months of 1948. New York State Radio Bureau is only agency of its kind in the country.

NAB board to discuss 1949 convention plans at Washington meeting Nov. 16-18. FCC probe by Harness Committee said to be bogging down. In his final report, Harness may propose sweeping revision of Communications Act although new Congress may give it no attention.

Representatives of radio and television to meet in Washington with J. Howard McGrath to plan coverage for inaugural of President Truman. . . . Lucky Strike signed to sponsor new talent showcase over CBS, five times a week, with Don Ameche as emcee.

Poll takers Gallup, Roper and Crossley agreed to open their records for scrutiny by Social Science Research Center which seeks to find why pollsters went wrong in election predictions. . . . Mayor Bernard Samuels of Philadelphia formally proclaimed National Radio Week at a luncheon held by Junior Chamber of Commerce. Affair was promoted by W. B. McGill of Westinghouse Radio Stations, director

of the week-long observance. . . . WNBC's Frank Luther to appear at Saturday morning children's matinees at 63 Skouras theaters in and around New York City.

CBS Affiliates Advisory Board issued resolution commending web for efforts in package programming and network sales during 1948. Group singled out purchase of Amos 'n' Andy for special praise. . . . MBS holding hurry up board meeting in New York Nov. 17. Could be one of most important in years. . . . Chesapeake Manufacturing Co., for Vaseline products, to sponsor new dramatic mystery show, "Little Hermit," over ABC, starting Jan. 1.

Sales by WOR, Mutual's New York flagship, running ahead of last year. Station signed 163 new contracts in last two months. . . . Crosley's WINS, New York, subscribed to newly formed Broadcasters Program Syndicate. First show turned out by syndicate is "Pat O'Brien—From Inside Hollywood." It'll be released Dec. 15.

Yankee Network appointed Robert L. Kennett as manager of WONS, Hartford, succeeding Robert Manby. Latter has been elevated to an executive position with Yankee to develop a new phase of network operations. . . . RCA-Victor television service has expanded from a five-man operation two years ago to an organization of nearly 1,000 service men in New York State area alone.

John J. Anthony, human relations counselor, returning to the air with a full hour weekly show over WMGM, New York. Sponsor is Norlon Corp., makers of Sural. . . . Blackstone Washing Machine Co. of Jamestown, N. Y., using radio for first time. Sponsor has signed 65 stations for co-op presentation of transcribed series, "Blackstone, Magic Detective."

St. Louis 4-A Chapter Elects First Officers

St. Louis—Newly organized St. Louis chapter of the American Association of Advertising Agencies has elected Oakleigh R. French, of Oakleigh R. French & Associates, as its first official chairman. Oakleigh had served since August as temporary chairman.

Other officers elected for terms expiring March, 1949, are James Wilson of D'Arcy Advertising Co., vice chairman; Frank A. Watts of Watts Advertising Agency, secretary-treasurer.

Feigay, Nickell Named

Paul Feigay, legit producer, and J. Paul Nickell, formerly with WPTZ, have joined the CBS-TV program staff as producer-director and director, respectively. Feigay has produced several Broadway hits including "On The Town," "Million Dollar Baby" and "Me and Molly."

NEW BUSINESS

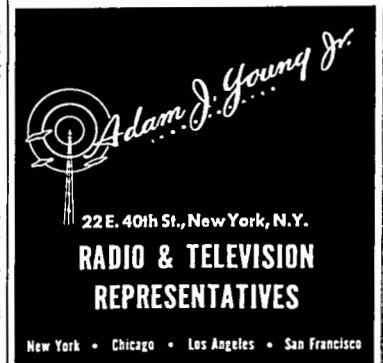
WOR, New York: Six accounts have renewed their participation this week for a total of 164 weeks' sponsorship. The A. S. Harrison Co., makers of "Preen" floor wax have renewed on "Breakfast with Dorothy & Dick" with the Alfred F. Tokar Advertising Agency handling the contract. Also renewing on "Dorothy & Dick" was the Colonial House Candy account heard Tuesdays, Thursdays and Saturdays. "Breakfast with Dorothy & Dick" is heard over WOR Mondays through Saturdays from 8:15 to 9 a.m. The Minnesota Valley Canning Company has continued its participation in "The McCanns At Home" Monday through Friday from 9:30 to 10 a.m. The Leo Burnett Company, Inc., handled the details of the contract; Icy Point Salmon has been renewed by Skinner & Eddy, Inc., on WOR's "Martha Deane" program Mondays through Fridays from 10:15 to 11 a.m. The contract was placed through Ceare-Marston, Inc., advertising; C. F. Mueller has renewed its sponsorship of the 11 a.m. news with Prescott Robinson for Mueller's macaroni and spaghetti. The long term renewal is for three days a week, Mondays, Wednesdays and Fridays from 11 to 11:15 a.m.; Bond Stores, Inc. has signed a long term renewal of its Monday, Wednesday and Friday sponsorship of the WOR 11 p.m. News with Fred Vandeventer. Neff-Rogow, Inc., was the agency for the contract.

Davis On Eastern Trip

Hollywood—Don L. Davis, general manager of the Gadget-of-the-Month, Inc., and chairman of the Coordinating Council of the Gadget Industry, left Hollywood last Thursday on a business trip to Chicago and New York. While in New York he will establish headquarters for the gadget industry and will confer with officials of the National Gadget Manufacturers Association.

Stork News

Hollywood — KECA writer-producer, Dick Mulcahy, and Mrs. Mulcahy, became the parents of a six and a half pound son, on Friday night, Nov. 5, at St. Luke's Hospital in Pasadena.



Adam D. Young Jr.

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

RADIO & TELEVISION REPRESENTATIVES

New York • Chicago • Los Angeles • San Francisco

TELEVISION DAILY

Daily section of RADIO DAILY, Monday, Nov. 15, 1948 — TELEVISION DAILY is fully protected by register and copyright

MFR.-DEALER CO-OP SHOWS GAIN

TELE TOPICS

SOMEONE ONCE WROTE a book, we think, about a mythical society in which all males were relegated to lowly status and had but one purpose—to cater to the whims of the female rulers. Although the author intended his work to be a fantasy, such a matriarchal society as he described has come to life, and of all places, in television. . . . The vehicle for this degradation of the once proud male is the Gloria Swanson Hour on WPIX. Besides Miss Swanson, there were about four other women on the show last week, and there were five men present. This, one might say, is as it should be, but, alas, there was no sign of equality during the entire 60 minutes. . . . Three of the men were there to entertain the ladies—two sang and the third played the piano. The fourth gentleman cooked milady's dinner, but the fifth, fellows, was the worst offender of them all. He flitted about Miss Swanson like an impotent drone, and although he was supposed to be the butler, he possessed the major characteristics of the typical soap opera husband, being at once vain, incompetent, bruse and subservient. . . . Take to the hills, men!

THE CBS PROSPECTUS for "Lamp Unto My Feet," a new religious series set for debut Nov. 21, marks the program as a Sunday must. Using as its keynote the quotation from the Bible, "And A Little Child Shall Lead Them," the program is designed to give viewers greater understanding of their own and other faiths by showing children's groups engaged in religious educational activities. Four N. Y. organizations representing the major faiths will aid in production of the series. . . . Ruth Ashton will produce the program, in collaboration with Elinor Inman, web director of religious broadcasts. Frank Schaffner will direct.

"I'D LIKE TO SEE," the new Procter & Gamble stanza on NBC, is as smooth a combination of entertainment and education as these eyes have ever seen. Produced by Bernard Karlen, program consists of film clips requested by viewers, with Ray Morgan tying things together. . . . Friday night's show provided enjoyable portions of comedy, animal behavior, sports, science and history. Opening sequence of young animals—bears, tigers, dogs—playing together was a welcome departure from the usual run of animal films, and shot of the cubs warily approaching a toad was delightful. . . . Closing spot was the dramatic film of the liberation of Paris taken by Resistance men and narrated by Charles Boyer. . . . The three commercials also were on film. Ivory Soap and Crisco were slick and effective, but the one for Duz kept repeating the D-U-Z jingle which can be mighty annoying after a while.

Coy Slated To Speak At TBA's Dec. Meet

FCC Chairman Wayne Coy will be guest speaker at the luncheon session highlighting the annual tele clinic of the TBA, to be held at the Waldorf-Astoria Dec. 8, it was announced Friday by E. P. H. James, of MBS, chairman of the confab.

Additional speakers announced for the one-day meet include George Moskovics, manager of sales development at CBS-TV, and Klaus Landsberg, manager of KTLA, Los Angeles. They will participate in the panel session on station representation, sales policies and affiliation arrangements.

Other speakers include: Robert P. Myers, NBC; Robert L. Coe, WPIX; Leonard H. Hole, WABD; Myron Kirk, Kudner agency; Hugh M. Beville, NBC; Doty Edouarde, Badger, Browning & Hersey, and Eugene Katz, Katz agency.

Hockey Bought On WJZ

WJZ-TV pickups of the New York Knickerbockers home games will be sponsored by Skin Tested Drug Products Co., for Cyl-Dent toothpaste, and Brown & Williamson Tobacco Corp., for Kools, Murray Grabhorn, manager of the outlet, announced Friday. Skin Tested will bankroll the first half of the pro court games and B&W the second portion.

Contracts which run through Mar. 22, were placed through Jasper, Lynch & Fishel and Ted Bates, respectively.

Move By NAB

Washington—Appointment of a television specialist to the NAB program department was recommended Friday by the NAB program executive committee, which concluded a two-day meeting here. The new appointee would devote his full time to problems of TV programming.

"Reciprocal Video" Assured For Britain

London (By Cable)—"Reciprocal television" in England in 1949 has been assured by an agreement reached here last week between the industry His Majesty's Government.

By the terms of the agreement the industry will allow the BBC to broadcast films and the BBC, in turn, will permit big-screen reproduction experimentally.

Associated British Cinemas, Ltd., and J. Arthur Rank each are equipping three London theaters for video. Experimental preview of the medium is expected in January.

New ABC Attorney

David S. Smith, formerly with the New York law firm of Breed, Abbott & Morgan, has joined the legal department of ABC as an attorney, it is announced by Joseph A. McDonald, network veepee and general attorney. Smith graduated from Dartmouth in 1939 and Columbia Law School in 1942.

The Week In Television

Theater TV Pickups Planned In Britain

Special committee was set up in London—comprised of BBC and movie industry reps—to work out a policy for theater pickups of BBC telecasts. For sports events, BBC and theaters would split cost of TV rights and exhibs would charge special fee for screenings. . . . TV in San Francisco is expected to get under way with bonanza proportions around the first of the year. Three stations are slated to go on the air at about the same time. . . . Westchester survey revealed 67 per cent of viewers believe tele is placing "too much emphasis" on sports. . . . ABC unveiled its new 16 mm. kinescope recording system which will be used for networking programs. . . . CBS bought tele CP for Waltham, Mass., from Raytheon for reported \$242,000. . . . FCC was asked to issue declaratory ruling to establish policy for guidance of TV permittees during the freeze on applications. . . . Two more countries, Brazil and Russia, revealed plans for establishment of video. . . . CBS signed WGN-TV, Chicago, as a "full primary affiliate." . . . "Texaco Star Theater" topped October N.Y. Pulse report with rating of 50.7. . . . John F. Hardesty was appointed director of special events, publicity and sales promotion of WOIC, Washington.

Method Provides Low Cost Tele Sponsorship

Cooperative sponsorship of programs by national manufacturers and their local distributors and dealers is shaping up as an important source of revenue for stations and as an effective method of TV advertising at comparatively low cost to both parties. Although there are few such shows on the air at present, it is known that several major firms are shaping up programs to be carried as dealer co-ops.

Generally, such programs are produced by the manufacturer on film, and supplied without charge to the distributor or retailer, who places them on a station in his area. Thus, the manufacturer can obtain national coverage for only the expense of producing the show, while local dealers pay only time charges.

Biggest obstacle to widespread use of this method at present is the high cost of good programs on film. Off-the-tube recordings, however, may be one solution. Another factor that will increase co-op sponsorship is the increasing number of stations, since it is axiomatic that as more prints of a film are made, the cost of each is lessened.

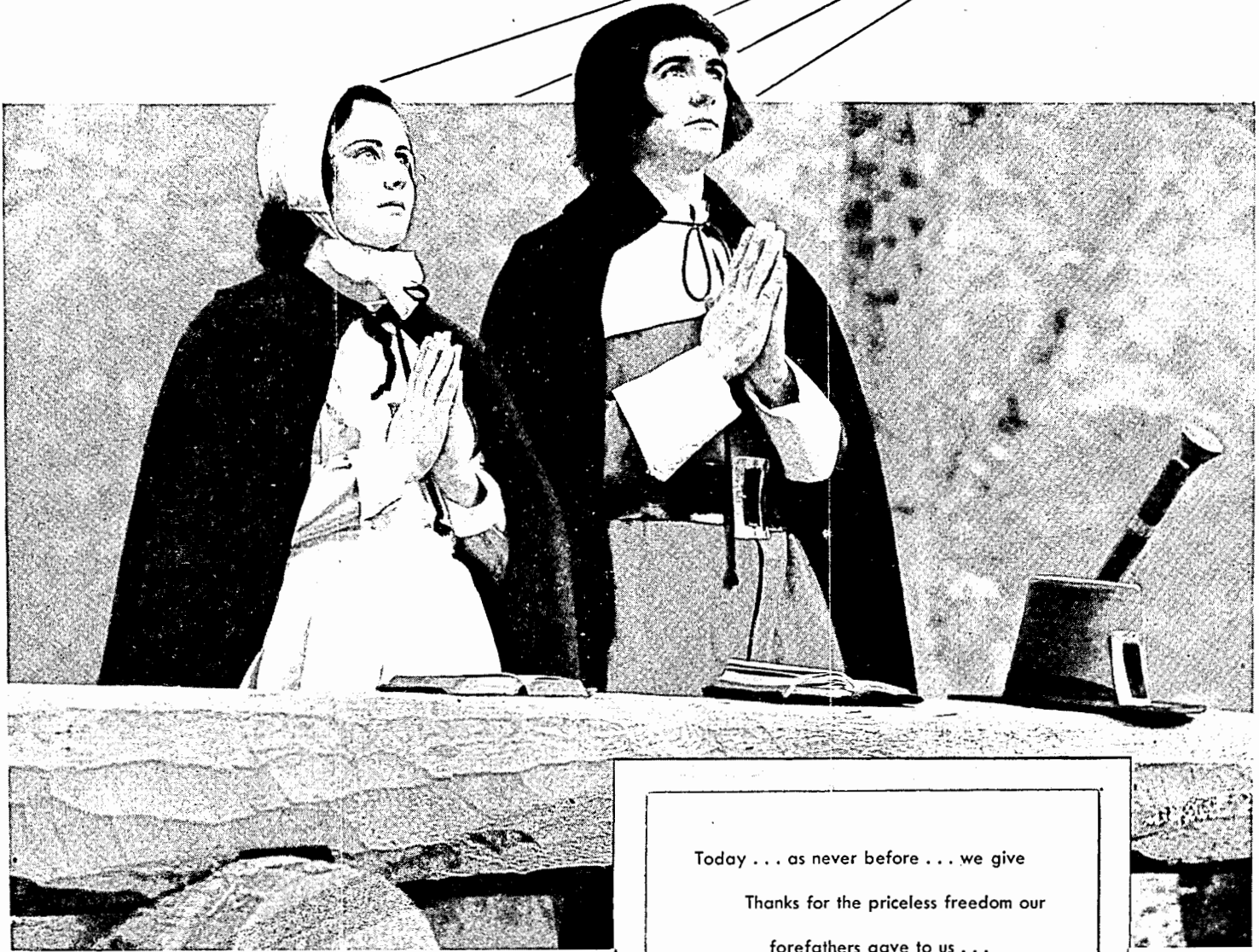
An outstanding example of manufacturer-dealer co-ops is the Philco "Touchdown" series. Packaged by W. Wallace Orr, Inc., program consists of highlights of four of the preceding week's outstanding college football games, filmed especially for the show under supervision of Lou Kellman, chief of Newsreel Laboratories in Philadelphia. Program is carried by 21 stations from New York to Los Angeles.

CBS Completes Plans For Annual TV Clinic

More than 200 execs. of CBS stations throughout the country are expected to attend the web's second annual TV clinic which will be held in New York for three days beginning Jan. 21. Theme of the meet is that tele is a going business now, and visitors will examine all facets of planning, constructing and operating a station.

Schedule will include observation of operations at WCBS-TV, WPIX, WCAU-TV, Philadelphia and WMAR-TV, Baltimore. New CBS studios in the Grand Central Terminal Building are expected to be available in time for the opening of the clinic. Headquarters of the meet will be the Waldorf-Astoria.

Thankful . . .



WJR



50,000 WATTS

*Michigan's Greatest
Advertising Medium*

Today . . . as never before . . . we give

Thanks for the priceless freedom our

forefathers gave to us . . .

Today . . . as never before . . . with our

freedom challenged . . . we do mutually

pledge to each other . . . our lives . . . our

fortunes . . . and our sacred honor.

J. A. Richards
Chairman of the Board

CBS

THE GOODWILL STATION, INC., FISHER BLDG. DETROIT

FRANK E. MULLEN
President

Represented by
PETRY

HARRY WISMER
Asst. to the Pres.



RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 45, NO. 31

NEW YORK, TUESDAY, NOVEMBER 16, 1948

TEN CENTS

IMPACT OF TV IS THEME OF 4-A MEET

Urges FCC To Delay Thackrey Station Deal

Washington Bureau, *RADIO DAILY*
Washington—Further delay and oral argument were asked of the FCC yesterday by Ed Pauley's Southern California Television Company, in another move to try to force the breaking up of the \$1,045,000 price tag for KLAC-TV and KLAC, Los Angeles, and KYA, Palo Alto, in order that Pauley might compete with Warner Brothers for the television station. The Commission last month denied an earlier petition

(Continued on Page 3)

RMA President To Speak At Radio Execs. Luncheon

Max Balcom, president of the Radio Manufacturers Association, speaking on "The Greatest Radio Team in the World," will be the principal speaker at the Radio Executives Club luncheon at the Hotel Roosevelt on Thursday noon. The luncheon will also honor the Radio Pioneers of America as a feature of the observance of National Radio Week.

Guest star at the luncheon will

(Continued on Page 2)

Copies Of New NAB Code Mailed To WJR Clients

As a gesture of compliance with the NAB Standards of Practice, WJR and WJR-FM, Detroit, are mailing copies of the new Code to their clients, Harry Wismer, general manager of the Good Will Stations, announced yesterday. A letter accompanying the Code text states that "WJR subscribes to these standards wholeheartedly."

KWAK's Quacks

Mutual, on its 9:30 "Newsrool" last night, broadcast a recording of the duck-calling contest as it was picked up earlier in the day from KWAK, MBS affiliate in Stuttgart, Ark. The area, as might be guessed from the station's call letters, is a famous rendezvous of both ducks and geese. The national duck-calling contest was held there this year.

Santa Service

A Santa Claus service will be offered to private homes and various organizations by Jack Barry, emcee of "Juvenile Jury" and "Life Begins At 80," during the Xmas season with unemployed AFRA and Equity actors portraying the bewhiskered gent. Each Kris Kringle will receive scale pay. Barry's organization, named Santa's Helpers, Inc., has set up New York offices and is offering the Santa Service at reasonable fees. Jack is donating his share of the proceeds to the McCosker-Hershfield Cardiac Home.

UHF Tests Confusing NBC-RCA Engineers

Washington Bureau, *RADIO DAILY*
Washington—Prospects of early move of television to the UHF band are reported to have been dimmed by the recent NBC-RCA experiments in the upper spectrum which have been conducted in Washington.

The experiments, according to reports, have resulted in the engineers being unable to control or

(Continued on Page 2)

ABC Asks FCC To Table Requests For 1030 Kc.

American network yesterday asked the FCC to keep all applications for the 1030 band in the pending file until some final solution has been reached to the tangled up

(Continued on Page 3)

Benny-NBC Deal Cools Off; CBS Pitching For Package

Deal for the purchase of Jack Benny's Amusement Enterprises, Inc., by the National Broadcasting Company has broken off and Niles Trammell, president of NBC, returned to New York from Hollywood the past weekend. Trammell had been on the west coast for the past week negotiating for the acquisition of the Benny properties which include the star's own personal

Seen As Revolutionizing Influence On Agency Billings; Session Treats 'How To Sell In Television'

New Officers Named By News Directors

St. Louis—Sig Mickelson of WCCO in Minneapolis was elected president of the National Association of Radio News Directors the past weekend at a board meeting at the third annual convention of NARND now in session at St. Louis.

Mickelson succeeds John F. Hogan of WOSH in Portland, Maine.

Jack Shelley of WHO, Des Moines was elected 1st vice-president to succeed Mickelson. Ben Chatfield of

(Continued on Page 3)

WOW Fetes Agencyites As A Promotional Feature

WOW, Omaha, Neb., in co-operation with John Blair & Co., radio station representatives, played host to time buyers of leading New York advertising agencies, representatives of NBC, of which the station is an independent basic affiliate, and the

(Continued on Page 3)

Candy Co. Buys Time On New York Stations

Lofts Candy Shops have signed for participation-sponsorship of several programs on New York radio stations. The company's commercials

(Continued on Page 6)

Television could very easily revolutionize the advertising agency business, judging from the enthusiasm shown at the annual eastern conference of the 4-A's in New York yesterday, and one speaker went so far as to say video "is very apt to represent the major proportion of agency billing in a comparatively few years." Never before has the conference prompted as much discussion, questions and record attendance at those sessions on tele-

(Continued on Page 7)

Repair Technicians Form Association

Formation of a state-wide federation of electronic technicians to work toward raising technical standards and to promote a better public understanding of the radio service technicians, was announced yesterday by Lawrence Raymo of Rochester, N. Y., president of the new Empire State Federation of Electronic Technicians Association.

The organizational meeting of

(Continued on Page 2)

90 VA Hospitals Get Bedside Radio Systems

With the aid of commercial radio stations, "bedside broadcasting systems" have been established in 90 Veterans Administration hospitals throughout the country for

(Continued on Page 2)

New FM Series

A new series of concerts by the U.S. Air Force Concert Orchestra, originating in Washington, will be broadcast by the Continental FM network. The concerts will be heard Thursday night from 8:30 to 9:30 p.m., EST, over Continental's eastern wire-relay network and by transcription one week later on affiliated west coast FM stations.

RADIO DAILY



Vol. 45, No. 31 Tues., Nov. 16, 1948 10 Cts.

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

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WEST COAST OFFICES
Ralph Wilk, Manager
6425 Hollywood Blvd. Phone: Granite 6607
WASHINGTON BUREAU
Andrew H. Older, Chief 6417 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

(November 15)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
ABC	8 1/4	7 5/8	7 7/8	+ 1/8
Admiral Corp.	17 3/4	17 1/4	17 1/2	+ 1/2
Am. Tel. & Tel.	151 1/4	150 3/4	151 1/4	+ 3/8
CBS A	21 1/2	21 1/4	21 1/2	+ 1/8
CBS B	21	20 7/8	20 7/8	+ 1/4
Farnsworth T. & R.	5 3/4	5 5/8	5 5/8	+ 1/8
Gen. Electric	38	37 5/8	38	+ 1/2
Philco	38 1/2	38 1/2	38 1/2	+ 1 1/8
Philco Pfd.	85	85	85	+ 1 1/4
RCA Common	11 1/2	11	11 1/2	+ 3/8
RCA First Pfd.	68 1/2	68 1/2	68 1/2	+ 1/4
Westinghouse	24 7/8	24 1/4	24 7/8	+ 7/8
Westinghouse Pfd.	89 1/4	88	88	- 1
Zenith Radio	5 1/2	4 3/4	5 1/2	+ 3/4

NEW YORK CURB EXCHANGE

	Bid	Asked
Hazeltine Corp.	11	11
Nat. Union Radio	2 1/4	2

OVER THE COUNTER

	Bid	Asked
Du Mont Lab.	11 1/2	12 1/2
Stromberg-Carlson	14 1/4	15 3/4
U. S. Television	1 1/4	1 3/4
WCAO (Baltimore)	24	27
WJR (Detroit)	8 3/4	10

WMOR Elects Officers

Chicago—Chicago's new 40,000-watt independent FM station, WMOR (originally assigned call letters WBAR), at the annual stockholders' meeting elected five men to the board of directors. Chosen for two-year terms were Ralph J. Wood, general manager of the station; Sanford Wolff, legal counsel; Jules Pewowar, program director; Bernard Miller and Herbert M. Kraus, publicity manager.

POSITION WANTED

General or Commercial Manager—Harmonious working and living conditions are first consideration. Thoroughly versed in sales, programming and personnel. In position to move anywhere in United States, but prefer the east or mid-west. Available on short notice. Box 185, Radio Daily, 1501 Broadway, New York 18, N. Y.

Benny-NBC Deal Off; CBS Seeking Package

(Continued from Page 1)
network executive said "until a better proposition comes along." It is known that Columbia Broadcasting System has been interested in both Benny and the Amusement Enterprises, Inc., organization and at present are bidding for the properties. Speculation in the trade yesterday was that CBS had outbid NBC and as a consequence the NBC deal grew cold.

The Jack Benny radio program, according to reports, will eventually move from American Tobacco Company sponsorship to sponsorship by Coca Cola.

UHF Tests Confusing To NBC-RCA Engineers

(Continued from Page 1)
classify the UHF waves with many instances of freakish reception being included in the daily logs. The log of these experiments will be placed in the hands of the FCC.

RMA President To Speak At Radio Execs. Luncheon

(Continued from Page 1)
be Ernesto Lecuona, famed South American composer-pianist. In addition a Westinghouse television set will be given away as a door prize.

'Prof. Quiz,' Regionally, Bought By Post Cereals

Post Cereals Division of General Foods will sponsor Professor Quiz on a half-hour recorded show to be placed in 25 major markets in the West Central and Southeast sectors of the country, beginning the first week in January. Products are Grape Nuts and Grape Nuts Flakes. Young & Rubicam is the agency.

Stork News

Boston—A boy, John Howard, Jr., was born to Mr. and Mrs. John Pinto on October 23rd in Boston, Mass. Pinto, formerly with Buchanan and Company, is assistant production manager of WHDH, Boston.

10 YEARS AGO TODAY

From the Files of Radio Daily
The educational survey financed by the Rockefeller Foundation which was submitted to the Board of Regents in New York included one entire volume devoted to radio and its effects. The report recommended more extensive use of radio as visual aids. The survey also suggested that the education department explore the possibilities of radio as an instrument of adult education and stated radio was an important factor in the development of modern teaching with experimentation having shown that it may contribute to the teaching process.

Repair Technicians Form Association

(Continued from Page 1)
technicians' organizations was recently held at Binghamton, N. Y., with 35 persons representing various technician units in attendance. Officers elected included Max Leibowitz, New York City, vice-president; Wayne Shaw, Binghamton, secretary; Ben De Young, treasurer and Ecart M. Howland, sergeant-at-arms. The board of directors is composed of Herb Snyder, Binghamton; Robert L. Bryan, Rochester; Fred Booth, Hudson Valley RSA; Morris Ross, Central, N. Y., RTG, and Jack Edell, ARSNY, New York City.

It was stated that the new organization will give assistance to technicians within New York State who are interested in forming their own local associations and will maintain liaison with federations in other states.

90 VA Hospitals Get Bedside Radio Systems

(Continued from Page 1)
veterans who are still under treatment. Sixty of them have broadcasting studios, with complete equipment for transcribed and live-talent shows. The intra-hospital networks combine entertainment with instruction as part of the over-all Special Services program by the VA.

Gen. Bradley To Be Heard

General Omar N. Bradley, U. S. Army Chief of Staff, will introduce the first in a series of five transcribed programs over WCBS, today, 11:15-11:30 p.m., EST, to aid in the intensive month-long campaign to combat VD in New York. The first program is titled "The Telephone Call" and stars Roger Pryor.

WCBS is presenting the special series in cooperation with the U. S. Health Service and New York City and State health departments.

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



Now it's 100 miles up

If you read these W-I-T-H ads regularly, you'll remember the one captioned "65 Miles Up." Scientists placed a camera in a V-2 Rocket. The picture was snapped when the rocket reached the top of its flight and started back to earth.

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

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

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



W·I·T·H

Baltimore 3, Maryland

TOM TINSLEY, President

Represented by Headley-Reed

New Officers Named By News Directors

(Continued from Page 1)

WMAZ, Macon, Ga., second vice-president to succeed Shelley.

David Kessler of WHAM, Rochester, N. Y. was elected treasurer, to succeed John Murphy, WCKY, Cincinnati, who has resigned.

Soren Munkhof, WOW, Omaha, was elected secretary to succeed Edward Wallace of WTAM, Cleveland, who resigned.

Four new directors were elected by the convention. They are Sid Pietzsch, WFAA, Dallas; Bruce Barrington, KXOK, St. Louis; Jim Borman, WMT, Cedar Rapids, Ia., and J. Edgar Kirk of WPTF, Raleigh, N. C. The retiring board members are Jack Krueger, WTMJ-WTMJ-TV, Milwaukee; Tom Eaton, WVIC, Hartford, Conn.; Bob Mahoney of KWKH, Shreveport, La.

Nine cities made formal bids to the association to play host to its 1949 convention. They are: New York City, through Columbia University; Minneapolis, Minn.; Rochester, N. Y.; Macon, Ga.; Miami, Fla.; Omaha, Nebr.; Louisville, Ky., and Boston Mass. The bids will be acted upon at the mid-year meeting of the board.

The NARND accepted an invitation from President Justin Miller of NAB to take part in the all-media conference on freedom of expression at Washington next week.

Support Freedom of Radio

At the same time the NARND adopted the following resolution:—

"Inasmuch as NARND's participation in the all-media conference of Freedom of Expression marks the greatest single achievement of the association, be it resolved that NARND express its gratitude to the National Association of Broadcasters and its president, Justin Miller, for extending the invitation to participate in this conference,

"And, recognizing the significance of the effort by the members of the NAB to maintain Freedom of Radio in the tradition of other free media, and believing that the objectives of this struggle are basic to perpetuation of our way of life,

"The NARND does here commend the NAB's membership for its strength of purpose and confirms again its belief in a free radio in a free land."

Judge Miller's invitation to NARND to participate was extended by the NAB Public Relations Director, Robert K. Richards, in a talk before the convention yesterday. Richards is a member of the advisory council of NARND.

The Washington conference will be the second meeting called by Judge Miller to discuss the perpetuation of the freedom of expression.

The NARND convention also adopted a resolution which urged radio news men, through unbiased interpretation, to attempt to convey to the people of the nation a correct understanding of the objectives of the United Nations and its allied organizations.

WOW Fetes Agencyites As A Promotional Feature

(Continued from Page 1)

trade press, at the Roosevelt Hotel, yesterday.

Some 50 persons, gathered at a special luncheon, heard Bill Wiseman, publicity director of WOW, explain in a brief talk, the outstanding publicity that the station has done in the past year, and to elaborate on the WOW Farmer's Trip to Europe, which is being sponsored by WOW and which departs today from LaGuardia Field.

Wiseman will head the delegation of 26 real dirt farmers, seventeen from Nebraska, four from South Dakota, three from Iowa and one from Kansas, who will go to France, England, Denmark, Holland, Belgium, Luxemburg, Germany, Switzerland and Italy, to study agricultural conditions, the Marshall Plan in operation, and general economic, social and political conditions abroad.

The group will return to New York on December 17th, at which time a meeting with President Truman is planned.

During the group's 32 days abroad, transcriptions and direct broadcasts will be made to the U. S., reporting the findings of the farmers, as they work on farms in the various countries covered and gather first-hand reports from the European farmers.

Stork News

Hollywood—Larry Roman, CPN staff writer, became the father of an 8-pound boy November 9th. The baby was born at Cedars of Lebanon Hospital, and was named Steve. Roman writes the radio series "Jeff Regan, Investigator."

ABC Asks FCC To Table Requests For 1030 Kc.

(Continued from Page 1)

question of what to do with clear channels. Only full-time operation on this channel now is WBZ, Boston, also KOB, Albuquerque, has been assigned the frequency with 10,000 watts unlimited and WBZ's 50-kilowatt transmitter is synchronized with a one-kilowatt sender in Springfield, Mass. KOB has been operating for more than seven years now on the 770 band with 50 kilowatts daytime and 25 kilowatts night. This is the frequency occupied in New York by ABC's WJZ.

Seeking the 1030 band now are KARM, Fresno, Calif.; KUTA, Salt Lake City; KWSC, Pullman, Wash.; KWBU, Corpus Christi, Texas; KTHT, Houston; Rafael Ramos Cobian, San Juan, P. R., and the Blackwell Broadcasting Co., Blackwell, Oklahoma.

ABC asked also that the application of KOB for permanent assignment to the 770 band be turned down now. If not turned down, it should be heard, ABC argued, along with testimony from WBZ concerning the interference which would arise were KOB to be assigned to the 1030 band.

Lee Takes WOAI Post As Program Director

San Antonio, Texas—Jerry Lee has been named program and production manager of WOAI here, succeeding Monte Kleban, who is returning to the advertising field. Since 1946, Lee has held the dual positions of assistant program director in charge of FM and director of special events.

Urges FCC To Delay Thackrey Station Deal

(Continued from Page 1)


asking that seller Dorothy Thackrey post for AVCO bidding separate prices on each of the three properties.

Pauley has made it clear that he wants only KLAC-TV—and it has also been indicated that he wants it enough to go to great lengths to acquire it. But the Commission was told yesterday he will not buy the two AM stations in order to get it. The FCC position presently precludes his competitive bid, the Commission was told.

FCC Position Challenged

Attorneys Haley, McKenna and Wilkinson, for Southern California Television Company, challenged the FCC position that the AVCO rule did not require the posting of separate prices. The important element in the AVCO decision, they said, was the Commission determination "that immediate steps should be taken to bring the procedure in transfer cases into harmony with the theory of competition which underlies the Communications Act."

They declared that "If package deals are permitted, whether they involve broadcast and non-broadcast properties or whether they involve multiple and different broadcast stations, such arrangements defeat the underlying theory of competition inherent in the Communications Act. The sale of several stations as one transaction at once limits the field of possible purchasers, just as did the co-mingling of non-broadcast properties."



RESULTS *is the Buy-Word*

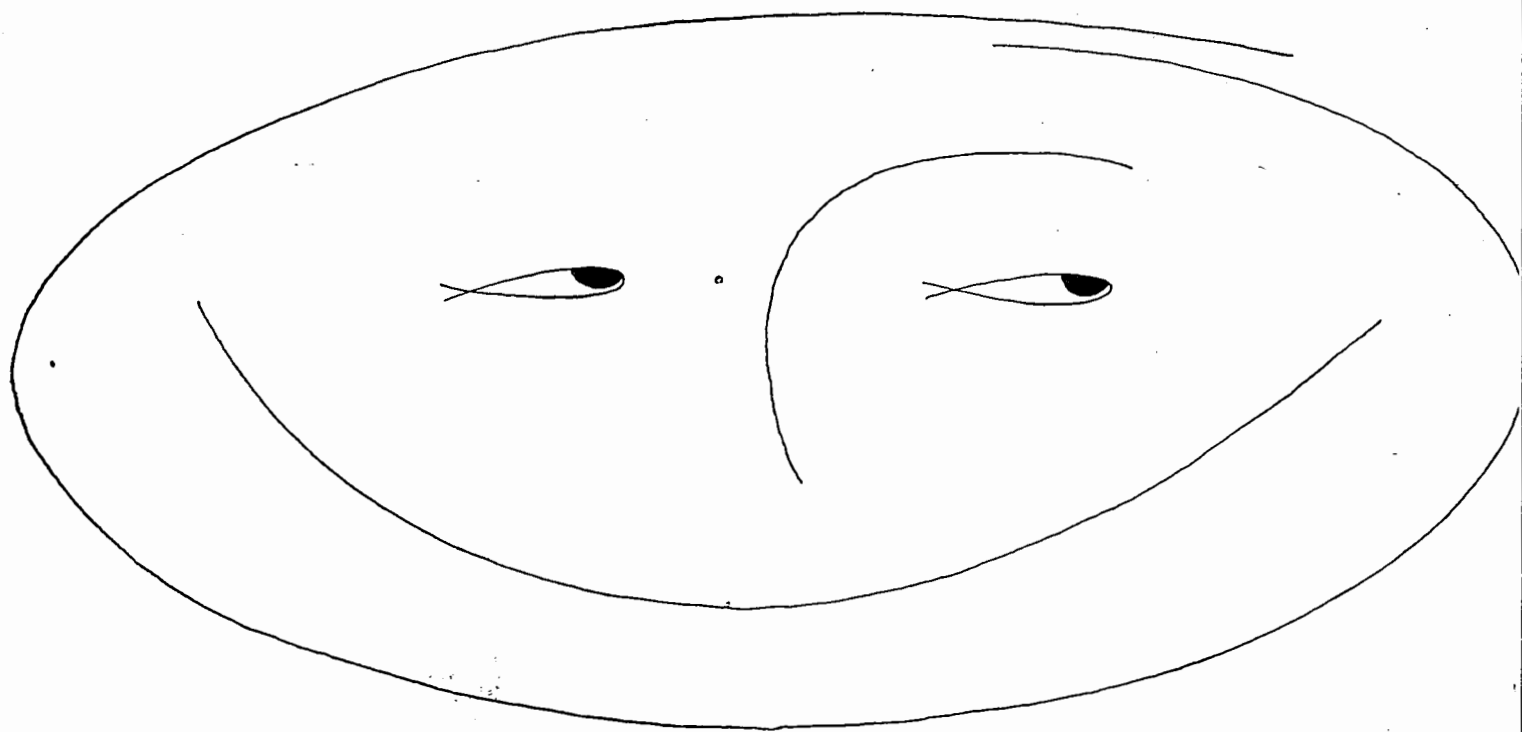
Alert advertisers know WOV's Specific Market Information on each of 5 Audited Audiences means keying your advertising to known individuals rather than trying to reach an unknown mass audience. Get the facts from WOV today. You too can take the guess out of buying.

Wake Up New York
1280 Club
Band Parade
Prairie Stars

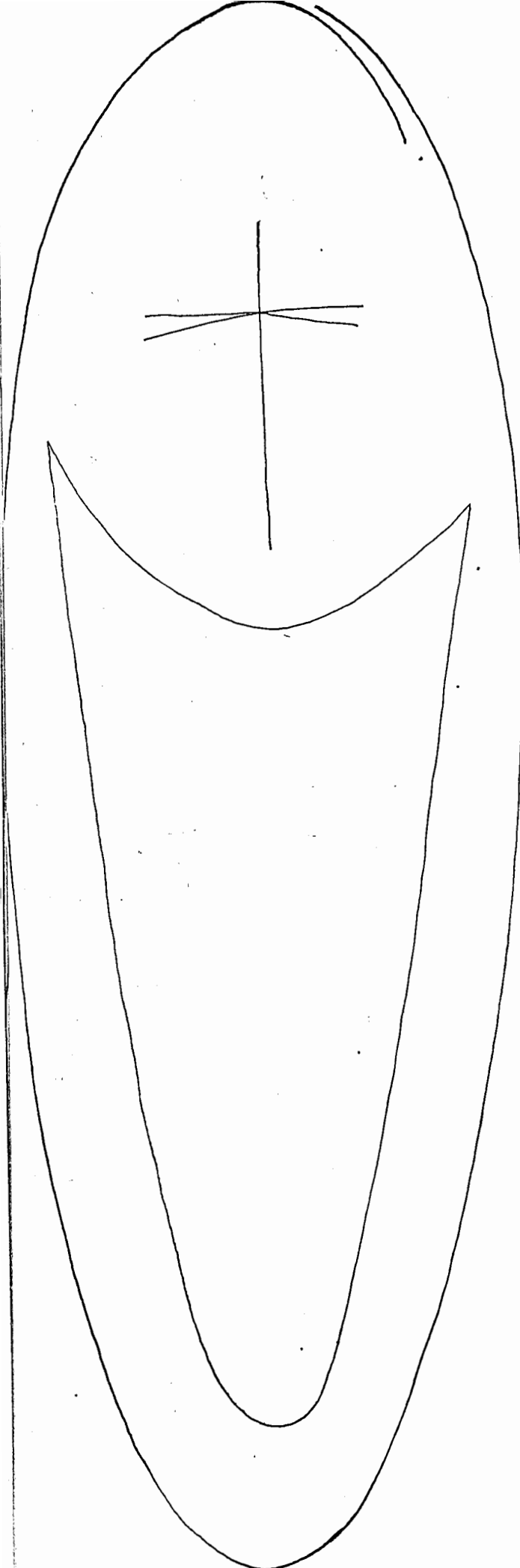
Italian language market
2,100,000 individuals
(larger than
Pittsburgh).

WOV
NEW YORK

Originators of
Audited Audiences
RALPH N. WEIL Gen. Mgr.
The Bolling Company
National Representatives



“what’s so funny?”



"LIFE WITH LUIGI" IS FUNNY* Very funny!

Luigi is now on the air making friends by the millions. For Luigi is mass-audience programming, charged with sales-provoking laughter. But it's more than superb character-and-situation comedy. It has the fresh impact of friendly satire... of a salty vein of Americana...

Starring J. Carroll Naish, it is produced with the adroit skill of Cy Howard who built "My Friend Irma" into its top-20 rating.

AND "MY FAVORITE HUSBAND" IS FUNNY**

For Lucille Ball is one of the great "natural" comics in showbusiness, playing the lead in a rambunctious husband-and-wife comedy situation. Tailored for big audiences, it covers "the war between men and women." It is the work of Jess Oppenheimer, one of the top craftsmen of radio comedy (and chief writer and director of the Fanny Brice show). *Variety* calls it "slick radio." So does the audience. And so will a sponsor.

"Luigi" and "Husband" are two CBS Package Programs, conceived and built in the same creative workshop that produced 21 other CBS Package Programs, now successfully serving 18 different sponsors today.

In other words, they're top network programs. And having them on the air, *fully developed*, should make many kinds of people happy, including two alert advertisers.

*Coast-to-coast on CBS, 9:30-10:00 PM EST. Tuesdays

**Coast-to-coast on CBS, 7:00-7:30 PM EST. Saturdays

CBS PACKAGE PROGRAMS

LOS ANGELES

By RALPH WILK

BOB CROSBY, star of CBS' "Club 15," flew to San Francisco the 13th to participate in the National Guard Military Ball at the San Francisco Armory. The entertainment, broadcast over the Colber Network, featured Ray Heatherton as emcee, and Crosby singing his own number, "Until."

E. W. Buckalew, Station Relations Field Manager for CBS' Western Division is in New York to attend a meeting of the Columbia Associates Affiliates Board. He will return to Hollywood November 22.

Gene Autry's Columbia recording of "Rolling Along," Rose Cooper-Martin Kotel tune, catching on around West Coast. Tune hit No. 8 on Clifford Stone Pacific Coast Hit Parade.

Producer-director Arnold Marquis has set Jimmy Wallington for a series of spot announcements for Catalina Swim Suit Co. Cast will be completed by the end of the present week.

Agnes Moorehead has asked Decca to take action to prevent disc jockeys from playing her album version of the "Suspense" thriller, "Sorry, Wrong Number." She does it for "Suspense" again Nov. 18.

Candy Co. Buys Time On New York Stations

(Continued from Page 1)

will be heard twice a week on The Fitzgeralds and Allen Prescott's show on WJZ, twice weekly on Bob Smith's show on WNBC and every Saturday on the Charlotte Adams programs over WOR. In addition the candy store chain sponsor the "Hi-Jinx" show every Tuesday and Thursday on WNBC.

Participating Spots Set

Colgate-Palmolive-Peet Co. for Fab, and Chap Stick has contracted for participations in the WCBS' Jack Sterling program. Colgate participations are for Monday through Saturday, through Wm. Esty and Company. Chap Stick purchased Tuesday, Thursday and Saturday announcements through L. C. Gumbinner Advertising Agency.

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



Mainly About Manhattan . . . !

● ● ● Washington insiders predict that the FCC will make some startling concessions to the television industry in '49. (Meanwhile word comes from the Capital that the FCC is watching NAB's plans for enforcement of the new Code and may take some drastic action unless the industry cleans up the giveaway cycle). . . Mutual board meeting which opens tomorrow in New York may produce some fireworks which will affect exec personnel. . . Ole Olsen and Chic Johnson, unable to get a desirable B'way theater for a new "Hellzapoppin'," are planning to take to the road again with giveaway gimmicks as part of their entertainment. . . Shirley Temple and her husband, John Agar, are being offered to the agencies in a series based on their forthcoming picture, "What Every Young Bride Should Know." . . Big mystery is what happened to the more than 40,000 feet of television film which Arch Oboler took during his African jaunt for Ziv. It was insured for \$100,000 and detectives for the express company are now trying to trace it. . . Even money that Russ Hodges, one of baseball's top gabbers, will be calling the plays for the Giants when Frankie Frisch takes over the 3rd base coaching line next season. . . Mike Vallon, (of Goldfarb, Mirenburg & Vallon) in town from the coast, reveals that the firm has signed up Joan Edwards. Mike will represent her out in H'wood, with Chubby Goldfarb handling the details here.

☆ ☆ ☆ ☆

● ● ● Paul Denis, Post-Home News radio ed, won a Kingston wrist watch, a Capitol electric heater, Gillette shaving set and a Laundrol washing machine by correctly guessing the inning with the highest score in the World Series. (Mutual had run the contest among 85 radio editors throughout the country). Punchline, of course, is that Denis hasn't seen a complete ball game in 25 years and seldom, if ever, glances over the sports pages.

☆ ☆ ☆ ☆

● ● ● THAWTS WHILE THINKING: George Gallup's "Meet the Press" TV stint proved nothing except that the esteemed Doctor doesn't answer questions put to him the way he expects poll bait to reply. (At any rate, he disclosed that 125 newspapers underwrote the political survey which had Gov. Dewey in the White House). . . Eddie Albert on dramatic lines and Herb Shriner on a gag present the same quality that Charles Ray, of the silent pictures, used to purvey. . . Philco has come up with a "first" that the trade should know about. Harry Sosnik is creating original music for most of the shows on their Playhouse just like they do in the films. Television is really coming of age.

☆ ☆ ☆ ☆

History of a sort was made on Ed Sullivan's "Toast of the Town" airt Sunday nite when the sponsor (Emerson Radio) offered an outright gift to everyone in the video audience with no strings (or contests) attached. Nothing to try, nothing to buy, no box tops to send in, not even a slogan to create. Because the mail response to the show has been so great, Emerson is giving a gift certificate (worth half the price of their sets) to anyone just writing in his name!

☆ ☆ ☆ ☆

● ● ● SMALL TALK: WMCA premed a new quarter-hour series, "The Way It Looks To Me," with Toney Terry Hatfield, Sunday, afternoon. A human interest approach to the news, with the gal making a lot of sense, it's definitely network material. The Red Cross is bankrolling it. . . Judy Canova guesting on the Milton Berle Texaco show tonite is a cinch to have 'em in the aisles. . . Understand that the FCC has already adopted many of the suggestions made in Bill Golub's confidential report on FCC operations to the Hoover Investigating Committee.

CHICAGO

By NAT GREEN

EVERETT HOLLES, WBBM news editor, is writing a book titled "What's Your Vote Worth?" which he expects to complete a year or before the next presidential election. Holles has been lecturing the theme before numerous clubs and school groups.

The "Breakfast Club" cast will travel to Kansas City, Mo., on November 27 to stage a personal appearance show under auspices of the Century Club for the benefit of the Children's Mercy Hospital, the Kansas City municipal auditorium. The ABC program has been named the best breakfast program on the air by the New Liberator Canadian magazine.

Visitors at the Chicago Mutual offices during the last few days included Clyde Lake, manager WOBT, Rhinelander, Wis.; Joe Stenger, manager of WBAX, Wilkes Barre, Pa., and Dick Puff, director of research for the Mutual Broadcasting System.

Randy Blake, conductor of "The Suppertime Frolic" on WJJD, has been presented with a solid gold life membership card by the Local Order of the Moose for his work behalf of that organization.

Chicago's indoor polo season will be televised over WENR-TV.



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, Nov. 16, 1948 — TELEVISION DAILY is fully protected by register and copyright

IMPACT OF TELE IS A.A.A.A. THEME

TELE TOPICS

"THE EYES HAVE IT," which was premiered by General Electric over CBS today, basically is a good program and, afforded proper treatment, could develop as one of the better shows on the air. Fundamentally a tele adaptation of "Information Please," program features a panel of four, with moderator Doug Edwards posing questions based on newsreels. This could make an interesting quiz, but as executed Sunday nite, the program fell quite flat. . . . Primarily, the fault lies with the panel (not permanent) made up this week of Janet Blair, Paul Gillico, Charles MacArthur and Dale Carnegie. All of them answered the easy questions completely dead-pan, and the attempts at humor were rather feeble. Towards, too, was solemn and devoid of that mysterious quality known as personality. . . . Live commercials were delivered by announcer Bill Rogers on behalf of GE, with little attempt at visual dramatization. . . . "The Eyes Have It" will be a top show when it can project a wonderful play of personality and that made "Info" a hit for many years. And, fellas, please make the questions just a little harder.

THE NBC PICKUP of the Toscanini concert Saturday was completely enthralling, but we don't think such programming would be as effective on a regular basis, at least in the near future. Aside from Toscanini himself, there is almost nothing to justify the visual treatment of a symphonic concert, and there aren't many other conductors who are as interesting to watch. We expect someday to see a compromise along the lines of Disney's "Fantasia." . . . A second reason for a technical one which will be remedied as the medium improves. This is the fact that most of today's smaller receivers are notorious for poor sound (the difference in quality between a TV table model and a good radio console is startling) but this will no longer apply when larger speakers are coupled with video. (Hint.)

LA SIMMONS HAS signed Penny Edwards and Keith Andes, of the flickers, to the leads in "The Music Wheel," the second in ABT Productions' "Album of Stars" series. Shooting begins the week of Dec. 6. . . . KLEE-TV, Houston, which begins commercial operation Jan. 1, has appointed A'am J. Young, Jr., as national sales manager. . . . Wire from WSPD-TV, Toledo informs us that as of Nov. 10 there were 100 receivers in the area, only 150 of which are in bars and restaurants. . . . Splee-Wills-Jones Milk Co., Philadelphia Sealtest dealer, will bankroll college basketball over WFIL-TV. . . . American Overseas Airlines has come up with a hot publicity gimmick, in making portable aviation props, including mock-up interiors (baggage, natch) available to stations.

'Here To Stay And to Increase In Importance' Is General Opinion Sparking Wide Video Plans; Production Of More TV Package Shows Urged

(Continued from Page 1)

vision as did the meeting this year. The opinion that TV may eventually account for an agency's heaviest billings came from Thomas F. Harrington, veepee of Ted Bates, Inc. His speech was read by Jay Clark of the Bates agency because of the illness of the former. In the words of Harrington, those "agencies who today have a tendency to sell television down the river will all be in eventually because television as an advertising medium is here to stay."

Denies "High Cost" Charge
General impression that television is terrifically costly as an ad medium was punctured somewhat by S. L. (Pat) Weaver, Jr., Y&R veepee and chairman of the meeting on radio and television. Weaver said that in the long run video will eventually be cheaper than other media, based on its sales impact and the number of products it sells. Discussing just which income class owns the most television sets today, Everett W. Hoyt, president of Charles W. Hoyt Co., said that "television is every bit as much and perhaps more of a mass medium than radio."

On the subject of video commercials, Wallace W. Elton, art director of JWT, commented that "the poorly directed visual commercial can become even more banal than the notorious radio commercial."

Peter Langhoff, research director for Y&R, said the principal problem confronting research in television today is to produce the figures necessary to evaluate the effectiveness of the medium.

Added evidence of rapidly mounting agency interest in video is the fact that the entire session for creative personnel was devoted to the problem "How to Sell in Television."

An estimated 300 persons filled the Starlight Roof for the session, which was chaired by Henry O. Pattison, Jr., veepee and copy chief of Benton & Bowles.

Scoring present TV commercials as a bad combination of radio, printed media and movies, Richard de Rochemont, producer of the March of Time, told the agency execs that film is a "useful instrument" which can give tele new scope and "can help it sell your goods." He pointed out that a new kind of movie is needed especially for video, and urged the agencies to make films that will live up to the "rigors of television reception."

Asks Better Commercials
Elwood Whitney, veepee and art director of Foote, Cone & Belding, said that TV commercials must not consist merely of pictures added to a radio script. To properly utilize the medium, he said, visual material and script must be "welded together . . . to produce an almost intangible picture-word or word-picture commercial."

There is "nothing mysterious" about TV, William E. Forbes, supervisor of tele for Young & Rubicam, said. The medium is "complicated, yes, but not mysterious," he added. Nevertheless, he continued, production of commercials must be on a "keep it simple" basis, because of the great variation in picture quality between the monitor tube in the control room and the receiver in a home.

Advantages of Film
Film commercials were advocated by Forbes as being more "sure-footed" than live production and providing better quality. The higher costs of film, he pointed out, can be amortized through repetition.

Press-Time Paragraphs

WWJ-TV Sells Hockey Sked

Detroit—Household Finance Corporation has signed with WWJ-TV to sponsor the 27-game home schedule of the Detroit Red Wings, pro hockey team, from Olympia Stadium. Placed through LeVally, Inc., contract runs through Mar. 20. Paul Williams, station sportscaster, will handle play-by-play.

WENR-TV Sells ABC Variety Seg.

Chicago—New amateur show bows in over the ABC Mid-West net Nov. 29, featuring Chicago Sun-Times columnist Irv Kupcinet as emcee, and originating from Casino Ballroom. Acts will be recruited from Windy City high schools. Matussek Academy of Music will sponsor the series over WENR-TV. Thirteen-week contract was placed through Salesvertising Associates.

Sees Tele Sets In '49 Totalling Two Million

Boston—The RMA president, Max Balcom, predicted last night that TV set production this year would hit about 800,000, and that next year it "may well exceed two million television sets." He spoke at the opening session of the two meetings for radio technicians at the Bradford Hotel.

The RMA head told the assembled technicians that "all of us in the radio industry are having to, in effect, go back to school to keep abreast of the rapid developments in television. While closely akin to radio, television is different in so many respects that everyone—from the design engineer to the dealer-salesman—has had to start from scratch to produce and market this new and exciting product. Television requires new production techniques and know-how. It requires new marketing and selling methods. TV sets require new servicing knowledge and practices.

"The servicing of home receivers, particularly the new TV sets, is rapidly becoming a big business, and it will require well trained technicians who are familiar with the instrument they are servicing and the most modern techniques for detecting and correcting any trouble that may develop."

Balcom warned, however, that radio is not "passing out of the picture."

Screen Guild Will Oppose Re-Use Of Films-For-Tele

West Coast Bureau, RADIO DAILY

Hollywood—The Screen Actors' Guild will oppose strongly the unrestricted re-use of films made especially for television, the organization declared yesterday at its annual meeting held here. Unless the use of video films is regulated by equitable collective bargaining contracts, the Guild stated, thousands of movies which will be made for tele will depress actors' wages, reduce employment of actors and "will create for actors a Frankenstein monster just as recorded music has done for musicians."

Wedding Bells

Ruth Roth, casting director of TOP Productions, was married Sunday to Dr. Harold A. Eby, of Union City, at the Hotel New Yorker. After a short honeymoon at Lake Placid, couple will reside in Teaneck, N. J.

AGENCIES

JOHN A. MULLEN has joined the creative staff of Sullivan, Stauffer, Colwell & Bayles, Inc., as supervisor and co-ordinator of radio and television copy. Mullen, radio copy chief of the domestic division OWI during the war, was formerly vice-president and radio copy chief of Benton & Bowles and more recently director of radio copy with Doherty, Clifford & Shenfield.

SEAL REFINING COMPANY of California (Headquarters, San Francisco) is introducing in several test markets its new T & T RUG NON-SLIP (reduces hazardous slipping of rugs). The campaign is being handled by Ad Fried Advertising Agency, Oakland. Plans call for demonstrations in select groups of leading Northern California supermarkets, supported by full-scale newspaper and radio advertising.

A. C. EVERSOLE, for last seven years in the industrial advertising division of the Surface Combustion Corp., Toledo, has joined Charles F. Dowd, Inc., Toledo, advertising agency, in a contact and creative capacity.

RAYMOND SPECTOR COMPANY, INC. announces the appointment of David Horwich as vice-president in charge of creative and television activities. For the past six years Horwich has been engaged in motion picture work in Hollywood, prior to which he was vice-president and creative chief of Lord & Thomas (now Foote, Cone & Belding) on a number of leading accounts, including Pepsodent, Armour, Frigidaire, RCA, Lady Esther, and Lucky Strike Cigarettes.

ALL-OUT FIRE EXTINGUISHERS, made by All-Out Manufacturing Corp., New York, to William van Zehle & Co. Willie Turnesa, American amateur golf champion, heads this company.

GET ON THE BEAM!

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

YIDDISH 250,000	NEGRO 300,000	GERMAN 100,000
SPANISH 250,000	ITALIAN 100,000	SCANDINAVIAN 30,000

6 RESPONSIVE AUDIENCES IN ADDITION TO 3 MILLION ENGLISH SPEAKING LISTENERS

KOWL

5000 WATTS CLEAR CHANNEL

Owned by ART CROGHAN • GENE AUTRY

COAST-TO-COAST

Comparing Notes
Fargo, N. D.—Station WDAY's "Meet Your Neighbor" program featured an interview between Prof. Dmitri Stein, N. D. State College electrical engineering head recently returned from a four months tour of Europe where he conferred with scientists in Germany and France, and Bill Weaver, station announcer who flew a Thunderbolt fighter during the war.

Celebrates Anniversary
Cleveland, Ohio—In celebration of its fifth anniversary on the air WJW gave a small cocktail party for the staff and its newspaper friends of Cleveland. Since its inception the station has taken an active part in all phases of civic activity with the accent on public service duty. The station currently has an application before the FCC for a license to operate a television station.

Plan Homemakers Program
Kalamazoo, Mich.—A weekly series of programs designed especially for the rural homemaker will be presented by station WKZO. The West-Michigan County Home Demonstration Agents will be interviewed every Tuesday by the station's women's editor. Topics will vary and a general category of subjects pertinent to the everyday life of the rural housewife will be broadcast.

Fund Drive Concluded
New Orleans, La.—Station WVL announced that it has successfully concluded its drive to furnish the New Orleans Charity Hospital with a three-way communications system for the nine children's ward. Funds for the system were raised by means of a one-day campaign on all local shows broadcast on the station.

Wiig Elected President Of New York AP Group

The New York State Associated Press Broadcasters Association was organized on a permanent basis in Albany on November 10, with Gunnar Wiig of Station WHEC at Rochester as President. Wiig had served as chairman of the temporary organization formed in Aug.

The permanent organization elected Tom McFadden of WNBC, New York City, as vice-president and Norris Paxton, chief of the Albany bureau of The Associated Press, as secretary.

This executive committee was elected: Bill Meenam of WGY, Schenectady; Glenn Williams, of WAGE, Syracuse, and Thomas L. Brown of WGVA, Geneva.

The following were chosen as a Continuing Study Committee: Cy King of WEBR, Buffalo; Preston L. Taplin of WELM, Elmira; Jim Healey of WOKO, Albany; Ray Monday of WRUN, Utica, and Earl C. Pace of WGLN, Glens Falls.


SOUTHWEST


THE sale of the daily 5:30 P.M. news on K TSA, San Antonio, been sold across the board to two Kaiser-Frazer dealers in San Antonio, Heil Motor Co., and Te Motors Inc. Bob Holleron, radio director of Pitluck Advertising Agency of San Antonio handled sale.





UNITED

Flight Facts

 A famous writer was talking to me aboard "the Hollywood," United's super-special DC-6 Mainliner 300 onestop flight from New York to Los Angeles.

 "It'll make great background material for something I'd like to write," he said. "There's an atmosphere of luxury and congeniality in the plane itself; and the passengers, with their varied backgrounds and their cosmopolitan viewpoints, are always intensely stimulating."

 I didn't remind him, but we leave New York at 12 noon, and we get to Los Angeles at 8:45 p.m. At that speed, a story would have to be a short short!

 But if you want a perfect background for your cross-country travels with delicious meals, luxury services, stroll-about spaciousness and pressurized-cabin comfort at smooth, high altitudes—I'll see you aboard "the Hollywood."

Betty M. Stange

United Air Lines Stewardess on

"the Hollywood"

WKRT's First Birthday
Cortland, N. Y.—The format in celebration of station WKRT's first birthday party was a dinner given for the staff, a stage show for the sponsors and prizes for the listening audience. After an hour-long stage show in which all members of the staff participated the station awarded a combination radio to the person guessing the number of selections in the station's library.

Youth Forum Program
Dallas, Texas—Inaugurating their own forum program the youth of Dallas will be heard every Tuesday on station WFAA. This new "Youth Forum" series was designed by WFAA in co-operation with the Dallas school system to air the views of youth in matters of current interest. Various students from the different local schools will serve on the panel each week.

Mid-West FM Network
Columbus, Ind.—It has been announced that plans for the additional use of the Mid-West FM Network are moving ahead consisting of the following stations: WCSI, Columbus; WXLW, Indianapolis; WCTS, Cincinnati; WFAM, Lafayette; WFTW, Ft. Wayne; WKMO, Kokomo and WIKY, Evansville. Possibilities of starting a Mid-West newscast to be aired once a day to each station are being discussed by the network officers as well as a proposed weekly roundtable discussion program with news editors from all of the network stations in participation.

WBAL-TV

Channel 11—Baltimore
 NBC Affiliate

NOW ON

THE AIR

60 HOURS

WEEKLY!

Daytime Programs Begin at
 12 Noon Monday thru Friday



RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



OL. 45, NO. 32

NEW YORK, WEDNESDAY, NOVEMBER 17, 1948

TEN CENTS

NAB BOARD TO NAME CODE COMMITTEE

FCC Orders Hearings on Richards' Stations

Washington Bureau, RADIO DAILY
Washington—Public hearings have been ordered by the FCC on charges at the Goodwill Stations, Inc., operating KMPG, Los Angeles; WCAE, Cleveland, and WJR, Detroit, slanted news broadcasts. Coupled with the announcement, Frank E. Mullen, president of the Goodwill Stations, issued a statement denying the charges and offering the Commission full co-operation.
(Continued on Page 8)

VEEI Artist Honored For Food Presentation

Heloise Broeg, "Mother Parker," of the Food Fair Program aired over WVEI, Columbia-owned station in Boston, yesterday received a sterling silver "Life Line of America Trophy" in recognition of her efforts to bring the story of food to Boston radio listeners. The presentation took place at the 40th annual meeting of the Grocery Manufacturers of America, Inc., at the Waldorf-Astoria, and was made by Paul S. Willis, president of GMA.

Sage Laboratories Buys News Program On WCBS

Sage Laboratories for Sage Air refresher will assume sponsorship of the 9:00-9:15 a.m. news period over WCBS, on Wednesday and Fridays, effective today. Agency is Paris & Peart.

The 9:00 a.m. news period, with Bob Hite as reporter, is sponsored by Ehlers Coffee on Tuesdays, Thursdays and Saturdays.

Hawk Mixes-up Stork

Montreal—A large hawk which sunk its talons in high voltage power lines feeding the CBC transmitter station at Hornby, Ontario, delayed the announcement of the birth of Princess Elizabeth's son over station CJBC and CBI, in Toronto, CBC engineers reported. The bird put the CBC's two Toronto stations off the air for about 45 minutes at the time the news of the Royal birth was received.

All-Media Confab Sponsored By NAB

NAB will be host tomorrow evening at a banquet, and Friday morning at the second annual meeting, of the All-Media Conference on Freedom of Expression. Newspaper, magazine and book publishers, broadcasters and motion picture producers will all be represented.

Slated to attend are James M. Barnes for the Society of Independent Motion Picture Producers; Sig Mickelson for the National Association.
(Continued on Page 2)

Jim Sauter Heads Comm. For USO Camp Shows

James Sauter has been named general chairman of the Entertainment Industry Committee to aid the USO New York Campaign Committee in raising the metropolitan area's share of the \$6,650,000 the United Service Organizations, Inc., will need to
(Continued on Page 2)

Seven-Man Group Will Foster Support Of Ass'n Standards Of Practice; Reports Given Directorate

TV Interests Active On Washington Scene

Outcome of the presidential election, which leaves the FCC intact, and the current freeze on TV applications has touched off a flurry of activity by various television interests to sell the Commission and government legislators their own points of view looking toward future video developments, RADIO DAILY has learned.

Among those who have made trips
(Continued on Page 7)

Barrere To Supervise CCNY Radio Conference

Claude Barrere has been appointed Executive Secretary of the Annual Broadcasting and Business Conference conducted by the City College of New York, School of Business, it was announced by Dr. Robert
(Continued on Page 2)

Shouse To Address NEA Re Tele's Effect On AM

Cincinnati—Forthright appraisal of television as it may be expected to affect newspapers, movies and AM broadcasting is expected to be voiced by James D. Shouse, presi-
(Continued on Page 2)

Washington Bureau, RADIO DAILY
Washington—The NAB board yesterday decided to name a seven-man industry committee to promote observance of the standards of practice, as it opened a three-day quarterly meeting. This decision was reached on the recommendation of a special planning committee including
(Continued on Page 3)

MCA Enters Bidding For Benny Enterprises

Bidding for Jack Benny's Amusement Enterprises, Inc., became a three sided affair yesterday when Music Corporation of America reported also angling for the Benny organization and artists for both TV and radio. MCA's bid is said to be of equal interest to Benny and his associates as the offerings of NBC and CBS.

Interest of both MCA and the net-
(Continued on Page 3)

Negro Choir To Be Heard In CBS Sunday Series

A 25-voice Negro choir, "Chariot Wheels," will be heard in a 15-minute program of hymns and spirituals on CBS beginning Sunday, Nov. 21, from 8:15 to 8:30 a.m., EST. Program will originate with WAGA in Atlanta.

UHF Move Forecast By Coy In Chicago Video Address

Chicago—Opening of ultra-high frequency channels to commercial television in the near future was predicted here yesterday by the best-qualified person in the country, FCC Chairman Wayne Coy. Speaking at a special TV luncheon of the Rotary Club of Chicago, Coy said the Commission "is studying the possibilities of adding more channels, employing those in a higher part of the radio spectrum. We are

now holding conferences with industry leaders to determine if equipment can be developed to operate in this upper region. I predict that we are going to be able to add those higher channels soon."

The luncheon was attended by nearly 1,000 persons, including most of top Chicago executives of the four networks, and presided over by Alfred J. Barboro, president of
(Continued on Page 7)

Membership Grows

Membership in the Advertising Federation of America has reached 25,000 with the recent affiliation of the Cleveland Advertising club, George S. McMillan, vice-president of Bristol-Myers Co. and chairman of the board of AFA, announced yesterday. Membership is divided in 86 affiliated clubs, 10 affiliated ad associations and 1030 corporate firms.

Radio Week Salutes

NBC is contributing to the observance of National Radio Week by scheduling references to the celebration on 25 different programs. Network's observance got under way Sunday with four programs led by the documentary, "Living—1948." Stars who are saluting National Radio Week include Fred Waring, Eddie Cantor, and Fibber McGee and Molly.



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JOHN W. ALICOATE : : : : Publisher

FRANK BURKE : : : : Editor

MARVIN KIRSCH : : : : Business Manager

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FINANCIAL

(November 16)

NEW YORK STOCK MARKET

	High	Low	Close	Net Chg.
ABC	7 3/4	7 5/8	7 7/8	+
Admiral Corp.	18 1/4	17 3/4	17 3/4	+ 1/4
Am. Tel. & Tel.	151 5/8	151 1/4	151 5/8	+ 3/8
CBS A	21 7/8	21 1/2	21 5/8	+
CBS B	21 1/4	21	21 1/4	+ 3/8
Gen. Electric	38	37 3/4	37 7/8	+
Philco	40	38 1/2	40	+ 1 1/2
Philco Pfd.	85	85	85	+
RCA Common	11 3/4	11 3/8	11 3/8	- 1/8
RCA First Pfd.	69 1/2	69 1/2	69 1/2	+ 1
Stewart-Warner	13	12 7/8	13	+ 1/4
Westinghouse	25	24 3/4	24 5/8	- 1/4
Zenith Radio	6 3/8	5 3/4	6	+ 1/2

NEW YORK CURB EXCHANGE

Nat. Union Radio	2 1/2	2 1/4	2 1/2	+ 1/2
OVER THE COUNTER				
Du Mont Lab.		11 3/4	12 3/4	

Program Guide At KTSA

San Antonio—KTSA has compiled a KTSA Fall Program Schedule which is being sent to listeners upon request. The guide covers the station's complete schedule for the month of November, plus featured pictures and stories. Size of the four-page brochure is 9 x 12, done in two colors on 70 lb. offset mat-finish.

INS has served



★ COMING AND GOING ★

JOHN H. MacDONALD, administrative vice-president of NBC, is in Akron, Ohio, where tonight he will speak at a chapter meeting of the National Assn. of Cost Accountants on the subject, "Relation of Accounting to Managerial Problems."

ROBERT McGREY, sales manager of WTOP, Washington, D. C., has returned to the Nation's Capital following a business trip to New York.

HUGH K. BOICE, Jr., general manager of WEMP, Milwaukee, Wisc., is in town for conferences with his station reps.

RAYMOND F. GUY, manager of radio and allocation engineering at NBC, went to Syracuse Monday and returned yesterday, via American Airlines, both ways.

EDGAR KOBAK, president of the Mutual network, has returned from a business trip to Chicago.

FRED THROWER, vice-president of the American network in charge of sales, back from his honeymoon in Bermuda.

NATHAN STRAUS, president of WMCA, has returned from a month's trip to Palestine, where he set up a broadcast titled "Report From Israel," which now is being heard each night over the station.

KENNETH BAKER, of the NAB and BMB, is here from Washington for the meeting of the BMB's technical committee, of which he is chairman.

ED SPENCER, manager of the New York office of George P. Hollingbery Co., national station reps, and JACK WEISS, salesman, in Pittsburgh this week on business.

LESLIE C. JOHNSON, vice-president of WHBF, Rock Island, Ill., is in town. Paid a call yesterday at the headquarters of the station's national reps.

Shouse To Address NEA Re Tele's Effect On AM

(Continued from Page 1)

dent and board chairman of the Crosley Broadcasting Corp., when he addresses the National Editorial Association meeting next Sunday, November 21, in Chicago. Approximately 350 editors and publishers of daily and weekly papers are expected to attend the meeting at the Edgewater Beach Hotel.

Two years ago, at a similar NEA meeting at Estes Park, Colorado, Shouse delivered some pungent thoughts on the future of FM, predicting it would not be a commercial success. The candor of his predictions led to a renewal of the invitation to speak this year.

Jim Sauter Heads Comm. For USO Camp Shows

(Continued from Page 1)

carry out 1949 plans for America's new teen-age army and the 100,000 hospitalized veterans of the last two wars.

Mr. Sauter in accepting the committee chairmanship said that all groups of the entertainment industry would be represented on his committee which will be announced at an organizational luncheon on Nov. 30.

10 YEARS AGO TODAY

From the Files of Radio Daily

Visitors to the World's Fair next year will not only see but will participate in television broadcasts. The General Electric Company has completed plans to include in its exhibit a studio with a number of television receivers, camera and transmitting equipment. All the latest type receivers will be available for reception of all television broadcasts aired over transmitters in the New York area. A permanent program director will initiate visitors into the experiences of performing before the television camera.

Barrere To Supervise CCNY Radio Conference

(Continued from Page 1)

A. Love, Director of Conference. He has also been placed in charge of Radio Public Relations of the Evening and Extension Division of the college.

Barrere is currently serving his fifth year as secretary of the Radio Executives Club. At present he is conducting his own program representation office. He was formerly associated with NBC where he held the position of manager of syndicated sales in the Recording Division, and later, assistant promotion manager for WEAJ, now the network's WNBC.

The Fifth Annual Broadcasting and Business Conference, which has added television to its list of awards this year, will be held in the Spring of 1949.

All-Media Conference Sponsored By NAB

(Continued from Page 1)

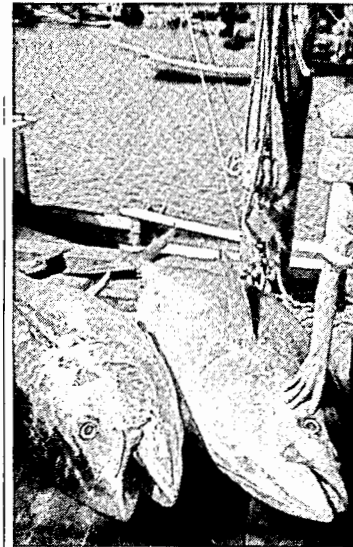
tion of Radio News Directors; Erwin Canham for the American Society of Newspaper Editors; William Chenery for the National Publishers Association; Curtis McGraw and Harry F. West, American Book Publishers Council; Kenneth Clark and Sidney Schreiber for the Motion Picture Association, and James Hale Steinman for the American Newspaper Publishers Association.

Krieg To Aid Drive

Saul Krieg has been named public relations chairman of the 1949 March of Dimes drive in Greater New York, Louis Nizer, chairman of the Greater New York chapter of the National Foundation for Infantile Paralysis, announced yesterday.

Stork News

Wife of Frank Muckenaupt, night program supervisor at WOR, New York, gave birth to a boy, weighing seven and a half pounds, Nov. 13 at St. John's Hospital, Yonkers, N. Y. No name has been decided for the child as yet.



Fisherman's Luck

These twin beauties have just been hauled onto the dock after a big day of tuna fishing. Sometimes, when luck is running good, as many as fifty of these giant fish are captured in one day.

But time buyers don't have to depend on luck in picking radio stations—not in Baltimore, anyway. Here there is one big bargain buy. It's W-I-T-H, the BIG independent with the BIG audience.

W-I-T-H delivers more listeners-per-dollar than any other station in this rich city, the nation's sixth largest market. W-I-T-H covers 92.3% of all the radio homes in the Baltimore trading area.

So if you're looking for a station that produces low-cost sales in Baltimore, call in your Headley-Reed man and get the full W-I-T-H story today!



W·I·T·H

Baltimore 3, Maryland

TOM TINSLEY, President

Represented by Headley-Reed

The Mailbag

WLS Disputes Claim

In the lower left-hand corner of the front page of RADIO DAILY for Monday, November 8, was a box telling of the 23rd anniversary of WGY's Farm Forum. The story says is "radio's oldest farm program." I am sure you won't mind my making exception to this statement, inasmuch as our Dinnerbell program, a half-hour sustaining farm service program conducted by Art Sage and broadcast each noon, Mondays through Fridays, is now approaching its 25th year on the air. In fact, in April, the program will be observing its Silver Anniversary.

Yours very truly,
Harold A. Safford,
Program Director, WLS
Chicago, Ill.

MCA Enters Bidding For Benny Enterprises

(Continued from Page 1)
works in the Benny entertainment setup is not alone because of the radio commitments but for Benny's potentialities in the commercial television field. It is reported that Amusement Enterprises, Inc., was conceived with an eye toward TV and the video production field. Benny, whose contract with the American Tobacco Company continues until the Spring of 1950, is not under any long term commitment to NBC and might move to another web if the sponsor saw fit to make the change. This situation, according to reports, has resulted in CBS renewing its bid for both Benny and the Amusement Enterprises setup.

Emerson Hosts Sullivan

Irving Witz, president of Emerson Radio of Pennsylvania, played host at a party given in honor of Ed Sullivan at the Locust Club in Philadelphia, Wednesday, November 10th. Two hundred Emerson Radio and Phonograph dealers from around Philadelphia attended the affair in honor of Sullivan who is the Master of Ceremonies on the CBS Television Show, "Toast of the Town", sponsored by Emerson Radio every Sunday evening at 9 o'clock on CBS East Coast web.

Mutual Board To Meet

Special meeting of the Mutual network's board of directors called by Lewis Allen Weiss, chairman of the board, is scheduled to get underway in New York today.

NAB's Board Will Name Seven-Man Code Committee

(Continued from Page 1)

William B. Quarton, WMT, Cedar Rapids; Calvin Smith, KFAC, Los Angeles, and Hugh Terry, KLZ, Denver.

The plan approved by the board provides for appointment by President Miller of one broadcaster representing each of the following management categories: small station, medium station, large station, non-affiliated station, FM station, television station, networks.

Some Members-By-Invitation

Additionally, the plan calls for invitation of advisory members to sit with the committee but have no vote. Representatives of the AAAA, ANA, station representatives and the NAB public relations director and program department director would serve as advisory members.

"The committee," according to the plan adopted, "should be co-ordinated by a properly qualified member of the NAB staff, designated as the executive secretary of the standards of practice committee." The secretary is to be appointed by the president, who also will appoint the advisory committee members after consultation with the advertisers, agencies and representatives. The network representative would be selected by the four national networks, with all others appointed from the NAB membership by the president. The board, in adopting the plan, made it plain that the proposals did not envision any "infringement upon the discretionary powers of the licensee under the law."

Committee functions include education, interpretation, information adopting the standards to keeping the standards of practice abreast of changing conditions in the radio industry, and expanding the standards to meet the rapidly developing conditions of television.

74 More Join NAB

The committee will provide interpretation of specific program problems falling under the standards. It will offer this service in behalf of broadcasters and "other interested persons" who might make inquiry.

In other actions, the board accepted into membership 74 stations which had applied since the May meeting, and heard a report by Don Petty, general counsel, on activities of the Music Advisory Committee.

A. D. Willard, Jr., executive vice-president, reported on association administrative and policy activities since the last meeting. His report

covered the All-Industry Music Committee, the All-Radio Presentation, the Second Annual National Opinion Research Center Study of Listener Reactions to Radio Programming, the Voice of Democracy and National Radio Week Projects of the Association, and Activities of the Association of Women Broadcasters.

Board members present at the meeting were:

Harold E. Fellows, WEEI, Boston; George D. Coleman, WGBI, Scranton; Campbell Arnoux, WTAR, Norfolk, Va.; Henry P. Johnston, WSGN, Birmingham, Ala.; H. W. Slavick, WMC, Memphis; Charles C. Caley, WMBD, Peoria, Ill.; Quarton; John F. Meagher, KYSM, Mankato, Minn.; Robert Enoch, KTOK, Oklahoma City; Clyde W. Remberg, KRLD, Dallas; Terry; William B. Smullin, KEIM, Eureka, Cal.; Smith; Harry R. Spence, KXRO, Aberdeen, Wash.

Also Howard Lane, WJJD, Chicago; Paul W. Morency, WTIC, Hartford; T. A. M. Craven, WOL, Washington, D. C.; G. Richard Shafto, WIS, Columbia, S. C.; Clair R. McCollough, WGAL, Lancaster, Pa.; Edward Breen, KVFD, Fort Dodge, Ia.; Willard D. Egolf, WBVF, Bethesda, Md., and Everett L. Dillard, KOZY, Kansas City.

SAN FRANCISCO

KFRC has a new audience participation show titled "Lady Be Beautiful" going on for a half hour daily at 1:15 p.m. Johnny Miller, emcee, presents beauty aids to members of studio audience taking part in the program.

Lew Valentine is originating the "Dr. I. Q." show from the stage of the Golden Gate Theater here for the next seven weeks with the program hitting the network through the KNBC studios.

A new Sunday morning (11:45) series of programs for stamp collectors is being broadcast by KQW. Albert Henry, owner of The Philatelic Lobby, is featured on the program with news about stamps and interviews with philatelic experts. "The Stamp Man" program is sponsored by Kilpatrick's Bakery of San Francisco.

KGO has installed a "beeper" in their newsroom which permits the recording of interviews via telephone to be used on news programs. This gives KGO the most completely equipped radio newsroom in Northern California. In addition to the "beeper" service the equipment now includes mobile radio-telephone, mobile short-wave, wire recorder, tape recorder, the usual news services, and a staff of their own correspondents.

plywood paeon

With more and more emphasis on home-building, demand for plywood is piling up.. layer on layer on layer! This puts Portland, Oregon (the industry's center) in an even rosier light. It also augurs well for advertisers who ply their wares on Portland's airwaves. The waves that reach the *most* people in the booming Oregon market are those of KEX, the state's only 50,000-watt station. For details, apply to Free & Peters.

**50,000 WATTS
ABC AFFILIATE
PORTLAND, ORE.**

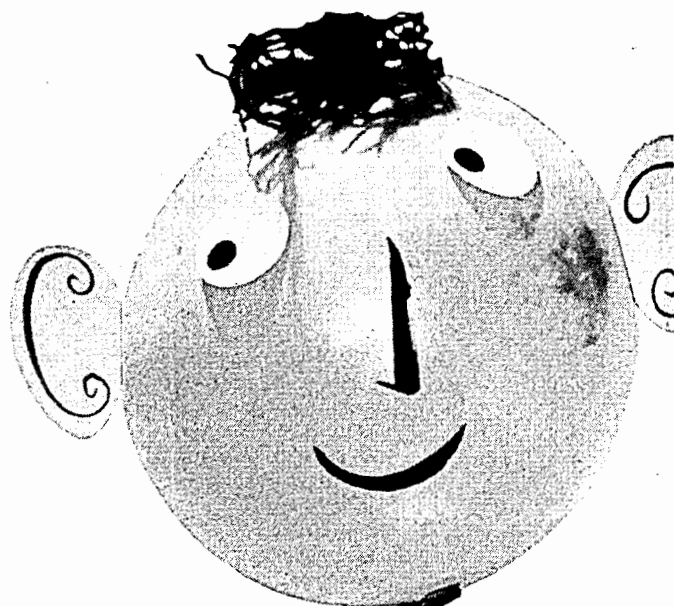
KEX

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

Stork News

St. Louis—John W. Tinnea, assistant station director of KWK, St. Louis, is the father of a seven pound son, Jerry, born Nov. 5. The new arrival will join his two-year-old brother, Tom, and his six-year-old sister, Marilyn, when Mrs. Tinnea returns home from St. Anthony's Hospital.

KGW and KGW-FM
PORTLAND, OREGON
COMPLETE SCHEDULE
SIMULTANEOUS SERVICE
REPRESENTED NATIONALLY BY EDWARD PETRY & CO



NBC

21% more evening listeners—85% more morning listeners

115% more viewers than the next station—TV

T H E N A T I O N A L B R O A D C A S T

No. 1

an the next network—AM

the story is simple:

when a single major event, like the election, provides the programming of all broadcasters, it's NBC's coverage that draws and holds the most listeners—and viewers.

the reason is simple:

NBC means thoroughness—thoroughness demonstrated last week in speed and accuracy of reporting . . . in numbers and authority of commentators . . . in ability to present the right political figures at the right times . . . in tenacity of service to the public through the continuous all-night and all-morning programming.

the conclusion is simple:

to advertisers, that thoroughness in special service means radio's and television's biggest audiences—just as the greatest programs week after week have always made NBC audiences the largest.

*For top shows of the week or top story of the year, NBC is thoroughly—
AM or TV—America's No. 1 Network.*



SOURCE:

Radio—Hooper 36-city survey 9-11 pm average November 2;
3-12 am average November 3.

Television—Hooper New York survey 9-11 pm average November 2.

G C O M P A N Y

A Service of Radio Corporation of America

CHICAGO

By NAT GREEN

WHEN "It's Your Life," Ben Park documentary on WMAQ, did a show on day nurseries last week the Community Referred Service had 20 calls in five minutes after the show left the air—mothers asking for day nurseries.

Admiral Corporation announces appointment of E. Garnich & Sons Hardware Co., Ashland, Wis., as exclusive distributors of Admiral radio-phonographs, television sets and other products, for eleven counties.

"Safety Serenade," a new morning strip—7:15 to 7:30—on WJJD, is providing early morning listeners with weather and driving conditions and tips intended to promote safer driving.

Ernie Simon, WJJD disc jockey, who was supposed to make his television debut on WBKB several weeks ago but didn't for some reason, made it Wednesday of last week in a show called "Daffy Derby," which suits Simon's daffy doings.

Herb Cunniff, TV production assistant at WENR-TV, will be married Saturday. Bride will be Lois Halvorsen.

Ruth Harshaw, who conducts the Carson, Pirie, Scott program "The Hobby Horse Presents" on WMAQ, had a press get-together at the Actors' Club last Friday in honor of Walter Brooks author of children's books, who was interviewed on the program Saturday.

Carl Sutphin, ABC promotion manager, delivered a talk last week on "Radio Promotion, Advertising, and Television," before the Advertising Council at Springfield, Ill.

On its 150th broadcast on November 13, ABC's "American Farmer" will do a show on Christmas trees, from the farmer's angle.



Mainly About Manhattan . . . !

● ● ● Colgate, after having turned a chilly ear to agency's recommendation on television, went ahead on its own to buy up the 9-9:30 slot on WNBT Monday nites. No idea yet as to what they're putting in, tho' . . . While CBS has been negotiating with the top NBC stars to come over, according to reliable sources, it has gotten television options on most of latter's choice talent. (Seems that NBC had neglected to tie up several of the big stars for TV as well as radio). . . . Chevrolet planning to double its television investment this year. (Close to a million bucks). . . . Deal in the works for Babe Ruth's life story to become a daytime series. . . . Collier's mag being upped to 15 cents. . . . CBS mulling a quiz format that would feature school teachers. . . . Wm. Morris booked Geo. Jessel on the Elgin-American Thanksgiving Day show via ABC. . . . Mutual auditioning a new series, "Millers of Holloway Drive," featuring Sidney Miller and Peggy Ryan. . . . Arch Oboler turning a video eye on his plays. . . . Dinah Shore nixed a recent offer to do a 15-minute daily singing strip. . . . Hoagy Carmichael busy building himself a suitable video format. Ditto Jerry Colonna. . . . Al Wilde, Moe Gale's tireless press rep, flies to Paris Friday for a month's vacation. . . . Radie Harris, who scores plenty of "firsts" on her CBS interview stanza, grabbed off Metro's top producer, Dore Schary, on his only air appearance here.



● ● ● Talk about your public-spiritedness, Lucy Monroe flew a total of 4,000 miles just to sing two songs. She came in from El Paso, Texas, to open up the Night of Stars at Madison Square Garden Monday with "The Star Spangled Banner" and "Hatikvah," and flew right back to San Antonio where she's entertaining hospitalized vets. Quite a gal, this Lucy Monroe.



● ● ● Nice to see Phil Brito's Musicraft disc of "Bella Bella Marie" (from his Monogram film, "Music Man") getting such a big play from the disc jocks. Brito is one of the most obliging gents in show biz, never brushing off benefit appearances or a chance to pitch in on charity work. His own Phil Brito Foundation, incidentally, has already supplied funds for the building of a complete hospital wing and funds are now being raised by him to send under-privileged youngsters to summer camps.



● ● ● Roger Pryor, Director of Television at Foote, Cone & Belding, and his Man Friday, George Wolf, are still sweating from a fast week-end assignment they were given by Rheingold Beer. Last Friday they were told to get up a one-minute TV spot (on film) announcing the end of the beer strike—which had to be aired Monday nite on WPIX, WABD, WJZ-TV and WCBS-TV. The boys got the chore finished—but it was an experience they won't soon forget.



● ● ● SMALL TALK: "Winner Take All" one of TV's top-rated shows, will be filmed for use on TV stations all over the country. . . . New mystery melody on "Stop the Music" sounds like "Lazy Mary, Will You Get Up," but it isn't, natch. . . . Jackpot on Eddie Dunn's "True or False" quizzer now \$3250. . . . Dwight Weist putting the finishing touches on his own video series which he'll offer filmed. . . . Alice Reinheart, now in her 11th year as star of "Life Can Be Beautiful," giving up the show next month in order to do a Broadway play. . . . Muriel Kirkland inked to a starring role in "Goodbye, Miss Lizzy Borden," which Actors Studio airs over ABC-TV on the 21st. . . . Jocko Maxwell's new sports commentary bows in on WWRL Dec. 4th at 9:15 p.m. featuring 11th hour sports news, scores, comment and celeb interviews.

NOW

Daily Delivery . . .

95% of all TV stations . . .

In television it's programming that counts. Commanding and holding audience attention, the true measure of programming success.

ADVERTISING EXECUTIVES. . .

Don't waste time, go audience reaction the sure way, the easy way with Film Equities Television.

Among our sponsors are: General Foods, Fischer Baking Co., Philco Dealers, R.C.A. Victor Distributors, Leaf Mint Gum and many others. For television drawer video entertainment Film Equities has over 250 TV films to choose from.

Send for our illustrated film lists

"serving television"

Film Equities Corp.

1600 BROADWAY,
NEW YORK 19, N. Y.
Circle 7-5850 1-2-3-4

LOOK, YOU SHOULD TALK TO THIS GUY!

The man who created the Ford Dealer Service animated tele commercials now is available. Broad & successful background in radio & television writing—production for agencies; can provide more impact at less cost. See him! Box No. 186 1501 Broadway The RADIO DAILY, New York 18, N. Y.

CALL CIRCLE 6-5173

For unusual Christmas Cards and Gift Wrappings



PERSONAL SERVICE

417 W. 50th St.
New York City

Gift and Personal Shopping

Mildred Roselle Lillian Stewart

15 years of established radio contacts

TELEVISION DAILY

Daily section of RADIO DAILY, Wednesday, Nov. 17, 1948—TELEVISION DAILY is fully protected by register and copyright

FCC TO OPEN UHF BANDS TO TELE

TELE TOPICS

THE few glances at the WABD daytime schedule that we have been able to sneak in have left the impression that much of the programming is not television, but merely radio with pictures. Because of the experimental nature of the undertaking, perhaps this should not be held against the station, which is trying to reach a housewife audience. Members of this group, we are told, are unable to park themselves in front of a receiver for any length of time because of household chores, and sustained viewing, therefore, becomes almost incidental. . . . By far the best visual show we caught was Pat Meikle's kindergarten stanza, in which she entertains pre-school children with the illustrated adventures of "Wilmer, the Pigeon." Miss Meikle is well-nigh perfect, and made a big hit with us. We think she makes a hit with the youngsters also, primarily because she does not play down to them. . . . The Stan Shaw show has virtually nothing to hold the eye, although it makes pleasant listening. Shaw's glib chatter reflects his many years as an all-nite disc jockey, and the music of the Alan Logan trio is fine, except when bass-player Sandy Block tries to imitate Slam Stewart. . . . Ted Steele's half-hour is in pretty much the same category—good music, not much to look at—although Steele's relaxed charm registers well on the kinescope. . . . More about the lineup anon.

CBS PERSONNEL formerly headquartered at 15 Vanderbilt have been shifted to offices at no fewer than six addresses around the city because of the accelerated construction of the web's new studios. Producers and casting directors will be at 25 Vanderbilt, exec offices at 51 E. 42, directors and associate directors at 70 E. 45, news and sports at 49 E. 52, and sales at 485 Madison. . . . Prohibition of wire tapping will be discussed on the inaugural TV pickup of "On Trial" by ABC Monday. Lloyd Paul Stryker and William B. Herlands will be the opposing attorneys. . . . NBC Newsreel sponsored by Oldsmobile dealers expands from 10 to 15 minutes tonite on the net's entire East Coast hookup, with seven mid-west stations to be added in January.

INCREASING commitments in the field of television" have brought about a streamlining of the Benton & Bowles radio-TV department. Veepee Walter Craig will continue to direct both on policy level, but will concentrate actively on video. . . . Several surgical operations and clinical demonstrations will be scanned by KSD-TV for physicians attending the convention of the American Medical Association in St. Louis Nov. 30-Dec. 3. Closed circuit pickup will mark the first time that facilities of a commercial station have been so used.

TV Interests Active On Washington Scene

(Continued from Page 1)
to Capitol Hill since Election Day are Joseph H. Ream, executive veepee of CBS, and Earl H. Gammons, Columbia veepee in charge of the Washington office. Other than the subject of television, it is not known specifically what pitch the two CBS officials made but it's understood that it was in line with the impression that the FCC plans to open up UHF channels, a brand in which color TV could be used. Ream and Gammons called on both members of the FCC and the Senate Interstate Commerce Committee.

Zenith Head a Visitor
Another visitor to Washington a few days ago in behalf of television campaigning was E. F. McDonald, Jr., president of Zenith. McDonald maintains permanent representation in the nation's capital through Burton K. Wheeler who has a law office there. The Zenith president is making a big pitch to promote FCC authorization or government legis-

Berle's 80.7 Rating Breaks All Records

Record-shattering rating of 80.7 was scored by the "Texaco Star Theater" stanza over NBC Nov. 9, according to Hooper's New York tele-ratings, marking an increase of 17.5 over the October survey.

Sets-In-Use High
Fantastically high also were the share of audience and sets-in-use figures recorded for the show. Share was 94.7 per cent, and sets-in-use was 83.0 for the 8-8:30 time slot and 87.6 for 8:30-9.

Sets-in-use dropped off somewhat after the Berle show signed-off, with 75.9 reported. During the Tuesday 9-9:30 period, "We the People" on CBS rated 46.4 and Mary Margaret McBride 8.1.

lation which would further and enhance the possibilities of his phone vision. McDonald seeks to bring about a surge of experimental and research work which would open the door for him to bring phone vision directly to the public.

TV As Two Billion Dollar A Year Biz Seen By Hedges

Within the next five years, tele "may well prove to be a two billion dollar a year industry," William S. Hedges, NBC veepee, predicted yesterday. He said that he based that total on an annual set production of 4,000,000 at an average retail price of \$350 per set for a total of \$1,400,000,000, plus \$600,000,000 for the sale of time and talent.



HEDGES

Speaking at a luncheon meeting of the New York Lions Club at the Savoy-Plaza Hotel, Hedges also said, "The five years between 1949 and 1954, including time, talent, set manufacturing and investment in transmitters will total between eight and ten billion dollars and television alone will be responsible for the employment of more than 1,000,000 people."

"However," he added, "that may be the smaller part of television's

contribution to the economy of the nation, for its very existence will stimulate the movement of billions of dollars worth of merchandise or services. In fact, the expenditure of \$600,000,000 by advertisers should produce thirty billion dollars worth of sales."

Hedges described video as the fastest growing industry in America, pointing out that in the last three years it had expanded from about 10,000 receivers in four cities to about 800,000 sets served by 41 stations in 25 cities.

He also foresaw TV within five years "in at least 150 markets of the nation with a total of 500 stations serving an audience of sixteen million families. In addition there will be hundreds of satellite stations, perhaps as many as 600, relaying programs to smaller cities."

According to Hedges, the bulk of the \$560,000,000 a year for tele time and talent will be "new money—money which television will be able to create by speeding up the movement of goods from the manufacturer to the consumer and thus making it an invaluable aid in improving the efficiency of the distribution machinery of the nation."

Chairman Coy: Channels To Be Added "Soon"

(Continued from Page 1)
Rotary Club of Chicago, who introduced I. E. Showerman, NBC.

Meeting was very nearly an all-male gathering, only exceptions being lovely Viola Hutmacher ("Miss Television of 1948"), at the speakers table, and Judith Waller, NBC central division educational director. Others at the speakers table included, W. C. Johnson, Seymour Mintz, Frank Biser, G. L. Hartman, Clyde M. Joice, Leslie F. Muter, H. A. Renholm, Frank B. Falknor, Eugene S. Goebel, Ray W. Durst, W. L. Dunn, D. E. Noble, William A. McGuineas, Alfred Crossley, E. F. McDonald, Jr., James Stirtan, E. Alschuler, Wayne G. Williams.

Also Samuel Insull, Jr., Frank P. Schreiber, F. W. Gigax, John H. Norton, B. P. Timothy, Melvin B. Wolens, C. W. Grange, E. H. Shomo, Hal Lance, E. J. McGraff, Charles J. Douglas, J. A. Frye, Earle Thurston.

Regarding the question of obsolescence of present receivers in the event of the institution of UHF channels, Coy said, "Several manufacturers have assured us that when additional channels are added, they will be able to produce adaptors at reasonable prices that will enable the present sets to tune in the new stations."

Sees Coast-to-Coast Tele Soon
Within two years, the Chairman estimated, coast-to-coast tele will be a reality with about 400 stations in operation. "My opinion is that we will have 1,000 stations on the air in seven or eight years from now," he added.

Dubbing TV the "most powerful, most effective and the most profitable medium for mass merchandising yet devised," Coy said the medium in the long run will "serve to create larger advertising expenditures" for all media despite a possible "temporary loss of advertising volume by one medium or another" to video.

The other media, however, will have to make wide-spread changes because of the competition for the advertising dollar, Coy said. "As television progresses, persons conducting both television and sound stations will, I believe, abandon the latter to concentrate on the former because of the incompatibility of the two services under one management. Sound broadcasting in the metropolitan areas will always be necessary to supplement television. In the rural areas it will be expanded," he said.

AGENCIES

JEFF DAXE, veteran flyer, who for the past few years has covered thousands of miles of banner towing for advertising agencies, local merchants and motion picture companies, has arrived in New York from Florida to set up operations here and in surrounding areas.

J. NEIL REAGAN has been named manager of the Hollywood office of McCann-Erickson, Inc., it was announced yesterday by Lloyd O. Coulter, vice-president in charge of radio and television. Reagan, who joined the agency four years ago, succeeds to the position left vacant by the death of August J. Bruhn. In taking over his new post, Reagan will also continue as radio production head of the Hollywood office, which is a branch of the agency's central radio and television department.

DELPHINE V. HUMPHREY, librarian of McCann-Erickson, Inc., and **RITA ALLEN**, librarian of Newell-Emmett Company, were re-elected chairman and vice-chairman, respectively, of the Council of Advertising Agency Librarians at their last meeting. Vera Halloran, librarian of J. W. Mathes, Inc., was elected secretary.

DANCER - FITZGERALD - SAMPLE announces that Paul Keenan, vice-president and treasurer; Sewall Gardner, vice-president, James Fitzmorris and Elliott Detchon are heading up the organization of the Chicago office.

HARRY CARTER, chairman of the board of Lester "L" Wolff Advertising Corporation, has taken over direction of all radio and television activities of the agency. He replaces Gerald Law, who is no longer connected with the agency.

AFFILIATION of the Cleveland Advertising Club with the Advertising Federation of America, bringing the total membership of the latter organization to 86 senior advertising clubs throughout the nation, has been announced jointly by Grant Stone, president of the Cleveland Advertising Club, and by George S. McMillan, chairman of the board of A. F. A. The Cleveland

Richards Hearing Ordered By FCC; Mullen Answers

(Continued from Page 1)

of the stations and its staffs in the conduct of the investigation.

The investigation was instigated last February by the FCC as a result of charges made by the Radio News Club of Los Angeles which complained that G. A. Richards had instructed his staff that news concerning specified individuals, groups and events "should be slanted, distorted, treated in a fashion specified by Richards in order to promote his private views and interests."

The extent to which Richards issued such orders, and the degree to which they have been carried out, will be included in the hearing set by the FCC. Commissioner Edward Webster will conduct the hearings with the site and date not yet determined.

Mullen Issues Statement

Advised of the Commission's action, President Mullen of the Goodwill Stations issued the following statement:

"The Federal Communications Commission ordered an investigation of our stations on March 19 of this year. Since that date we have supplied the Commission with an abundance of facts and exhibits showing that the three stations have been and are now pre-eminent in their several communities as leaders in good broadcasting. The public service record of the three stations is outstanding in every respect as attested to by innumerable industry awards. All are highly regarded by their listeners and their clients. All of the stations have followed a consistent policy of affording all civic, educational, religious and political organizations equal opportunity and equality of treatment. Each such organization has repeat-

Advertising Club, one of the oldest professional advertising clubs in America, has approximately 1200 club members, and its advent in the Federation brings the A. F. A. membership total above the 25,000 mark, the largest in recent history of the Federation.

ROBERT W. YOUNG, formerly of Paris & Peart and Kenyon & Eckhardt, Inc., has joined the Duane Jones Co., Inc. as an art director.

C. F. HUNDLEY, president of the Harvard Brewing Co., has announced the re-appointment of John C. Dowd, Inc., as the advertising agency of the Harvard Brewing Co. for the 10th consecutive year. Newspapers, outdoor and radio will be used to promote Harvard Ale and Beer on draught, in bottles and cans.

COHEN, GOLDMAN & CO., manufacturers of men's clothing, including Worsted-tex, Knit-tex and Tropic-tex, and Broadstreet's retail stores have engaged Cecil & Presbrey, Inc., to handle their account.

edly complimented the station management by written testimonial.

"All the stations have fine records for service in the war effort and for service to many agencies of the Federal Government. All national organizations of note have given written testimony of their high regard for the station management and the program service rendered.

"WJR has been serving the city of Detroit and the State of Michigan for 21 years; WGAR has served Cleveland and Northern Ohio for 18 years and KMPC has served Los Angeles and Southern California for nearly 11 years.

"Inasmuch as the Commission has ordered a public hearing we shall present any additional information as to our operations as they may require.

"So far as the issues are concerned, nothing has been done by either Mr. G. A. Richards, the principal stockholder, or any other person connected with radio stations KMPC, WJR and WGAR justifying the charges made against them by a local radio news club of Hollywood, California. We are confident that at the hearing, which the Commission has ordered to be held, these charges will be shown to be without foundation."

SOUTHWEST

DOGER SIZOO has been named sports director for KTRE, Lufkin. He was formerly with WTAD Quincy, Ill.

Hugo Speck, foreign news editor of WFAA, Dallas, will return to the air in a new fall series of weekly commentaries to be heard each Tuesday evening at 10:15 p.m.

When the news editor of KITE San Antonio, in the afternoons, Robert Ferrie, takes on a matrimonial sponsor on Nov. 20, the wedding will bring out a whole crew of local radio men. John Harper and Harry Campbell of KABC team up with KITE's news editor, Glen Krueger for groomsman duties. Best man at the wedding will be Charles Balthrop, owner and manager of KITE.

Jack Stelling, program director of KTXL, San Angelo, is presenting a novel series of programs titled "Meet the Cadet" each week. Cadet in training at the Goodfellow Air Base is interviewed and tells his progress during his eight months stay at the camp. The series will follow the cadet from basic training to his first solo flight.

With rotating sponsors, a nightly quarter hour broadcast is being aired by Joe Wills over KXOL, Fort Worth, from the Palladium, a new bowling alley recently opened there. Major city league play is given with other news of interest to bowlers.

JOINT MEETING RADIO EXECUTIVES CLUB of N. Y. and THE RADIO PIONEERS Celebrating NATIONAL RADIO WEEK

Guests of Honor: Plenty of Pioneers.

Principal Speaker: Max Balcom, president RMA, who will tell us of "The Greatest Radio Team in the World."

Guest Star: Ernesto Lecuona, world famous composer-pianist, who has had more songs on "The Hit Parade" than any other foreign composer, will preview his Carnegie Hall concert.

For Reverence and Laughs: Special photo slides of the old days.

DOOR PRIZE: Westinghouse Table Model Television Set —10 inch tube, brand new—not yet on the market.
Donated by:

WESTINGHOUSE RADIO STATIONS, INC.
ALL SPEAKERS, BUSINESS, GIMMICKS, etc.
LIMITED TO A FEW MINUTES EACH.

TOMORROW

(Thursday)

HOTEL ROOSEVELT

Hendrick Hudson Room — 12:30 p.m. Sharp

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



RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 45, NO. 33

NEW YORK, THURSDAY, NOVEMBER 18, 1948

TEN CENTS

COMMERCIALS EXCEED CODE LIMITS

NAB Will Bring TV Within Ass'n Scope

Washington Bureau, RADIO DAILY
Washington—The NAB board will consider today a plan for bringing television within the scope of the association's activities, at the same time reassuring its broadcast members that NAB will remain primarily an association for sound broadcasters. Just what the solution will be to the TV problem was up in the air last night following an afternoon of discussion by the board, but it is hoped that some decision will be reached today. One of the

(Continued on Page 3)

Pre-Game Broadcasts Set For Army-Navy By MBS

One special and two regular broadcasts have been arranged by Mutual as advance ballyhoo for the network's coverage of the 49th annual Army-Navy football game which will be played in the Municipal Stadium, Philadelphia, at 1:15 p. m. EST., Saturday, Nov. 27.

On the "Sports Parade" program next Saturday, from 6 to 6:30 p. m., EST, Mutual will feature several anecdotal stories about past Army-

(Continued on Page 2)

Says The Pollsters Had Facts But Didn't Know

Political pollsters had enough facts at hand to indicate a possible Truman victory in the recent election but they didn't do a sound reporting job on their surveys, according to Gerald Tasker, research manager of Newell - Emmett ad agency. Memorandum written by

(Continued on Page 8)

Lullaby Time

Cleveland — Credit WJW with setting up competition to the city's teen-age baby sitters. Station has offered free baby sitting service to Cleveland mothers on Saturdays and has put Studio No. 1 at the disposal of youngsters from 4 to 9 years between the hours of 9 a.m. to 12:00 noon. In addition WJW is launching a new variety program from the studio. It will be called "Baby Sitters" and will feature Bruce MacDonald and Walter Kay interviewing and entertaining some of their charges.

Fire In WKY TV Studio Causes 100G Damage

Oklahoma City— Fire believed caused by a workman's cigaret or an electrical short circuit swept WKY's TV studios under construction in the Municipal Auditorium Tuesday causing damage estimated in excess of \$100,000. Station was slated to begin operation May 1.

According to manager P. A. Sugg, station's debut may be delayed to mid-summer, if at all. RCA, he said,

(Continued on Page 7)

Harry Wismer To Do Series For Chrysler Auto Dealers

Harry Wismer has been signed to do a series of five-minute transcriptions for dealers of the Chrysler division, Chrysler Corporation titled, "The American Way." Series will

(Continued on Page 3)

Networks' Giveaways Clocked; Reveal An Excess Of Plugs On Programs; Code Becomes Effective Jan. 1

Automotive Business Increases Billings

Increasing interest in commercial radio by the automotive industry has been noted the past few weeks with Kaiser-Frazer, Chrysler, Studebaker and Chevrolet leading the list of companies buying spot time and newscast periods. In most instances companies have purchased time through co-op deals with local distributors and dealers sharing part of the time costs.

Kaiser-Frazer tops the list of radio

(Continued on Page 2)

Longines Adds Second Show To CBS Schedule

Longines-Wittnauer Watch Co. is adding a second half-hour Sunday afternoon musical show to its CBS schedule starting Dec. 26. The current "Festival of Song" on that date will switch from 2 p. m., EST, to

(Continued on Page 2)

Columbia To Continue Football Roundup Series

Continuing its series of "Football Roundup" programs, CBS will give highlight coverage to some 23 major gridiron encounters on next Saturday

(Continued on Page 2)

Benny Package Going To CBS Deal Involves Other Artists

CBS is expected to announce the consummation of a deal for Jack Benny's Amusement Enterprises, Inc., within the next few days, RADIO DAILY learned yesterday. The deal, representing personal negotiations between Benny and associates with William S. Paley, chairman of the CBS board, is reported to involve radio and television commitments of the comedian and the management of Phil Harris, Alice

Faye, Dennis Day and other artists. Confirmation of the transaction could not be obtained from CBS headquarters in New York last night. A network spokesman, however, said the prospects of Benny coming over to CBS was the topic of conversation yesterday and an important announcement was in preparation.

In event CBS acquires Benny it is

(Continued on Page 3)

By VAL ADAMS
Associate Editor, RADIO DAILY
Full observance of the NAB code is headed for a smashup if certain practices of current network giveaway shows with huge jackpots go unchanged, according to a stopwatch checkup by RADIO DAILY on time allotted to advertising copy and mention of prizes. In some cases the latter two fac-

(Continued on Page 5)

AP Groups Formed In Three More States

Associated Press radio members have organized AP broadcasters' associations in three more states—Ohio, Oregon and Arkansas.

Twenty-three representatives of Ohio AP stations, meeting at Columbus November 13, organized the Associated Press Broadcasters of Ohio with the following officers: Vernon A. Nolte of WHIZ at Zanes-

(Continued on Page 3)

Radio Old Timers Guests At REC Luncheon Today

Radio's old timers will be honored guests at today's luncheon session of the Radio Executives Club at the Hotel Roosevelt in New York. In addition Max Balcom, president

(Continued on Page 2)

In Tribute

As a tribute to the late Rt. Rev. Msgr., Edward J. Flanagan, founder of Boys' Town, Nebraska, the Stanley Home Products Company of Westfield, Mass., will sponsor the Boys' Town Choir on the ABC network in a special broadcast on Sunday, Dec. 12, from 4 to 4:30 p.m., EST. The choir is currently touring eight states.

Guesting

Harold Russell, star of "The Best Years of Our Lives," makes a series of guest appearances, starting today on New York stations in behalf of the American Heritage Foundation, sponsors of the Freedom Train. Russell's radio talks will be based on "Democracy and Brotherhood." The Freedom Train returns to New York Thanksgiving Day.



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JOHN W. ALICOATE : : Publisher

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

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WEST COAST OFFICES

Ralph Wilk, Manager
6425 Hollywood Blvd. Phone: Granite 6607
WASHINGTON BUREAU
Andrew H. Older, Chief 6417 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

(November 17)

NEW YORK STOCK MARKET

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

OVER THE COUNTER

Table with columns: Bid, A-asked. Rows include Du Mont Lab., Stromberg-Carlson.

Columbia To Continue Football Roundup Series

(Continued from Page 1) day. Games will be reported through direct pickup, phone, feature and special wire reports and the program will be heard from 2:30 to 5:30 p.m., EST.

INS has served



COMING AND GOING

BENEDICT GIMBEL, Jr., president of WIP, Philadelphia, is in town for the meeting of the Mutual network directorate.

ROBERT C. SUMMERS, sales promotion manager of WFAA, Dallas, Tex., in New York this week for the meeting of the BMB technical committee.

WELLS CHURCH, director of news broadcasts at CBS, has returned from St. Louis, where he attended the convention of the Radio News Directors.

LUCY MONROE is back in Texas following a trip to New York to sing at the "Night of Stars" in the Garden.

WILLIAM TRAVIS, newly-appointed vice-president in charge of radio and television for Leland K. Howe Associates, is on a trip to Chicago and Milwaukee mapping a radio campaign for the Peerless pen.

AL BENGTON, general manager of WINR, Binghamton, N. Y., is here for conferences with his national representatives.

CONNIE DESMOND, Columbia network sportscaster, will leave today via American Airlines for Chicago. On Saturday he'll go out to Evanston to broadcast the Northwestern-Illinois football game.

ED BUCKALEW, western division manager of CBS station relations, who has been in New York all of this week, will leave tomorrow for the West Coast.

CHARLOTTE MANSON, who plays the feminine lead on Mutual's "Nick Carter" series, has returned from a trip to Boston in connection with her new radio-video package, "Lucky Randall."

TOM PAIGE, agricultural director of WNBC, is in Washington, D. C., to record material at a meeting of the Farm Agricultural Organization of the United Nations.

Longines Adds Second Show To CBS Schedule

(Continued from Page 1)

5 p. m. while the new show, "Longines Symphonette," will go into the earlier period.

New contract runs for 52 weeks and covers 167 CBS stations. Agency for Longines is Victor A. Bennett Co.

Radio Old Timers Guests At REC Luncheon Today

(Continued from Page 1)

of the Radio Manufacturers Association, will speak on the progress of radio and television. Today's luncheon was arranged as a special observance of National Radio Week.

10 YEARS AGO TODAY

From the Files of Radio Daily During the recent school crisis when the lack of funds caused Dayton, Ohio, public schools to shut down, WHIO was appointed to broadcast daily classes for children. As a result of these broadcasts and because of the interest shown by children and parents it has been announced that a Dayton "School of the Air" will be featured weekly on a permanent basis.

ERIC SEVAREID, Washington correspondent for the Columbia network, has been given a 10-day assignment in Paris and Berlin. He'll leave by plane for the French capital on Saturday.

ELDON CAMPBELL, sales manager of KEX, Westinghouse station in Portland, Ore., is in New York on business.

PAUL V. MOWREY, television director for ABC, yesterday was in Detroit, where he addressed members of the Vortex Club at their luncheon in the Club Harmonic.

CODY PFANSTIEHL, director of press information at WTOP, Washington, is in town on business.

FRED HAGUE, sales manager in the New York office of George P. Hollingbery Co., national station reps, is in Springfield, Mass., on business. JACK WHITE, salesman, is in Boston.

CHARLES BISHOP, of ABC-television, boarded an American Airliner Tuesday for Washington, D. C.

J. MAXIM RYDER, promotion manager of WBRY, Waterbury, Conn., is spending this week in Gotham on station business.

PAUL E. MILLS, sales manager of WOWO, Ft. Wayne, Ind., is here on a short business trip.

DON HOLLENBECK, Columbia network newsman, has returned from Chicago, where he covered the AP managing editors convention.

WILLARD WALBRIDGE, commercial manager of WWJ-TV, is in town from Detroit on a short business trip.

NED BROOKS, national affairs editor of "Sunoco 3-Star Extra" on NBC, and RAY HENLE, editor-in-chief, are back in Washington after having spent a few days in New York.

Pre-Game Broadcasts Set For Army-Navy By MBS

(Continued from Page 1)

Navy grid games. Another preview program will be broadcast on the eve of the game from Philadelphia on Friday, Nov. 26, 7:15 to 7:30 p. m. EST, and the third warmup broadcast will be a pre-game broadcast on Saturday, the 27th, from 12:30 to 1:15 p. m. EST.

Harry Wismer and Mel Allen will give the play by play account of the game.

Automotive Business Increases Billings

(Continued from Page 1)

time users with programs on Mutual and ABC as well as sponsored newscasts on local stations on the west coast, midwest and southwest stations. Chrysler has been using a co-op dealer transcribed show on 125 stations and also participated in newscasts. The Studebaker and Chevrolet use of radio has also been through distributor and dealer organizations in key center cities.

Radio and Television PERSONNEL Interviews by Appointment Only Edward C. Lobdell Associates (agency)

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



Teddy Bear or Panda?

Is this strange looking thing a real, live animal, or is it just a big teddy bear, made to amuse the kiddies? It's hard to tell from the picture. Let's get down to the facts. It is actually a living panda, taking a walk in the Bronx Zoo, New York City.

We like to print facts in our advertising. We believe that time buyers want facts about radio stations. So here are a few hard, cold facts about W-I-T-H in Baltimore:

W-I-T-H is the BIG independent station with the BIG audience.

W-I-T-H delivers more loyal listeners - per - dollar than any other station in town.

W-I-T-H covers 92.3% of all the radio homes in the Baltimore trading area.

On the basis of these facts, W-I-T-H deserves a place on your schedule. Get the full story from your Headley-Reed man today.



W-I-T-H

Baltimore 3, Maryland

TOM TINSLEY, President

Represented by Headley-Reed

NAB Will Bring TV Within Ass'n Scope

(Continued from Page 1)

problems, it was learned, was the working out of a means of cooperating with TBA which will leave TBA autonomous but will rule out expensive duplication of effort.

The board also voted to continue Hugh Beville, NBC research director, as one NAB representative on the BMB board, with G. Richard Shafto of WIS, Columbia, S. C., to succeed Robert Mason of WMRN, Marion, O., on the BMB board. Shafto will take office the first of the year, but will attend the BMB board meeting in New York next week.

Plans ET-Firm Service

The NAB board also agreed yesterday to send a member to discuss plans for service to transcription library associates, in response to a proposal by C. O. Langlois of Lang-Worth Features.

Gardner In Air King Post

Mario A. Gardner has been named director of purchases for Air King Products Co., Inc., Brooklyn, N. Y., manufacturers of radios, combinations, wire recorders and television receivers. Gardner was formerly director of purchases and member of the board of directors at Temple-tone Radio Manufacturing Co.

AP Groups Formed In Three More States

(Continued from Page 1)
ville, Chairman; Al Parlin of WTOL at Toledo and Fred Brophy of WHIO at Dayton, Vice Chairmen; Walter Furniss of WCOL at Columbus, Treasurer, and Burdette T. Johns, Ohio AP Chief of Bureau, Secretary.

An Executive Committee to work with the new officers was appointed by Nolte as follows: Richard Borel, WBNS, Columbus; Ed Parsons, WRFD, Worthington; Al Albinger, WCOL, Columbus; Ed Wallace, WTAM, Cleveland; Tom McCarthy, WKRC, Cincinnati, and Robert M. Beer, WATG, Ashland.

Cooke Heads Oregon Group

Ted Cooke of KOIN at Portland was elected Chairman of the Oregon Association and Bureau Chief Floyd W. Lansdon was designated Secretary. The meeting was at Portland November 8. Cooke announced that he would appoint committees to study AP operations in Oregon and to perfect liaison with the recently formed AP broadcasters' group in Washington.

In Arkansas, Leon Sipes, manager of KELD at El Dorado, was elected President and Al Godwin, manager of KFPW at Fort Smith, Vice-President. The following also were chosen at the November 14 meeting at Little Rock:

Directors—San Anderson, Helena, president of KFFA; Jay P. Beard,

Harry Wismer To Do Series For Chrysler Auto Dealers

(Continued from Page 1)

be sponsored on 212 stations with 691 Chrysler dealers participating in the sponsorship. The Wismer ET's will run concurrently with "The Animal World" show which was launched last April by the automotive company through McCann-Erickson, Inc.

Wedding Bells

Cy Mann, an executive at George Peabody and Associates, and Biruta Ramoska, operatic soprano, were married Nov. 5 in a ceremony performed by Supreme Court Justice William C. Hecht.

Sports Series On WBNX

Nightly "Sports Resume" by Charlie Vackner, newspaper sports writer, is being broadcast by WBNX, New York. Show is aired Monday through Saturday, 8-8:15 p. m.

Jonesboro, president of KBTM, and Bob Choate, Hot Springs, manager of KWFC.

Continuing Study Committeemen: Chairman, Paul King of Little Rock, news editor of KARK; Ted Rand, manager of KDRS, Paragould; Deno Nichols, news editor of KLRA, Little Rock; Pat Garner, news editor of KFPW, Fort Smith, and W. F. Deaton, news editor of KVRC, Arkadelphia.

CBS, Jack Benny Seen Ready To Sign

(Continued from Page 1)

probable that the American Tobacco Company will move its Sunday night network show from NBC to the Columbia web. The contract for the services of Benny on the Lucky Strike show is reported to run until the spring of 1950.

Reports from the west coast indicate that Music Corporation of America was associated with CBS in closing the deal. MCA, whose declining name band business has resulted in their turning their talents to television personalities and packages, may be planning to work closely with CBS-TV in developing television shows both on the west coast and in the East.

WBEL Buys Ziv Shows

Sale of five transcribed programs to WBEL, Beloit, Wis., and the renewal of four programs on WKCT, Bowling Green, Ky., was announced yesterday by the Frederick W. Ziv Company. WBEL purchased Ronald Colman's "Favorite Story," the Guy Lombardo show, the Wayne King show, "Boston Blackie" and Freddy Martin's "Showtime from Hollywood." Renewals at WKCT included the Wayne King and Guy Lombardo shows.

WINS
50KW NEW YORK

WINS
50KW NEW YORK

What time-buyers see first when they consider the New York market.

SOUTHWEST

MELISSA SMITH, songstress heard on WOAI, San Antonio, for the past three months on "Prelude to Evening," has been signed by Horace Heidt as featured vocalist on his traveling talent show. Miss Smith was heard on his broadcast which originated from Fort Worth Oct. 17. She joins the Heidt aggregation in St. Paul, Minn. Replacing Miss Smith at WOAI will be Rosita, Spanish songstress.

Robin Bright has joined the staff of KPND, Pampa, as commercial manager. He was formerly on WGBF, Evansville, Ind. as announcer-disc jockey.

Robert Canavan, News Editor of KROD, El Paso, will assume the duties of Frank Junnell as Director of Station Relations for the Southwest Network. Junnell resigned recently to take a post at Texas Tech College.

A new standard broadcast outlet has been granted Leonard R. Lyon at Big Springs by the FCC. The new outlet will operate full time with a power of 190 watts on 1480 kilocycles and will be built at a cost of \$18,000. Lyons is at present commercial manager of KWTO, Chickasha, Okla.

Sid Pietzsch is the proud father of a baby son, William Walker. Father is news editor at WFAA, Dallas.

Bill Hightower has rejoined the announcing staff of KFJZ, Fort Worth, key station of the Texas State Network. Hightower returned here from New York where he was with the Mutual network.

J. C. Rothwell, owner and operator of KVOW, Littlefield, has purchased the Alamo Heights News, a weekly newspaper. Alamo Heights is a suburb of San Antonio. Rothwell will continue operation of the outlet.

Emerson Exec. Honored

Dorman D. Israel, Executive Vice President of Emerson Radio and Phonograph Corporation and chairman of the Receiver Section of the RMA Engineering Department, was presented with the annual RMA-IRE award at the Rochester, New York, engineering meeting last week. The annual plaque was for his service in receiver standardization work of the RMA Engineering Department and was presented by Associate Director Virgil M. Graham at the annual dinner attended by 800 engineers at the Rochester meeting.

RCA INSTITUTES, INC.

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

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



Windy City Wordage. . . !

• • • The commentary job on the World Series motion pictures has again gone to Bob Elson. The film, sponsored by both the National and American leagues, will first be shown in New York in December. . .

-Chicago

handles bookings for Balaban & Katz and its tele station WBKB, is responsible for the appearance of many stage and screen stars on the video station. . . Ray Blanco, staff singer on WIND, opened an engagement this week at the Hotel Bismarck's Walnut Room. . . In addition to her "Breakfast Club" stint this week, Gloria Breneman, daughter of the late Tom Breneman, also appeared with Harold Isbell on tele station WGN-TV Wednesday night. . . Bob Adams, WIND announcer, has resigned and will return to his home town, Boston, Mass.

★ ★ ★ ★

• • • ABC's tele station WENR-TV, which has been operating sixteen and a half hours a week since its debut on September 17, extended its operating time to 22 hours this week. Breakdown of its program schedule shows that it is using musical variety 25 per cent of the time; sports 20; children's programs 20; forum and discussion 15; drama 10, and audience participation 10 per cent. Starting November 29 "Opportunity Knocks," a variety program emceed by Irv Kupcinet, columnist of the Sun-Times, will be sponsored on the station by Matusek Academy of Music, Inc.

★ ★ ★ ★

• • • Fran Allison, the Aunt Fanny of the "Breakfast Club" and one of the stars of the television "Kulka, Fran and Ollie" show on WBKB, is making a rapid recovery from an appendectomy operation at Passavant Hospital, but she was receiving so many phone calls from listeners that the hospital had to order her phone disconnected. . . Chuck Acree and the "Hint Hunt" gang will broadcast the daytime audience participation show from the Armour & Co. gymnasium at Union Stockyards, Chicago, during the International Livestock Exposition, first week in December. . . Admiral Corporation, radio and tele set manufacturer, announces the production of its one-millionth record player unit since the end of World War II. . . WGN's "Dress Up Quiz" will present a special program Sunday as the kickoff for the cigarette drive of the Military Order of the Purple Heart. Contesting teams will be Audrey Meadows, Jack Whiting and Harry Fleer, stars of the stage show "High Button Shoes," and the "Brigadoon" stars Pamela Britton, Priscilla Gillette and David Brooks.

★ ★ ★ ★

• • • A new program for teen-age listeners started last Saturday on WAAF. Called "Hi Club," the series, which will be heard 11:05-11:30 a.m. Saturdays, will be conducted by Priscilla Thompson, one-time stylist for Vogue, and Norton Jonathan, author of "Guidebook for the Young Man About Town," and will feature informal discussions on a variety of subjects. Broadcasts will be made from the new WAAF studios in the LaSalle-Wacker Building.

Armstrong To Speak

Maj. Edwin Armstrong will be a feature speaker at a meeting of the Radio Club of America Friday, Nov. 19, at 8 p. m. Meeting will be held in the Engineering Societies Bldg., 26 West 39th Street, Manhattan. Armstrong also will perform demonstrations concerning the ratio detector and its place in radio history.

"Norwell" On WOR

"Norwell," author and lecturer on practical psychology and philosophy, has started a quarter-hour series over WOR, New York, sponsored by Dexter Co., luggage and leather goods firm. Program is heard Saturday and Sunday nights from 11:30-11:45 p. m. Agency is Jasper, Lynch & Fishel.

AGENCIES

CELOMAT CORP., manufacturers of plastics and the Vue Scope Television Enlarging Lenses and Telero to Turn Tables, have appointed Tracy, Kent & Co., Inc. as their advertising agents. Television, newspapers and trade papers will be used. Alfred S. Moss is the account executive.

GENERAL APPLIANCE COMPANY, Oakland, announces a full-scale advertising campaign for remainder of the year through Ad Fried Advertising Agency, Oakland. The schedule announced includes a half-hour radio show on KSFO, seven days per week, featuring "Music Hall" (program of semi-classical music). Negotiations are under way for a half-hour television show, featuring Don Santo's "Television Tryouts."

AMERICAN MOTORS, Inc., Delcar delivery trucks, Troy, N. Y. to Goldman & Walter Advertising Agency, Inc., Albany, N. Y. Radio, direct mail, newspapers and outdoor advertising will be used. To the same agency, Jane Allison Candies, Albany, N. Y.

WILLIAM T. MALONE, formerly advertising manager, Vick Chemical Company, new products division, and prior to that, copy chief of Cecil & Presbrey, also vice-president of Cowan & Dangler, has joined Raymond Spector Company, Inc. in an executive capacity.

FORSTER G. BOWEN has joined the American Institute of Food Products, radio agency in the food field, as merchandising manager. Bowen, formerly president of Prizes, Inc., will take charge of the Institute's field operations for sponsors products.

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

Plugs' On Giveaway Shows Exceed NAB Code Limits

(Continued from Page 1)

eat up twice as much time—or more—than the amount permitted by the NAB's Standards of Practice in practically all instances the mention of prizes gets a far longer time than does the sponsor's product.

One Other Alternative

The only other alternative for going the stone wall resting just a few weeks distant is for the networks to make very special and peculiar interpretations of the code in connection with "Time Standards For Advertising Copy." The code becomes effective Jan. 1.

There are specific cases involving each major network where considerable pruning must be done to merit the seal of approval as stipulated by the code's advertising time standards. The time figures listed here for copy aired on giveaway shows are extremely conservative and are considered to reveal the absolute minimum time taken up by sponsor messages and mention of prizes. Short plugs for individual prizes, running up to five seconds, are not even counted in the totals listed here and in some programs the short plugs add up to a not inconsiderable figure.

Commercial Plugs Clocked

In the first quarter-hour of ABC's "Stop the Music" on Sunday night, Nov. 7, one minute and 57 seconds were consumed by sponsor messages of Smith Brothers, while two minutes and 35 seconds went for a reading of the jackpot prizes. In timing the jackpot, the watch was stopped in those instances where there were prizes. This adds up to a total of four minutes and 32 seconds of commercial time in a 15-minute segment and compares with the NAB code limit of two minutes and 30 seconds. The second and third quarter-hour segments of "Stop the Music" seem to fall in line with code observance because the long list of jackpot prizes are not read during these periods. On the night checked, the 11:58-12:30 p.m. period sponsored by Persharp had a total of two minutes of commercial—all devoted to sponsor messages. The 8:30-8:45 segment sponsored by the Speidel Co. contained copy for the advertiser running to two minutes and 15 seconds.

Two Minutes, 53 Seconds

But in the last quarter-hour of "Music" the time standards were regained again with a total of four minutes and 53 seconds eaten up by commercial copy. The breakdown showed two minutes and eight seconds for Old Gold and two minutes and 45 seconds for reading of the jackpot.

It should be pointed out that networks and advertising agencies already have and are still seeking to find ways in which giveaway shows can live inside the code after the rest of the year. It's not at all impossible that they can but certainly some changes must be made if observance is brought about. Primarily, the trouble lies with those cases

where big jackpots run into many thousands of dollars.

During the half-hour CBS "Hit the Jackpot" on Tuesday night, Nov. 9, the mention and description of prizes plus sponsor messages amounted to a total of five minutes and 13 seconds. The code limit is three minutes. Aside from numerous mentions of the trade name, the sponsor used only one minute and 13 seconds of time while identification of prizes took up four minutes.

Mutual's "Queen For A Day" also has copy trouble despite the fact that daytime shows are permitted by the code to display more commercial time than evening programs. The first 15 minutes of "Queen," sponsored by Alka-Seltzer, almost gets in under the wire and on Wednesday afternoon, Nov. 10, filled three minutes and 44 seconds with commercials and prizes compared to the code's daytime quarter-hour limit of three minutes flat. Two minutes and nine seconds were given over to Alka-Seltzer and one minute and 35 seconds were allotted to prize mentions.

It's in the second half of "Queen" where the commercial content strongly takes over. On the day checked two minutes and 21 seconds went to Philip Morris messages plus four minutes and 32 seconds for reading of prizes. This is a total of six minutes and 53 seconds of commercial time in a quarter-hour period.

T or C Also Runs Over

NBC's "Truth Or Consequences," somewhat of a pioneer in giant jackpots, must do some commercial clipping to meet the standards. On Saturday night, Nov. 13, Procter & Gamble products consumed two minutes and 51 seconds, this including a 28 second hitchhike for Drene. Jackpot prizes took up three minutes and seven seconds and it all amounted to a total of five minutes, 58 seconds. Just to show the difference between small and large jackpots, a few weeks previous when the jackpot on "Truth Or Consequences" was just starting to build, the show almost lived up to the code when only one minute and 20 seconds went for prize mentions plus two minutes for the sponsor.

By present practices, it is impossible for some of the giveaway shows with huge amounts of loot to live up to the letter of the code six weeks hence. ABC, for one, has disclosed that it is striving to work out a method to retain the sensational aspects of some of its giveaway shows and at the same time observe the code in full. Whether it and other networks will be able to lick the problem remains to be seen.

Named "Blackstone" Director

Sidney Guber of Charles Michelson, Inc., producers of Blackstone, Magic Detective series, heard Sunday, 2:45 p. m. over WOR, has been appointed as director of the show.



Man Who Comes To Dinner Stalks Turkey

He stalks turkey on his Maryland farm—and politicians on his Washington beat, deriving nourishment from the former and news from the latter. Feathers frequently fly as a result of his one-man campaigns against bureaucracy—and his loyal nightly dinner-time audience shares many a meaty morsel.

Currently sponsored on more than 300 stations, the Fulton Lewis, Jr. program is the original news "co-op." It affords local advertisers network prestige at local time cost, with pro-rated talent cost.

Since there are more than 500 MBS stations, there may be an opening in your city. If you want a ready-made audience for a client (or yourself), investigate now. Check your local Mutual outlet—or the Co-operative Program Department, **Mutual Broadcasting System**, 1440 Broadway, NYC 18 (or Tribune Tower, Chicago 11).

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.

ENCORE Material

Freddy Martin's Wonderful
Victor Record

On The Santa Claus Express

Encore Music Publications, Inc.
1674 Broadway New York City

ERNIE LEE'S Victor Record Of
**TOMORROW'S JUST
ANOTHER DAY TO CRY**
#1 this week on the hillbilly Hit Parades
Dave Miller, WAAT — Ed Ladd, WPAT
Rosalie Allen, WOV
Dawn Music—130 W. 70th St., N. Y. C.

Climbing Fast!
"JANIE and ME"
by Thomas G. Meehan
JAMES MUSIC, Inc.
1650 Broadway Room 709 N. Y. C.
Solly Cohn, Mgr.

THE MODERNAIRES

Great!

on "CLUB 15" CBS

and on

"BRUSH THOSE TEARS
FROM YOUR EYES"

with Buddy Clark (Columbia Records)

DOWN AMONG THE SHELTERING PALMS

Lyric by James Brockman
Music by Abe Olman

Scoring A
Great New Popularity

MILLER MUSIC CORPORATION

WORDS AND MUSIC

By PINKY HERMAN

● ● ● **TIN PAN ALLEY OOPS:**—Don't let the balmy spring-like weather fool you but Christmas is just around the corner . . . and if the calendar isn't enough of a criterion then this should convince you that Santa Claus is about to make his annual visit . . . music publishers are already setting dates for their respective Yuletide ditties . . . add to the standards like "Santa Claus Is Comin' To Town," (Feist); "That's What I Want For Christmas," (Caesar); "White Christmas," (Berlin); "I'll Be Home For Christmas," (Feist), are new ones including "You're All I Want For Christmas," (Porgie); "Under The Christmas Tree," (BMI); "I Got Everything For Christmas But You," (Typemusic); "Santa Claus Has Moved To Indiana," (Superior Melodies), and "All Around The Christmas Tree," (Stuart Music) . . . if we missed any other new Xmas tunes (what do you mean 'if') please send them in. . . ● Telexecs would do well to lend an ear to Janet Lord . . . plenty of style, easy delivery and possesses lots of song savvy. . . ● Al Grossman has a new TV package "Adventurers Club" starring Jack (Baron Munchausen) Pearl . . . scripts by Billy K. Wells . . . first script contained a yak a minute for us at least. . . ● Prosser Music has named Harry Hoch professional manager . . . firm has a commercial ballad in "In My Dreams You're Always Near Me," composed by Ruth Prosser. . . ● Frank Nichols, just back from the coast, is head of the newly-formed Record Dep't. at MCA . . . Frank's background as manager of bands makes him a valuable link in MCAffairs. . . ● Jeff Hayden's half-hour video package, "Billy Bean," starring Arnold Stang is being peddled by Gale, Inc. . . this situation comedy is made to order for the pint-sized comic. . .

★ ★ ★ ★

● ● ● George Levy, Leeds Music vee-pee, just returned from a three-week business trip to Europe, reports that show business in England is enjoying a terrific boom . . . he also predicts that "Galway Bay," will outsell "Now Is The Hour." . . ● Juggy Gayle at United Music starting on a new novelty which we think is a cinch for top honors . . . ditty, based on Lewis Carroll's 'Jabberwocky' Poem from 'Alice In Wonderland,' is titled "The Mountaineer and the Jabberwock," clefied by Lewis Bellin and Belmont Parker. . . ● We took Arthur Godfrey's advice and tuned in yesterdayem to Jack Sterling . . . the new WCBSpieler is easy to listen to. . . ● Youngest television exec in the east is Frank Jacoby, who recently resigned as deejay and announcer at WAVS, New Haven, to become managing director of WATV, Newark. . . ● Lester Sachs, formerly with Sinatra Songs, new prof. mgr. of Encore Music . . . also added to the staff is Corinne Winter . . . firm has a clever seasonal number in "On The Santa Claus Express," written by Albert Gamse and Jack Nagle. . . ● This pillar was the first to recognize and plug a handsome baritone named Bill Harrington . . . lad has just been signed for a twice-weekly telecast series via WPTZ, Philadelphia, which will be increased early next month to a five-times-a-week stint. . . (Hollywood—next stop.) . . ● 20-year-old Adelaide Bishop, featured Coloratura in 'Marriage of Figaro,' has been signed for an important role in the forthcoming Kitty Carlisle vehicle, "Rape of Lucretia" . . . the red-headed songstress is a natural for video.

★ ★ ★ ★

● ● ● **ON AND OFF THE RECORD:**—MGM "Johnny Appleseed" Album, narrated by Kate Smith and an all-radiolite cast, including Craig McDonnell, Peggy Allenby, Cameron Andrews and Gil Mack, should take its place with America's all-time favorites. . . ● Margaret Whiting, via her latest Capitol offering, delivers two ballads, "Faraway Places" and "My Own True Love," which deejays will use plenty. . . Frank DeVol's orchestra provides smooth background with the Crew Chiefs blending vocal harmony for the 'Places' side. . . ● Gene Autry's Columbia waxing of the Rose Cooper-Martin Kotel western, "Rollin' Along," hit the No. 1 spot on Cliffie Stone's Pacific Coast Hit Parade.

PLUG TUNES

On Records and Transcriptions

"RAMBLING ROSE"

LAUREL MUSIC CO.

1619 Broadway New York 19, N. Y.

Sweeping the Country!

160 ACRES

LEEDS MUSIC CORPORATION

On RECORDS and TRANSCRIPTIONS

"I'M WAITING FOR SHIPS THAT NEVER COME IN"

FORSTER MUSIC PUB., INC.

1619 Broadway New York City
216 S. Wabash Avenue, Chicago, Illinois

#1 in the Juke Boxes
In the Country

"I'LL HOLD YOU IN MY HEART"

Till I Hold You in My Arms

ADAMS, VEE & ABBOTT, Inc.

216 S. Wabash Avenue, Chicago 4, Illinois

Everyone Is "Dating"

LILLETTE

Jefferson Music Co., Inc.
1619 Broadway New York City

HIS FRATERNITY PI

Kramer-Whitney, Inc.

New Ballad Sensation!

"THE BRIDE WORE BLUE"

By Leonard Whitcup, Sy Lefco &

Dale Wood

CECILLE MUSIC CO., Inc.

1674 BROADWAY

NEW YORK CITY

TELEVISION DAILY

Daily section of RADIO DAILY, Thursday, Nov. 18, 1948 — TELEVISION DAILY is fully protected by register and copyright

PHILA. OUTLETS TO BOOST RATES

TELE TOPICS

WINNER TAKE ALL on CBS is a good example of a popular radio program adapted for television. The producers have spared little effort dressing up the program with visual gimmicks, but, unfortunately, they remain merely that—gimmicks. . . . The contestants stand uncomfortably behind a contraption that behaves like a pinball machine gone astray: buzzers, bells and flashing lights all over the place. Prizes are placed beneath a large, podium-like structure in the center of the stage, which is spacious enough to allow considerable movement. Two beautiful models add mightily to the decoration, and Bud Collyer is a glib emcee. . . . But, in all, the show misses the mark somewhat along the line. Perhaps, as a character said in a best seller of a few years ago, "If it's not worth doing, it's not worth doing well."

MILTON BERLE'S loan office skit with Red Buttons on the "Texaco Star Theater" Tuesday was easily one of the funniest bits ever done on the show. Round is not a new one and some of the skits were hardy perennials, but Buttons and Berle carried it off beautifully. . . . Franks' opening stint on the elementary school graduation album entries also was a notch comedy, particularly because of the veracity of his material. . . . The "Condon 'Floor Show'" this week was loaded with excellent talent that the show was extended to 45 minutes. Danny Mercer was a last-minute addition that really rocked 'em. We would like to have seen more of Pearl Primus, who had to make a nite club opening, and hope Mildred Video brings her back soon. The discordant note in the show was struck by the "His Lordship" character, whose phony British accent and inane remarks almost made us dial off in the middle of the program.

CBS's new studios in the converted stable—or is riding academy more justified?—on West 66th Street is now the scene of 29 program originations weekly. . . . WABD's flackery is really taking space on the station's daytime schedule, with picture breaks on Pat Meikle's "Today's Time and Newsweek." It's a girl for Mr. and Mrs. Hamilton. He's president of U. S. Television Corp. . . . William Warren agency is featuring Danny Webb's "Comics On Parade" on WPIX stanza. . . . "Julius Caesar" in modern dress, which skyrocketed Orson Welles' Mercury Theater to fame about 10 years ago, will be scanned by CBS's "Radio One" in January. Tony Miner is splitting the play and casting is now in progress. . . . Mickey McDougall, known as "Card Detective," has been signed by Inter Telefilms for their "Gamblers' Gambles" series designed to expose the gambling methods.

Name James Leonard Gen. Mgr. Of WLWC Fire In WKY TV Studio Causes 100G Damage

Cincinnati—Appointment of James Leonard as general manager of WLWC, Crosley TV outlet slated to go on the air in Columbus Feb. 1, was announced yesterday by Robert E. Dunville, Crosley veepee and general manager.

Leonard, program director of WSAI here, has resigned effective Dec. 1 and will assume his new duties at that time. He also is a well-known air personality here, as emcee of the WLW-NBC "Circle Arrow Show" and conductor of a daily audience participation stanza on WSAI.

WLWC and its sister station, WLWD, Dayton, also skedded for Feb. 1 debut, are part of a five-outlet network planned by Crosley. Other stations are planned for Indianapolis and Louisville. Flagship is WLWT, which has been in commercial operation here since February, 1948.

Exhibs To Protest Showing Of Feature Films On TV

Washington Bureau, RADIO DAILY
Washington—The Board of Directors of the Allied States Association of Motion Picture Exhibitors, meeting next week-end in New Orleans, will take up the possibility of pressuring pix producers to refuse to make their product available to television, it was revealed here by the national Allied office. Representing a large proportion of the independent theater owners of the

(Continued from Page 1)
has promised to fly a man out here Friday to check equipment, and has "agreed to give us a high priority on replacement. . . ."

The fire started in a ceiling area above the stage, and swept through the entire studio, which seats 400. Equipment being installed in the balcony area control room was damaged, and much of the three-month remodeling job to the studio will have to be redone. Blaze was brought under control after 20 minutes. The remainder of the auditorium was not damaged.

"If we can just get television equipment without too much delay our scheduled operation, May 1, may not be delayed at all," Sugg said.

Loss included camera chains, control room equipment, and stage fixtures. Walls of the studio, stage floor and seats were damaged.

Milwaukee Sets Doubled

Milwaukee—The number of sets in the Milwaukee area has more than doubled in the last three months, according to a check of dealers and distributors made by WTMJ-TV, the only station in the city. As of Nov. 1, there were 9,253 receivers installed as compared to 4,142 on Aug. 1.

country, the Allied board will put the matter before its membership in convention a few days later if the board itself registers in favor of protesting to the Hollywood companies.

CBC Exec Says Canadian TV To Maintain U. S. Standards

Montreal—Rumors that tele in Canada would adopt British standards were dispelled here by J. A. Ouimet, assistant chief engineer of CBC, speaking at a meeting of the Montreal branch of the Engineering Institute of Canada. CBC definitely will keep video in the American field, he said.

Ouimet added that the CBC is "definitely sold on television," but would not make a decision on frequency allocation because of technical problems still to be solved and clarified. He denied that CBC was intentionally delaying allocation, and said, "We have had only four applicants in Toronto, six in Montreal."

Dr. George H. Brown, research engineer of RCA Laboratories, told the group that a move to the ultra-high frequencies in the United States "would delay television for the masses for many years to come."

He added that frequency allocation is a great problem because of the limited number of stations able to operate within an area. Possible solutions to the problem, he said, are UHF and assignment of one frequency with different timing to two stations. He added that "high pressure is being brought to bear by American broadcasters to get allocation of all frequencies not in use at the present time."

WFIL And WCAU Plan Increases By Jan. 1st

Philadelphia—With the number of receivers in the Philadelphia area estimated to be around the 100,000 mark, two of the three stations in town have decided to institute substantial rate increases around the first of the year. Boosts will bring rate cards of the two outlets, WFIL-TV and WCAU-TV, about on a par with that of the city's third station, WPTZ.

Effective Jan. 1, WFIL-TV, owned by the Philadelphia Inquirer and an ABC affiliate, will boost its rates for class A time from \$300 an hour to \$400 for live programming and from \$225 to \$300 for film.

Package Rates Adopted

New rate card, however, will quote fees on a package basis, including studio and film facilities, stock scenery, normal rehearsal time and production charges. According to the station, the new system was decided upon because of requests by agencies and clients for clarification of the "extras" included in the old cards.

WCAU-TV, owned by the Philadelphia Bulletin and affiliated with CBS, now has the lowest rate in the city, \$250 an hour, and is reported to be planning an increase for the first of the year. Boost probably will bring the station's rate to around \$400.

Basic rate of Philco's WPTZ already is \$400 an hour for time only, and it is doubtful that this will be increased within the near future. Outlet is affiliated with NBC.

RTDG And WJZ-TV Still Far From Accord

Little if any progress was made yesterday in a meeting called by New York State mediator Mabel Leslie in an effort to work out a compromise between WJZ-TV and the Radio and Television Directors Guild. Guild seeks to enter into collective bargaining with ABC for contracts covering television directors but so far the network has refused.

Both sides readily agreed to the meeting requested by Miss Leslie of the State mediation board but after an all morning session the two sides failed to progress into any area of compromise. Miss Leslie conferred with both parties simultaneously and also individually. No further meeting has been scheduled but no development occurred which would bar another session.

BEHIND THE MIKE

FRANK PARIS, star of Pixie Playtime, WPIX, is the co-owner, with John Begg and Ruth Ramsey, of a fairy tale ballet company giving its first recital, Dance Legends, at Carnegie Recital Hall on Jan. 10.

Ray McKinley's ork goes from the Hotel New Yorker to Frank Dailey's Meadowbrook and to the N. Y. Paramount in that order starting Dec. 1st.

Ella Fitzgerald, just returned from London after headlining at the Palladium for a month, bows into the Royal Roost on the 23rd for two weeks.

Trade circles applauding Walter Kaner's publicity buildup of Garrison's Restaurant.

In addition to being merchandising director of "Stop the Music," Mrs. Mark Goodson, wife of the producer, is also a licensed high school teacher, interior decorator, ballet dancer and a former medical social worker.

Warner Bros. screen-testing Gini McCurdy (wife of comedian Alan Young).

Lenny Kent's gagfests with customers via that table mike gimmick at his Playgoers Club has proved so popular they'll wind up as a weekly video session.

Sign of the Times: Ed Gardner's office is located on the Sunset Strip and is listed in the phone book as Duffy's Tavern. Last week he got three calls from unemployed waiters.

Geo. O'Hanlon signed by Warners for their "So You Want To Be A Baby Sitter" film.

Says The Pollsters Had Facts But Didn't Know

(Continued from Page 1)

the researcher is carried in the current issue of Hooperatings Hi-Lights.

Tasker said, "Even the 'adjusted' figures which were published show that sound reporting of the surveys would have headlined a swing from Dewey in September and the possibility of a Truman victory in final predictions." Tasker added, "The raw figures and supervisory field reports must have been even more portentous."

Where George Gallup took the wrong turn, Tasker thinks, was in his analysis of the 8.5 per cent undecided vote reported on Nov. 1. Gallup chose to assign this undecided vote almost half and half between Dewey and Truman in arriving at his final prediction despite the fact that the pollster had stated that four times as many Democrats were undecided as Republicans. The agency research chief points out that Gallup surveys between June and November showed a steady downward trend for Dewey and a rising trend toward Truman.

In the opinion of Tasker, the major error of the pollsters "was incomplete reporting of facts at hand and, probably, failure to have (or to listen to) warning reports from competent field supervisors."

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 November 5-11, 1948

TITLE	PUBLISHER
A Tree In The Meadow.....	Shapiro-Bernstein
Ain't Doin' Bad Doin' Nothin'.....	Henry Spitzer
Blue Bird Of Happiness.....	T. B. Harms
Bouquet Of Roses.....	Hill and Range
Buttons And Bows.....	Famous
Cornbelt Symphony.....	Mellin
Cuanto Le Gusta.....	Southern
Ev'ry Day I Love You.....	Harms
Galway Bay.....	Leeds
Hair Of Gold, Eyes Of Blue.....	Robert
I Don't Care If It Rains All Night.....	Witmark
If We Can't Be The Same Old Sweethearts.....	Feist
Isn't It Romantic.....	Famous
It's A Most Unusual Day.....	Robbins
It's Magic.....	Witmark
Just For Now.....	Advanced
Lavender Blue.....	Santly-Joy
Lillette.....	Jefferson
Love Somebody.....	Kramer-Whitney
Maybe You'll Be There.....	Triangle
Money Song.....	Crawford
My Darling, My Darling.....	E. H. Morris
On A Slow Boat To China.....	Melrose
Rambling Rose.....	Laurel
Say It Isn't So.....	Berlin
Say Something Sweet To Your Sweetheart.....	Mills
Twelfth Street Rag.....	Shapiro-Bernstein
Walkin' With My Shadow.....	Johnstone-Montei
You Call Everybody Darling.....	Mayfair
You Were Only Fooling.....	Shapiro-Bernstein

Second Group

TITLE	PUBLISHER
Again.....	Robbins
Ah But It Happens.....	Bourne
Confess.....	Oxford
Down Among The Sheltering Palms.....	Miller
Far Away Places.....	Laurel
For You.....	Witmark
Here I'll Stay.....	Chappell
I Still Got A Thrill.....	Words & Music
I'd Love To Live In Loveland.....	Bregman-Vocco-Conn
It's Whatcha Do With Whatcha Got.....	Santly-Joy
Night Has A Thousand Eyes.....	Paramount
One Sunday Afternoon.....	Remick
Rendezvous With A Rose.....	Jay-Dee
Ta-ra Ta-la-ra Ta-la.....	Oxford
This Is The Moment.....	Miller
Underneath The Arches.....	Robbins
Until.....	Dorsey Bros.
What Did I Do.....	Triangle
When You Left Me.....	Porgie
With A Twist Of The Wrist.....	Patmar
You Came A Long Way From St. Louis.....	Jowell
You Walk By.....	Cavaller

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NEW BUSINESS

WMAQ, Chicago: Richman Brothers, through McCann-Ericks Inc., cancelled the three-a-week 10:15 p.m. newscast and bought 11 p.m. Monday through Saturday "Reporter-at-Large" program doubling its time. Sponsors started November 1. Spot business for the week included: Gene Mills, Inc., through Knox-Reev three station breaks weekly for weeks; Procter & Gamble (Dren) through the Compton Agency, four station breaks weekly for 52 weeks starting Nov. 1, and the same firm through Benton & Bowles, order four station breaks a week Tide, for eight weeks; Whitehead Pharmacal Co. (Anacin), through Dancer - Fitzgerald - Sample, Inc. four station breaks weekly for weeks; Bell Savings & Loan Association through M. M. Fisher Association renewal of schedule of four station breaks weekly for 13 weeks starting October 29; TWA, Inc., through B.B.D. & O., Inc., one station break weekly for 52 weeks starting October 30; Michigan Celery Association, through Merchants Publishing Co., participating announcements the "Food Magician" program Mondays and Fridays for four weeks.

Winchell's "Lotions Of Love" Cold As K-F Loo

Some of the sponsor identical gimmicks common to Walter Winchell's ABC show for many years are gradually getting a fade-out. The gabber prepares to switch sponsors Jan. 2, the date on which Kaiser-Frazer takes over. For the last three weeks, Winchell has not used the phrase, "and with lotions of love in his usual sign off."

The commentator himself has dropped any reference to the "Jergens Journal" in winding up one edition and has substituted instead another edition of the "Sunday night Winchell." The show, however, is still identified as the "Jergens Journal" by announcer Ben Grauer. The JJ gets a plug in the middle commercial.

It remains to be seen just what kind of identification gimmick William H. Weintraub agency work out when Kaiser-Frazer up with Winchell the first of year. It has not been decided if idea of the Jergens Journal can be switched around or revamped tie in with the motor car company.

Arthur Rosenberg

Arthur Rosenberg, 64, president of the New York advertising agency bearing his name, died Nov. 16 at home in the Bronx after an illness of six months. Years ago he was an office boy on the old New York American, later becoming real estate advertising manager. Rosenberg founded the newspaper in 1917 to establish his own advertising agency.



RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 45, NO. 34

NEW YORK, FRIDAY, NOVEMBER 19, 1948

TEN CENTS

REC SALUTES NATIONAL RADIO WEEK

Final 'Code' Decision Up To NAB Members

Washington Bureau, RADIO DAILY
Washington—The NAB membership will apparently be given a final opportunity to accept or reject the standards of practice, it appeared here last night. A referendum is slated on a proposal by Edward F. Breen of KVFJ, Fort Dodge, Iowa, calling for a by-law to forbid the board to promulgate standards.

The Breen proposal was offered
(Continued on Page 5)

Asks New 'Trust' Court To Aid Small Stations

Creation of a new anti-trust court with power to forbid mergers involving communications media—radio stations, TV stations, newspapers, theaters, etc.—was urged upon the House Small Business Committee this week by Morris Ernst, New York attorney. He declared that the future of free enterprise in the struggle against monopoly depends upon the ability of the advocates of free enterprise to "get through" to the American people.

Ernst charged control of the air
(Continued on Page 5)

Fire Destroys AM-FM Studios of WCBT In N. C.

Roanoke Rapids, N. C.—An early morning fire last Saturday destroyed the downtown studios of WCBT and WCBT-FM. Through the cooperation of the Carolina Tel and Tele technicians and Claude Meares, chief engineer, the station was able to resume broadcasting on its AM
(Continued on Page 2)

New Title

O. B. Hanson, vice-president in charge of engineering of NBC, was given the honorary title of vice-president of public address systems of the Radio Executives Club of New York yesterday by Carl Haverlin, president of the club. Hanson was so honored when he complained about the club's p.a. system and said that equipment of the 20's was better.

Distinction

John F. Sullivan, alias Fred Allen, class of '11 of the High School of Commerce, Boston, will be awarded the James E. Downey medal as an outstanding alumnus at the school hall on Monday evening, Nov. 22, at 8:30 p.m.

Tom Brooks To Head Hearst Radio Group

Promotion of Commander Tom A. Brooks to the post of vice-president and director of Hearst Radio was announced yesterday in New York by Charles B. McCabe, president of Hearst Radio, Inc. In his new post Commander Brooks will succeed the late E. M. Stoer.

Brooks is widely known in radio, television and facsimile circles. He has served as a radio commentator, editor, and administrative executive for the past twenty years. In addition as an officer in the Naval Reserve, Brooks heads the Naval Re-

(Continued on Page 2)

Committee Personnel Announced By Sauter

Personnel of the Entertainment Industry committee who will be in the New York USO Campaign Committee's drive for funds was announced yesterday by James Sauter, industry chairman.

Walter Hoving and Abe Lastfogel were named honorary chairmen of the committee. Both were associated with the USO Camp Shows activi-

(Continued on Page 2)

MBS Board Accepts Swezey Resignation 'With Regret'

Mutual's board of directors "announced with regret" yesterday the resignation of Robert D. Swezey, vice-president and general manager of the network, effective Dec. 1. Situation leading up to Swezey's official resignation was touched off several weeks ago when he threatened to quit if the network brought in Linus Travers of the Yankee Network as number two man at Mutual. Two weeks ago MBS sud-

denly announced that plans had been changed and Travers would remain with Yankee.

Edgar Kobak, MBS president, said "no successor to Mr. Swezey will be named and his various duties will be assumed by other executives of the network." At the same time, however, Kobak made mention of "further plans to enlarge and expand programming and sales de-

(Continued on Page 3)

Pres. Haverlin In Tribute To Industry At Meeting Of Radio's Old Timers; RMA's President Also Heard

Pic Firm Offers ETs Plugging Its Product

Having found radio stations a soft touch for gratis plugs on forthcoming motion picture releases, Paramount studios in Hollywood have augmented their service to radio stations and now offer semi-transcribed interview transcriptions featuring stars.

Current "plug" is a campaign to popularize, "Miss Tatlock's Millions." Studio publicity department

(Continued on Page 3)

Hit Parade Format Change Will Carry 10 Hit Tunes

Plans to change the format of the Lucky Strike "Hit Parade" program on NBC to include 10 hit tunes each week instead of the customary top seven tunes, were announced yesterday. Program, which is heard

(Continued on Page 2)

CBS Correspondent Leaves For Tour Of Europe

Eric Severeid, chief Washington correspondent for CBS, who is heard daily on his own news program, 6:00-6:15 p.m., EST, leaves tomorrow

(Continued on Page 2)

Admonishing radio executives to re-discover their media and intensify their public relations, Carl Haverlin, president of the Radio Executives Club, yesterday was heard in an appealing tribute to the radio industry as his contribution to the club's National Radio Week observance. President

(Continued on Page 5)

Rynd Leaving ABC For Mfg. Business

Charles E. Rynd, vice-president and assistant secretary of ABC, has resigned, effective December 1, to become president and general manager of Audio and Video Products Corporation.

Audio and Video Products Corporation, with sales offices in New York, was organized in June, 1948. Mr. Rynd is a majority stockholder. The organization specializes in the

(Continued on Page 3)

All-Nite Listening Nov. 3 Estimated By Pulse, Inc.

At least one person in one out of three radio homes in New York City was awake and listening to election returns sometime between midnight and 6 a.m. on Nov. 3, ac-

(Continued on Page 5)

For The Defense

Dr. George Gallup, head of the Institute of Public Opinion, will discuss the failure of the poll-taking organization to accurately forecast the outcome of the Presidential election in a special broadcast over ABC and its affiliated stations Thursday, Nov. 25, at 10:45 p.m., EST. Titled "Dr. Gallup Explains," the broadcast will run for 15 minutes.



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JOHN W. ALICOATE : : Publisher

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

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WEST COAST OFFICES

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

WASHINGTON BUREAU

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

CHICAGO BUREAU

Al Green, Manager
1417 Ashland Bldg. 155 No. Clark St.
Phone: State 2332

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FINANCIAL

(November 18)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
ABC	7½	7½	7½	— ½
Admiral Corp.	18	17½	17½	— ¾
Am. Tel. & Tel.	151½	151¾	151¾	—
CBS A	21½	20¾	21½	+ ¼
CBS B	21¼	20¾	21¼	—
Farnsworth T. & R.	5½	5½	5½	+ ½
Gen. Electric	37½	37½	37¾	+ ¼
Philco	39	39	39	— ½
Philco Pfd.	88	86	88	—
RCA Common	11½	11½	11½	—
RCA First Pfd.	70	70	70	+ ¾
Stewart-Warner	12¾	12½	12½	—
Westinghouse	24½	24¼	24¾	+ ¼
Zenith Radio	28	26¼	27¾	+ 1½

NEW YORK CURB EXCHANGE

Hazeltine Corp.	11¼	11½	11½	— ½
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OVER THE COUNTER

	Bid	Asked
Du Mont Lab.	12	13
Stromberg-Carlson	13¾	15¼
U. S. Television	1¼	1¾
WCAO (Baltimore)	24	27
WJR (Detroit)	8¾	10

10 YEARS AGO TODAY

From the Files of Radio Daily

The subject of labor and radio was brought before the CIO convention in Pittsburgh when labor leaders from all over the country turned to discussions of the use of radio as a means of educating the layman on problems facing the CIO and the possibilities of building the various units of the CIO which are engaged in radio business. Foremost in the contemplated plan is a membership drive in behalf of the ACA among the entire radio industry including every available radio station in the United States.

★ COMING AND GOING ★

HORACE STOVIN, head of the Toronto station-rep organization bearing his name, was in New York this week for the meeting of the BMB technical committee.

TED CAMPEAU, president and general manager of CKLW, Detroit, has left for the home offices after having attended the Mutual board meeting in New York.

BERNARD G. DAVIS, president of Ziff-Davis Publishing Co., has arrived in Haifa, Israel, to study book and magazine publishing conditions there.

CARLI LAKLAN, script writer for the Martha Deane program on WOR, flies to Montana today for a vacation—from radio.

BRET MORRISON, currently starring as singing host at the Old Knick Music Hall, is back from a business trip to Chicago.

JUDY CANOVA, singing comedienne of radio and movies, is in town for a look-see at the Broadway shows.

DWIGHT WEIST, flying emcee of "We, the People," has returned by the etherial route from Washington, where he went in connection with his new video package.

GEORGE MOSCOVICS, manager of sales development in the television division of CBS, will go to Cleveland Sunday. On Monday, he'll address the Sales Executives Club of that city on the subject, "Television As A Sales Vehicle."

FRANCIS H. HOGE, vice-president of United States Television Mfg. Corp., has returned from a business trip to key cities of the middle west.

VAUGHN MONROE and the members of his band are leaving for Annapolis, Md., where tomorrow they will broadcast their "Camel Caravan" on the Columbia network from the U. S. Naval Academy.

TED HUDES, producer of transcribed public service shows, has left for Boston, where he'll be on hand for the arrival of the USS General Bundy, which will bring 800 displaced persons.

A. LEWIS KING, of the Fort Industry Co. New York office, is in Miami on a short business trip.

LUCILLE SHEARWOOD, Federal Advertising Agency's director of food publicity, has returned from San Antonio, Tex., where she spoke at the regional meeting of the Assn. of Women Broadcasters.

Committee Personnel Announced By Sauter

(Continued from Page 1)

ties during World War II, and were instrumental in setting up the peacetime entertainment organization.

Other committee members announced were Radio, Edgar Kobak; Television, Lawrence Phillips; Legitimate Theater, John Shubert; Motion Pictures, George J. Schaefer, Sr.; Night Clubs and Hotels, Lou Walters; Unions, George Heller; Music, Arthur Judson and Manny Sachs; Sports, Dan Topping and General Assignments, Emil Friedlander.

A luncheon has been set for Thursday, December 2, at Toots Shor's restaurant, at which time the committee will discuss ways and means to assist the campaign.

Tom Brooks To Head Hearst Radio Group

(Continued from Page 1)

serve Technical Unit of the Third Naval District.

As director of Hearst Radio, Brooks will supervise the operations of WBAL-AM and WBAL-TV in Baltimore and WISN-AM and WISN-TV in Milwaukee. He will office in New York.

Wedding Bells

Joan Bruderman of the CBS Construction Department will be married on Saturday, November 20, to George Galley of Republic Aircraft Corporation.

Hawkins To Address CBA

Gordon Hawkins, program and educational director of Westinghouse Radio Stations, Inc., will address a meeting of the Middle Atlantic States section of the Catholic Broadcasters of America, Saturday, Nov. 20, at Ursuline Academy, Wilmington, Delaware.

CBS Correspondent Leaves For Tour Of Europe

(Continued from Page 1)

row for a ten-day flying survey in Europe. His first stop will be Paris, where he will attend sessions of the U.N. General Assembly and make a series of reports from that city on his CBS program beginning Nov. 22. Sevarcid will go to Berlin after his stay in Paris.

Fire Destroys AM-FM Studios of WCBT In N. C.

(Continued from Page 1)

outlet, 16 minutes ahead of its usual starting time at 6:30 a.m., Sunday. FCC granted the station permission to suspend its FM outlet operations for a 30-day period.

Hit Parade Format Change Will Carry 10 Hit Tunes

(Continued from Page 1)

Saturdays, 9:30 to 10 p.m., EST, will eliminate the three "Lucky Strike extras" and will feature one all-time great tune.

Will Repeat "Us Pilgrims"

Last year at this time, NBC's "Cavalcade of America" broadcast "Us Pilgrims," a script based upon the story of the First Thanksgiving and starring George Tobias. Reaction to the program was so favorable that the network will give a repeat performance on Monday, Nov. 22, from 8-8:30 p.m., EST. Tobias again will be heard in the leading role.

John F. Grimes

John F. Grimes, president and owner of WNBZ, Saranac Lake, N. Y., died in his sleep Tuesday. Grimes, 47, a native of Weehawken Hts., N. J., had lived at Saranac Lake for the past 20 years. He is survived by his wife and two children.



A Wise Old Bird

Nobody quite knows why the owl is supposed to be so wise. But ever since the ancient Greeks made him sacred to their Goddess of Wisdom, the owl has been supposedly a wise old bird.

There are some wise old birds among time buyers too. It's easy to spot them. The wise ones buy W-I-T-H, the BIG independent, with the BIG audience.

They know that W-I-T-H is the big bargain buy in the nation's sixth largest market. They know that W-I-T-H regularly delivers more listeners-per-dollar than any other station in town. They know that W-I-T-H covers 92.3% of all the radio homes in the Baltimore trading area.

Are you among these wise ones? If not, call in your Headley-Reed man today and get the full W-I-T-H story.

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

Mc Firm Offers ETs Plugging Its Product

(Continued from Page 1)

contacted 900 stations offering this interview transcriptions on Lund, Monty Woolley, Robert Rock and Richard Haydn. Studio publicists have also been setting guest appearances of on network programs. Lund is being used as the "Mystery Voice" Chesterfield Supply Club on NBC is also making appearances on Screen Guild Players and the Salted Variety show. He is also slated for a guest appearance on Eskine Johnson's show on MBS and "Stars Over Hollywood" on the Columbia network.

Reticent Re Spending

In announcing the promotion campaign the Paramount publicists state they have a "full line of movie chat scripts for film commentators as well as an assortment of recorded spot announcements for a complete campaign—advance of opening, opening day and during the run." The announcement neglects to indicate just how much of a budget has been set for radio commercial time and where the money is being spent. One spokesman for the movie producer in New York said that "some money" would be spent in big cities.

MBS Board Accepts Swezey Resignation 'With Regret'

(Continued from Page 1)

partment operations of the network." It is not likely that Mutual will leave itself without a general manager for a great length of time. Such case would certainly be at variance with a statement by Kobak in September when he explained that Travers was being brought in to take some of the load off the shoulders of himself and a few others. Whatever the next step turns out to be, the way is now paved for Travers to move in at Mutual.

All the facts behind the Swezey incident have never been told but it is known that for some time there has been strong agitation by certain interests to put a representative of the Mutual stockholders into network headquarters as a top level official. Travers certainly fills the bill as a stockholder representative, being a director of the Yankee Network which owns 20 per cent of MBS.

Officially, Mutual never made it too clear in its announcement over six weeks ago as to just where Travers would fit in the network picture. And at that time, it is now known, Swezey didn't feel his posi-

tion was being encroached upon. But as time passed Swezey discovered that he and Travers had different opinions on the latter's responsibility upon joining Mutual. This difference was nothing personal, just a matter of clarification, and it was Travers himself who, at a certain moment of deadlock, said he'd remain with Yankee.

In recent years Swezey has grown into one of the top figures in the radio industry and has played a big role in various NAB activities. He came to Mutual in 1944 as vice-president and general manager.

Swezey entered radio in 1939 as a member of the NBC legal department. He continued to further his education, taking courses in labor law at Columbia University and radio writing and production at New York University. In 1942 he was named general counsel and secretary of the Blue Network when the web was separated from NBC.

By acclamation Swezey was elected president of the Radio Executives Club of New York in 1946. He graduated from Harvard College in 1928 and three years later from Harvard Law School.

Rynd Leaving ABC For Mfg. Business

(Continued from Page 1)

sale of electronic and technical equipment for broadcasting and television stations.

An Engineer By Training

An engineer by training, Mr. Rynd studied at Hamilton College and the Massachusetts Institute of Technology. Following several years of network radio experience, he was named vice-president of the American Broadcasting Company in 1945 and served as a coordinator of the intra-departmental operations of the network.

Thanksgiving Show Set On NBC Mid-West Web

Cleveland — All-star, two-hour Thanksgiving Day show will be sponsored over the NBC Mid-West web by RCA Victor, 4-6 p.m. Originating in Cleveland and Chicago, program will mark the first network origination for WNBQ, Chicago. J. Walter Thompson is the agency.

Wendell Niles and Don Prindle will emcee. Talent includes Robert Merrill, Jane Pickens, Bill Robinson and the Wesson Bros. Toscanini and the NBC Symphony will be carried via transcription.

WINS
50KW NEW YORK

WINS
50KW NEW YORK

What time-buyers see first when they consider the New York market.

LOS ANGELES

By RALPH WILK

GEORGE ALLEN, CBS Western Division Program head, is recovering at his Van Nuys home from a heart attack and will probably not return to his network until next week.

Howard Blake, who produces the CBS "Meet the Missus" program, is recuperating at St. Johns Hospital from pneumonia.

Jack Smith and his wife, Vicky, celebrated three anniversaries on the 16th. It was the occasion of the Smiths' eleventh wedding anniversary and both Jack's and Vicky's birthdays.

Howard Ehrlich, president of Abbott Kimball Company of California, Advertising producers of the video show, "Television Talent Test," for Packard-Bell, is in San Francisco for a week of business conferences.

Thelma Kirchner, KGFJ, general manager, has announced signing of a contract with RCA Victor which will bring to the station Victor's classical concert series of "Music You Want." Program will be heard Mondays through Saturdays.

Adds Another Station

Hollywood—The Gadget - of - the - Month Club, Inc., has added three quarter-hour periods weekly on KIEV, Glendale, to its radio schedule through Davis-Harrison-Simmonds Agency. This addition makes a total of six hours of broadcasting and televising weekly in the Los Angeles area. Lathrop Mack is agency account executive.

Send Birthday Greetings To—

November 19

Charme Allen Tommy Dorsey
Natalie Feldman Bob Harris

November 20

Fran Allison Walter Biddick
Judy Canova Art James
Frank Thomas

November 21

Joe DuMond Edward K. Oates
Ted Straeter

November 22

Hoagy Carmichael Frank Graham
Mildred Hallmark Arthur Miller
Glen Litten Dick Pack

Howard A. Petrie

November 23

Mary Milford

November 24

Harry Barris Eileen Barton
Guy Bonham Joan Brooks
Art Fulton Don McLaughlin
Irene Wicker Lois Zarley
Edward J. Wallis

November 25

Miriam Jaffe George Cushing
Rex Maupin Kate McComb
Will Osborne



Mainly About Manhattan . . . !

• • • This radio biz of ours, alarmed at last by the terrific inroads of television, is beginning to snap out of its complacency and realize that it still has a selling job to do on itself. Frankly, it has allowed television to completely hog the spotlight of late and furthermore has allowed itself to be practically regarded in the trade as "old hat." Radio today is in much the same position as an old, stolid business man with a brilliant young son. Naturally, he's proud as all get out of the youngster and predicts all sorts of glorious things for him—but meanwhile let's not forget that it's the old man who still has to foot all the bills. In its eagerness to promote and launch the new medium, it might be that it has oversold Junior and undersold itself. (You don't have to dig too deeply in the ledger to discover all the former radio coin now finding itself in television's coffers). The irony of all this, of course, is that radio, whose very life-blood is advertising, hasn't seen fit to advertise itself. An example of what can be done along these lines may be seen in Deems Taylor's recent pitch on his recorded series for WOR. Deems made a direct play for a sponsor on the show and succeeded in landing one in a matter of weeks.

★ ★ ★ ★

• • • What brought all this to our mind was that an agency pal of ours received in the same mail the other day a sales promotional pitch from CBS plus an invite from NBC's Niles Trammell to view a film Monday noon at the Waldorf titled "Behind Your Radio Dial." So it would seem that radio at last is waking up and starting to realize that it's still the best ethereal advertising buy. Advertisers who have been blinded by the fact that there are between six and seven hundred thousand television sets around have to be re-educated that there are some 66 million radio sets reposing in about 37 million radio homes. Furthermore, half of those television sets are in the metropolitan area making the new medium an anaemic thing around the rest of the country.

★ ★ ★ ★

• • • Radio's shortsightedness in failing to sustain its self-exploitation recalls the story they tell about Bill Wrigley, the gum king. Seems that Wrigley and a friend were traveling by plane one day when the latter asked him how much money he spent on advertising annually. "Oh, I don't know exactly," replied Wrigley. "Several million, I suppose." "But you're a tremendous success now," persisted the friend. "How come you don't drop the advertising and save all that money?" Wrigley looked out of the plane for a moment in deep thought. Finally, he asked his friend: "How fast do you figure we're traveling now?" The friend estimated about 300 miles an hour. "Well, then," suggested Wrigley, "suppose we turn off the motor and see how far we can coast!"

★ ★ ★ ★

• • • LUV 'n' KISSES: William Horne's guest-tenoring (best-tenoring) on "We the People" Tuesday nite. . . "Greatest Fights Ever Filmed" televised after the Friday nite bouts by Walco TeleVue. . . Bret Morrison's singing-hosting at the Old Knick Music Hall. . . Geo. O'Hanlon's new comedy airer on Mutual. . . Johnny Desmond's MGM disc, "Tara-Talara-Tala," a best bet for the turntable.

★ ★ ★ ★

• • • THE LATE WATCH: Charles (Bud) Barry, veepee in charge of programs at ABC, leaves for the coast shortly to take over Don Searle's chores as head of West Coast operations for the web. . . The Babe Ruth Story, being readied for a daytime series, is the property of Woody Klose, of the Frank Cooper office. Lead role will prob'ly be handled by Chas. Irving.

CHICAGO

By NAT GREEN

"SET 'em Up," new weekly bowling participation show, made its debut Wednesday over WENR-TV, 7 to 7:30 p.m., in cooperation with the Chicago Classic Bowling League. Show will be announced by Wayne Griffin and directed by Bill Hollenbeck.

Look magazine reporters are in Chicago this week to do a picture series on "It's Your Life," the new Ben Park show.

Marie Plomin, Gordon Hayes, Charles Compton and Alan Axtell of Radio Sales in Chicago are visiting Columbia network stations in the east.

Beulah Karney, WENR home economist and food expert, has been named state chairman of radio for the Illinois Association of Women Broadcasters. Appointment was made this week by Elizabeth Marshall, director of Region 9 of the NAB's Association of Women Broadcasters.

Chuck Acree of "Hint Hunt" brought back with him from his Florida trip a 7 foot, 9 inch sailfish which he caught in the Gulf, and it's now on exhibition in a Wrigley building restaurant window.

Tom Koch, WBBM news writer, is author of a book of poetry titled "I Remember Indiana," just off the press.

WGN-TV will televise the Chicago Cardinals-Detroit Lions football game on Thanksgiving Day. Sports announcer Jack Brickhouse and producer-director Don Cook will travel to Detroit to cover the game.

Dr. Preston Bradley, who celebrated his 25th year in radio this week, began a five-a-week, 15-minute series of discussion programs on WIND Saturday. Series has been sold on a co-op basis to General Electric and Keeshin, local appliance dealer. Mar-O-Bar is the agency.

Radio Editor Guesting

Paul Denis, radio editor of the New York Post-Home News, will be guest speaker during the "College Forum" over WWRL Friday, Nov. 19, at 10:30 p.m. Topic, to be discussed by students from several colleges, is "What Is Wrong With American Radio?"

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Final 'Code' Decision Up To NAB Members

(Continued from Page 1) At the May meeting, in Los Angeles, it did not meet the requirement that it be offered 30 days prior to the board meeting. This time it met the requirement, so the board decided to appoint a committee to explain the matter for the membership—with the explanation first to be okayed by the board at its February meeting.

One of the knotty problems to be decided is whether the by-law, if adopted by the membership, would act upon the present standards of practice. Thus far, Breen is the only member of the special committee to be named. NAB's president, Justin Miller, as directed by his board of directors to name a five-man committee of board members to draft a plan for the integration of TV into the NAB organization for consideration by the board at its next quarterly meeting. A \$5,000 budget is earmarked for the use of this group, assigned to study the redrafting of NAB's functions in the light of changes in broadcasting which will be necessitated by TV, FM and their new electrical findings. "Functional organization of NAB is the objective," NAB said last night.

A budget of \$769,000 was approved or next year—the figure is expected to be about \$30,000 higher than the 1948 expenditure will be. A number of items on the agenda were held over until the next meeting, slated for New Orleans in February, because they will be affected by the report of the five-man body. The board voted to call upon NAB to better its service through closer control and management, and to take steps to provide for greater activity in the FM department. Beginning now and the February board meeting, at least, FM Director Arthur Strauss will be back to deal with the duties, in order that he may leave the radio to go to FM.

There is a report that the board will not act on the matter until after the next meeting. The board has also approved the new code of ethics, which is expected to be adopted by the membership at the next meeting. The board also approved the new code of ethics, which is expected to be adopted by the membership at the next meeting.

All-Nite Listening Nov. 3 Estimated By Pulse, Inc.

(Continued from Page 1) The Pulse, Inc. report shows that the number of all-night listening hours is expected to increase significantly in 1949. The report is based on data collected from various radio stations and is expected to be a valuable guide for advertisers and station owners alike.

REC Salutes Nat. Radio Wk.; RMA's President Also Heard

(Continued from Page 1) Haverlin and Max Balcom, president of the Radio Manufacturers Association, were the principal speakers at an "Old Timers" luncheon meeting held at the Hotel Roosevelt in New York City. "I hope that after some 25 years in radio I may, with propriety, make two suggestions to you, my betters," Haverlin said. "I've noticed that critical harpoons are thrown at us in cycles. Until they are thrown, we are negative. When thrown, we go on the defensive. I suggest we take on a renewed, positive, yes, a fierce pride in the progress we have made in 27 years and carry it with us daily. Manufacturers, broadcasters, agencies and clients alike have done magnificent work."

Points to Radio's Color Continuing, Haverlin said: "My second suggestion is that you do not let familiarity or boredom take the color out of broadcasting. Let not age wither nor custom stale that fine enthusiasm the pioneers had in the 1920's and '30's. Instead, let us recreate our original sense of awe and wonder about broadcasting, whether we be network president or a youngster making early morning station breaks. Let us—like the ancient Druids who greeted the sun each morning as though they had not expected it to return—look upon radio in its true light—a continuing and renewing miracle. And remember the good things in which you deal—intelligence, communication, laughter and music—and the power with which you work is the very stuff of life itself."

Max Balcom, RMA's president, said that broadcasting at the ripe old age of 28 is now beginning a new career of equal if not greater promise than radio offered more than a quarter of a century ago—the career of television. But he added, "I have no fear that radio

will disappear in our time—like the Dodo bird—and little doubt that it will continue healthy for many years to come."

Balcom said manufacturers aren't taking sides on AM versus TV but are anxious to see both radio and television prosper as companion services. "We are turning out a lot of radios," he said, "and expect to continue to do so despite our increasing allocation of plant facilities for television."

The RMA's president disclosed that the entire industry's TV production in October was more than 100,000 sets and he believed the total figure for 1948 will hit 800,000. He said the AM production trend is downward when compared to 1947 but that the current year's total output will still surpass the greatest pre-war year when about 13,600,000 total radios were manufactured.

During the luncheon, special greetings were piped in by wire from Justin Miller, NAB president, and other officials in Washington. Those heard included Harold Fair, director of NAB's program department; Paul Morency, WTIC, Hartford, and Frank H. Russell, NBC's Washington vice-president.

Radio's old-timers sitting on the dais were Phillips Carlin, MBS; H. V. Kaltenborn, NBC; Leo Rosenberg, FC&B; John Gambling, WOR; William S. Hedges, NBC; Edwin Claude Mills, copyright consultant; Allen B. DuMont; Patt Barnes, ABC; Milton Cross, ABC; B. E. Shackelford, president, Institute of Radio Engineers; J. B. Conley, Westinghouse Radio Stations; Charlie Butterfield, Associated Press; Neville Miller, former president NAB; Bond Geddes, RMA; Gerald King, Standard Radio Transcription Services; O. B. Hanson, NBC; Thomas H. Cowan, WNYC; John Outler, WSB; Ben Gross, New York Daily News; and singer Jane Pickens.

Georgie Price Lombardo Guest

Georgie Price, one of the great comedians of show business, will be the featured guest on the band-leader's "Music Time" program on WIP, Nov. 20, 9-10 p.m. The parade of top stars will have previously been Lombardo's program and to include Mary Astor, Jordan Juvon, Adams, Harry Young and L. A. Burton.

Barbara Bel Geddes On CBS

Barbara Bel Geddes, daughter of Norman Bel Geddes, will be heard on CBS tonight when, with Eddie Albert, she goes on the "Ford Theater" in a radio adaptation of "The Day After Tomorrow" and film version, "The Male Animal." Program is broadcast from 9-10 p.m. EST.

Fellowship Show For WIP

Public Relations series of radio dramatizations designed especially for the school youth is now aired Sunday morning on WIP by the Philadelphia Fellowship Commission. The program features everyday adventures that are in the everyday life of boys and girls, emphasizing the social aspects of preparation of diet. The program is presented in a format that is popular with the youth and is a valuable aid to their education by providing equal rights and equal opportunities for all people.

Stork News

Paul V. Allen, NBC's assistant director of entertainment, said he will broadcast the birth of the first child of Philip Abbott, night and day performer at the Waldorf Astoria Hotel, on November 18. The birth is the subject of a feature in the next issue of "The New York Times" and will be a major story in the "New York Times" on November 18.

Asks New 'Trust' Rule To Aid Small Stations

(Continued from Page 1) by "four men who own the radio of America." He apparently referred to the heads of the four major nets, as he remarked a moment later that "those four people, four groups, own the public mind through the ether."

The independent broadcaster "has to come to one of these four, that is where he ends up," Ernst declared, and added, "Let us assume your own station wants to put on a little local commentator, a future William Allen White, and you want to hook in by telephone with 10 little stations. This fellow says, 'I want only 15 minutes, but I want you to get me 10 stations.'"

"He can't do it. Do you know why? Because that station can't buy 15 minutes of telephone wire. The telephone company, originally owning a broadcasting network, has laid down a rule that you have got to buy an hour."

Ernst said he protested this regulation to the FCC as directed against the little radio station.

"Well, the answer is simple," he said, "the answer is that if you didn't have that one little telephone restriction you would be extending an invitation to hundreds of local—and I don't spurn 'local'—sporadic networks. And you would have more conflict of thought, more diversity of opinion than ever."

"Let us look at television. It may wipe out everything else in the field of radio. There may be a thousand television stations in America ultimately maybe it is the medium that is going to control ultimately what I think may be the transmission by ether of the spot news and opinion of America. But who is going to own those thousand pipelines? The people with a million dollars, so there will not be much diversity of point of view."

Ernst also told the committee he "wouldn't allow a newspaper to own a radio station."

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 240 Kc — FULL TIME JOHNAS WEILAND, President Represented by John H. Perry Associates

SOUTHWEST

RAOUL A. CORTEZ, president of **RKCOR**, San Antonio, has made plans on the visit of five western states as president general of the League of United Latin American Citizens. His itinerary includes Texas, New Mexico, Arizona, Colorado and California.

Clarence McDonald has joined the commercial staff of **KWBC**, Fort Worth, as a salesman.

Ralph Maddox, former production manager of **WFAA**, Dallas, has been given the post of station program director.

Application has been filed with the FCC for assignment of license of **KVOU**, Uvalde, from a partnership of Edward J. Harpole, William T. Kemp and W. J. Harpole to a new partnership of both Harpoles, doing business as Uvalde Broadcasters. Kemp would sell his one-third interest to the Harpole brothers for \$7,000.

Royce A. Collier has been named assistant and commercial manager of **KECK**, Odessa. He was formerly with **KXOB**, Sweetwater, and **KIOX**, Bay City.

"The Cliff Warren Show" heard daily for a quarter hour over **KTSA**, San Antonio, featuring the baritone singer and Jay Rozance, accordionist, will be broadcast daily by remote control from the Gunter Hotel Smorgasbord.

Ray Gordon has been named program director of **KTRE**, Lufkin, replacing Ed Henry.

Royce Christenson has been named promotion director of **KTRE**, the post formerly held by Ray Gordon.

Newcomer to the staff of **WBAP**, Fort Worth is Jack Rye, who joins the announcing staff. Rye was formerly with **KTSM**, El Paso.

Frank Leahy, the head coach of the University of Notre Dame's "Fighting Irish" was interviewed by

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PICTURE OF THE WEEK



Gene King, program director of WCOP, Boston, is aided by his daughter, Betsy, in presenting a special children's show, "Let's Have Fun" Sundays. Family's broadcasting efficiency allows Gene time to keep posted on trade happenings in RADIO DAILY.

Alec Chesser, program director of **KITE**, San Antonio. The interview was part of the regular weekly meeting of the local Monday Morning Quarterback Club. A special telephone hook-up was used with Leahy answering the questions from the Notre Dame Campus and Chesser handling the long distance conversation from the St. Anthony Hotel here.

Honey (Bobby) O'Dell, a hillbilly song stylist has joined the staff of **WOAI**, San Antonio, and will be heard daily on "Radio Rodeo." Red River Dave, popular cowboy singer will be the male vocalist on the series which is broadcast three mornings per week.

Shirley Sporcie has been named program director of **KECK**, Odessa. She was formerly with **KNET**, Palestine, and **KLIF** and **KIXL**, Dallas. Another newcomer is Gordon Gray, who joins the staff as announcer and newscaster. Gray was formerly on the staff of **KSIL**, Silver City, N. M., in similar capacities.

Application has been filed with the FCC for assignment of license of **KIOX**, Bay City, from a partnership composed of John George Long, T. C. Dodd and Harry L. Reading to Long as sole owner of the Bay City Broadcasting Co. Dodd would sell his two-sixths interest for \$9,753.47 and Reading his one-sixth interest for \$7,125.

Ted Barrett has been named promotion and public relations director of the Dallas Morning News and its radio voice, **WFAA**, Dallas. The post is a newly created department for closer relationship between the two organizations.

Ruth Lyons Originating WLW Show From N. Y.

Ruth Lyons and her assistant, Frazier Thomas, who conduct "Morning Matinee" over **WLW**, Cincinnati, will originate the show from **WINS**, New York, during the week Nov. 29 to Dec. 4. Program is broadcast in Cincinnati from 8:30-9:30 a.m. daily.

Miss Lyons arrives in New York at the height of her yearly Christmas fund campaign for hospitalized children and plans to visit the Hospital For Special Surgery on East 42nd Street during her visit. The hospital benefits annually from funds subscribed to the campaign by "Morning Matinee" listeners in the midwest.

Stork News

Hollywood—Mr. and Mrs. Frank LaTourette became the parents of a baby girl, born November 11th. Baby has been named Jean Michelle. Father is **ABC-KECA** News and Special Events Chief.

Hollywood—Tom Harmon, **KFI** Sports Director, is the proud father of a baby girl, Kelly Jean, born on November 9. Harmon is married to Elyse Knox, motion picture actress.

Hollywood—Page Gilman, who portrays Jack Bourbour on NBC's "One Man's Family," was presented with an 8-pound son on Nov. 4.

George Schimmel, engineer at **WQXR**, New York, is the father of a six pound, three ounce girl, born to Mrs. Susan Abby.

AGENCIES

LOFT CANDY CO. has engaged the Lawrence Gumbinner agency to place its advertising.

DOREMUS & CO. has added to its public relations staff John P. Brion, formerly associated with Mutual Life Insurance Co.

MANNIE GREENFIELD ASSOCIATES announces the appointment of Lloyd Greenfield as account executive in the radio department of the publicity and public relations firm.

BENTON & BOWLES, Inc. has signed a minimum three-year agreement for the new National Nielsen Radio Index Service to advertising agencies.

FRANCUS-ALBERT PRODUCTS, manufacturer of Corde-Handbags, has appointed W. B. Doner & Co., New York, as its agency. Newspapers and radio are being used.

VIC DECKER has added several new staff members to his newly formed Decker Advertising Agency in Canton, Ohio. Heading the radio copy department is Frank Grosjean, formerly with **WHBC**, Canton, and more recently associated with **WJW**, Cleveland, and Cleveland ad agencies. George Starr, formerly in sales with **WADC**, Akron; **WCMW**, Canton, and **WPGH**, Pittsburgh also joined the sales staff of the Decker Agency.

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TELEVISION DAILY

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TELE FACES NEW BASEBALL FIGHT

TELE TOPICS

ABC books "The Fashion Story" as a sustainer, we are told, but the program is the most blatantly commercial we have seen yet. A total of seven manufacturers "participate" in the John Nasht package, and their products are plugged almost continuously throughout the stanza. . . . Program is billed as a fashion show with a story line. We'll have to forego comment on the fashion part, since all feminine fashions mean nothing to these male eyes (and besides, there was only one bathing suit modeled last night). . . . The story line, when it made its appearance, was trite, the dialogue stilted and the gags corny (e.g.: "in China they don't need a deep freeze because they have their own coolie system"). Setting is a chi-chi salon in which equally chi-chi fashion execs cavort. . . . Only performer of note is Marilyn Day, who is more at home in legitimate, although she turned in a good job, particularly in the musical numbers, which comprised the best part of the show. . . . ABC doesn't get paid for "The Fashion Story," but deserves double the card rate for carrying it.

TREND toward larger size picture tubes is unmistakable and growing almost daily. DuMont, a leader in this field, recently brought out several new 15-inch receivers including a table model. RCA Victor is working full blast to bring out a 16-inch table set around the first of the year, and several newcomers, including Starrett and others are pushing the over-size screens. Latest entry is the Kimble Glass Division of Owens-Illinois which plans to begin production of a 16-inch all-glass tube early next year. . . . Also for the expanding horizons department: Philco has awarded contracts for construction in Sandusky, Ohio, of a million-dollar TV plant. . . . Assembled execs at the Radio Sales-WCAU-TV meet in Philadelphia this week saw a sales presentation on a closed circuit, highlight of which was a skit on the impact of various TV commercials acted by George Dunham, eastern tele sales manager for Radio Sales, and Helen Buck of the WCAU staff.

TITLE of the General Electric "The Eyes Have It" will be changed Sunday to "Stop, Look and Listen." Paul Gallico will be the new emcee, with a panel consisting of Ilka Chase, Grantland Rice, John Daly and Deems Taylor. . . . Mal Boyd has been chosen chairman of the board of the newly-formed Television Producers Association on the West Coast, and Donn Tatum was named general counsel. Other board members are Mike Stokey, Mauri Gresham, Gladys Rubens, George Foyle, Nils Thor Granlund and Robert Light.

N. Y. Stations Aiding City's VD Campaign

Blueprint for an intensive community public service campaign has been evolved by New York stations cooperating with public health authorities in the city-wide educational drive to check venereal disease.

As worked out by a committee comprised of representatives of the outlets and headed by Nathan M. Rudich, TV coordinator for the campaign, there will be at least one educational film on the air each night. In addition, spot announcements will be carried nightly by each station. Both films and spots are scheduled for the late hours of the evening.

Films, which will be scanned until the close of the drive Dec. 7, are titled "With These Weapons," "Health Is a Victory" and "Fight Syphilis." A fourth, "Know for Sure," will be added soon. Spots, prepared especially for the New York campaign, are live copy coupled with slide presentations.

Representing the stations on the TV committee are: Tony Kraber, WABD; Robert Bendick, WCBS-TV; Steve De Baun, WJZ-TV; Beulah Jarvis, WNBC, and Carl Warren, WPIX.

Industrial Showing Line

Philadelphia—Industrial Television's new line of home receivers is now being exhibited and demonstrated in this city. Company's plans call for "unveilings" next week in

TV Box Score	
On the air.....	43
CP's	81
Applications	310

WPIX 80-Min. Reel Lands 38 Sponsors

"Your New York," an 80-minute newsreel on community activities in the metropolitan area debuts on WPIX Saturday, 7:40 p.m., with 38 participating sponsors signed for "Previews of the Sunday News," showcase ad film for the station's parent organization, which will be incorporated in the stanza.

Newsreel will be produced by the WPIX film staff under Walter Engels and Joe Johnston. It will be edited and written by Paul Keough under general supervision of film manager James S. Pollak, "Preview" seg is produced by the News sales presentation staff under Herbert M. Steele.

Covering the 373 municipalities in the area, film will include interviews, sports, civic affairs, industry, recreation and human interest material.

Sponsors, who signed for News space and TV plugs on a package basis, include Alexanders' Department Store, American Limoge, Coward Shoes, Lambert Bros., MacLevy, Modell, Hearn's, Vim, Finlay Strauss and Stenotype.

Boston, after which the line will be shown in Cleveland, Toledo and St. Louis.

Club Owners Claim Night Pickups Hurt Gate

Annual meeting of the major baseball leagues, skedded for Chicago the first week in December, is expected to provide the background for a new outbreak of "anti-televisionism" on the part of several club owners. Major gripe of these magnates now is that TV pickups of night games hurt the gate of their minor league farm teams located near cities where major skeds are scanned.

Most of the pressure for a ban on night pickups is expected to be supplied by the minor leagues which meet in Milwaukee the three days preceding the convale of the big boys. Attendance at minor league games fell off sharply in many areas last summer and several club owners have placed the blame in tele's lap.

Ban on TV Doubtful

Despite the frequent outbreaks about TV in baseball circles recently, it is considered doubtful that the majors will enact a ban on scanning of night contests. One reason—and a strong one—is that broadcasters and sponsors alike want to take the entire sked that a club plays at home.

One of the leaders of the anti-video group is Horace Stoneham, president of the New York giants, who feels that night pickups hurt the gate of both major and minor league teams. The Giants' top farm team is in Jersey City, where attendance lagged last year. According to Stoneham, TV is responsible for the "bulk" of the loss.

In nearby Newark, home of the N. Y. Yankees chief farm team, attendance last year also fell off. Club officials, however, have repeatedly stated that scanning of Yanks night games did not cause the drop.

New York's other team, the Brooklyn Dodgers, does not have a farm club in the metropolitan area, and it is known that both the Dodgers and the Yanks plan to allow scanning of their complete home schedules in 1949.

WNBT-Built Show To Bow

First program built for local scanning by WNBT since Tom McFadden's staff took over operation of the NBC flagship has been set for debut next Tuesday. Titled "Easy Does It," program will be a musical variety stanza featuring Adele Girard and Johnny Andrews. Larry Schwab will direct, with script by Alan Handley.

Initially, program will be aired twice weekly 7-7:30 p.m.

Press-Time Paragraphs

Atlantic Buys WPTZ Basketball

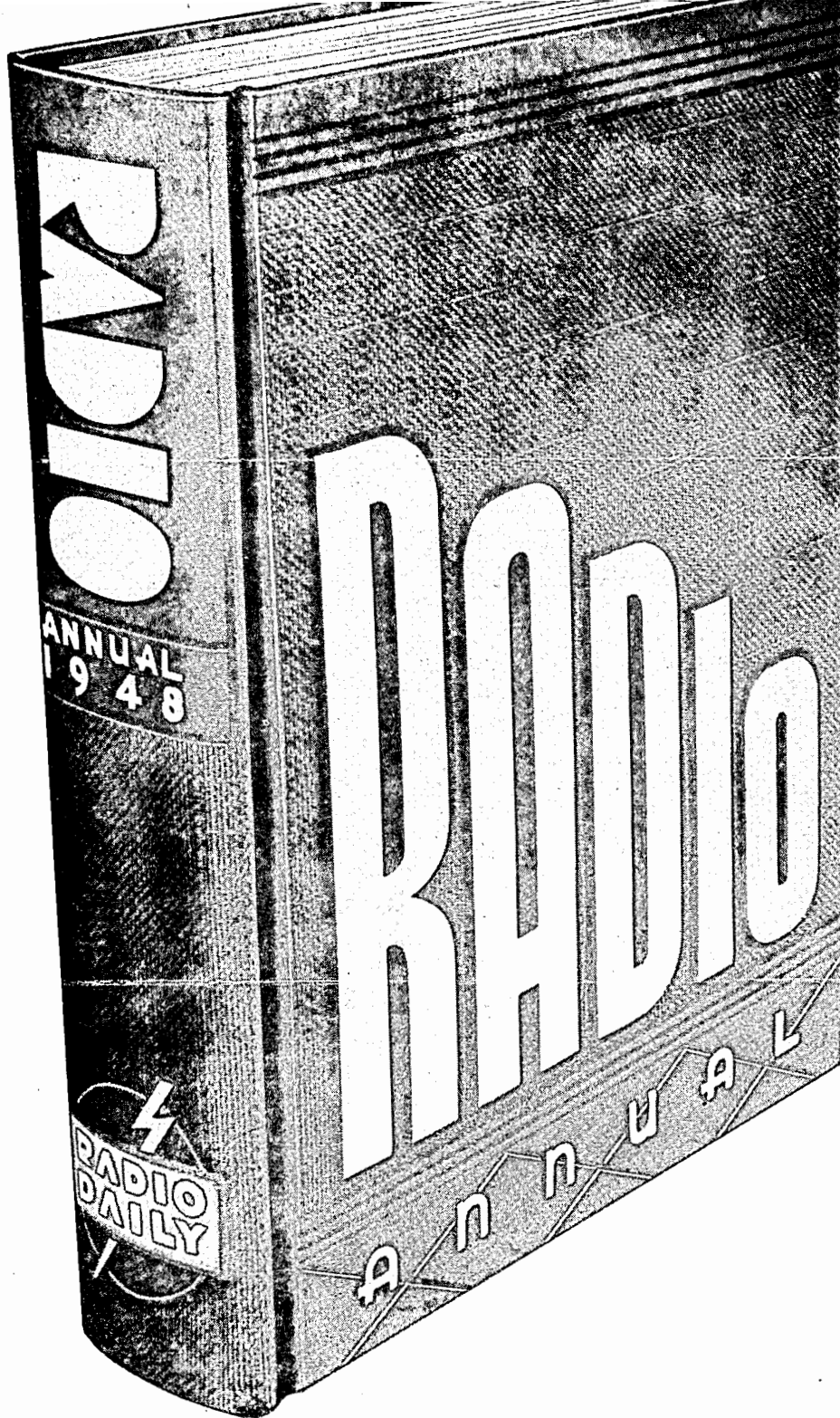
Philadelphia—For the third successive year, Atlantic Refining Co. has signed with WPTZ for sponsorship of all the Saturday home games of the University of Pennsylvania basketball team. Sked starts Dec. 11, 8:30 p.m., with Penn-Yale contest. N. W. Ayer & Son is the agency for Atlantic.

Horan Gets NBC Chicago TV Post

Chicago—Thomas Horan, for ten years chief of the NBC sound effects department here, has been transferred to the web's central division TV department as service manager, video chief Jules Herbueaux announced yesterday. Horan joined the web as a guide in 1930. Also announced were two additions to the tele engineering staff, Kenneth Jorgensen and Gene W. Brees.

WHEN Transmitter Delivered

Syracuse, N. Y.—General Electric announced yesterday delivery of a transmitter for this city's first station, Meredith Publishing's WHEN. Outlet has applied to the FCC for permission to commence equipment tests Nov. 20 and program tests Dec. 1, using interim equipment pending approval of site and tower height. Capt. W. C. Eddy, of Television Associates, is directing operations for Meredith.



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TELEVISION YEARBOOK

1001 ADDITIONAL
ITEMS OF INTEREST

Send me the **RADIO ANNUAL** and the next **260** issues of Radio Daily (full year's subscription). I will pay you \$10 on receipt of bill.
U. S. and Canada, \$10 per year. Foreign, \$15 per year.

NAME

TITLE

COMPANY

STREET ADDRESS

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RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



OL. 45, NO. 35

NEW YORK, MONDAY, NOVEMBER 22, 1948

TEN CENTS

WEBS PLAN THANKSGIVING DAY SHOWS

RMA Quarter-Report Stresses TV Figures

Washington Bureau, RADIO DAILY
Washington—RMA reported Friday at a total of 188,120 TV receivers were shipped by its member companies to wholesalers in the third quarter of this year, bringing the nine-month total for 1948 plus 1947 to 609,892. For 1948 alone the total shipments thus far are 447,711 sets, with well over one-third of these going into the New York-Newark area.

Third-quarter shipments to New York and New York were 16,812 and (Continued on Page 5)

Spanish Station Grant Approved By Commission

San Antonio—The second grant for a Spanish-language station has been approved for this city with the approval by the FCC of license to the Good Neighbors Broadcasting Co. for a 250-watt, daytime-only outlet. This makes a total of eight standard stations and four FM outlets in operation here. It will also be the second daytime-only outlet. Present KCOR operates full time (Continued on Page 5)

Fidler Launches Contest For 'National Kid's Day'

West Coast Bureau, RADIO DAILY
Hollywood—A nation-wide contest, carrying a grand prize of \$30,000 and eight weekly prizes of \$2,500 each, to find a slogan for the National Kid's Day Foundation, Inc., was launched by Jimmie Fidler, Hollywood film columnist and founder of the non-profit movement to aid the nation's under- (Continued on Page 5)

Three Way Plug

Heloise Berg, "Mother Parker" of WEEL, who as a CBS artist found herself televised on ABC from the Waldorf-Astoria in New York the other day, will see herself on television in Boston tonight when WNAC-TV, Mutual outlet, presents a film of an award. The award was made to Miss Berg at the 40th annual convention of the Grocery Mfrs.

Ballyhoo

As part of the publicity campaign on NBC's Thanksgiving show, Elgin's Two Hours of Stars, 500 balloons were released early Thursday afternoon from the top of the RCA Building by NBC stars Kyle MacDonnell, Jinx Falkenberg and Judy Canova. The balloons carried with them either dollar bills, free certificates for Elgin watches or publicity matter on the show. NBC in Hollywood and Chicago repeated the stunt Friday.

Barry Replaces Searle As Coast ABC Head

Charles C. Barry, vice-president in charge of programs and television for the American Broadcasting Company, has been promoted to the post of vice-president in charge of the western division of ABC succeeding Don Searle who has resigned as West Coast v.-p. of the network, RADIO DAILY learned Friday.

Bud Barry is widely known in radio circles. He served as White House announcer for NBC during the early administration of Franklin (Continued on Page 5)

Indie Day Authorized For NAB Convention

Members of the NAB board meeting in Washington last Thursday authorized an "Independents Day" at the April convention of NAB in Chicago. Action was taken out of (Continued on Page 2)

Construction Permits OK'd For 16 New AM Stations

Washington Bureau, RADIO DAILY
Washington—The FCC on Friday okayed construction of 16 new AM stations and approved the sale of KHBG, Okmulgee, Okla., to the Okmulgee Times for \$125,000. Sale of a third interest in KCRA, Sacramento, and a permit for KCRA-FM, for \$40,000 by David McKinley to a new corporation including Ewing Kelly and Vernon and Gerald Hansen was also okayed. Vernon Han-

Major Webs Have Special Programs To Be Presented On November 25; New Trend In Two-Hr. Packages

FCC Sets Hearing On Multiple Ownership

Washington Bureau, RADIO DAILY
Washington—The FCC announced Friday that its hearings on a proposed new formula for the limitation of multiple ownership of broadcast stations will be held here Jan. 17. Limit for AM stations under common control would be set at seven, with the limit six for FM and five for TV stations. The maximum in which stock representing less than control could be (Continued on Page 7)

Sponsor Buys Time To Tell Laws Of Economics

New kind of campaign, considered to be experimental, which purports to stress the basic concepts in American economics, has been started over WOR, New York, through a series of one-minute ETs. The (Continued on Page 2)

Boston Pops Orchestra Joining RCA Radio Hour

Arthur Fidler and the Boston Pops Orchestra will join the RCA-Victor program on the NBC network Sunday, December 12. Fidler (Continued on Page 5)

Thanksgiving Day will see a new trend this year when four different advertisers sponsor the same number of two-hour all-star variety shows on either radio or television networks. Such commercial programming is entirely new for television and it was originated in 1942, chiefly for the benefit of American armed forces overseas, when the Elgin National Watch Co. sponsored "Holiday Star Time" over CBS.

This year, however, Elgin Watch switched to NBC and CBS in turn (Continued on Page 5)

Engineering Confab Set By FCC For Dec. 7

An informal engineering conference of Government and industry representatives preparatory to the NARBA meeting in September will be conducted December 7 at the National Museum here by FCC Commissioner Rosel H. Hyde, the FCC announced Friday. It will run three days, or until concluded.

The "interim agreement," concluded (Continued on Page 2)

Court Names Receiver For WSNY, Schenectady

Schenectady, N. Y.—Harold Salern, Amsterdam, N. Y., accountant, has been appointed temporary receiver for the Western Gateway Broadcasting Corp., operators of Station (Continued on Page 2)

New Guide

A revised edition of the "NAB Sample Transmitter Operating Logs and Pertinent FCC Rules and Regulations" is being mailed to the NAB membership from Washington. The FCC section was collated by Neal McNaughton, assistant director of NAB engineering department. New edition supplants previous guide published in 1946.



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Phone: Wisconsin 3271

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Nat Green
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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 (November 19)

NEW YORK STOCK MARKET

Table with columns: ABC, High, Low, Close, Net Chg. Lists various stocks like Admiral Corp, CBS A, Farnsworth T. & R., etc.

NEW YORK CURB EXCHANGE

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

OVER THE COUNTER

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

Sponsor Buys Time To Tell Laws Of Economics

(Continued from Page 1) sponsor is the Calvin K. Kazanjian Economic Foundation.

The Foundation was established by a \$1,000,000 bequest left by the late Calvin Kazanjian, president of Peter Paul, Inc., who died last July. Purpose of the Foundation is "to help bring greater happiness and prosperity to all through better understanding of the laws of economics."

WOR is broadcasting three announcements a week during the "Rambling With Gambling" program between 6 and 7 a.m. Don Gardiner is the voice on the ETs, answering such questions as "What Is Capitalism?" and "What Is Wealth?"

The account is handled by the Platt-Forbes agency. So far the only contract placed has been with WOR.

Construction Permits OK'd For 16 New AM Stations

(Continued from Page 1)

are respectively, to the 1490, 1450 and 1340 bands.

A five-kilowatt daytime operation was okayed for the Springfield Broadcasting Co. on the 1600 band in Springfield, Mass., with one kilowatt daytime operation for the following: Bankhead Broadcasting Co., Fayette, Ala. (990 kc.); Bankhead Broadcasting Co., Russellville, Ala. (920 kc.); Colorado Broadcasting Co., Englewood, Colo. (1380 kc.); South-eastern Broadcasting System, East Point, Ga. (1260 kc.); Silver City Broadcasting Corp., Taunton, Mass. (1570 kc.); Brian County Journal, New Ulm, Minn. (860 kc.); Sparta Broadcasting Co., Sparta, Tenn. (1050 kc.) and Kermit Broadcasting Co., Kermit, Texas (610 kc.).

The Tri-State Broadcasting Co. was okayed to operate on the 560 band with 500 watts daytime in Middlesboro, Ky., and okays for daytime operation with 250 watts on the 1220 and 1450 bands, respectively, were given the St. Croix Broadcasting Co., Stillwater, Minn., and the Sanan Broadcasting Co., San Angelo, Tex.

The FCC was asked Friday to revoke the newly-won okay for the North-Western Ohio Broadcasters,

Inc., Lima, O., on charges of fraud, misrepresentation and deception. Applicant was the Skyway Broadcasting Co., Columbus, which has been seeking the 1150 channel in competition with the Lima group, and which has an appeal to the U. S. Court of Appeals pending.

The Lima group formerly included Commissioner Robert Jones of the FCC, who gave up his holdings in the corporation when he left Congress to join the FCC. Jones has not participated in Commission deliberations on these applications.

The charges arose from an attempt by a broker to sell the Lima station, on which construction has already been completed, to the Skyway group for \$385,000. The broker, apparently unaware that Skyway had been competing for the channel, offered the station November 11 of this year, less than a month after the most recent of three "final" decisions by the FCC granting the Lima application and turning down Skyway. The broker, Skyway alleged Friday, was prevailed upon to come to a meeting of the Skyway board of directors and detail his offer to sell the station to Skyway.

Court Names Receiver For WSNY, Schenectady

(Continued from Page 1)

WSNY, Schenectady. Mr. Salern was named to take over supervision of the station's operation by a Supreme Court order, and he will continue in his position pending settlement of action in equity recently begun by George R. Nelson, former vice-president and general manager of WSNY, and a group of station stockholders, against Winslow P. Leighton, currently president of the station, and other defendants. Salern's appointment was requested by Nelson and the other plaintiffs.

Engineering Conference Set By FCC For Dec. 7

(Continued from Page 1)

ed in February, 1946, to bridge the gap between the expiration of the original "North American Regional Broadcasting Agreement" and achievement of a new NARBA, sets out a schedule to be followed in preparing for the latter. As revised, it establishes May 2, 1949 as the final date on which the interested countries may circulate their proposals for the conference, now scheduled to convene in Canada on September 13.

The purpose of the Government-industry conference will be to assist in the preparation of proposals of the United States to be circulated to the other participating countries on May 2. In addition, the proposals of the other countries will be examined with a view to obtaining the most suitable basis for final agreement at the 1949 conference.

It is anticipated that technical subcommittees will be formed at the December meeting to make studies and reports on particular questions regarding standards of protection, new proposals, coverage, and similar subjects. Additional sessions may be called later when important developments require it.

Any licensee or other person associated with or interested in standard band broadcasting and its international regulation is invited to attend and participate. It will be appreciated if those persons expecting to attend will advise the secretary of the Commission as far in advance of December 7 as possible, the FCC said.

Indie Day Authorized For NAB Convention

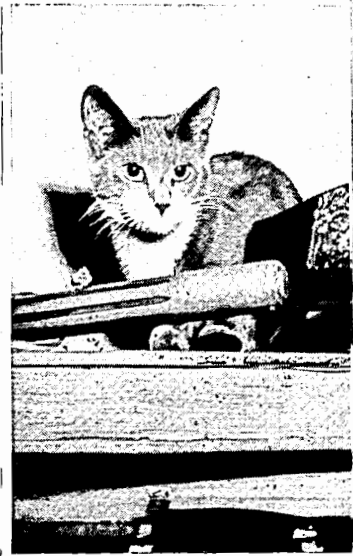
(Continued from Page 1)

ference to the 439 member independents of NAB and other independent station owners who are potential members of the industry association.

Stork News

George Schimmel, engineer for WQXR, New York, is the father of a six pound three ounce girl born to his wife Nov. 16 at Beth Israel Hospital. It's the first child for the Schimmels and she will be named Susan Abby.

A son Philip Albert, was born to Mr. and Mrs. Paul Visser November 15 at Wesley Memorial Hospital, Chicago. The father is NBC's assistant director of agriculture.



On Guard!

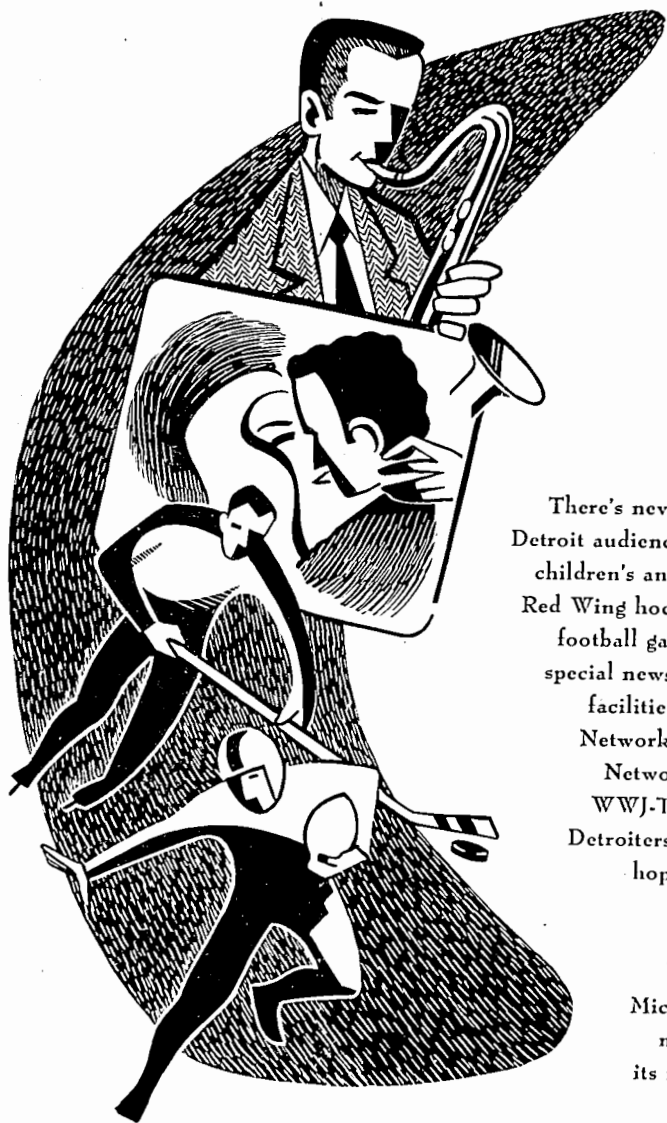
This little pussycat, mascot in a New York station house, proudly guards the cop's hat and "persuader." And, come to think of it, those possessions of the policeman are symbols of the force that guards the whole community.

Time buyers are good guards too.—guards of the money their clients spend on radio advertising. They make sure they get full value for every dollar spent.

It's easy to do that in Baltimore, sixth largest market in the U. S. You just buy W-I-T-H, the BIG independent with the BIG audience.

W-I-T-H delivers more listeners-per-dollar than any other station in town, covers 92.3% of all radio homes in the Baltimore trading area. So if you're looking for low-cost sales, call in your Headley-Reed man today and get the full W-I-T-H story.

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



from music
and movies . . .
to pucks
and pigskins

There's never a dull moment for WWJ-TV's Detroit audience. Symphony and popular music, children's and women's programs, full length movies, Red Wing hockey games, University of Michigan football games, wrestling matches, prize fights, special news events . . . through WWJ-TV's own facilities, through the NBC Midwest Television Network, and soon through the NBC National Network. Every day is a busy day for WWJ-TV's staff, and an enjoyable one for Detroiters who are keeping television manufacturers hopping to catch up with the demand.

WWJ-TV, first television station in Michigan, is an ESTABLISHED advertising medium producing gratifying results for its many advertisers in a market that is currently one of the High-Spot cities of the nation . . . with a backlog of orders for new cars that foretells a prosperous future, as well. IT'S WORTH LOOKING INTO!

FIRST IN MICHIGAN . . . Owned and Operated by THE DETROIT NEWS

National Representatives: THE GEORGE P. HOLLINGBERY COMPANY

ASSOCIATE AM-FM STATION WWJ

WWJ-TV

NBC Television Network

SOUTHWEST

IN keeping with the tempo of the season, the KTSA, San Antonio, merchandising and promotion department, headed by Bill Lamar is offering its sports fans the "Peek's Size 1948 Football Guide." The handy pocket size book contains the latest football rules, terms, penalties, rule changes, pictures of the referee's signals, last year's bowl game results, southwest conference standings the past season, top teams of 1947, '47 conference champions, last year's all-star selections and the all-southwest teams. Also listed are all-state high school teams and all-city teams. Book gives a complete listing of local high school games, Southwest conference games and the national schedule.

A new quarter-hour program sponsored by the Simoniz Co., will originate in the studios of WFAA, Dallas, and will be carried by stations of the Texas Quality Network. Program will feature the Simoniz Trio, composed of Bill Sorrels, Joe McKenzie and J. T. Adams and music by Hugh Waddill at the organ and Bert Noyd at the piano. Waddill and Noyd will be heard in piano duets as well as organ-piano duets. Dick Provenson is announcer.

The Brazos Broadcasting Co., at Bryan has been granted a license by the FCC for a standard broadcast station. The outlet will air daytime only with a power of 500 watts on 1440 kilocycles and will be built at an estimated cost of \$13,662. Principals in the company each of which have a one-sixth interest are Joe A. Marino, president; John Benedetto, vice-president; Rosalie Marino, secretary-treasurer; Ana Marino; Tony Lampo and Lillie Lampo.

John Seagle, one of America's top ranking concert and radio artists, has resumed as soloist on WOAI's San Antonio daily "Morning Devotional." The popular baritone spent the summer directing the Seagle Colony at Schroon Lake, N. Y.

WBNX Delivers

The Sports Audience

by delivering all sports results all afternoon . . . 1:00 thru 6:00; 8:00 thru 8:15 . . . Mon. thru Sat.

WBNX Delivers

The Most For Your Clients Dollar

Investigate

Ask for schedule of few participating spots remaining.

WBNX Broadcasting Co., Inc.
260 E. 161st St., N. Y., N. Y.
ME. 5-0333

or

A. LEWIS KING

527 LEXINGTON AVE. PLaza 9-1389



California Commentary. . . !

• • • Buddy Clark has been added to the galaxy of stars to be heard on CBS' two-hour "Thanksgiving Festival" which Les Weinrott will produce. . . Judy Canova is in Washington, D. C. to confer with

Hollywood

President Harry S. Truman and East Coast officials regarding the March of Dimes campaign for 1949. This marks the second consecutive year in which Judy has been selected as the official "March of Dimes" Girl. . . Alan Young recently received a citation from the Humane Society after the 10,000th application for the Alan Young Dog Pound Club was signed. There are 12 chapters of the club, last of which was formed by the comedian himself in Dallas, Texas . . . a recent addition to KGFJ's staff is Wes Griffin, a sensational pianist who has made a solid hit in the entertainment world. He'll be heard Mondays through Fridays on "Piano Moments." . . . The Eddie Cantor show got a face-lifting with an overhauled writing staff, headed by Dick Mack and Artie Stander, replacing Joe Quillan and Irving Ellinson.

★ ★ ★ ★

• • • Bob Richards, for two-and-one-half years assistant publicity director at Foote, Cone & Belding in Hollywood, has resigned to become manager of the publicity department for Abbott Kimball Company. . . Edward Arnold, ABC's "Mr. President," spoke at the convention of the Congress of Christians and Jews in Chicago last week. . . Maurice Hart has acquired a 9-month old Arabian filly which he will train at his Encino Ranch and hopes to ride her after breaking her in, which takes from ten to eleven months of training. . . 6000 Sunset Radio Center is now housing three CBS shows, "Beulah," "Find That Clue," and "Crooks Cruise." . . Helen (A Date With Judy) Mack is directing the new Mutual "sustainer," "The Millers of Hollway Drive," which was previewed last week with Sidney Miller and Peggy Ryan in the lead. . . Dick Powell, it is reported, will be back on the air shortly in another CBS-built dramatic series. The new model would be an adventure story slanted to Powell's talents.

★ ★ ★ ★

• • • The Post Cereals Division of General Foods Corporation, on behalf of Grape Nuts Flakes, will sponsor "Professor Quiz" in a half-hour weekly recorded program to be aired over 25 big city stations in the West, Central and Southeastern states, starting the first week in January, 1949. Y&R is the advertising agency. . . "The Jubelers," quartet heard on the "Amos and Andy" show for past few weeks, have now been signed as regulars on the show. . . Bob Hope goes on Louella Parsons show December 12. . . Isabel Randolph is now a regular member of the cast of the "Lum and Abner" show. . . Mutual's "Golden Hope Chest" is moving from New York to Hollywood next month and Ben Alexander gets the assignment as emcee. . . Jack Bailey is planning on a 50-city tour with his "Queen For A Day" to open shortly after the first of the year. . . Paul Frees has replaced Hal March as dramatic reporter on ABC's "Newsweek Looks Ahead" program. March has other commitments.

★ ★ ★ ★

• • • Art Linkletter got his sponsor, GE, to contribute a television set for Shirley Dinsdale's TV Bedside Circuit, to send around to the homes of shut-in children. Presentation was made at a kiddie party held last week. . . KECA sales executive, Bill Baxley, is back at his desk after a bout with the surgeon's knife. . . KGFJ Manager Thelma Kirchner announced the signing of Jim Strain as sales manager for the station.

AGENCIES

EDGAR KOBAK, president, Mutual Broadcasting System, will speak today before the Advertising and Selling Course, conducted by the Advertising Club of New York. His subject will be "Qualification for Salesmanship." This meeting will be held at the Engineering Societies Building at 6:15 p.m.

"WHO'S WHO IN SHOW BUSINESS," a new trade-gimmick publication, the creation of Ken Heel former special material writer for Frances Faye, Harry Richman, Milton Berle, Belle Baker, etc., and Jack Astor, ex-associate of Sam Liebowitz, hits the presses early 1949. It is intended as a guide for agents, bookers, club and theater managers and buyers of entertainment talent.

THE R. T. O'CONNELL COMPANY announces its appointment as advertising agency for P. Roretet, Inc., importers of floral essences and essential oils.

WMGW Meadville, Pa.

WMGW - FM

SERVES! — THE RICH NORTHWEST AGRICULTURAL AND INDUSTRIAL TERRITORY.

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

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

WMGW - WMGW - FM

FIRST NATIONAL BANK BLDG.

MEADVILLE, PA.

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

Barry Replaces Searle As Coast ABC Head

(Continued from Page 1)

Delano Roosevelt as President and later became executive head of ABC's Washington office. Upon moving to New York in October, 1945 he became v.-p., in charge of the web's program department and was later named v.-p. in charge of all programs and television.



BARRY

Searle, who announced that his resignation would become effective immediately, plans to return to private business. He is president of KMMJ, Grand Island, Nebr., and also an executive of an oil company in the middle west. Prior to his association with ABC he was general manager of KFAB, KOIL and KFOR, Nebraska stations.

Pending Barry taking over as head of the West Coast division, Frank Samuels, western sales manager of ABC, will be actively in charge of the web's coast operations.

Baker Marks 20th Year

Buffalo, N. Y.—Roger M. Baker, commercial manager of WKBW, celebrated his 20th year in the field of radio broadcasting on November 20.

PROMOTION

WOAI Program Schedule

The merchandising and promotion staff of WOAI, San Antonio, have prepared a Fall and Winter Program Schedule which is being sent out to listeners in their area who are requesting copies. The guide is an eight-page job, two color, size 8 1/2 x 11 inches. The pages are divided into three sections and contain the morning, afternoon and evening schedule by hourly listing. There are pictures of the artists heard over the stations, these including both local, Texas Quality Network and NBC stars. There is a special cover message that points out the fact the listings contained in the log, for the most part, will remain as shown throughout the winter. However, in radio as in everything else, it is impossible to anticipate what tomorrow will bring, let alone the next six or eight months. It further states that changes, as they occur, will be pre-announced on the air and closes with the admonition "for latest word concerning WOAI programs as well as for the greatest shows in radio keep your dial tuned to 1200, morning, afternoon and evening."

Webs Ready Special Shows As Thanksgiving Day Salute

(Continued from Page 1)

went out and sold the William Wrigley, Jr. Company on the idea, thus helping to spark a trend. Video-wise, Elgin-American, a division of the Illinois Watch Case Co., is sponsoring a television package on ABC's eastern and midwest networks while RCA-Victor is doing likewise on NBC's midwest TV web. "Holiday Star Time" on NBC will be broadcast Nov. 25 from 4-6 p.m., EST, with Don Ameche as emcee. Among the personalities lined up are Jack Benny, Red Skelton, Jimmy Durante and Garry Moore, Vera Vague, Dean Martin and Jerry Lewis. Singing stars include Frances Langford, the Mills Brothers and Maria Lanza. Pianist Andre Previn also will be heard with the orchestra conducted by Robert Armstrong. Ken Carpenter is the announcer.

Will Use 500 Balloons

As part of a publicity campaign for the Thanksgiving show, 500 balloons were released from atop the RCA Building last week by Kyle MacDonnell, Jinx Falkenburg and Judy Canova. Balloons carried either dollar bills, certificates for Elgin watches or publicity matter on the show. Stunt was repeated in Chicago and Hollywood.

The Wrigley Company is spending upwards of \$100,000 for time and talent to present its "Thanksgiving Festival" over CBS from 4-6 p.m., EST, directly competing with the special NBC show. Arthur Godfrey, on a trip to Hollywood, will emcee the Columbia program. Stars include Gene Autry, Roddy McDowall, Amos 'n' Andy, Abbott and Costello, Dorothy Lamour, Danny Kaye, Andrews Sisters, Marie Wilson, Kay Thompson and the Williams Brothers, Abe Burrows, Milton DeLugg, Louella Parsons, Phil Gordon and Buddy Clark. Music will be composed and conducted by Lud Gluskin. Les Weinrott went to Hol-

Fidler Launches Contest For 'National Kid's Day'

(Continued from Page 1)

llywood a month ago to produce and direct the show.

George Jessel will emcee the two-hour video revue on ABC's eastern network Thanksgiving night from 7:30-9:30 p.m., EST. Elgin-American's "Holiday Star Vanities" will originate with WJZ-TV, New York, and be fed live to the following stations: WFIL-TV, Philadelphia; WMAL-TV, Washington; WAAM-TV, Boston. Array of stars includes Charles Trenet, Connee Boswell, Paul Whiteman, the Hartmans, Marge and Gower Champion, Paul Draper, Golden Gate Quartet, Phil Regan, Jerry Colonna, Phil Silvers, Morey Amsterdam, Ethel Smith and Andre Baruch.

The ABC show will be telecast on midwest stations via delayed video recordings. It will be aired Monday, Nov. 29, 8-10 p.m., EST, over WENR-TV, Chicago; WTMJ-TV, Milwaukee; WSPD-TV, Toledo; WEWS-TV, Cleveland and WBEN-TV, Buffalo. The film recording will be seen in Detroit the same night, 9-11 p.m., EST, over WXYZ-TV and the next night in St. Louis, 8-10 p.m., EST, over KSD-TV.

NBC's Chicago and Cleveland television stations, WNBQ and WNBK, will be originating points for the two-hour show over the web's midwest hook-up sponsored by RCA-Victor on Nov. 25 from 4-6 p.m. Wendell Niles and Don Prindle will emcee. Talent includes Robert Merrill, Jane Pickens, Bill Robinson and the Wesson Brothers. Toscanini and the NBC Symphony will be carried by transcription.

Spanish Station Grant Approved By Commission

(Continued from Page 1)

and the orchestra will be heard with Robert Merrill, baritone, over 163 stations in the half-hour program which is broadcast at 5:30 p.m.

NBC's "Cavalcade of America" tonight, Monday, at 8 p.m., EST, will repeat its Thanksgiving show of last season titled, "Us Pilgrims." Program features George Tobias in the role of an immigrant studying in night school to obtain the necessary requirements for American citizenship.

Joins WHLI Staff

Hal Kosut, former chief announcer and acting program director at WLCR, Torrington, Conn., has joined the staff of WHLI, Hempstead, L. I. Kosut also was connected with WLIB and WWRL, New York, and WPAT, Paterson, N. J. Dan Peters, formerly with WBMS, Boston, is another newcomer to the WHLI staff.

RMA Quarter-Report Stresses TV Figures

(Continued from Page 1)

43,462 respectively, bringing the 1948 totals to 42,181 and 121,141 and the 1947-48 totals through last September to 64,339 and 177,786.

Other areas of major concentration are Philadelphia, with third quarter shipment of 18,238, bringing the 1948 total to 44,572 and the cumulative post-war total to 63,495; Los Angeles, with third-quarter shipment of 21,141 sets, bringing the 1948 total to 38,332 and the cumulative total to 46,190, and Chicago, where the comparative figures are 12,792, 33,203 and 46,926.

RMA also reported October production of 95,216 new sets, with the weekly production rate passing 28,000 in the final week. The October weekly production figure was 35 per cent higher than in September, when 88,195 sets were reported during a five-week period. The October figures are based on a four-week count.

Combinations Increased

Production rate of FM-AM combinations also rose, even though the overall production fell slightly from 171,753 in the five-week September period to 170,086 in the four-week October period. Turnout of straight AM sets dropped from 1,020,498 in September to 869,086 in October. The FM-AM weekly rate was up to 42,500, 24 per cent better than in September.

Boston Pops Orchestra Joining RCA Radio Hour

(Continued from Page 1)

William C. Meyers has joined the midwestern sales staff of "Tide" in Chicago. He had been with the sales force of WGN, Chicago, since 1945, and for 10 years before that, was in the advertising department of the Commonwealth Edison Co., Chicago public utility. In his new position, Meyers will work with Crosby Vining, "Tide" sales representative in the midwest.

Meyers Leaving WGN

and the orchestra will be heard with Robert Merrill, baritone, over 163 stations in the half-hour program which is broadcast at 5:30 p.m.

SAN FRANCISCO

LOIS HARTZELL is back as soprano soloist on NBC's "Light and Mellow" program after a successful appearance with the San Francisco Opera Company during the past few weeks.

Macy's has been putting on a television display, with receivers scattered throughout the store picking up broadcasts from cameras set up within the store.

THE WEEK IN RADIO

NAB Plans Program Clinic

By VAL ADAMS

NAB's program executive committee set plans for work-shop style program clinic. Pilot conference to be held next Spring to experiment in best methods of operating such conferences. The sub-committee appointed to plan the clinic consists of Ted Cott, WNEW, New York; E. R. Vadeboncoeur, WSYR, Syracuse, N. Y.; and John S. Hayes, WINX, Washington.

Robert D. Swezey resigned as vice-president and general manager of MBS, effective Dec. 1. Mutual board accepted resignation "with regret" and Edgar Kobak, network president, said no successor would be named. Kobak said Swezey's duties will be assumed by other executives of the network.

NBC deal to buy Jack Benny's Amusement Enterprises cooled off and CBS moved back onto the pitcher's mound. . . . NAB board authorized Justin Miller to appoint seven-man industry committee which will promote observance of NAB code. . . . Commercials on top giveaway shows far exceed code limitations because of excessive mention and description of prizes.

Radio Executives Club of New York saluted National Radio Week. Guest speaker Max Balcom, RMA president, said manufacturers are not taking sides on AM versus TV but are anxious to see both radio and television prosper as companion services. . . . Final decision on code seems to be up to NAB members. Referendum is slated on a proposal by Edward F. Breen, KVFD, Fort Dodge, Iowa, calling for a by-law to forbid the board to promulgate standards.

Charles E. Rynd, vicepee and assistant secretary of ABC, resigns Dec. 1 to become president and general manager of Audio and Video Products Corp. Rynd is majority stockholder in new company specializing in sale of electronic and technical equipment to AM and TV stations. . . . Paramount Pictures augmented service to stations and now offers semi-transcribed interviews featuring stars in current movies.

NAB will name five-man committee, selected among board members, to draft plan for integration of TV into NAB organization. Five thousand dollar budget set for use of group. . . . Tom A. Brooks promoted to vicepee and director of Hearst Radio, Inc. He succeeds the late E. M. Stoer. . . . Lucky Strike "Hit Parade" will feature 10 hit tunes of the week instead of seven.

Wayne Coy predicted opening of UHF to commercial television in near future. . . . Television freeze has brought various TV interests to Washington who attempt to sell FCC and Senate Interstate Commerce Committee their own special points of view on future developments. . . . FCC ordered public hearings to in-

★★ Tribute To Radio ★★

EDITOR'S NOTE: The eloquent tribute paid the radio industry by President Carl Haverlin of the Radio Executives Club of New York at their National Radio Week luncheon last Thursday was the talk of the trade the past few days. Believing that Mr. Haverlin's remarks bear repetition, RADIO DAILY deems it a privilege to reprint the full text below:

"We are here to observe National Radio Week and celebrate the 28th anniversary of broadcasting. These anniversaries come and go pitilessly, as we in radio have come and, alas, will go. In the far future, other men and women will gather in this November week to laud the art, to speak of pioneers, to praise the past and hail what is to come. Yes—one anniversary is very like another. Except for those who keep them, none is significant.

"But radio is significant. For radio, like all of man's great accomplishments, has helped to deliver him from the weight and mass of this heavy globe upon which, unaided by such accomplishments, he would still crawl within a narrow circle.

"The lever, the forge, the wheel, the press, the wire, the wing—these and other inventions have loosened our bonds.

"To them was added the power of the microphone and the vacuum tube. In 1921 into their clumsy interiors men spoke and others at a distance heard. Through the air—over nothing—they heard and marveled.

"They did well to marvel, for in those early broadcasts were the then incredible seeds of a harvest not yet fully reaped—network broadcasting, international short-wave transmission, frequency modulation, high fidelity reproduction, television, radar, facsimile and now ultrafax and other things now only imagined, but what we in any branch of radio can imagine will be made real.

"Your programs too have kept pace with your technical advances. Today they go out from thousands of towers to so many million of listeners as to stagger the imagination. And they go out and out, racing past the moon to the planets and the stars themselves, before they lose their energy in some galactic gulf . . . bearing intelligence—pregnant with communication—saying, 'Here on earth is life—do you hear us?'

"Yes, it may well be that somewhere the planetary symbol of the questing and eager spirit of this earth is a Bulova Time Signal or the NBC Symphony Orchestra.

"Big words—some critics will say—too big, too nice and too lush for broadcasting. Broadcasting, which is vulgar, crass and commercial; advertising odd things in questionable ways. Broadcasting that blunders and falters and panders and fails to reach their ideal.

"Well, I am not here to defend radio, so let me admit that sometimes radio is some, if not all, of these things. Let them be true. For they are true of all people, of life itself.

"But like life itself, like people, broadcasting is also magnificent and inspiring and courageous. With its few faults and its many virtues, it fits the people it serves. If one sleeve be short—then so is the arm it covers. As the body grows, the coat will be changed.

"I hope that after some 25 years in radio I may, with propriety, make two suggestions to you, my betters. I've noticed that critical harpoons are thrown at us in cycles. Until they're thrown, we are negative. When thrown, we go on the defensive. I suggest we take on a renewed, a positive, yes, a fierce pride in the progress we have made in 27 years and carry it with us daily. Manufacturers, broadcasters, agencies and clients alike have done a magnificent work.

"My second suggestion is that you do not let familiarity or boredom take the color out of broadcasting. Let not age wither nor custom stale that fine enthusiasm the pioneers had in the 1920's and '30's.

"Instead, let us re-create our original sense of awe and wonder about broadcasting, whether we be network president or a youngster making early morning station breaks. Let us—like the ancient Druids who greeted the sun each morning as though they had not expected it to return—look upon radio in its true light—a continuing and renewing miracle. And remember the vital things in which you deal—intelligence, communication, laughter and music—and the power with which you work is the very stuff of life itself."

investigate charges that Goodwill Stations, owned by G. A. Richards, slanted news broadcasts.

Ed Pauley's Southern California Television Company still trying to force breakdown in single price of Dorothy Thackrey stations. Pauley asked FCC for further delay and oral argument so he might compete for KLAC-TV. . . . Sig Mickelson, WCCO, Minneapolis, elected president of

National Association of Radio News Directors. Vicepees are Jack Shelley, WHO, Des Moines, and Ben Chatfield, WMAZ, Macon, Ga.

New transcribed Bing Crosby show, sponsored by Vacuum Foods Corp., premiering in three major Eastern markets with another yet to come. Show's been signed for WCBS, New York; WHDH, Boston; and WCAE, Pittsburgh.

COAST-TO-COAST

New Staff Additions At WXGI
Richmond, Va.—The appointment of Bert Julian as sales director of WXGI, has been announced. His earlier radio career includes assistant management of WHIP-Chicago, program director, WIBC-Indianapolis and WIZ-Tuscola, Illinois. Added to the station's program staff announcers are John Sinclair of Denver and Robert Hutchinson, former program director of WSVS, Crewe, Va.

Armistice Day Programs On WLBH
Mattoon, Ill.—Station WLBH, 250-watt daytimer, carried the entire Armistice Day Memorial Services of Paris, Charleston and Mattoon, Illinois as a public service. The Charleston program was carried live while Mattoon and Paris were put on tape and broadcast later during the day.

Congress Show On WWDC
Washington, D. C.—Aired over WWDC and WWDC-FM is the weekly feature, "Is Congress Doing Its Job?" conducted by Ed Hart. The program heard on Sunday evenings features interviews with Senators, Congressmen and others in the public spotlight in addition to Hart's comments.

New Program Dir. At WCSI-FM
Columbus, Ind.—Ted McKay has been appointed program director of WCSI-FM. He succeeds Richard Neher, who resumes as station manager of WWIN-FM, Wabash, a sister station to WCSI. Prior to joining the WCSI-FM, program director McKay served with stations WTIP, Charleston, W. Va. and WSUA in Bloomington, Ind.

WTIC Has Cinderella Quiz
Hartford, Conn.—It has been disclosed that 46,889 women have visited WTIC's "Cinderella Weekend" quiz show since its inception in August, 1947. To allow for the introduction of new features on the program, better audience accommodations and greater convenience in production the station announced the transfer of the daily feature from a local restaurant to the radio studios.



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

RADIO & TELEVISION REPRESENTATIVES

New York • Chicago • Los Angeles • San Francisco

TELEVISION DAILY

Daily section of RADIO DAILY, Monday, Nov. 22, 1948 — TELEVISION DAILY is fully protected by register and copyright

TV STANDARDS TO STAY—SHOUSE

TELE TOPICS

WHEN Lee Cooley, director of tele for McCann-Erickson, returned from a visit to the home office of Swift & Co. in Chicago recently, he brought back with him two items that would gladden the heart of any producer. One was a substantial increase in the budget for "The Swift Show." The other, however, was far more important. That was a mandate to develop the program into top-notch tele fare, regardless of ratings. Clients that place the show above the figures in Mr. Cooper's little green book never were overly-abundant, and as a result, many good shows have gone to the happy hunting ground before they had a chance to reach maturity. Therefore, we doff our lid to the Messrs. Swift, and hope that they will set an example for other sponsors. The groping young giant that is television needs them.

THE new version of the Swift stanza—which was ushered in without fanfare two weeks ago—appears to us to be the forerunner of what variety shows of the future will look like. The entire production is slanted for the average small-screen home receiver in an attempt, Cooley says, to bring entertainment to television instead of merely placing a camera in front of the talent. . . . By far the most outstanding feature of the show is the art and camera work. Many of the transitions between the various acts are literally creative gems, and are achieved mainly by the skillful adaptation of movie techniques to video. These give the show a pleasant feeling of smooth motion and are serving to further increase the ever-broadening scope of the medium. . . . In addition to Cooley, those responsible for the production include associate producer Ted Huston, director Tom Hutchinson, assistant director Lou Sposa, scripter Elizabeth Evans, art director Bill Duffy and music director Harry Simeone. Their future efforts on the show should be well worth watching.

DU MONT board of directors, at a special meeting Friday, declared a 25-cent dividend on class A and class B common stock in addition to the regular quarterly dividend on preferred holdings. . . . The Korn Kobblers, stars of the CBS "Kobbs Korner" series bow into the Harem Thursday nite. . . . The ATS's first film forum of the season will be held at the Museum of Modern Art Dec. 1, with panel discussions on the various production and technical problems connected with the use of films. . . . MCA is peddling a new series by Arthur V. Jones, who produced industry documentaries for the Johnston office. Show is titled "The Marriage Clinic."

Crosley President Sees Present Transmission And Reception Systems Unchanged For At Least Five Years; Urges Review Of Regulations

Chicago—James D. Shouse, president and board chairman of Crosley Broadcasting Corp., on Friday took exception to current talk in and out of the trade that radical changes in present-day tele standards are impending. Speaking before the tenth annual fall meeting of the National Editorial Association in the Edgewater Beach Hotel, he said that the system "we have today, both from the standpoint of receivers and from the standpoint of the picture being transmitted, is substantially the same television that we will have five years from now."



SHOUSE

Citing the "chaos" that attended the early days of AM as a warning, Shouse said the FCC "has taken almost every conceivable precautionary measure" to protect the public and broadcaster "to the same extent—namely, that the standards for black and white television will remain as they were set several years ago." He added, "The terrific capital expenditure involved in the erection and operation of a television station will additionally not be subject to technical obsolescence through minor improvements or changes within a reasonable period of time."

Effects On Radio

Turning to the effect of TV on radio, Shouse said, "As a broadcaster, I do not think that television is going to supplement radio. I think that with the exception of widely scattered and remote rural areas containing some small towns,

television stands a good chance not of supplementing broadcasting as we know it today, but of replacing it.

"A television transmitter does not have to broadcast a moving picture every minute it is on the air, and to me it is entirely conceivable that during many hours of the day the program material for television will be developed with the accent on ear appeal only—and I think that the structure of sound broadcasting today will, before very many years have passed, undergo severe economic dislocations that may cause it to deteriorate in quality of service at the very time when only improvement of service could save it."

Control Changes Seen

Because of tele's power, Shouse said, it "contains a potential for good and a potential for bad." He called for a "reevaluation" within the next two years "of all of the safeguards that have been set up to protect radio broadcasting from abuse, equally on the part of the licensee and on the part of Government, reviewed carefully."

He continued: "It is entirely possible that additional precaution, peculiar to the problems inherent in the growth of television, should be taken. It would seem to me strange that the present regulatory structure which has been evolved for broadcasting would be entirely adequate when applied to television, to the extent that this combination of sight and sound, with its added factor of simultaneity, is already demonstrating its future pattern of impact. So there appears to me to be a very real need for fresh evaluation of the balance between proper control and the maintenance of proper freedom."

The Week In Television

Coy Sees Opening Of UHF Bands Soon

Opening of ultra-high frequency channels to commercial TV in the near future was forecast by FCC Chairman Wayne Coy at a special tele luncheon of the Chicago Rotary which was attended by nearly 1,000 persons. . . . Video practically stole the show at the annual eastern conference of the AAAA, with two sessions devoted to the medium. Thomas F. Harrington, vicepres of Ted Bates agency, said TV "is very apt to represent the major proportion of agency billing in a comparatively few years." . . . Co-op sponsorship of programs by national manufacturers and their local distributors and dealers shaping up as important revenue source for stations and TV coverage at comparatively low cost for bankrollers. . . . With the number of receivers in the Philadelphia area nearing the 100,000 mark, WFIL-TV and WCAU-TV have decided to boost their rates to about \$400 an hour.

FCC Sets Hearing On Multiple Ownership

(Continued from Page 1)

held by a single individual or group would be 14 AM, 12 FM and 10 TV, with these maximums permissible only in the event no controlling interests are held. Combinations of control and less than control would be on a sliding scale, with control given twice the weight of an interest less than control.

Thus, with a total of 10 permissible for TV, a single group might control two stations and hold smaller interests in six, or control three stations and hold smaller interests in four, etc.

Warners Petitions FCC For Coast UHF Station

Washington Bureau, RADIO DAILY

Washington—The FCC on Friday reported receipt from Warner Bros. of an application for an UHF television station in Los Angeles, to operate on any 20 mc. band between 500 and 600 mc. The application was seen as significant in view of the fact that Ed Pauley, seeking to wrest KLAC-TV from Warners' grasp, is already on the air with an experimental UHF operation in the Los Angeles area.

Carl Friedlander Named To Telespots Sales Post

Carl Friedlander, former president of Aeronca Aircraft Corp., has joined Telespots, Inc., as general sales manager, it was announced Friday by prexy Jules Bricken. Friedlander has begun organization of a sales force to handle distribution of Telespots' filmed open-end commercials.

WFIL "Swap Shop" Sold

Philadelphia—Jacques Kreisler, men's jewelry firm, will sponsor WFIL-TV's weekly "Swap Shop" stanza beginning today. Program is aired 9-9:30 p.m. Jack Steck conducts the show which offers items submitted by viewers for barter. Contract was placed through Grey agency.

Disney Newsreel On KRSC

Disney Hats, through the Grey Advertising Agency has placed their 10 minute newscast on KRSC-TV, Seattle, Wash. Series will start with the station's opening, around Jan. 1.



Symbol



OF AMERICA'S FREEDOMS

50,000 WATTS

50,000 WATTS

50,000 WATTS (DAYS)

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WGAR

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LOS ANGELES

THE GOODWILL STATIONS

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HARRY WISMER
Asst. to the President



RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 45, NO. 36

NEW YORK, TUESDAY, NOVEMBER 23, 1948

TEN CENTS

BMB BOARD HOLDS IMPORTANT SESSION

400 Media Leaders View NBC Movies

More than 400 media leaders, agency and advertiser executives, publishers, and top talent yesterday attended the screening of the NBC documentary film "Behind Your Radio Dial" at the Waldorf-Astoria's Starlight Roof. Niles Trammell, president of NBC, spoke briefly in introducing the film.

Among those who attended the luncheon were Brig. Gen. David Sarnoff, president and chairman of the

(Continued on Page 6)

5-Hour Musical Program Sponsored On WASH-FM

Sponsorship of a full five-hour musical period on WASH-FM, Washington, by the Sun Radio Co., starting Sunday, Nov. 28, was announced yesterday by Everett L. Dillard, general manager of the Washington FM outlet.

Sun Radio Co. and Capehart will pick up the tab in a co-operating advertising project under the program title of "Sunday Music Festival." The five hours of musical

(Continued on Page 3)

Florsheim Joins Ziv As Special Sales Exec.

Stanley Florsheim, formerly head of the co-operative program department of ABC, has joined the Frederick W. Ziv Company, producer of transcribed programs, as a special sales representative. Alvin Unger, vice-president in charge of sales, for Ziv, announced yesterday. Florsheim will be attached to the

(Continued on Page 3)

Will Honor Autry

Honorary membership in the 4-H Clubs of America will be awarded to Gene Autry, cowboy star, during special ceremonies to be broadcast over WBBM and the CBS network during the International Live Stock Exposition in Chicago the night of Dec. 1. Autry will fly to Chicago from Hollywood to participate in the broadcast.

Re-appointed

Montreal—Appointment of A. Davidson Dunton of Montreal to a further three-year term as the chairman of the Canadian Broadcasting Corporation, is announced in the latest issue of the Canada Gazette. Mr. Dunton, former editor of The Standard, Montreal, was appointed chairman of the corporation in 1945 to succeed Dr. J. Thomson of Saskatoon. At the same time, Rene Morin, also of Montreal, has been re-appointed a governor of the CBC for a further one-year term.

Carlin To Be Feted On 25th Anniversary

Mutual is tossing an anniversary party tonight for its vice-president in charge of programs, Phillips Carlin, who today celebrates his 25th year as a radioite. Party will be held in the Mirror Room at Sherry's on Park Avenue with some 30 radio pioneers in attendance.

Among those invited for the event are Wayne Coy, FCC chairman, and Justin Miller, NAB president. Ed-

(Continued on Page 6)

Wilson Moving To N. Y. For ABC Program Post

J. Donald Wilson, west coast director of programs for ABC, is moving to New York to take over the direction of radio and television programs, it was announced yesterday at ABC headquarters in New

(Continued on Page 2)

Management Policy Of Organization And Charge Of Inaccuracies Under Discussion

New Orleans Station Linked With Press

New Orleans — In a joint announcement, The New Orleans Item and radio station WDSU yesterday revealed that they had joined forces in the interest of improved public service.

Co-operative deal between the newspaper and radio station involves its AM, FM and TV operations. The joint statement made by

(Continued on Page 3)

Winchell Continues Lead Of Top 15 Programs

Walter Winchell continued in top position in the Nov. 15th Hooperatings for the fifth consecutive time with a rating of 27.0. The commentator has not been below first place since he returned to the air in

(Continued on Page 8)

New Pearson Sponsor Announced For WJZ

Wallach's Stores, clothiers, will sponsor Drew Parson in a series of Sunday night newscasts over WJZ, New York, beginning Nov. 28. Programs will be transcribed and will be heard at 11 p. m.

Swezey Gets Web Offer; No MBS Replacement Set

Following closely on the resignation of Robert D. Swezey as vice-president and general manager of the Mutual network last Thursday, trade sources the past week-end revealed that Swezey has under consideration an executive post with another network and has also been offered a key post with NAB. Swezey's resignation came on the closing day of the MBS board meet-

ing and will become effective on Dec. 1.

Speculation as to who would succeed Swezey at Mutual was rife in radio circles. President Edgar Kobak of MBS indicated, however, that the post of general manager might not be filled and that any new executive engaged by the network would function in behalf of

(Continued on Page 2)

Members of the board of directors of Broadcast Measurement Bureau meeting in executive session at the Waldorf-Astoria yesterday, cancelled a scheduled late afternoon press conference and continued their deliberations on the future of the industry-sponsored organization last

(Continued on Page 3)

Radio Farm Directors To Meet In Chicago

Chicago—The fifth annual meeting of the National Association of Radio Farm Directors will be held November 27 and 28 at the Stevens Hotel here. The NARFD is an informal organization of men and women engaged in the preparation and presentation of radio programs designed especially for rural listeners, and was established in the interest of better radio service to

(Continued on Page 3)

Ted Malone To Launch Christmas Tree Caravan

Ted Malone of ABC will launch a Christmas Tree Caravan—a campaign to supply gifts for needy youngsters—across the nation on Dec. 2 during his regular program at 11:30 a.m. EST. Co-operating in

(Continued on Page 3)

Delay

The expansion of the Rural Radio Network, of FM stations in New York State, into the Connecticut Valley area of New England, will be delayed one week. New effective date is December 12. Holdback stems from the radio-relay operation of the network and the delay in delivery of an antenna to WRNB-FM, Hartford, Conn.



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JOHN W. ALICOATE : : Publisher

FRANK BURKE : : : : Editor

MARVIN KIRSCH : Business Manager

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FINANCIAL

(November 22)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
ABC	9 1/2	9	9 1/8	+ 5/8
Admiral Corp.	18 3/8	18	18 1/4	
Am. Tel. & Tel.	151 1/2	151 1/4	151 1/2	
CBS A	21 1/4	20 3/4	21 1/4	+ 1/4
CBS B	21 1/8	20 3/4	21 1/8	+ 1/8
Farnsworth T. & R.	5 3/4	5 1/2	5 1/2	
Gen. Electric	38 1/8	37 5/8	37 5/8	- 3/8
Philco	41	40 5/8	40 5/8	- 1/8
RCA Common	12 1/8	11 7/8	12	+ 1/8
Stewart-Warner	12 5/8	12 1/2	12 1/2	- 1/4
Westinghouse	24 1/2	24 1/8	24 1/2	+ 3/8
Westinghouse pfd.	88 3/4	88 1/4	88 1/4	+ 3/4
Zenith Radio	28 1/2	28	28	- 1/2

NEW YORK CURB EXCHANGE

Hazeltine Corp.	11	11	11	
Nat. Union Radio	23 1/4	25 5/8	23 1/4	+ 1/8

OVER THE COUNTER

	Bid	Asked
DuMont Lab.	13	14
Stromberg-Carlson	14	15 1/2
U. S. Television	11 1/4	13 1/4
WCAO (Baltimore)	23	27
WJR (Detroit)	8 3/4	9 1/4

Maulsby Convalescing

Gerald Maulsby, assistant director of public affairs at CBS, is in French Hospital recovering from an appendectomy which he underwent last Thursday.

Blanket Kansas, SELL Kansas

with WIBW

Ben Ludy General Manager



★ COMING AND GOING ★

HOM HONG WEI, engineering broadcast supervisor of WNYC, has left by plane for Hong Kong and Canton, where he'll spend four months with his parents.

FRANK H. ALTDOERFFER, president of WLAN, American network affiliate in Lancaster, Pa., and JOHN D. HYNES, manager of the station, visiting New York for conferences with officials of the web.

ARTHUR GODFREY leaves today for Los Angeles, where he will emcee the CBS Thanksgiving Festival show, meanwhile doing his morning program from the film capital.

JOHN SANDBERG, of Kraft Foods, is back at his Chicago headquarters after having conferred in New York with officials of BMB.

BERT LOWN, director of station relations for Associated Program Service, and JOHN O'CONNELL, account executive, are back in town after having visited stations in New Jersey and Pennsylvania.

STEVE EDWARDS, director of advertising and publicity for Republic Pictures, is in Minneapolis making arrangements for the opening of Orson Welles' "Macbeth."

BILL WYLIE, of the ABC station relations department, has returned from a two-week business trip during which he contacted network affiliates in the South.

CHESTER L. THOMAS, manager of KXOK, St. Louis, was welcomed late last week at the headquarters of the American network, with which the station is affiliated.

HAL HALPERN, general manager of the Bureau of Allied Arts, left Sunday for a week in Detroit on business.

JOHN M. OUTLER, Jr., general manager of WSB, Atlanta, has left town following a few days here on business.

Swezey Is Considering Web and Assn. Posts

(Continued from Page 1)

the expanding programming and sales department. He added that Linus Travers would remain in Boston as an executive of WNAC and the Yankee Network and would not take over the post vacated by Swezey.

Kobak also denied a report that Mutual board members were asking that a Mutual stockholder be engaged as a top level executive at the network headquarters.

Galvin Names His Son As Motorola Vice-Pres.

Chicago—Robert W. Galvin, son of Paul V. Galvin, president of Motorola, Inc., has been named executive vice-president of his father's firm. It was announced yesterday. The new executive v.p. is 26 years old and has been a director of the company since 1945.

Void WSNY Receivership

Schenectady—An order vacating a previous order naming a temporary receiver for the Western Gateway Broadcasting Corporation, operators of WSNY, Schenectady, was issued by Justice John Alexander of the Supreme Court of New York on Saturday. Harold Salern, an accountant of Amsterdam, N. Y., had previously been appointed a temporary receiver.

DAVIDSON TAYLOR, vice-president and director of public affairs at CBS, has returned from a 10-day trip to United States air bases as guest of Secretary of Defense Forrestal. He was one of the group comprising the Joint Orientation Conference.

E. B. LYFORD, assistant manager of station relations at NBC, is in Binghamton, N. Y., to make three addresses, one each at the Advertising and Sales Club, The Men's Club and the Lions Club.

ROBERT H. SMITH, general manager and chief engineer of WCYB, Bristol, Va., is town for talks at BMB.

HAROLD H. MEYER is in town. He's the general manager of WXXW, Albany, N. Y., an American network outlet.

MILTON BACON, assistant to the general manager of WCBS, today will address the Women's Club of Teaneck, N. J.

DARROLD CANNAN, president of KFDM, Beaumont, Tex., and C. B. LOCKE, general manager of the station, arrived in Gotham last week on a short business trip. KFDM is an outlet of ABC.

DWIGHT COOKE, moderator on the "People's Platform" over CBS, is in Hillsdale, Mich., where today he will address the students of Hillsdale College.

EDWARD R. MURROW, Columbia network newsman, today will go down to Philadelphia in connection with the new Columbia Record album, "I Can Hear It Now." He will be accompanied by JESSE ZOUSER, news editor, and will broadcast from the Quaker City.

HARLOW P. ROBERTS, vice-president and general manager of Goodkind, Joice and Morgan, Chicago advertising agency, is back in the Windy City following New York conferences at BMB.

Wilson Moving To N. Y. For ABC Program Post

(Continued from Page 1)

York. Wilson will assume some of the duties vacated by Charles C. Barry, vice-president in charge of programs and television, who has been promoted to the post of vice-president in charge of the western division of ABC with headquarters in Hollywood. Barry succeeds Don Searle resigned.

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



Quitting time

They've done a day's work . . . and they're going home. They'll eat. Then they'll listen to their radios. That picture was shot outside of one of the big middle west industrial plants . . . but we're using it as an example for Maryland.

We don't know what percentage of our listeners work with their hands or their heads. But we do know this:

In Baltimore, the country's 6th largest city, it is W-I-T-H that delivers more listeners per dollar spent, than any station in town.

If Baltimore is in your plans for next year . . . now's the time to buy time on W-I-T-H!

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

Radio Farm Directors To Meet In Chicago

(Continued from Page 1)

griculture and its people through closer association of farm broadcasters.

Highlight of the meeting will be an address by Justin Miller, president of NAB, on "Radio Farm Broadcasting—A Profession." Officers of the organization are Chuck Worcester, of station WMT, Cedar Rapids, Iowa, president; Wallace Kadderly, KGW, Portland, Ore., vice-president; Hal Totten, WGN, Chicago, secretary-treasurer.

At the Saturday afternoon session Phil Alampi of WJZ, New York, will lead a discussion on "Agricultural Service of the Press Associations." Other discussion leaders will be Homer Martz, KDKA, Pittsburgh, on "RFD Extension Relations;" Bill Komette, WOAI, San Antonio, Tex., on "How RFD's Can Improve Farm Life," and Jack Jackson, KCMO, Kansas City, Mo., on "RFD-Station Manager Relations."

Kadderly-Kathe Scheduled

In another Saturday afternoon session Wallace Kadderly, KGW, Portland, Ore., and Dick Kathe, WGAR, Cleveland, will lead discussion on "RFD's Look at Some Basic Issues," which will include objectives of farm radio, news sources, selection and rejection of material, program format, handling of interviews, program promotion, and listeners' response.

Annual business meeting will be held Sunday morning under chairmanship of Phil Evans of KMBC, Tanley, Kansas. At this session officers for 1949 will be elected. Discussions at the Sunday sessions will include "What We Farmers Want to Hear," led by Bob Miller, WRFD, Worthington, Ohio; "The Farm Market, Its Size, How to Judge It, What We Want," Frank Cooley, WHAS, Louisville, Ky., and "Reports on RFD Television In Action." At 2 p.m., Sunday, the annual banquet will be held, with Justin Miller, president of NAB, as the principal speaker.

Offer ETs To Stations

Transcribed spots incorporating pleas for the support of the Arthritis and Rheumatism Fund are being mailed radio stations this week by the Arthritis Fund campaign headquarters in New York. ET's include transcribed station breaks and five minute programs featuring personalities of radio and the theater.

RADIO ASSISTANT Available

Personable young lady available for interesting radio and/or television opportunity in N. Y. Three years part-time small station experience writing, directing, acting and production (drama, news, interviews, features, etc.) during college. One year dramatic teaching in Hollywood. Box No. 185, RADIO DAILY, 1501 Broadway, New York 18, N.Y.

Meeting Of BMB Directorate Hears NAB Representatives

(Continued from Page 1)

night. Despite the secrecy surrounding the session RADIO DAILY learned that the BMB operational criticism stemmed from the NAB board meeting last week, at which time some board members were clamoring for resignations.

At yesterday's meeting two NAB board members, who are also members of the BMB directorate, G. Richard Shafto and Hugh Terry, outlined the information which was sought by the NAB and clarified that association's questioning attitude regarding the methods and processes whereby BMB arrives at the figures which it submits to its subscribers. Terry and Shafto expressed regret that BMB representatives were not present at the meeting of the NAB directorate.

The BMB board meeting of yesterday resolved itself into a session seeking to determine whether the administration of Hugh Feltis, president, and that of John Churchill, director of research, were to blame for discrepancies in BMB audience measurements. The specific



FELTIS



CHURCHILL

case was that of WSGN, Birmingham, Ala., which had charged through Henry P. Johnston, general manager, that BMB had erred seriously in its night-time-audience figures for the station. The WSGN case was first presented at the NAB board meeting last Wednesday and resulted in a heated session, during which some members were clamoring for discontinuance of the industry sponsored audience measurement.

Asked for Resignation

Following the Wednesday session the board adopted a resolution calling for the resignations of Feltis and Churchill, but this resolution was reconsidered and tabled at the Thursday session and it was decided that the whole matter should be held over for the BMB board meeting yesterday in New York.

Just how the action of the BMB board will affect the futures of Feltis and Churchill remains to be seen. It is known that the NAB board asked that the management functions of BMB be clarified and that either Feltis or Churchill be in full control. The BMB by-laws, according to reports, distinguishes from Feltis' duties as president and Churchill's functions as director of research. Neither man, it is said, is accountable to the other. Each reports only to the board.

Although nothing official was available from BMB last night it is expected that the board will announce some action today in compliance with the NAB board's request for "closer control and management of BMB in its affairs, to the end that subscribers to the service will be better served."

Florsheim Joins Ziv As Special Sales Exec.

(Continued from Page 1)

New York office of the Ziv organization.

Florsheim founded the co-op department of ABC and directed the sales for the first four years. He left ABC in 1947 to become director of advertising and sales promotion with Adam Hats. Prior to joining ABC, he spent 10 years as a transcription sales executive and 8 years in the sales department of the Sheaffer Pen Company.

"Amateur Hour" To Detroit

Nick Keesely, radio director of Lennen & Mitchell, accompanied by the "Amateur Hour" program company, have left for Detroit, from which point the ABC show sponsored by Old Gold cigarettes will be broadcast tomorrow as a salute to the automobile city. Keesely expects to bring back some of the best talent and feature it on the Sunday television feature over Du Mont's WABD.

Ted Malone To Launch Christmas Tree Caravan

(Continued from Page 1)

the campaign, originated by Malone, are the National Retail Dry Goods Association, the Salvation Army and various local civic and social groups.

The Christmas Tree Caravan will be made up of Christmas trees in hundreds of department and specialty stores throughout the country. During his broadcast Malone will invite people to play Santa Claus to needy youngsters by placing gifts for them beneath the Christmas trees in the stores.

The Salvation Army will collect the gifts on Dec. 23 and distribute them to children in each community. On that date Malone will devote his broadcast to a report on the results of the Caravan.

New Manager At KLO

Grand Forks, N. D. — Ralph D. Herbert, for the past two years program director of KLO, Grand Forks, has been appointed general manager. He replaces Elmer Hanson, resigned.

New Orleans Station Linked With Press

(Continued from Page 1)

Ralph Nicholson, president of the New Orleans Item, and Edgar Stern, Jr., president of WDSU, follows:

"We believe that the Item and WDSU can each assist the other in better serving its audience by the kind of cooperative relationship we have worked out. Scrutiny of similar arrangements in other cities has encouraged us to develop such a program for New Orleans. It applies both to WDSU's standard and frequency modulation radio operations and to its new television station, which is scheduled to begin operating on December 18.

"No Exchange of Stock"

"No exchange of stock, nor of investment by the owners of either corporation in the other is involved. Ralph Nicholson, continues as owner of all the shares of the Item Company, Inc. The stockholders of WDSU remain unchanged. They are: Edgar Stern, Jr., Audrey S. Hess, Mrs. Edgar B. Stern and Philip M. Stern."

5-Hour Musical Program Sponsored On WASH-FM

(Continued from Page 1)

programming will include light classics, popular symphonies and collector's items in recorded music. A complete opera will be featured regularly at 2 p.m. The first opera in the series will be "Carmen" which will run approximately two hours and 45 minutes.

Gordon Manchester, radio director of the Lewis Erwin Ryan agency of Washington, negotiated the contract and will handle the commercial copy details. All recordings will be selected from the files of Sun Radio Co. by Lloyd Jones, manager of the company's record department and Larry Carl, program director of WASH-FM.

GET ON THE BEAM!

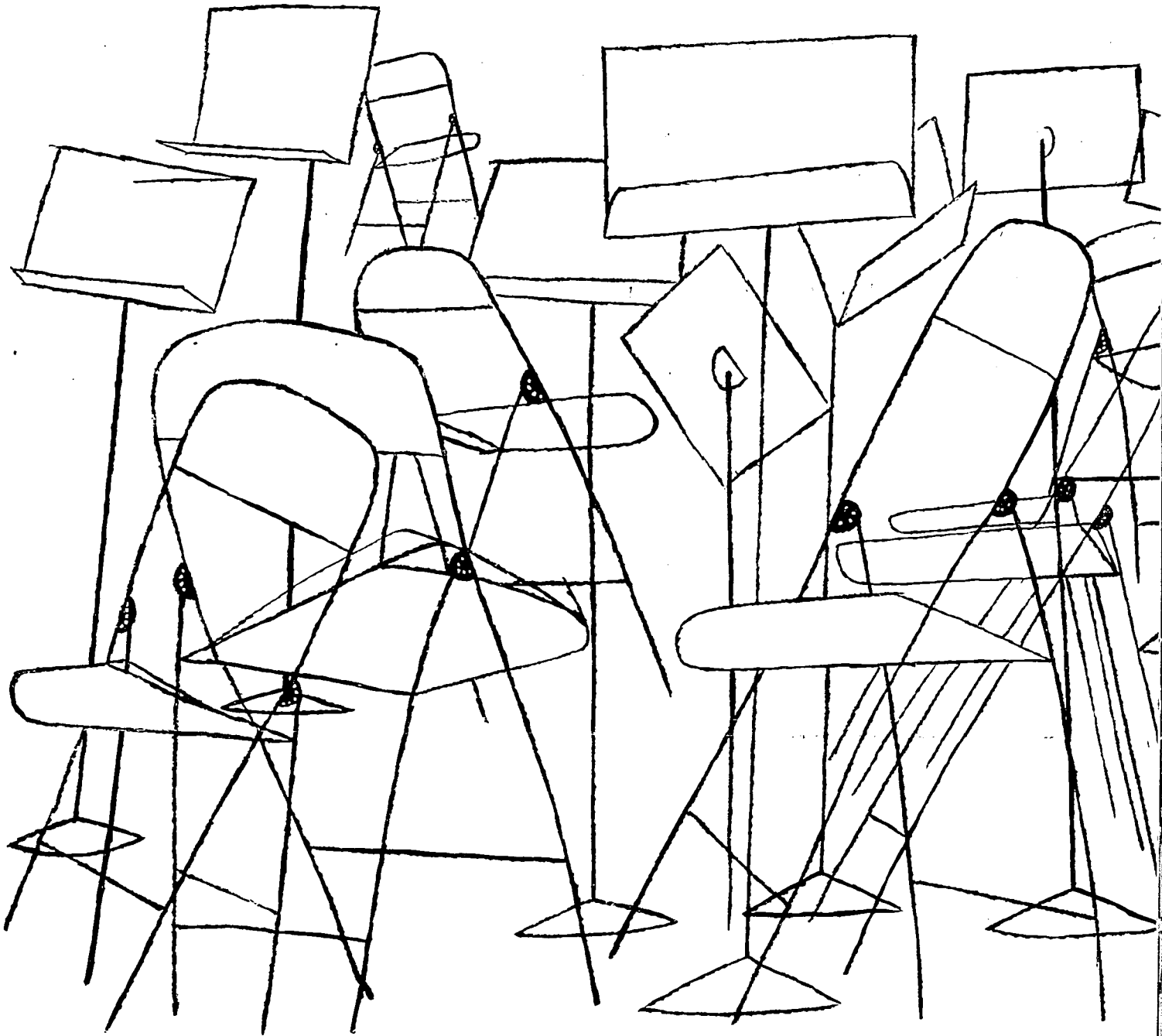
Direct to the 1,000,000 "SPECIALIZED GROUP" within the Los Angeles Market.

- YIDDISH 250,000
- NEGRO 300,000
- GERMAN 100,000
- SPANISH 250,000
- ITALIAN 100,000
- SCANDINAVIAN 30,000

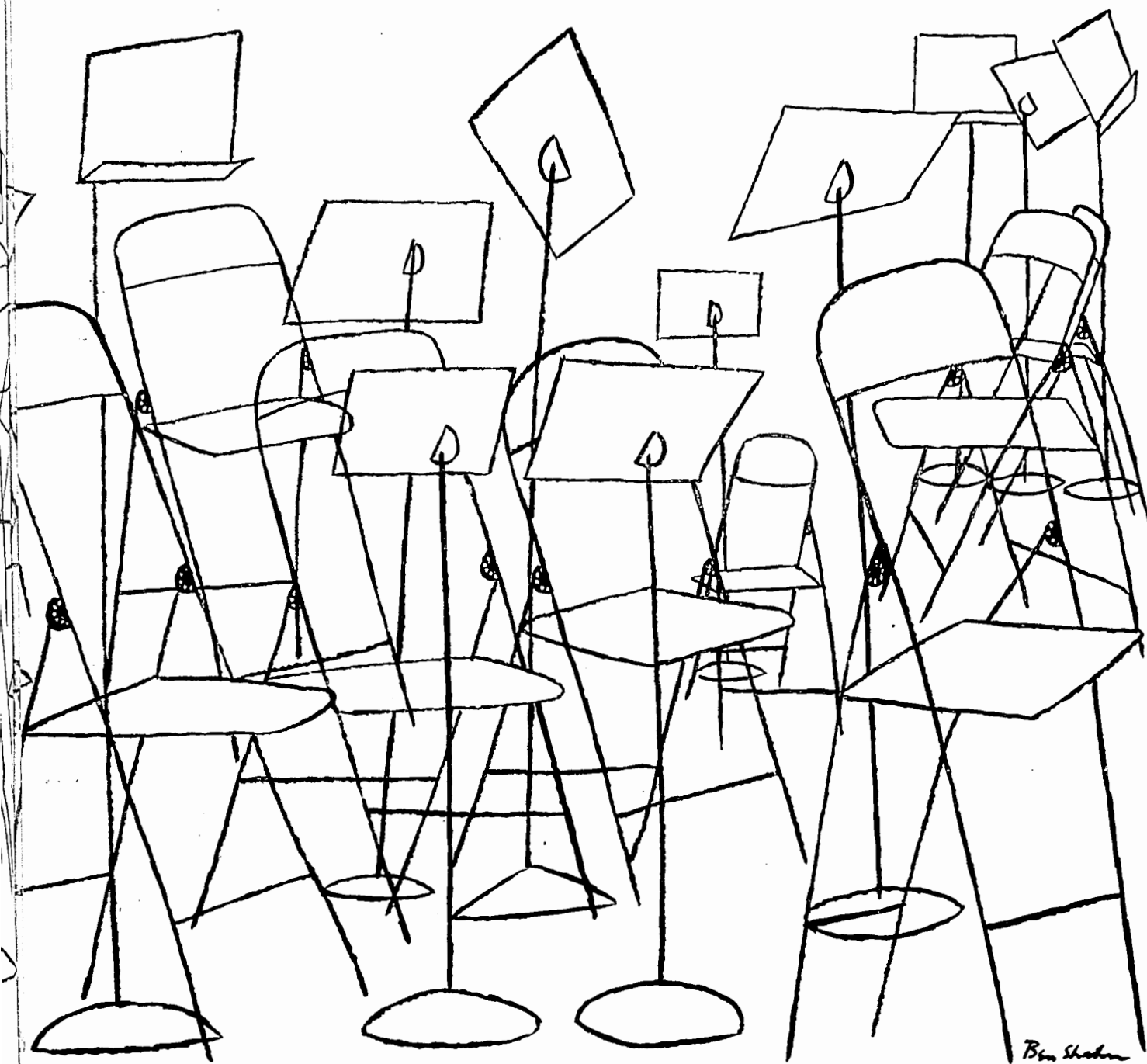
6 RESPONSIVE AUDIENCES IN ADDITION TO 3 MILLION ENGLISH SPEAKING LISTENERS

KOWL 5000 WATTS CLEAR CHANNEL

Owned by ART CROGHAN • GENE AURTY



The empty studio...



Ben Shaban

No voice is heard now. The music is still. The studio audience has gone home.

But the *work* of the broadcast has just begun. All through the week... *between* broadcasts... people everywhere are buying the things this program has asked them to buy. Week after week.

From the beginning, the country's shrewdest advertisers have chosen network radio to maintain this *weekly* contact with their customers.

And in all radio, no voice speaks today with more eloquent authority or economy than that of CBS—first choice, among all networks, of America's largest advertisers.



THE COLUMBIA BROADCASTING SYSTEM

Carlin To Be Feted On 25th Anniversary

(Continued from Page 1)
gar Kobak, MBS president, also has sent invitations to the presidents of the other three networks.

Carlin began his radio career in 1923 as one-half of the total announcing staff of WEAF. Later he worked with Graham McNamee in airing World Series games and college football contests. Carlin was instrumental in helping Dinah Shore, Dorothy Lamour and other personalities on their way to fame. His network career includes association with three webs—NBC, ABC and MBS.



CARLIN

Guest list for tonight's anniversary party includes Mrs. Phillips Carlin, Frank Stanton, Niles Trammell, Mark Woods, John Royal, William Hedges, Alfred McCosker, Theodore C. Streibert, Duncan Buckham, Margaret Cuthbert, Helen Guy, Johnny Johnstone, Rosalie Greene (Mrs. Joseph Barnett), Norman Sweetser, O. B. Hanson, Vincent Lopez, John Gambling, Sol Taishoff, Sam Ross, H. V. Kaltenborn, Ben Gross, Paul Whiteman, J. R. Poppele, M. H. Shapiro, Norman Brokenshire, Thomas Cowan, Joseph Barnett, Joe Bier, Charles Butterfield, Edwin L. Dunham, Sigmund Spaeth, Dan Tuthill, Ted Husing, Abel Green, Dr. Frank Black.

Mutual execs attending are Edgar Kobak, Jess Barnes, A. A. Schechter, E. P. H. James, Robert Schmid, James E. Wallen, Frank Zuzulo and Jim O'Bryon.

On Hawaiian Stations

The two-hour Wrigley "Thanksgiving Festival," to be aired over the CBS network Thursday, 4:00-6:00 p.m., EST, will be heard in Hawaii over the net's two mid-Pacific affiliates, Stations KGMB, Honolulu, and KHBC, Hilo.

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



Mainly About Manhattan. . . !

● ● ● Believe it or not, but one of the coast comics called in his writers the other ayem and said: "Fellas, we've got to get better scripts. I want you to go home this week and work hard and if we get a good show, I may be able to let some of you go!" . . . The World-Telly is expanding its radio coverage, adding pics to daily listing and feature page on dial activities. . . . Box-office success of old movies now re-issued has radio execs thinking of reviving past click radio series. . . . Spec prices for the Met's opening have gone sky high. (Over 40 bux the pair). . . . This was definitely not Russ Hodges' week. His two youngsters had to undergo the surgeon's knife for appendicitis and the proposed deal for him to call the plays for the N.Y. Giants next season hasn't come through yet. . . . "Break the Bank" leading the pack in its Friday nite slot, pacing such heavyweights as Eddie Cantor and the Ford Theater. . . . Johnny Green, the music publisher and former bantamweight pug, got his referee's license yesterday so you'll be seeing him on television these nites around the various clubs. . . . "Who's Who in Show Biz," a cross-sectional trade guide for early '49 publication, now in preparation with Ken Hecht and Jack Astor editing. . . . Harry & Gail Ingram packaging a show called "The Weaker Set" with Frank Cooper office handling.

☆ ☆ ☆ ☆

● ● ● All of us who've known Mary Small since the days she was a kid sensation knew that she had it, but few of us were prepared for the terrific reception they handed her at her Harem opening the other nite. Milton Berle, for instance, got up on the floor and touted her as the greatest singing attraction to hit the nite clubs in years. (The Chez Paree had Ed Wolf on the 'phone the next day offering her 8 weeks out there when she winds up her local engagement).

☆ ☆ ☆ ☆

● ● ● THE MORNING MAIL: "Have a pet peeve," writes Bernie Green, the exploiter extraordinary. "Take the Kay Starr show, for instance. Kay, to my way of thinking is one of our real great singers, but she oughta register a protest somewhere about those lines they hand her to read. I thought radio was growing up and it's no longer considered cute for the announcer to say: 'And what's your next song?' 'Please love me,' coos Kay. Then this guy makes believe she's making a proposition and flusters all over the place until Kay bravely admits it's merely a song title. The rest of the chatter is equally brilliant and I can't wait until 'It Pays To Be Ignorant' comes along with its unadulterated corn which sounds like a Harvard lecture in comparison."

☆ ☆ ☆ ☆

● ● ● Ed Sullivan's "Toast of the Town," which comes up week after week with top-bracket names, introduced a new switch Sunday nite opening up an entirely new field in TV—optical illusion through use of gelatins and special lighting effects. The act featured was Delanos & Reyes and through this optical illusion, the man's entire body (except for his head) was blocked out and the girls looked as tho' they were floating through the air.

☆ ☆ ☆ ☆

● ● ● LEONARD TRAUBE-isms: When and if CBS takes title to Jack Benny, maybe they'll change it to read, "The Columbenny Broadcasting System." And when Winchell switches from Jergens to Kaiser-Frazer on Jan. 2nd, WW might consider "autoceans of love" for his sign-off. Charlie McCarthy is complaining again about Edgar's uselessness. Threatens to put him on sale in Macy's Bergen Basement. Tyrone Power is said to be packaging a program starring himself for one of the big rubber companies. Tire-Own's show?

☆ ☆ ☆ ☆

400 Media Leaders View NBC Movies

(Continued from Page 1)
the board of RCA; Charles R. Denny, executive vice president of NBC; Gardner Cowles, editor and publisher, Look; Malcolm Muir, publisher, Newsweek; Edwin S. Friendly, general manager, New York Sun; Colby Chester, chairman of the executive committee, General Foods, Inc.; Howard Chapin, advertising director, General Foods; Rep. Ed. H. Kruse, Jr., Indiana; Cyrus Nathan, vice president, Foote, Cone & Belding; Winslow H. Case, vice president, Campbell-Ewald advertising agency.

Others in Attendance

Also Harry C. Kopf, administrative vice president, NBC; Louis G. Cowan, president of Louis G. Cowan, Inc.; Stanley O. Resor, president, J. Walter Thompson; Will Hays, former movie czar and now film executive; Seymour Berkson, general manager, International News Service; Reg Clough, editor, Tide; Marvin Kirsch, RADIO DAILY; Harry Michalson, president, RKO-Pathé; Jay Bonafield, vice president and general manager, RKO-Pathé; John M. Whitaker, vice president, RKO.

Others attending the luncheon included Lynn Brown, vice president in charge of media and research, Dancer-Fitzgerald-Sample; Edwin F. Thayer, publisher, Tide; Samuel D. Fuson, vice president, Arthur Kudner.

Similar showings of "Behind Your Radio Dial" are planned for Chicago on Nov. 27 and Washington later this month.

WBAL-TV

Channel 11—Baltimore
NBC Affiliate

NOW ON

THE AIR

60 HOURS

WEEKLY!

Daytime Programs Begin at
12 Noon Monday thru Friday

TELEVISION DAILY

Daily section of RADIO DAILY, Tuesday, Nov. 23, 1948 — TELEVISION DAILY is fully protected by register and copyright

USAF PLANS AIRBORNE TELE SERIES

TELE TOPICS

JOY TO THE WORLD, the second in the "Ford Theater" series which was carried by CBS Sunday nite, was in all respects an excellent production. Although the attractive set was comprised only of a large office and a small waiting room, Marc Daniel's direction provided plenty of movement and interesting camera work. The entire cast was fine, with Eddie Albert turning in an outstanding job in the lead role. Philip Loeb, in a brief appearance toward the end, was highly moving. The old movie pioneer, and Janet Blair, even in the unlikely role of a 26-year-old research director of a major film studio and the love interest, was equally effective. Sy Feuer's background music also was notable, especially in the piece of business accompanying Albert's entrance. . . . Whatever faults we found in the show were inherent in Allan Scott's original play, a highly improbable satire. On the "Ford Theater," however, it was fine entertainment.

THIS SUNDAY'S airing of "Stop, Look and Listen," a World Video-Universal pictures package sponsored by General Electric, was a vast improvement over its debut a week ago, but the show still misses the mark. . . . While Paul Gallico made an interesting emcee at times, he appeared to be ill at ease and relied too much on his notes. Panel members Ilike Chase, Deems Taylor and John Daly were more relaxed and altogether charming, but Grantland Rice was unimpressive as a TV personality. We think that, if given a chance to work together for some time, Miss Chase, Gallico, Taylor and Daly might make an outstanding team. . . . Production at times was a bit sloppy, with the film clips occasionally being switched in late and sound tracks covering the remarks of the participants. . . . All in all, however, the program is on the right road to achieving its potentialities.

KEEP AN EYE on ABC. Several executive changes will be made there around the first of the year, and will bring the web's tele set-up pretty much on its own. . . . Don Nathanson, radio-TV director for the Toni Co., was in town with Leo Rosenberg, of Foote, Cone & Belding, last week looking for a tele show, but, we hear, returned to Chicago empty handed. What gives? . . . Henry Cassirer, CBS-TV news editor, will preside over a course on tele news at NYU next semester. . . . A four-minute film of a Chicago factory explosion and fire, made by WGN-TV newsreel staffer Charles Geckler, is being used as part of the training program for candidates for the Windy City fire department. . . . DuMont is once again up in arms about price cutting by its dealers, and plans to intensify its shopping of retailers.

RCA Victor To Sponsor WBKB Show On 2 Nets

Chicago—"Kukla, Fran and Ollie," WBKB children's show will be sponsored by RCA Victor, through J. Walter Thompson on the seven-city Mid-West NBC web beginning Nov. 29 and in an additional eight Eastern cities beginning Jan. 12 when the two nets are linked via coaxial cable. Program will continue to originate from the Balaban & Katz outlet here.

Beulah Zachary, executive producer at WBKB for the past two years, will leave the station Monday to join the Thompson office where she will continue as producer-director of the show. Featured on the stanza are Fran Allison and Burr Tillstrom, who handles the puppets. Dialogue usually is ad libbed from an outline.

Program will be carried across-the-board, 6-6:30 p. m., CST, by NBC affiliates in St. Louis, Milwaukee, Detroit, Toledo, Cleveland and Buffalo. Eastern cities to be added include New York, New Haven, Boston, Schenectady, Philadelphia, Baltimore, Washington and Richmond.

WDSU-TV's First Sale To Department Store

New Orleans—WDSU-TV, scheduled to go on the air Dec. 18, has landed its first sponsor, station manager Fred Weber announced yesterday. D. H. Holmes Co., Ltd., local department store, signed for a 75-minute Korda film.

Provision For UHF Channels Included In New Zenith Sets

Chicago—Zenith Radio Corporation's new line of tele receivers featuring provision for ultra-high frequency channels and a plug-in for Phonevision will go on sale in the Chicago area next Monday, it was announced yesterday by E. F. McDonald, Jr., president. He added that they will go into other TV cities as production in the company's plants expands.

Possible advent of UHF channels is provided for in a "Bull's Eye" tuner, which is capable of "automatic tuning" on 13 different stations in the present band or upstairs, the announcement said. Set contains unused tuning strips which

Weed & Co. Named By Para. Stations

Appointment of Weed and Co. as national advertising representatives for Paramount video stations was announced yesterday by George T. Shupert, director of commercial operations for the pix firm's TV division.

Weed will represent the stations in all cities except New York and in each outlet's own trading area. Para. has two outlets on the air at the present time — KTLA, Los Angeles, and WBKB, Chicago.

Para's TV division will continue to maintain sales offices in New York, in charge of Eastern sales rep John Dickinson, assisted by Cris Rashbaum. Weed will represent WBKB in Los Angeles and KTLA in Chicago.

Full-Hour Bowling Seg Scheduled By ABC Web

Full-hour bowling show produced by Tele-Sports Inc. has been skedded by ABC for the 10 p. m. Sunday slot beginning Dec. 26. Jimmy Powers, sports editor of the New York Daily News, will originate from alleys in Rego Park, N. Y. J. R. Kupsick agency is handling the deal for Tele-Sports.

McMurray Joins Hooper

Maurice McMurray, formerly with KMBC-TV, Kansas City, has joined C. E. Hooper, Inc., in charge of TV subscriber relation. Previously he was sales promotion manager of WHO, Des Moines.

Spokesman Claims Flying Tests Successful

A U.S. Air Force video series featuring live pickups from a plane in flight is planned by the AF Radio Section for production in the near future, it was learned yesterday. Extensive tests and demonstrations of in-flight transmission are now being conducted on the West Coast by Col. Howard L. Nussbaum, chief of the section.

The system was developed at Wright-Patterson Air Force Base at Dayton, O., where engineers of the Air Materiel Command have successfully experimented with the use of TV in photo reconnaissance. Cameras and transmitting equipment were installed in a C-47 transport plane for the tests.

Good Image Quality Claimed
The plane is now at McClellan Field near Sacramento, where further tests were conducted by the AMC. Pickups from the plane were relayed to a ground station which re-transmitted the signals. A spokesman for the Command said that picture quality from the air-borne camera was exceptionally good and had greater clarity than studio shots.

Tentative plans of the Air Force production staff call for a series of shows based on USAF activities. These would be combination of live and film, and each would feature an air-borne pickup. Latter might include coverage of flight formation, simulated bombing runs, launching of "parasite" craft and similar operations.

Milwaukee Bank Buys WTMJ-TV Court Sked

Milwaukee—First Wisconsin National Bank has signed with WTMJ-TV for sponsorship of 21 Marquette University and high school basketball contests. Contracts were placed through Marvin Lemkuhl agency.

Bank's first video venture was sponsorship of four football games over the station this fall.

Larry Clark will handle play-by-play games.

Eddie Kean To 'Parade'

Eddie Kean, scripter of "Howdy Doody," will ride atop a float in the Macy parade Thursday dressed as the fabulous puppet, wearing papier mache H. D. head three feet high. At the store he'll transfer the head to Bob Smith, who'll hold forth on the store's marquee.

PROMOTION

For—And Of—Editors

As part of NBC's all-out publicity campaign on its Thanksgiving show, Elgin's Two Hours of Stars, 4:00-6:00 p. m. EST, Garry Moore cut 100 personal records which were sent to radio editors throughout the country. The first part of the record contains chatter about the personality of the radio editor to whom the record is sent, the second part of the record contains a buildup on the Thanksgiving show. Obviously, Moore had to cut each record separately.

For Nashville—And The 'Opry'

WSM, Nashville, is mailing out reprints of the feature story in Women's Day Magazine extolling the virtues of NBC's "Grand Ole Opry" and Tennessee, its birthplace. Says the station: "This is the kind of push put behind WSM productions, and stories of this nature are not once-a-year propositions. Yes, we have had the pleasure of seeing write-ups of WSM shows in a half dozen top circulation magazines this year in addition to all of the fan publications. The same publicity can be had for your clients through the use of WSM built programs. Live talent productions are something we know, and we'll be mighty happy to be of service to you."

Teen-Agers Enter WOV Disk Jockey Contest

WOV, New York indie, is running a disk jockey contest for high schoolers with the winner to get his own show and an eight-week contract with the station during the summer of 1949. Three judges have started conducting preliminaries and semi-finals, each contestant spinning one record and filling two minutes of time with original chatter. Best of the lot will be heard on Fred Robbins "1280 Club" and winner is to be selected by write-in vote.

Smith Leaves Mercury

Chicago—Jackie Smith, who for several years has handled promotion and contacts for Mercury Record Corporation, is leaving the firm to manufacture a new television make-up, to be known as Tele-Chromatic. Formula for the new makeup was concocted by Jackie four years ago when she was active in the cosmetic industry. Along with supervising the production of Tele-Chromatic, Jackie will handle all publicity, promotion and layout for the firm which will bear her own name.

Gloria King At 'Sardi's'

Gloria King, last seen as the nightclub singer in the Academy Award film, "The Best Years of Our Lives," and who recently returned from a five-month engagement in London, will be interviewed on the "Lunch-con At Sardi's" program over WOR-Mutual, today, 1:00-1:30 p.m.

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 November 12-18, 1948

TITLE	PUBLISHER
A Tree In The Meadow.....	Shapiro-Bernstein
Bella Bella Marie.....	Leeds
Beyond The Purple Hills.....	Goldmine
Bouquet Of Roses.....	Hill And Range
Bullets And Bows.....	Famous
Cuanto Le Gusta.....	Southern
Down Among The Sheltering Palms.....	Miller
Ev'ry Day I Love You.....	Harms
Far Away Places.....	Laurel
For You.....	Witmark
Galway Bay.....	Leeds
Hair Of Gold, Eyes Of Blue.....	Robert
Here I'll Stay.....	Chappell
I Got Lucky In The Rain.....	Sam Fox
I Love You So Much It Hurts.....	Melody Lane
If We Can't Be The Same Old Sweethearts.....	Feist
Just For Now.....	Advanced
Lavender Blue.....	Sammy-Joy
Maybe You'll Be There.....	Triangle
My Darling, My Darling.....	E. H. Morris
On A Slow Boat To China.....	Melrose
One Sunday Afternoon.....	Remick
Rambling Rose.....	Laurel
Say It Isn't So.....	Berlin
Say Something Sweet To Your Sweetheart.....	Mills
Twelfth Street Rag.....	Shapiro-Bernstein
Until.....	Dorsey Bros.
You Call Everybody Darling.....	Mayfair
You Came A Long Way From St. Louis.....	Jewel
You Started Something.....	Broadcast Music
You Were Only Fooling.....	Shapiro-Bernstein

Second Group

TITLE	PUBLISHER
Again.....	Robbins
Ain't Doin' Bad Doin' Nothin'.....	Henry Spitzer
Blue Bird Of Happiness.....	T. B. Harms
By The Way.....	Bregman-Vocco-Conn
Cornbelt Symphony.....	Mellin
I Still Get A Thrill.....	Words & Music
I'd Love To Live In Loveland.....	Bregman-Vocco-Conn
In My Dreams.....	Murray-Wizell
Isn't It Romantic.....	Famous
It's A Most Unusual Day.....	Robbins
It's Magic.....	Witmark
Love Somebody.....	Kramer-Whitney
Money Song.....	Crawford
Night Has A Thousand Eyes.....	Paramount
Play The Playera.....	E. B. Marks
Ta-ra Ta-la-ra Ta-la.....	Oxford
That Certain Party.....	Bourne
This Is The Moment.....	Miller
When You're Smiling.....	Mills
You Walk By.....	Cavaller

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AGENCIES

THOMAS M. McDONNELL has been appointed director of radio in the New York office of Foot Cone & Belding. Miss Lillian Sel has been made business manager of the agency's New York radio department.

MAX R. SHOHET has been named manager of the Washington office of Radio Reports, Inc. He has been with the organization in both its New York and Washington offices for the past two years and is a former newspaperman and publicist-director.

MILES LABORATORIES, Inc. has signed a minimum 3-year contract for the new National Nielsen Radio Index Service. The agreement provides for continuous service to Miles and election of new NRI optional features, including non-network service, station area reports and Nielsen Consumer Index Service covering two subjects. A three-year contract for the new National NRI Service has also been signed by Wade Advertising Agency, whose election of optional features include non-network service and station area reports.

Winchell Continues Lead Of Top 15 Program

(Continued from Page 1)

September following a summer vacation.

Radio Theater ranked second with 25.0 and Fibber McGee & Molly came in third with a rating of 22.8. "Stop the Music" got back into the top 15 bracket, landing in 11th place with its highest rating score to date, 15.9 for the full hour. Last quarter-hour of "Music" on the date checked by Hooper was also the highest 15-minute rating ever pulled by the show and bears out the theory, in part at least, that a Winchell goes, so goes "Stop the Music." Winchell's rating jumped nearly four points.

Latest Hooper dropped Fred Allen down from ninth position to 17th, his rating falling off from a previous 16.9 to a current 14.8.

Difference in rating between the Phil Harris-Alice Faye show and "Amos 'n' Andy," competing programs, remains practically the same as it was in the previous report, although both programs improved their ratings to a very slight degree. Harris-Faye show is 4.5 points ahead of the comedy team.

Current Hooperatings in the top 15, from number four position of down, are as follows:

Jack Benny 21.9, Bob Hope 20.0, Arthur Godfrey's Talent Scouts 18.5, My Friend Irma 17.1, Phil Harris Alice Faye 16.6, Duffy's Tavern 16.0, Mr. District Attorney 16.4, Stop the Music 15.9, People Are Funny 15.7, Crime Photographer 15.4, Mr. Keen 15.2, Horace Heidt 14.9, Big Town 14.9.



RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 45, NO. 37

NEW YORK, WEDNESDAY, NOVEMBER 24, 1948

TEN CENTS

MOVIE FIRM BUYING NETWORK STOCK

Seek Treasury Ruling On Capital Gains Tax

Washington Bureau, *RADIO DAILY*
Washington—The Bureau of Internal Revenue has not yet replied to Senator Styles Bridges' query concerning its policy in respect to the use of the capital gains tax by top radio performers, it was learned yesterday. Although the Bureau will say nothing officially, it is known that the question was brought up because of reports that Amos 'N' Andy were given an indication by the bureau that they might pay the much higher personal income levy on their new contract.

The Bureau insists there has not (Continued on Page 3)

South Dakota Stations Form AP Association

Associated Press radio members in South Dakota have formed a state association with Morton H. Henkin, president of KSOO at Sioux Falls, as temporary chairman. This makes 25 state or regional AP radio associations, covering 37 states, Alaska and the District of Columbia.

Henkin appointed a nominating committee to propose a president, (Continued on Page 2)

Taylor Returns To ABC For Gen. Motors, Dec. 20

Henry J. Taylor, commentator, returns to ABC on Dec. 20, in a weekly quarter hour of news and commentary under the sponsorship of General Motors Corporation. Kudner Agency, Inc., will handle the 52-week program which will be heard on the network Monday evenings from 8:45 to 9 P. M. EST.

Perennial Favorite

Bing Crosby, star of ABC's Philco Radio Time, has again been nominated as the favorite radio personality in the Cleveland Plain-Dealer's 1948-49 radio popularity contest conducted by Robert S. Stephan, radio editor. In addition Crosby was rated No. 1 among the popular singers heard on the networks. The poll has been taken annually for years.

No Paper Tomorrow

Thanksgiving Day, traditionally the last Thursday in November, will be celebrated tomorrow in all the states of the Union as a legal holiday. In observance, *RADIO DAILY* will not be published.

Subpoena Rep. Pacts, Says Columbia To FCC

CBS web has asked the FCC to subpoena the contracts entered into by 27 station representatives with stations and advertisers for the sale of national spot and other commercial time, proposing to show that they "exercise far greater control over licensees than does the Radio Sales division of the Columbia Broadcasting System over affiliates which it represents." The FCC was asked to call in these contracts for the hearing next Monday in response to a complaint by the National Association of Radio Station Representatives.

The NARSR claimed that network (Continued on Page 8)

First Ziv TV Package Sold To N.Y. Sponsor

First sale of a film package by Ziv's Television Programs, Inc., in the New York area was announced yesterday by John Sinn, president of the TV division of Frederick W. Ziv. The program titled, "Yesterday's Newsreel" has been sold to the Seidenberg Cigar Company for sponsorship on WCBS-TV effective (Continued on Page 2)

NAB's Requests Of BMB May Revamp Operations

As a sequel to the Broadcast Measurement Bureau board meeting of Monday, BMB headquarters in New York released a statement last night giving the highlights of the session. The BMB statement covers NAB recommendations for corrective measures and the resolution calling for "an immediate realignment of executive functions of BMB management." The NAB report, presented at the

20th Century-Fox Reported Acquiring Blocks Of ABC Stock With TV Association In Prospect

AM Network Sponsors Seek More Promotion

Sponsors of network radio programs and agencies are beginning to bear down on the web publicity and promotion departments for more intensified publicity in the interest of their shows, *RADIO DAILY* learned yesterday. They are asking campaigns comparable to those given television stations and programs and decry the emphasis be- (Continued on Page 3)

FCC Asked To Uphold Station 'Package' Sale

Washington Bureau, *RADIO DAILY*
Washington—Warner Brothers and Dorothy S. Thackrey yesterday asked the FCC to turn down the petition filed November 12 by Ed Pauley's Southern California Company for reconsideration of the FCC's October 28 decision that Mrs. (Continued on Page 7)

WKNB-FM Announce Plan For Joining FM Network

Hartford — WKNB-FM yesterday announced to 100 farm leaders of this state its plans for specializing in servicing the rural listener effective December 12 when it joins (Continued on Page 2)

ABC and 20th Century-Fox were reportedly headed for the financial altar yesterday with a television gleam in their eyes. There was no official confirmation that the vows were about to be said but neither would Fox deny that it is buying into ABC—the only statement being a short "no comment" from company officials.

First indication of a deal of some kind involving ABC was touched off in Wall Street Monday when trading (Continued on Page 7)

Canada Churchmen Hit Sunday Shows

Protest at the failure of both private and government radio stations to schedule Sunday evening religious services was contained in a resolution passed by the executive council of the Church of England in Canada. The resolution was moved by Bishop A. R. Beverley, and seconded by Archdeacon W. F. Wallace. No church service or (Continued on Page 8)

"Gangbusters" Moving To CBS With GF As Sponsor

"Gangbusters," now an ABC co-op, switches to CBS early in January under the sponsorship of General Foods. Program will be heard on Columbia at the same time it is now broadcast, Saturday, 9-9:30 (Continued on Page 3)

Thank You Note

President Truman yesterday asked the radio and the press to carry a "Thank You" from him to everyone who congratulated him on his election victory. It was reported that more than 50,000 letters and 10,000 telegrams of congratulations had been received at the White House and that others were still being received.



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JOHN W. ALICOATE : : : Publisher

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

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WEST COAST OFFICES

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

WASHINGTON BUREAU

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

CHICAGO BUREAU

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

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FINANCIAL

(November 23)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
ABC	9 1/8	8 7/8	9	- 1/8
Admiral Corp.	18 3/8	17 7/8	18 1/8	+ 1/4
Am. Tel. & Tel.	151 3/4	151 3/8	151 3/4	+ 1/2
CBS A	22	21 1/2	21 3/4	+ 1/2
CBS B	21 1/2	21 1/8	21 1/2	+ 3/8
Farnsworth T. & R.	5 5/8	5 1/2	5 1/2	- 1/8
Gen. Electric	37 3/4	37 3/8	37 1/2	- 1/8
Philco	40 5/8	40 1/4	40 1/2	- 1/8
Philco pfd.	87 1/2	87 1/2	87 1/2	- 1
RCA Common	11 1/8	11 1/8	11 1/8	- 1/8
RCA 1st pfd.	70	70	70	-
Stewart-Warner	12 5/8	12 1/2	12 1/2	- 1/4
Westinghouse	24 3/8	24	24 1/4	+ 1/4
Westinghouse pfd.	89 1/4	88	89 1/4	+ 1
Zenith Radio	27 5/8	27 1/4	27 3/8	- 5/8

NEW YORK CURB EXCHANGE

	Bid	Asked
Nat. Union Radio	2 3/4	2 1/2

OVER THE COUNTER

	Bid	Asked
DuMont Lab.	13	14
Stromberg-Carlson	14	15 1/2
U. S. Television	1 1/4	1 3/4
WCAO (Baltimore)	23	27
WJR (Detroit)	8 3/4	9 1/4

Another Award Added

An award for "The most outstanding program promoting international understanding" has been added to the George Foster Peabody Awards this year. Dean John E. Drewry, Henry W. Grady School of Journalism, University of Georgia, announced yesterday.

INS has served



FOR 10 YEARS

★ COMING AND GOING ★

VICTOR M. RATNER, vice-president of CBS in charge of advertising and sales promotion, boarded an American Airliner Monday for Chicago. He returned yesterday, also by the etherial route.

GEORGE TORGE, program director of WBEN and WBEN-TV, Buffalo, N. Y., has left on an extensive tour of television stations throughout the East and Midwest.

MARGARET ARLIN, women's commentator on WCBS, will spend Thanksgiving Day in Sanford, N. C., visiting with her brother, Col. H. B. Hines.

MAX M. EVERETT, managing director of J. P. McKinney & Son, was a recent visitor at WHIT, Hartford, Conn., where he conferred with Glover DeLancy, general manager, and Len Schoenfeld, sales manager.

GABRIEL DEVELLE, entertainer-owner of The Encore, has returned from Chicago, where he discussed a video show which would use his bistro as a background.

DWIGHT COOKE, moderator on the "People's Platform" heard over CBS, will lecture today at the Detroit Town Hall. His subject, "Cross Section USA—1949."

HERVEY CARTER, general manager of WMUR, Manchester, N. H., a visitor yesterday at the offices of ABC, with which the station is affiliated.

PETER DONALD, comedian, has returned from an engagement in Pittsburgh. Tonight he'll resume his chores as emcee on "Can You Top This."

JOHN GUEDEL and ART LINKLETTER, of "People Are Funny" on NBC, are spending this week in Kansas City in the course of their current charity tour. Their broadcasts, for the benefit of the Boy Scouts, will emanate from the Municipal Auditorium.

GENE WILLIAMS, orchestra leader, is leaving Virginia for the deeper South, making a series of one-night stands with his new radio band.

LOUIS MANDEL is leaving Monday for Hollywood, where he'll make arrangements for the organization of a corporation to produce independent movies starring Betty Garrett and Larry Parks.

BERNARD SCHUBERT is back from Hollywood, where he conferred on plans for the new George O'Hanlon comedy show.

First Ziv TV Package Sold To N.Y. Sponsor

(Continued from Page 1)
December 10th. Fifteen minute review of newsreel clips will follow Ed Sullivan's Toast of the Town at 10 p. m. Sale of the same program to TV stations in Philadelphia, Baltimore and Detroit were also reported.

Hal Horton

Hal Horton, 55, announcer and veteran showman of KRLD, Dallas, died Sunday at the Baylor Hospital, Dallas, Texas. Horton broke into radio at Davenport, Ia., in 1926, and in the years that followed worked on many stations throughout the Southwest. He was best known for his Hillbilly Hit Parade on KRLD and for participation in such MBS programs as "Checkerboard Jamboree" and "Smoky Mountain Hayride." Surviving is his wife Irene, and one son, Arthur.

Will Honor Commissioner

Robert F. Jones, member of the FCC, will receive an honorary degree from Ohio Northern University at a banquet in the ballroom of the Deshler-Wallick Hotel in Columbus on Saturday, Nov. 27. Commissioner Jones will make his first major speech since he became a member of the Commission at the Ohio Northern banquet.

Stork News

Mr. and Mrs. Schuyler Chapin are the parents of their first child, a 7-pound, 9-ounce boy, Henry Burden, born Nov. 20 at New York Hospital. Father is field promotion supervisor of WNBC.

AM — FM Commercial Stations
Prompt Confidential Service
for BUYERS and SELLERS
EDWARD C. LOBDELL
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(agency)
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Plaza 5-1127
STATION BROKERS

WKNB-FM Announce Plan For Joining FM Network

(Continued from Page 1)
the Rural Radio Network. Announcement came at luncheon for farm organization execs, agricultural educators and state farm leaders. Miller McClintock, RRN consultant; Bruce Gervan, network general manager; Lou Frankel, network promotion director, came over from Ithaca, N. Y. to represent the web.

South Dakota Stations Form AP Association

(Continued from Page 1)
vice-president and secretary-treasurer.
The committee is composed of A. A. Fahy, general manager of KABR at Aberdeen, and Irving R. Merrill, general manager of KUSD at Vermillion.

WEVD
5000 WATTS 1330 K C
PROGRAMS OF
DISTINGUISHED FEATURES in
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• JEWISH
• ITALIAN
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THE NEW YORK
METROPOLITAN AREA
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HENRY GREENFIELD, Mgr. Director N. Y. 19



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.



W-I-T-H

Baltimore 3, Maryland

TOM TINSLEY, President
Represented by Headley-Read

Seek Treasury Ruling On Capital Gains Tax

(Continued from Page 1)

been an official ruling on the matter. More than that, it is known that bureau officials are extremely unhappy that the matter was raised publicly. They feel privately that the Amos 'N' Andy case is unique for several reasons, and might very well merit a special treatment other radio stars could not expect.

For instance, they feel, the Amos 'N' Andy characters are themselves a property, built up over years. Gosden and Correll, who are Amos 'N' Andy, are nothing in themselves, having obscured themselves for the benefit of their characters. Radio comedians like Jack Benny and Bob Hope, however, are personalities whose individuality is their prime sales value, the bureau lawyers feel.

It was pointed out here that the Amos 'N' Andy contract which CBS does not in itself insure even that Gosden and Correll will continue to play the leading roles in the script. A separate contract has been drawn with the pair individually to keep them on the job.

"Gangbusters" Moving To CBS With GF As Sponsor

(Continued from Page 1)

p.m., EST. The product is Grape-nuts. Agency is Young & Rubicam. "Gangbusters" will premiere on CBS either Jan. 1 or 8. It replaces "Winner Take All." Two weeks ago ABC made a deal with the Chesebrough Manufacturing Co. to take over the 9 p. m. Saturday period, with a dramatic mystery program titled "Little Herman," after "Gangbusters" moved out. "Little Herman" starts Jan. 1.

Stork News

Son, Joseph Martin, weighing eight pounds, two ounces, was born November 2 at Lying-In Hospital, Chicago, to Mr. and Mrs. Ray Jones. The father is executive secretary of AFRA, and the mother is Eloise Kummer Jones, actress.

Offer New Raytheon Display

New Raytheon window display being distributed is a medium size card for window or counter featuring "Our Repair Service Provides \$100,000,000 Worth of Enjoyment Insurance." Printed attractively in three colors, size is 14" x 22" with easel attached.

★ AGENCY NEWSCAST ★

ARTHUR J. BARRY, JR., 10 years associated with Free & Peters, Inc., has been elected vice president of this station representative firm. Barry joined F. & P. in the Chicago office as a sales executive. Prior to that he was president of his own organization, Barry Tours, Inc., specialists in European travel.

SIDNEY ASCHER ASSOCIATES has been engaged as the public relations agency for Dynamic Films, Inc., makers of 16 mm. motion pictures for television, industry and education.

PHILIP M. BOTTFELD has been named assistant publicity director of Benton & Bowles, Inc. Richard K. Bellamy will continue as director of publicity. Bottfeld recently was in charge of Benton & Bowles' publicity in Hollywood, and will now be stationed in New York.

JOHN C. STROUSE has joined Doherty, Clifford & Shenfield, Inc., as account executive. He resigned from Young & Rubicam where he has been account executive on Jell-O.

GAUIS J. LAWRENCE, previously with J. C. Penney and Montgomery Ward, has joined the merchandising department of the Charles W. Hoyt Company, Inc., New York.

BENJAMIN R. POTTS, former assistant radio director of Federal Advertising Agency, New York, has joined the creative staff of Erwin Wasey's Los Angeles office. Connected with major advertising agencies since 1929, Potts has specialized in radio and has considerable experience in such varied functions as time buying, merchandising, writing of commercials and program material and program production.

HOWARD G. SAWYER, vice-president in charge of copy for the James Thomas Chirurg Company, Boston and New York advertising agency, has written a new book, "How To Advertise To Business Men." Scheduled for publication some time next year, it is presently running serially in Industrial Marketing.

AN APPEAL to the 68,000,000 riders of public transportation vehicles to get their chests X-rayed to make sure that they are safe from tuberculosis has been posted by the transportation advertising industry in co-operation with The Advertising Council. To battle tuberculosis, the disease which kills more people between the ages of 15 and 44 than any other, 76,000 car cards have been posted in space donated through the National Association of Transportation Advertisers National Transitads. The car card was prepared by Donahue & Coe, New York, the volunteer agency.

WIAC, San Juan, Puerto Rico, has appointed Melchor Guzman Co., Inc. as its United States and Canadian representatives.

EDWARD R. FITZGERALD has been named radio time buyer of the Chicago office of the J. Walter Thompson Company. Fitzgerald, who has been associated with Thompson for 12 years, has headed the production control department for the past five years. Previous to that he handled production control on various accounts. He succeeds the late Margaret Wylie.

AM Network Sponsors Seek More Promotion

(Continued from Page 1)
ing placed on TV over AM radio at this time.

A spokesman for one network pointed out yesterday that the television exploitation was increased because of the dramatic impact of TV stories and the clipsheet returns. He added that some sponsors found that linking their name to TV enhanced their products, publicity and brought them increased prestige.

Another network promotion man said that the reaction among their radio clients have had the opposite effect. The network's sponsors point to the publicity and exploitation given their clients before the advent of postwar TV and now seek a return of the same measure of radio publicity.

Three of the four major networks have local and network TV affiliations. They are CBS, NBC and ABC. Mutual operates as an AM network. However, such MBS affiliates as Don Lee, Yankee network and the Chicago Tribune operate television stations.

Plan Canadian Meeting

Montreal—The third North American regional broadcasting conference will meet at either Ottawa or Montreal next September 13, it is announced.

For Profitable Selling—Investigate

WDEL

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DELA.

WGAL

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PENNA.

WKBO

HARRISBURG
PENNA.

WRWA

READING
PENNA.

WORK

YORK
PENNA.

WEST

EASTON
PENNA.



STEINMAN STATIONS
Clair R. McCollough, Managing Director

Represented by **ROBERT MEEKER ASSOCIATES**
Chicago San Francisco New York Los Angeles

Let us be thankful that, in spite of our many shortcomings, we have so much to be thankful for on this Thanksgiving Day.

Bob Bright

RCA INSTITUTES, INC.

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

Our graduates have 1st Class Telephone License. We solicit your inquiry. Address Placement Manager.

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LOS ANGELES

By RALPH WILK

EILEEN WILSON has been signed as femme vocalist of the Lucky Strike Hit Parade beginning with the December 4 broadcast of the Frank Sinatra starrer. Miss Wilson is the former Les Brown vocalist and this is her first bigtime solo stint. There is a similarity between her career and that of Doris Day, another Les Brown alumna, whose soloist career was given impetus by the Hit Parade stint. Eileen has also done voice dubbing in several films including "Hucksters" and "One Touch of Venus."

Merryl Pye, vice-president in charge of creative activities for Telepak, Inc., is in Denver to confer on future plans with Clifford Phillips, Telepak president. Phillips is expected to accompany Pye to Los Angeles when he returns.

Arnold Marquis is preparing a full-hour television show called "That's Show Business."

KCMJ's "marathon announcer," Art LaBoe, who held down the RadiOasis microphone for five straight days, 24 hours a day, last season for the Community Chest drive, has returned to KCMJ to conduct a new night-owl show, to be called "Musical Marathon." LaBoe has been on leave of absence, acting as program director at KOLO, Reno.

Foy Willing of Roy Rogers' "Riders of the Purple Sage" has returned to Hollywood with his bride Sandy Yeager, former Adrian model, following a nationwide tour with the cowboy star and a three weeks vacation at the Apple Valley Inn and Ranchos located near Victorville, Calif.

CBC's Attitude On TV Subject To Criticism

Action of the CBC in delaying the granting of television station licenses is holding up development of an important new industry in Canada, a spokesman for the Radio Manufacturers Association of Canada said following a meeting of the association's board of directors.

Besides holding back a new industry that is ready to go ahead the action of CBC is losing engineers and skilled technicians to the United States, where there are unlimited opportunities in this new field, it was stated.

The television receiver manufacturers said they were left in a quandary and were "bitterly disappointed" by the decision of the CBC board of governors, which holds up their plans indefinitely.

WANTED:

Position as music librarian and assistant producer with responsible radio station. Have had three years' experience with stations in the metropolitan area. Will travel. Write Box 187, Radio Daily, 1501 Broadway, New York 18, N. Y.



Mainly About Manhattan. . . !

● ● ● At approximately a quarter of six Monday afternoon, Russ Hodges and Horace Stoneham shook hands in the latter's office, sealing a deal which will have the crack sportscaster stepping into Frankie Frisch's vacated spot and calling the plays for the N.Y. Giants (and Chesterfields) next season on a long-term basis. Deal, which had been on the fire for some time now, had almost approached the in-again-Finnegan stage with Russ reported to have landed the berth one day only to be followed by denials the next edition. The inside is simply this. Russ had been approached by Chesterfield, who had cleared it with both Dan Topping and the Yank sponsors, Ballentine and White Owl. However, the Giant owner, Horace Stoneham, had not yet been approached. Meanwhile, the story somehow leaked out—and Stoneham, irked by the fact that he had not been consulted, blew a fuse and denied the whole report. So for a while, the deal shaped up about as cold as a mother-in-law's kiss. However, somebody tipped Stoneham off that Hodges had nothing whatsoever to do with the premature announcement leaking out, so like the big guy that he is, grabbed a 'phone and hollered for Russ to come over. So far as this dep't is concerned, Hodges has proven his mettle many times over as one of the great sportscasters of the country and richly deserving of his new honors. Take it away, Russ, and all the luck in the world.

☆ ☆ ☆ ☆

● ● ● Will Ed Kobak's stand on telephone giveaways make Mutual a little embarrassed if the network succeeds in landing "What's My Name?" under sponsorship of Serval? MBS is making a strong pitch for the account. . . Alan Sands, the coast scripster, postcards that a pal of his was being ushered through a huge TV studio now being completed at NBC out there and when the tour was over, he turned to the exec and said: "It's the most beautiful television studio I've ever seen for showing films." Alan adds that the big talk out there, of course, is the CBS-NBC talent rhubarb. A fellow over at CBS was gloating about it, then suddenly stopped and said: "What am I so happy about? If they pay all that dough out to Benny, Amos 'n' Andy, etc., they'll have to make it up by chopping my salary!" . . .

☆ ☆ ☆ ☆

● ● ● AROUND TOWN: If you like to go in for long shots, lay a small bet down that none of those big shows (Benny, Harris & Bergen) leave NBC for a long time—if ever. Their own lawyers are advising against it, we understand. . . When Madison Sq. Garden opens up its doors to wrestling (which is practically set) the first big plum will be Gorgeous George vs. Primo Carnera. What a lulu of a brawl that'll be. . . No more ASCAP music on CBS-TV after Dec. 1st pending negotiations. . . Martin Block and Manny Sachs heading a committee to work out plans for a central organization to distribute records to radio stations. . . Pat Weaver and Bill Paley in a huddle. . . One of Ralph Edwards' contestants was asked if he would like turkey for Thanksgiving. The lad said 'yes,' natch and wound up in Istanbul. Turkey! . . . The DuMont net, which discontinued regular auditions for new talent last June, resumes operations again under Eliz. Mears. . . Collier's mag doing a full-page layout on Jane Pickens.

☆ ☆ ☆ ☆

● ● ● IMP-recessions: The Falcon: Night owl. . . Holmes & Dr. Watson: The noodle and the needle. . . Alan McPaige Trio: Accordion-bass-guitartistry. . . Geo. O'Hanlon: Giggle-o. . . Herb Sheldon: Emseaworthy. . . Tommy Morton: Mortonic bomb. . . Peter Donald: Quipsqueak. . . Milton Berle: Million-airer. . . Ella Fitzgerald: Cinder-ella. . .

CHICAGO

By NAT GREEN

THE public service records of Chicago radio stations were recognized during National Radio Week in a novel program arranged through the Community Fund. The Fund's two "Red Feather Kids" toured Chicago stations and presented a Red Feather "Oscar" to the top line executive of each station.

Robert B. White, ABC's director of agriculture, was awarded the honorary American Farmer degree by the Future Farmers of America at their 21st annual convention in Kansas City on November 15. Award was for bettering agricultural radio.

Sidney N. Strotz, NBC v-p in charge of television, stopped off in Chicago last week on his seventh transcontinental trip within a month, and attended the showing of the new feature, "Behind Your Radio Dial."

Mac Ward, Mutual midwest sales manager, off on a hunting trip to northern Michigan.

Jim Brown, member of the WBBM sales staff for the last three years, leaves November 26 to join the staff of television station WBKB as account executive.

Last Saturday ABC's "Shopper's Special" program inaugurated a series of broadcasts by outstanding choral groups from Chicago's leading industrial and civic organizations. First group presented was the Merchandise Mart chorus under direction of Ernest G. Sullivan. Other choruses to be heard are those of International Harvester Co., Chicago Musical College, North Park College, the Buda chorus, and Harris Trust and Savings Bank mixed chorus.

Thomas Horan, for 10 years chief of the NBC Chicago sound effects department, has been transferred to the television department as service manager. The AM sound department has been placed under the supervision of William Kephart, chief announcer.

A new musical program titled "The Great Operas" made its debut on FM station WOAK Sunday and will be heard, by transcription, for three hours each Sunday afternoon.

HI THERE!

Only one month until
CHRISTMAS EVE

Why be burdened with Christmas shopping when you can get experts to do it for you? Turn your entire Christmas list over to us and make this your most carefree holiday. Call Circle 6-5173 for all gift and personal shopping.

PERSONAL SERVICE

417 West 50th St.
New York City 1



Mildred Roselle



Lillian Stewart

15 years of established radio contacts

BMB Reveals NAB's Suggestions For Improving Service Of Bureau

(Continued from Page 1)
data on the bureau's non-subscribers. Hugh Terry as a member of the NAB board as well as the BMB group presented the industry organization's resolution which seeks an immediate realignment of executive functions of BMB management. This resolution, in part reads: "Now, therefore, be it resolved in view of the serious and disturbing difficulties that have arisen in the conduct of the affairs of Broadcast Measurement Bureau, the Board of Directors of the National Association of Broadcasters instructs their representatives on the Broadcast Measurement Bureau Board to seek an immediate realignment of executive functions of the BMB management."

Criticism Is Detailed
Detailing criticism of BMB's operations, the report of the BMB subcommittee of the NAB board was the subject of discussion at the Monday session. The text of this report follows:

- "1. BMB has apparently given little consideration to published census reports on certain individual cities materially affected by war industry or military connected population changes. Some 32 cities have complained about unfair total family figures published by BMB and perhaps 4 or 5 instances are obviously unfair. BMB has agreed to pursue a different procedure in the future and to rectify current errors with a revised estimate to be published as soon as possible.
- "2. Through its Subscriber Service personnel, BMB has made substantial investigation of its published nighttime audience reports in the Birmingham area and the apparent inconsistencies between its indicated audience and the absence of regularly available signals. "From a full review of the evidence, your committee concludes:
 - "A. That the BMB technical committee—and perhaps the BMB Board—should review its method of determining nighttime audiences in the forthcoming 1949 survey and should give particular attention to the following points:
 - "1. Engineering data regarding limitations in good service areas resulting from the use of directional antennae and co-channel and adjacent channel interference as limits to the nighttime audience of all classes of stations.
 - "2. Endeavor to correct the false statistical conclusions in nighttime audience percentages resulting from inability of the listener to properly differentiate between day and night listening—and further attempt to exclude twilight zone reports from influencing either the day or night audience reports.
 - "3. Consider reducing the unit area of equal measurement

- from the county to a lesser political subdivision in those instances where it would portray a more realistic nighttime audience for regional and local stations.
- "B. That BMB should pursue an aggressive promotional and sales campaign to induce the subscription of at least 1,000 stations to the 1949 survey—and that as an inducement to fuller participation by the stations of each state—BMB might establish a state quota for participation cost which will enable a reduction in the cost to subscriber stations based upon securing increased subscribers in their respective states.
 - "C. That BMB will not divulge data on non-subscribing stations nor mention call letters of such stations in any published material.
 - "D. The Committee further recommended that BMB take steps to bring about the identification of BMB subscribers in Standard Rate and Data and other publications through the use of a seal or insignia similar to that used for designating NAB members.

Political sharpshooting among the broadcaster clients of Broadcast Measurement Bureau and within the membership of the NAB board are reported to be factors in the present internal strife of the industry's audience measurement bureau, RADIO DAILY learned yesterday.

The NAB board, which two years ago admonished the trade that the organization of BMB was completely divorced from the broadcasters association, now is taking active interest in the administration of BMB and offering suggestions for management clarifications.

Executive Duties A Factor
Speculation in the trade is that the whole criticism stems from the administrative duties of Hugh Feltis, as president, and John Churchill, director of research. Feltis, it is said, told broadcasters at some of the district meetings that the audience research activities were not within his administrative sphere. On the other hand, some of the BMB broadcaster members say that the by-laws of the organization authorize Feltis to operate in complete managerial control.

Some quarters believe that the BMB administrative criticism was motivated by a desire to turn over the research activities to C. E. Hooper and associates. Hooper for some time has expressed an interest in acquiring the research phase of BMB administration.

Others think that the BMB criticism at this time is the result of economic conditions in the broadcasting industry. It is known that some of the subscribers to the first study are not enthusiastic about the Second Study and have defaulted on their subscriptions.

Two aspects of the controversy seemed clear yesterday. Neither Feltis nor Churchill proposed to give ground and both have some important supporters in industry circles. Without Churchill's direction, the audience measurement survey now

under way would be greatly impaired.

The Second Study of BMB is already progressing. While subscribers to the Second Study have increased it is known that many of these are cases where broadcasters have both AM and FM operations. With about 750 subscribers of record for the Second Study the BMB has not increased its clients proportionately with the increase in the number of broadcasters on the air. There are now approximately 2,000 AM broadcasters, and 600 FM stations on the air.

While BMB faces no particular financial problems at this time it is known that their long range planning is in jeopardy because of the subscriber response to the Second Survey.

Protests Data Usage
In a letter to Justin Miller, president of NAB, Julian F. Skinnall of WLBR, Lebanon, Pa., yesterday protested against the use of non-subscriber listings in published coverage maps based on the first BMB nation-wide survey. Skinnall's letter follows:

"It has been called to my attention that non-subscriber listings were used to publish coverage maps based on the first Broadcast Measurement Bureau nation-wide survey. Not only that, but it appears that pressure is being brought to make the non-subscriber listings from the 1949 BMB survey available to advertisers and agencies.

"Now I was assured by no less an authority than Hugh Feltis, president of BMB, that all non-subscriber listings were kept strictly confidential and that they had not, nor would they in the future, be made available for publication or to agencies or advertisers.

"This, of course, puts subscribers in a more favorable light than non-subscribers. Out of some seventeen stations in our coverage area, only three stations, including WLBR, subscribe to BMB—and incidentally—pay for the service. There may be great value in having the radio industry provide a 100 per cent report, as is contended, but WLBR cannot carry the load for the benefit of so many other stations under such unfair terms and I am sure that other subscribers would feel the same way.

"When the merits of BMB were being discussed by our board of directors, I explained the advantage that BMB would give WLBR over many of its competitors. In reliance on Mr. Feltis' assurance, I was able to influence our directors to approve a continuance of our subscription.

"I earnestly urge that every effort be made to prevent the BMB board from putting any such discriminatory practice into effect and at the same time making liars out of Hugh Feltis and myself."

SOUTHWEST

JERRY LEE, program director for WOAI, San Antonio, has announced that a new series of programs will be heard for a quarter hour each week. Series is titled "Meet The WAAFS" and will present news of the women in the air force including interviews with several of the recruits and officers.

W. Albert Lee, owner of KLEE and KLEE-TV, Houston, has announced the appointment of Adam J. Young Jr., radio and television representatives as national sales representative of KLEE-TV which is scheduled to take to the air the first of the year. At the same time Sydney Balkin has been named manager of KLEE.

The Texas Broadcasting Corp., of Austin headed by Mrs. Claudia Johnson has asked the FCC to delete the license of KTBC-FM. A Cuban station is causing interference with the signal of KTBC and it was indicated that the station might have to move from its present site, therefore it did not desire to continue with its FM construction.

Mrs. Oveta Culp Hobby, executive vice president and co-publisher of the Houston Post, licensee of KPRC, Houston, was unanimously elected president of the Southern Newspaper Publishers Association at its recent convention. Mrs. Hobby was the wartime director of the WACS.

Most stations use their facilities in the apprehension of criminals by donating air time for spot announcements and the like. KATL, Houston, goes beyond that. Recently KATL posted a \$100 reward for the apprehension and conviction of the club beater of a Houston woman.

A special quarter hour program was originated in the studios of WOAI, San Antonio, saluting "Good Neighbor Week". Transcriptions of the program were made and will be played during the week over WFAA, Dallas; KPRC, Houston; KROD, El Paso; KGNC, Amarillo, and KRGV, Weslaco. Appearing on the program were Governor Beauford Jester of Texas, Senor Miguel Calderon, Consul General of Mexico in San Antonio, George I. Sanchez, Professor of Latin American Education at the University of Texas and R. E. Smith, chairman of the Good Neighbor Commission.

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

KGW and KGW-FM
PORTLAND, OREGON
COMPLETE SCHEDULE
SIMULTANEOUS SERVICE
REPRESENTED NATIONALLY BY EDWARD PETRY & CO

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.

The Ballad Beautiful!
"REMEMBER SEPTEMBER"

CECILLE MUSIC CO., Inc.
 580 Fifth Ave. New York City

Climbing Fast!
"JANIE and ME"

by Thomas G. Meehan
JAMES MUSIC, Inc.
 1650 Broadway Room 709 N. Y. C.
 Solly Cohn, Mgr.

ENCORE Material

Freddy Martin's Wonderful
 Victor Record

On The Santa Claus Express

Encore Music Publications, Inc.
 1674 Broadway New York City

AGAIN

From the
 20th Century-Fox Picture
"ROAD HOUSE"

The Ballad Smash
 Of The Fall Season

AGAIN

ROBBINS MUSIC CORPORATION

WORDS AND MUSIC

By PINKY HERMAN

● ● ● **TIN PAN ALLEY OOPS:**—The musical bromide, "Bach, Beethoven and Boogie," henceforth will be augmented by the addition of "Be-bop" . . . the latter type of musical rhythms, developed in the past few years by Dizzy Gillespie, Thelonious Monk, Charlie Parker and others, has entrenched itself in music to such an extent that a tome, "Inside Be-Bop," is now being written by Leonard Feather . . . it will be published soon by J. J. Robbins & Sons. . . ● Jules Von Tilzer, is setting a nation-wide campaign on "When My Baby Smiles At Me," featured in the Fox flicker of the same name. . . ● Bob Trout, who has covered every Presidential Inauguration since FDR's taking of office in 1933, will NBCast President Truman's ceremonies January 20. . . ● Tony Casale at Bertolotti's says a sure cure for hiccups is 'sugar and bitters on a slice of lemon' . . . (probably has nothing to do with music or radio but still a good thing to remember). . . ● Redd Evans back from Hollywood. . . ● Count Basie's band will be the first Negro combo to play Frank Palumbo's Click in Philadelphia, opening there Dec. 13. . . ● Al and Arthur Piantadosi have a fine novelty ballad in "All Full Of Empty," penned by Don George and Jean Schwartz. . .

★ ★ ★ ★

● ● ● Add more Christmas songs: "I Want A Dog" (For Christmas) written by Lenora Carpenter, Lindsey McPhail and Walt Michaels . . . ditty published by Victor Publishing Co., has been selected as the official song for 'I Want A Dog' week—Dec. 1-Dec. 7. . . ● Harman Music also publishing a commercial seasonal tune in "The Christmas Spell," by Willard Robison and Jack Palmer. . . ● It took a songwriter (Harry Stride), a disk jockey (Dave Miller) and a recording artist (Denver Darling) to fashion RFD's new tear-jerker, "I'm sending Roses" (to tell you I'm sorry) . . . a corny but highly commercial composition. . . ● Winston Ross will be heard in a supporting role when Henry Fonda stars Dec. 17 in "Young Abe Lincoln," on WOR. . . ● Musical Director 'Vida' Vidacovich of WWL way down yonder in N'Orlins, is plenty hep . . . usually one of the first down South to recognize and latch onto new hits. . . ● With new spacious quarters at 580 Fifth Ave., Cecille Music, headed by genial Johnny McLaughlin, starting to click with "The Bride Wore Blue" and a new ballad, "Remember September," the latter composed by Bob McElliott and Dewey Bergman. . . ● Teddy Powell has formed a new orchestra (all strings) and opens at La Boheme, Miami, Christmas Nite. . . Star of the show will be Morton Downey who'll air his Coca NBCola series from Miami during his engagement there. . . ● Recommended: The way Tommy Lyman plays on your heartstrings with "A Nickel For A Memory" at the Leslie House in Gotham. . . Bill Harrington's baritoneful rendition of the new western click, "Texas Lullaby" . . . the way Perry Como guides one on a personal Cook's Tour via the lyrics of "Faraway Places." . . Walter Kiernan's breezy patter on WJZ every morning. . . Jack Berch's friendly help to shut-ins via his "Heart to Heart Hook-up" on his Prudential NBC show.

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● ● ● **ON AND OFF THE RECORD:**—Juke Box ops and deejays will find a tasty dish in Tony Pastor's new Columbia disk, pairing the novelty ballad, "It's Like Taking Candy From A Baby" and "The Chowder Special" . . . vocalovely Rosemary Clooney shares vocal honors with the Maestro on the ballad with the band making the latter side a joyous 'community sing.' . . ● Chalk up another standard seller for Victor . . . item is the George M. Cohan Album featuring the voice of G. M. Cohan, Jr., the Guild Choristers with a full band directed by Tom Jones . . . this MUST for record libraries includes "Nellie Kelly, I Love You," "45 Minutes From Broadway," "Give My Regards To Broadway," "Over There," "Mary Is A Grand Old Name," "So Long Mary," "Yankee Doodle Boy," "Harrigan." . . ● Republic Records signing up new radio names . . . diskery setting up a hillbilly department with blues and pops its forte.

PLUG TUNES

On Records and Transcriptions
"RAMBLING ROSE"

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

Eddy Howard Is Playing
BELLA BELLA MARIE
 LEEDS MUSIC CORPORATION

On RECORDS and TRANSCRIPTIONS
"I'M WAITING FOR SHIPS THAT NEVER COME IN"

FORSTER MUSIC PUB., INC.
 1619 Broadway New York City
 216 S. Wabash Avenue, Chicago, Illinois

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

Everyone Is "Dating"
LILLETTE
Jefferson Music Co., Inc.
 1619 Broadway New York City

HIS FRATERNITY PIN

Kramer-Whitney, Inc.

New Ballad Sensation!
"THE BRIDE WORE BLUE"
 By Leonard Whitcup, Sy Lefco &
 Dale Wood

CECILLE MUSIC CO., Inc.
 580 FIFTH AVENUE
 NEW YORK CITY

TELEVISION DAILY

Daily section of RADIO DAILY, Wednesday, Nov. 24, 1948—TELEVISION DAILY is fully protected by register and copyright

RADIO RELAY TV LINKS EXPANDING

TELE TOPICS

THE ABC CREDIT SHEET for "On Trial," the new discussion program which made its debut on the web Monday nite, bills the show as "an experiment in adapting a television program to sound." The audio portion was recorded and re-broadcast over the ABC AM net later in the evening, but those who only heard the show didn't miss anything. As an experiment, we turned down the video on our set for a few minutes about half-way through the show and found nothing lacking in our reception of the proceedings. . . . ABC has a praiseworthy idea in "On Trial"; free discussion of topics of public interest is invaluable in a democracy and the court room format can be an effective one. But, as scanned Monday nite, the program simply was not television. There was absolutely nothing to hold one's visual interest, and of the five participants, only one, Lloyd Paul Stryker, gave any evidence of forceful personality. . . . "On Trial" can be a good show, but to bring this about, all thoughts of similarity between radio and tele must be abandoned.

WHAT NEW YORK OUTLET has not yet decided on a policy re payment of commercial fees to its announcing staff? . . . Elgin-American's nut for its two-hour Thanksgiving Day show over ABC is said to be in the neighborhood of \$100,000. According to ye olde informed sources, however, the firm has, in effect, already underwritten the venture through advanced orders in anticipation of sales to follow the program. . . . The program, incidentally, probably will mark the last TV appearance of the Hartmans for the season. Paul and Grace had planned to do their own weekly half-hour, but sponsor trouble reared its ugly head, and so they signed with Tony Farrell and Sammy Lambert to star in a new revue titled "All For Love." . . . Doug Rodgers will direct the NBC pickup of the Macy parade tomorrow.

PLAYWRIGHT CHARLES MacARTHUR, editor of Theater Arts mag, in association with his brother John, has bought the book from Stage Publications and will succeed Alexander Ince as publisher. . . . Adrienne, star of the WABD "Champagne and Orchids" stanza, bows into the Embassy tonite. . . . Campbell-Ewald pulled out the budget stops for the "Chevrolet Tele-Theater" production of "The Valiant," with Paul Muni, on NBC next Monday p.m. . . . Dennis James' mystery-hold mail gimmick on the DuM grunt-and-groan pickup pulled 3,500 pieces in two days, with 75 per cent of the letters from women. . . . The Boston & Maine will become the first railroad to sponsor a video show when it debuts a weekly winter sports show featuring Peggy Sayre Marshall next month.

Fox Reported Buying FCC Asked To Uphold Blocks Of ABC Stock Station 'Package' Buy

(Continued from Page 1)
in ABC stock took a terrific spurt, amounting to nearly 23,000 shares. The stock has been considerably active in the last two weeks. It is not known who the buyers are but Wall Streeters maintained that the sudden activity indicates some one is betting that an outstanding ABC development is in the offing. Early reports linked Warner Brothers in a possible deal with ABC but Warner officials said yesterday that such rumors were not true. Warner's did make an offer last Spring to buy ABC but this was turned down.

Details Unrevealed
Details of negotiations between Fox and ABC are strictly hush-hush but it's believed that the film company will acquire a strong minority interest in the network. It shapes up as another shrewd financing deal on the part of Edward J. Noble who, in this case, gets not only coin but access to films for television and top talent from the movie world.

In return, of course, 20th Century-Fox gets an interest in five owned and operated ABC television stations. Fox, in recent months blowing hot and heavy to get going with its own TV outlets, is currently stymied because of the FCC freeze on television applications. Fox has applied for CPs in five cities—Seattle, Boston, San Francisco, St. Louis, Kansas City—but those applications now are shelved indefinitely. Also, based on the present number of channels, Fox would be barred from such cities as New York, Chicago and Los Angeles.

There are currently 1,689,017 shares of ABC outstanding stock, including the half-million that went

(Continued from Page 1)
Thackrey need not place individual price tags on KLAC-TV, KLAC and KYA. The three stations—the first two being video and AM outlets in Los Angeles and the third an AM station in Palo Alto—are slated to be sold to Warner Brothers for \$1,045,000 in a single package.

Southern California television would like to buy the television outlet only, but has thus far not been successful in its insistence that a separate price be posted for that property. This demand has been based on an interpretation of the AVCO decision which the FCC has rejected.

Warners and Mrs. Thackrey yesterday demanded that the Commission stick to its position, and that the period for bidding under the AVCO rule not be extended beyond next Monday. Warners has already advanced over half a million dollars to the licensee corporation in order that construction on KLAC-TV may continue, and has made a down payment of 10 per cent of the purchase price.

on public sale last May 17. Of the total figure, Noble owns or controls 901,667, according to the last published figure.

The half-million shares of ABC stock issued in May were offered at \$9 per share. Later on the exchange the stock hit a low of 6¼ and during the last two weeks has steadily gained 2½ points. Yesterday it was still very active in tradings as nearly 10,000 shares changed hands. The stock closed at 9, off one-eighth from the previous gigantic day when, for a few hours, it hit 9½, highest it's ever been.

Seen Easing Chain Bottleneck In Two Years

Gradual emergence of microwave relay as the predominant medium of TV networking is being forecast in industry circles as a result of two developments this week. They are:

(1) Announcement by the Bell System that its 3,400 miles of network channels now in operation will be tripled within the next two years, with most of the additional bands to be furnished by radio relay, and

(2) Declaration by Western Union that its relay system used to transmit telegrams can handle up to six TV broadcasts at a time and will be opened to video soon after the completion of the current FCC hearings on rates and interconnection.

AT&T To Add 21 Cities
The AT&T expansion program calls for the addition of 21 cities to the 13 now linked by the company's facilities. The coaxial cable linking the Eastern and Mid-Western networks is slated to be opened Jan. 12, but only one channel will be available. Competition between TV chains for the use of this channel is not expected to be relieved until the end of 1950 when Bell plans to have a three-channel microwave link between New York and Chicago in operation.

Western Union now has a two-channel link carrying telegrams between New York and Philadelphia and an additional circuit connecting New York, Pittsburgh and Washington. According to a spokesman for the company, equipment now in use can be adapted to carry up to six channels.

In addition, WU has purchased sites for relay towers from New York as far west as Minneapolis and south to Atlanta. No construction has been begun yet, but may get under way following the FCC decision.

Greatest expansion of the Bell System network will take place in the area south of Toledo, with plans calling for three channels between Toledo and Cincinnati, via Dayton, and three channels between Dayton and Columbus. An additional two-channel from Dayton through Indianapolis to Louisville also will be placed in service.

WPIX Sells Rovers
Pickups of the New York Rovers amateur hockey schedule from Madison Square Garden by WPIX will be sponsored by Sunset Appliance Stores beginning Dec. 5. Total of 14 games will be scanned.

Press-Time Paragraphs

Chesterfield To Sponsor Giants On WPIX

The 1949 home schedule of the New York Giants baseball team will be scanned by WPIX under sponsorship of Chesterfield cigarets, through Newell-Emmett, it was announced last night by B. O. Sullivan, commercial manager of the Daily News station. Included are 60 day games and 14 night contests. Sked was carried by WNBC last season, but network commitments forced the NBC flagship to relinquish the last nine night pickups to WPIX.

Burbach To Address TBA Meet

George M. Burbach, general manager of KSD-TV, St. Louis, has been added to the roster of speakers for the TV clinic of the TBA to be held at the Waldorf-Astoria Dec. 8. He will speak on "Station Management Do's and Don't's." In addition, new receivers will be displayed in the Jade Room by manufacturers affiliated with TBA.

Subpoena Rep. Pact, Says Columbia To FCC

(Continued from Page 1)

agreements calling for the net to sell spot time for affiliates violate the Commission rules; are not in the public interest and are contrary to the intent and purposes of the chain broadcast rules.

The CBS petition, filed by Judge Sam Rosenman, alleged not only that the representatives exercise more control over the stations for which they sell spot time than does CBS, but also that the contracts "entered into by non-network representatives embody harsh and one-sided terms which are to the advantage of such non-network representatives and to the detriment of the licensees, and which otherwise curtail free action by broadcast licensees and curtail their independence."

Further, CBS said, the "non-network representatives do not contract to provide the same extensive and beneficial services as are provided for in contracts entered into by CBS."

CBS requested that the contracts for the past two years be called in from the following: the Branham Company, Burn-Smith Company, Forjoe & Company, Free & Peters, Headley-Reed, George P. Hollingbery Company, the Katz Agency, Joseph Hershey McGillvra, Inc., McGeehan & O'Mara, Inc., Edward Petry & Company, John E. Pearson Company, Sears & Ayer Inc., William G. Rambeau Company, Paul H. Raymer Company, Taylor-Howe-Snowden Radio Sales, Weed and Company, Adam J. Young, Jr., Inc., Robert Meeker Associates, Inc., Homer Griffith Company, the Walker Company, John Blair & Company, Avery - Knodel, Inc., Friedenbergs Agency, Inc., Lorenzen & Thompson Inc., Burke, Kuypers & Mahoney Inc., John W. Perry Associates, and J. P. McKinney & Sons.

West Virginia Hook-up

Beckley, West Va. — Judy and Julie, formerly of the National Barn Dance have been signed for a 15-minute Monday through Friday broadcast over four stations originating at WWRN and carried over a hookup with WKOY, Bluefield, WLOG, Logan and WBTH, Williamson. The program will feature real hillbilly numbers interspersed with popular songs and old ballads.

Anniversary

The "Voice of Firestone," one of radio's longest continuously sponsored programs, will celebrate its twentieth anniversary on Monday, Nov. 29, on NBC, 8:30 p.m., EST. Program was first heard on Dec. 3, 1938 and its musical format has remained the same since the inaugural broadcast.

COAST-TO-COAST

Open Communication Headquarters

Greenville, Ala.—Assisted by a staff of licensed radio engineers, J. C. Williams, registered consultant engineer in radio communications and broadcasting and chief engineer of station WGYV, has opened the Communications Headquarters Company in this city's old city hall to handle all kinds of communications problems.

'Youth Takes The Stand' On WPAT

Paterson, N. J.—"Youth Takes the Stand" a weekly WPAT series will present Murry Harris, publicity director of the NBC flagships, WNBC and WNBT in a discussion with a panel of North Jersey parents and teachers on the problem of "Radio's Affect On Youth."

Fordham "U" Forum

Bronx, N. Y.—A transcribed account of a forum on "Comic Books—Their Effect on Today's Children" will be aired on WFUV as the fifth in the series of the Fordham University Radio Forum. The discussion will be led by Arthur Hull Hayes, vice-president of the Columbia Broadcasting System.

Joins WKBZ News Staff

Muskegon, Mich. — Mark Roberts has joined the staff of WKBZ as announcer and assistant program director. He was formerly associated with WRZE, WRSR and WLAL. Sports Director Tom Carlson resigned WKBZ to become sports director of WKZO, Kalamazoo.

Talent Competition Series

Milwaukee, Wisc. — 160 young vocalists and musicians from the state of Wisconsin have been auditioned to take part in the sixth annual "Starring Young Wisconsin Artists" competition conducted by WTMJ and WTMJ-FM in cooperation with the Wisconsin Federation of Music Clubs. The project is to encourage talented young artists in Wisconsin through auditions and appearances on radio programs.

Oregon Broadcasters Meet

Portland, Oregon — James M. Morris, program manager KOAC, was appointed executive secretary of the Oregon State Broadcasters Association. The new appointment was made for the organization following a report of a special committee to study the proposal to affiliate the state broadcasters association with the Oregon State System of Higher Education.

Present Accordion Band

Corona, Calif. — "Accordiana" aired each Wednesday over KBUC consists of music from all nations played by a 40-piece accordion band under the direction of Louis Allesio. The band is made up of housewives, orange grove owners, high school students and others from all walks of life and is produced by John Bucknum.

Addresses AFC Confab

Minneapolis, Minn. — Newscaster-Analyst George Grim, WCCO, was one of the principal speakers at the American Finance Conference held in Chicago recently. Sharing billing on the program with Henry J. Kaiser and Dr. Harold G. Moulton. The Twin Cities broadcaster gave a half hour talk on the subject "What's Ahead in '49 for U. S. Foreign Relations."

WKNB-FM Program Director

New Britain, Conn. — It has been announced that Ray Nielan, emcee of "The Musical Storybook" aired on WKNB has been appointed program director of WKNB-FM. Mr. Nielan has been associated with WKNB as a disc jockey for over a year and as chief announcer of WKNB-FM.

Plan Pre-Christmas Shows

Washington, D. C. — A program designed to collect toys for the children of five Washington orphanages this year will originate from WINX on the four Saturday afternoons preceding Christmas and on Christmas Eve. WINX Morning Man Jerry Strong will don the Santa Claus suit and invite children to tell Old St. Nick what they want for Christmas.

Canada Churchmen Hit Sunday Shows

(Continued from Page 1)

other religious program is broadcast over any major Canadian station at any time after 6 p. m. on Sunday, the resolution noted. This situation which "seems to be a matter of policy on the part of radio stations—both private and government—implies an opinion that the religious interests of the people need no satisfaction at that time, and the suggestion that there is no desire for such programs during these hours."

New Magnavox Model Out

In its Provincial model The Magnavox Company offers a unit for the whole family. Concentrated in one cabinet, equally adaptable to ranch house or city home, is an AM-FM radio, a phonograph equipped to play four full hours of continuous music, and television — a three - in - one combination. The Magnavox Provincial has undistorted power output of 10 watts, a 12-inch high fidelity speaker, a new Duomatic record changer which plays both conventional and long-playing records, and a Magnascope television tube. The cabinet is finished in mellow distressed fruitwood. List price for the complete unit is \$995.

OVER 21

For over 21 years, Perfection Biscuit Company has been a steady advertiser on WOWO. Though products have changed and programs have changed, Perfection's choice of *medium* never has changed. No other medium has been able to sell Perfection products as well as WOWO *did, does, and will do*. For records of other WOWO sponsors of long standing, see NBC Spot Sales.

WOWO

FORT WAYNE
ABC
AFFILIATE

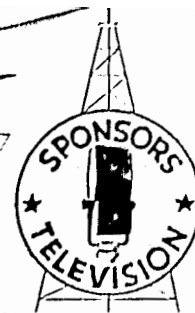
WESTINGHOUSE RADIO STATIONS Inc
KYW • KDKA • KEX • WBZ • WBZA • WOWO • WBZ-TV

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



RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 45, NO. 38

NEW YORK, FRIDAY, NOVEMBER 26, 1948

TEN CENTS

NAB PLANS TO ABSORB FMA, IS REPORT

WORL Is Victorious In Court Decision

Washington Bureau, RADIO DAILY
Washington—The United States Court of Appeals ruled in effect Wednesday that the FCC should renew the license of WORL, Boston. The station had been ordered off the air on April 21, 1947, and has been operating since, pending the court decision.

The Court, in a two-to-one opinion, held that the Commission's ruling denying a license renewal was "improper as a matter of law and lacked the support of substantial evidence

(Continued on Page 6)

Davega Joins WQXR's Lists Of New Sponsors

Davega-City Radio, Inc., radio and sporting goods stores, is one of several new clients signed by WQXR, New York. Davega has purchased the second half of "Symphonic Matinee," broadcast six days a week from 4:05-5 p.m. The 52-week contract was placed by A. J. Silberstein—Bert Goldsmith, Inc.

In a Christmas campaign, the Harbert Company is sponsoring nine

(Continued on Page 6)

Gen. Moore To West Point Succeeding Gen. Taylor

Major General Bryant E. Moore, chief of the Army's Public Information Division in Washington and widely known in radio circles, will succeed General Maxwell D. Taylor as superintendent of the United States Military Academy at West Point, it was announced yesterday. General Taylor will take over the West Point post on Feb. 1.

Service Awards

A total of 853 active and retired employees of RCA-Victor, representing an aggregate of 21,000 years of service, will receive gold watches from the company next month in token of their individual completion of 25 or more years' service. Frank M. Folsom, executive vice-president of the Radio Corporation of America, disclosed Wednesday.

Decision On Benny May Come Today

American Tobacco Company, sponsors of Jack Benny, are expected to notify the National Broadcasting Company today that they wish to cancel the Benny Sunday night time on NBC effective Dec. 30th. The network's contract is with the sponsor and under terms of the deal it may cancel upon giving 30 days' notice before the end of any 13-week cycle. If the cancellation occurs the Benny show will move to CBS as a part of the Benny-Amusement Enterprises, Inc., deal.

Recording Industry Awaits D. J. Decision

Rumors that a favorable decision by the Department of Justice on the proposed trusteeship to be set up by the recording industry and the American Federation of Musicians would be handed down were current in recording circles the past few days. In event that Attorney Gen-

(Continued on Page 2)

"Joyful Hour" Set on MBS As Special Xmas Feature

Plans to present the "Joyful Hour" as a special Christmas feature in collaboration with the Rev. Patrick Peyton, producer of "The Family Theater," were announced yesterday by Mutual. The program, originating in Hollywood and New York,

(Continued on Page 2)

ABC Execs Told Fox Films Seeks All Network Stock

ABC executives in a special meeting Wednesday were given the official word that 20th Century-Fox is seeking to acquire full control of the network. Meantime, staff secretaries at ABC powdered their noses, examined coiffures and dreamed of screen tests. Up and down the corridors in Radio City, the name of Spyros Skouras suddenly became a household word to rival the echoing of Jack Benny's name at CBS.

Present Competition Between AM, FM Is Seen As The Principal Factor Making Merger Desirable

Name FM Committees For Press And FCC

Appointment of an FM newspaper committee and the re-appointment of a liaison committee to the FCC was announced Wednesday by William E. Ware, president of the FM Association.

Heading the FMA newspaper committee will be Josh L. Horne, publisher of the Rocky Mount (N.C.) Evening Telegram and oper-

(Continued on Page 5)

Set Sales Campaign Paying Off In Trenton

Trenton, N. J.—Completing the second week of their Radio in Every Room campaign, Trenton radio dealers are enthusiastic over the results obtained thus far.

"Our sales have doubled over last

(Continued on Page 5)

Stations Petition FCC To Drop Its STA Rule

Washington Bureau, RADIO DAILY

Washington—Because it has already honored its own rule on STA's more in the breach than in the observance, the FCC was asked Wednesday by five daytime stations

(Continued on Page 2)

Future of the FM Association is uncertain with prospects that the organization will be absorbed by NAB, RADIO DAILY learned Wednesday.

The FM Association with headquarters in Washington has been functioning for the past two years in the interest

(Continued on Page 4)

Press And Station Battle For Accounts

Charges that an advertising dictatorship exists in Lorain, Ohio, were hurled through the airwaves of Northwestern Ohio the past week by the Elyria-Lorain Broadcasting Company.

The charges were made by WEOL, Lorain County's new and only radio station. They were directed at the

(Continued on Page 2)

New RCA Console Model Offered At Low Price

Camden—A new victrola console radio phonograph "lower in price than any previously announced" is being marketed by the RCA-Victor division of Radio Corporation of America. The set is an 18th-Century styled FM-AM combination and is priced at \$199.50. The price is said to be \$70 under the previous low.

Newcomer

Ten-year-old Jane Bieberman has the distinction of being the youngest licensed radio operator in the world. The FCC has issued Jane the call letters W30VV to identify her amateur radio station in Bala-Cynwyd, Pa. To get her government license, Jane had to pass the test in telegraphers' code and the written examination. She is a fifth-grader.



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JOHN W. ALICOATE : : : Publisher

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

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WEST COAST OFFICES

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

WASHINGTON BUREAU

Andrew H. Older, Chief 6417 Baholona 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

(November 24)

NEW YORK STOCK EXCHANGE

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

OVER THE COUNTER

Table with columns: Stromberg-Carlson, U. S. Television, WCAO (Baltimore), WJR (Detroit). Includes Bid and Asked columns.

Ralph Eddy

Ralph Eddy, staff announcer on WGN, Chicago, was killed Monday morning, Nov. 22, when his auto was struck by a train as he was on his way to the WGN studio for an early morning broadcast. Eddy, who had been with WGN since 1941, was 32 years old. He is survived by his wife, Margaret, and two children, Ralph, 7, and Lynne Joanne, 2.

INS has served



FOR 10 YEARS

★ COMING AND GOING ★

JOHN H. NORTON, Jr., vice-president of the American network in charge of the central division, arrived from Chicago Wednesday for conferences at the headquarters of the web.

ARTHUR GODFREY will return today from Los Angeles, where yesterday he emceed the CBS Thanksgiving Festival show, and broadcast his morning program from the Hollywood studios.

WILLIAM von ZEHLE, producer of package shows, has returned from Hollywood where he conferred on West Coast program plans. He made the round trip partly by auto and partly by plane in order that he could contact stations en route.

RICHARD HUBBELL, consultant on television and radio management, will leave today on a business trip across the country. Stops will be made in several key cities for lectures and confabs with broadcasters.

JACK ASTOR, co-editor of "Who's Who in Show Business," new entertainment trade guide, has returned from Chicago.

E. B. LYFORD, assistant manager of station relations at NBC, back from Binghamton, N. Y., where he delivered three speeches before civic clubs.

COMMDR. MORTIMER W. LOEWI, executive assistant to Allen B. DuMont, of DuMont Laboratories, left yesterday for Florida, where he'll spend two weeks of hunting and fishing.

BERT HAUSER, manager of co-operative programs for the Mutual Network, will leave today for a ten-day business trip to Detroit and other Midwestern cities.

JOHN GUEDEL and ART LINKLETTER, of "G. E. House Party" on CBS and "People Are Funny" on NBC, now on a charity-show tour, will spend next week in Salt Lake City. They will broadcast from the Capitol Theater, proceeds going to the Elks Club Children's Christmas Fund.

ERNEST de la OSSA, NBC personnel director, leaves Sunday night for a series of visits with NBC execs. in Chicago, Denver, Hollywood and San Francisco. He returns Dec. 13.

Recording Industry Awaits D. J. Decision

(Continued from Page 1)

eral Tom Clark okays the trusteeship of royalty arrangements on records it is expected that commercial recording will be resumed by December 1st.

A spokesman for the AFM said Wednesday that the union was hopeful of getting the green light from the D. of J., and that musicians had been alerted to look for some good news. Hundreds of professional musicians in New York, Chicago, Los Angeles who gained their livelihood from transcriptions and dance band recordings will regain employment if the decision is favorable.

Stations Petition FCC To Drop Its STA Rule

(Continued from Page 1)

to abandon its flat rule against further STA's. Attorneys Marks and Cohn filed a petition on behalf of WNYC, New York Municipal station; WNAD, University of Oklahoma, Norman; WHCU, Cornell University, Ithaca, N. Y.; WOI, Iowa State College, Ames, and WKAR, Michigan State College, Lansing.

10 YEARS AGO TODAY

From the Files of Radio Daily

An attempt is being made to link Canada's radio amateurs into an organization to co-operate with the Army Signal Corps. Just as American "Hams" have aided military and civil authorities in times of distress such a group would probably aid the Army in such emergencies as floods, hurricanes and other disasters. When the organization is completed, the part radio has played in servicing the Arctic is expected to extend to all outlying parts of the Dominion.

Newspaper And Station Battle For Adv. Accounts

(Continued from Page 1)

Lorain Journal Company of Lorain, publishers of the Lorain Journal.

Lorain County's only other daily, the Elyria Chronicle-Telegram, also came in for censure for refusing—along with the Lorain Journal—to publish the station's daily program log as paid advertising.

In a series of 6, 15-minute programs, WEOL station management verbally scored the Lorain Journal for its business policies, and in each broadcast, offered the Lorain and Elyria papers free time on the air to rebut the arguments and statements.

The station told listeners that although both papers carry the program logs of the major Cleveland stations free, as news, both papers had refused to carry the WEOL program logs, even as paid advertising.

Listeners were told of letters and reports from radio advertisers in the city of Lorain, who said they had received notices from the Lorain Journal within two weeks after their first broadcast—notices which cancelled their display advertising in the paper.

Arguing that this constitutes advertising dictatorship, WEOL pointed out that an advertiser should be allowed to spend his advertising dollar as he sees fit, and then challenged owners of the Journal to use free time on the air to tell advertisers and the people why those notices were sent.

"Joyful Hour" Set on MBS As Special Xmas Feature

(Continued from Page 1)

will be heard on Sunday, December 19, from 8:30 to 9:30 p.m., EST.

Among the stars who have promised Father Peyton to participate are Ethel Barrymore, Bing Crosby, Ann Blythe, Maureen O'Sullivan, Christopher Lynch, Dennis Day, Perry Como, Pedro de Cordoba, Ann Jameson, Joan Leslie, Ricardo Montalban and Roddy McDowall.



Fire! Fire!

That cry went out too late for this one. By the time the firemen really got to work, about \$1,000,000 worth of property had been lost in smoke and flames.

Which goes to prove that the time to cry "Fire! Fire!" is before the conflagration gets under way . . . while there's still a chance to put it out before serious damage is done.

And the same thing applies to sales in today's market. The smart time to do something about sales is before any trouble really gets under way.

In Baltimore there's a simple way for radio advertisers. You just buy W-I-T-H, the BIG independent with the BIG audience.

For W-I-T-H delivers more listeners-per-dollar than any station in this big town. It covers 92.3% of all the radio homes in the Baltimore area.

So if you want low-cost results from radio in Baltimore, call in the Headley-Reed man and get the W-I-T-H story today.

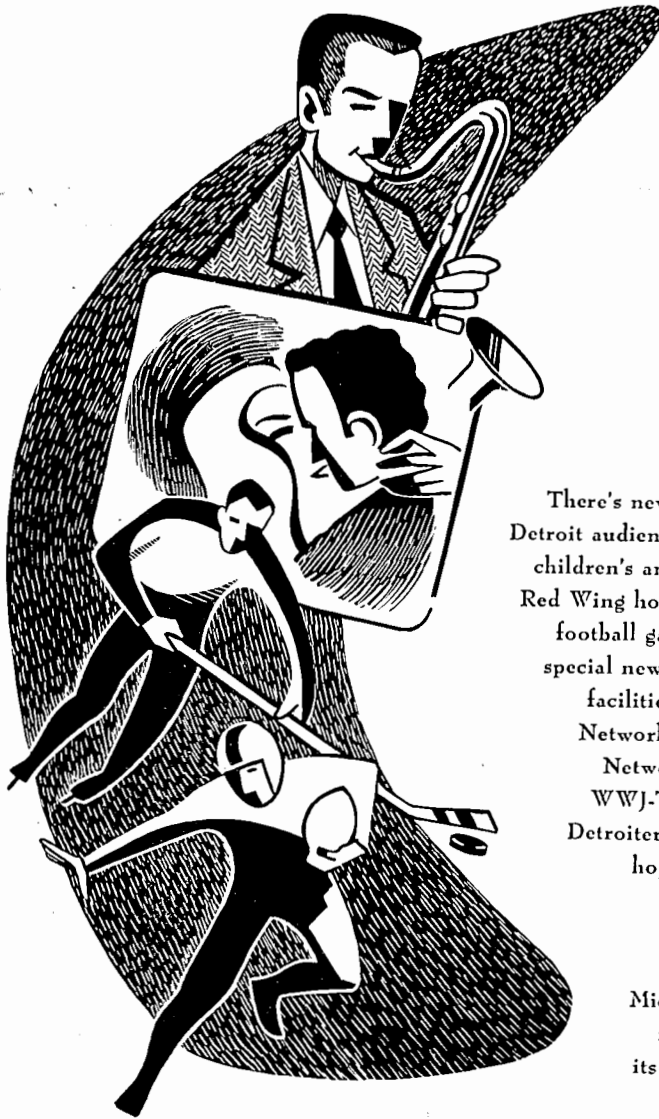


W-I-T-H

Baltimore 3, Maryland

TOM TINSLEY, President

Represented by Headley-Reed



from music
and movies . . .
to pucks
and pigskins

There's never a dull moment for WWJ-TV's Detroit audience. Symphony and popular music, children's and women's programs, full length movies, Red Wing hockey games, University of Michigan football games, wrestling matches, prize fights, special news events . . . through WWJ-TV's own facilities, through the NBC Midwest Television Network, and soon through the NBC National Network. Every day is a busy day for WWJ-TV's staff, and an enjoyable one for Detroiters who are keeping television manufacturers hopping to catch up with the demand.

WWJ-TV, first television station in Michigan, is an ESTABLISHED advertising medium producing gratifying results for its many advertisers in a market that is currently one of the High-Spot cities of the nation . . . with a backlog of orders for new cars that foretells a prosperous future, as well. IT'S WORTH
LOOKING INTO!

FIRST IN MICHIGAN . . . Owned and Operated by THE DETROIT NEWS

National Representatives: THE GEORGE P. HOLLINGBERY COMPANY

ASSOCIATE AM-FM STATION WWJ

WWJ-TV

NBC Television Network

Fox Seeks All Stock, ABC Execs. Are Told

(Continued from Page 1)

Edward J. Noble, board chairman of ABC and holder of 53 per cent of the stock, will unload entirely or relinquish a working minority to Fox. Some sources maintain that Noble will want to keep a working minority for himself but others point out that the board chairman is known for picking up fire sale properties and getting out when the price is right.

Tradings were still heavy in ABC stock Wednesday and increased considerably over the amount sold on the exchange Tuesday, although the price closed one-eighth lower. Tradings on Wednesday amounted to 14,000 shares. There were reports that ABC executives themselves have been quietly buying up chunks of the network stock.

Washington Bureau, RADIO DAILY

Washington—It seemed quite certain here Wednesday, as reports were received that 20th Century-Fox Film Corp. is dickering to buy control of ABC, that the FCC would treat any such application in the light of the WOV-Mester brothers decision a few years back, and other decisions where it has given weight to prospective purchasers' records in anti-trust and other litigation.

This would mean, of course, that the Commission will consider the record of anti-trust law convictions against Fox if the movie company should submit application for FCC approval of acquisition of its control of ABC. It will be recalled, also, that the company's record of anti-trust litigation was called for in connection with the Fox request for a San Francisco TV license.

A further consideration, apart from the anti-trust records, is the FCC policy of trying to keep the ownership of the media of mass communication as diverse as possible.

WANTED

New York City independent station has opening for radio salesman. Excellent opportunity for go-getter. State experience and salary required in letter. Write RADIO DAILY, Box 188, 1501 Broadway, New York 18, N. Y.

ARTHUR EDDY

Public Relations — Publicity

812 Taft Building
Hollywood

GLadstone 5305 — GLadstone 9082



Windy City Wordage. . . !

● ● ● Karl Sutphin, head of ABC's midwest promotion department, evidently is doing a special promotion job for Cupid. In the last year six members of Karl's department have married, and next Sunday the seventh will make the plunge. . . . Horace Heidt's youth talent show packed 'em in last Thursday night at Gary, Ind., in a personal appearance for the Optimist Club, and it's doing the same almost nightly on Heidt's tour of the midwest. Show packs a lot of talent and should be a prolific source of television material. . . . E. Jonny Graf, recently appointed program director of tele station WBKB, was an ork leader and performer before he joined the CBS staff in 1942; later wrote many radio shows, and recently created "Face the Music," CBS-TV show. . . . A four-minute film account of a recent factory explosion and fire made by a member of the WGN-TV newsreel staff is being used as part of the training program for candidates seeking appointment to the Chicago fire department.

☆ ☆ ☆ ☆

● ● ● Fred Kilian, director of television programming for WENR-TV and the ABC midwest TV network, believes video will play an important part in encouraging young actors and actresses. Two WENR-TV dramatic programs, "The ABC Television Players" and "Stand By for Crime," have an average of 40 roles to be filled each month, and in addition, four people are used weekly on "Second Guesser," comedy quiz program. "These people," says Kilian, "comprise what amounts to an informal stock company."

☆ ☆ ☆ ☆

● ● ● Cy Howard, former member of the WBBM staff and now author-producer of "My Friend Irma" and "Life With Luigi," is writing a screen play version of the former program. . . . Coincident with the information that ABC's "Wanted, A Place to Live" was being cancelled by its sponsor, word came to Ell Henry, ABC publicity head, that his landlord had sold the house where Henry lives. Now Ell is minus a home to live in and a show to publicize. . . . That pre-dawn shows have plenty of listeners was demonstrated last week when Gladys Blair, on WBBM's "Country Hour," at 5:30 a.m., offered to send a recipe for holiday turkey dressing to any listeners who requested it. By 10 o'clock the same morning the WBBM mail included more than 130 requests for the recipe. . . . WLS will hold its annual Christmas Giving Party for Chicago's needy December 18 at the Eighth Street Theater, with National Barn Dance stars putting on a two-hour free show.

☆ ☆ ☆ ☆

● ● ● WGN's facsimile broadcasting equipment has been loaned to the University of Illinois School of Journalism for research and experimental purposes. Facsimile's commercial and public service value has not yet been recognized, and it is hoped the arrangement for experiment and research will prove mutually beneficial to the university and WGN.

☆ ☆ ☆ ☆

● ● ● Helen Maher and Marilyn Rodenbostel are new secretaries to Jim Stürton, ABC midwest general manager, and Tony Koelker, station relations manager, respectively. . . . "Who's Talking?" Hal Tate Radio Productions syndicated quiz show, has been bought by WHAM, Rochester, N. Y., and WCIF, Madisonville, Ky. . . . NBC will broadcast an address by Dr. Thomas C. Pollack, dean of the College of Arts and Sciences of New York University, to be delivered Saturday in connection with the Chicago convention of the National Council of Teachers of English. . . . Gene L. Barron, well-known advertising man, has been appointed advertising manager for Happiness Tours.

NAB May Take Over FM Assn., Is Reported

(Continued from Page 1)

of frequency modulation. Its membership is made up entirely of FM broadcasters, many of whom have found it difficult to operate successfully as commercial stations in areas where competition between AM and FM outlets is spirited.

William E. Ware, general manager of KSWI, Council Bluffs, Ia.; president of FMA, is reported to favor consolidation of the organization with NAB. Ware, elected president to succeed Wayne Dillard at the association's convention in Chicago last Sept., has been endeavoring to hold together the organization despite shrinking finances and a decline in the number of members.

Washington Office May Go

If the FMA board decides on consolidation with NAB the Washington office of the Association under J. N. "Bill" Bailey, executive director, will probably be abolished. Bailey, who has an excellent record of accomplishments in behalf of the association during the past two years, is reported to have a contract with the organization which runs into next year.

Indicative of NAB's growing interest in FM was the action of board last week when it was decided that activity in the FM Department of NAB will be stepped up. The members agreed that the directors of the FM department, who now combine other activities with that of forwarding development of FM broadcasting, would be relieved of all supplemental duties "for an interim period." Arthur C. Stringer is director of FM and special services for the organization.

Stork News

Louis J. Dahlman, producer of "Doorway to Fame" on DuMont's WABD, is the father of a boy born this week to Mrs. Dahlman at Methodist Hospital, Brooklyn.

EXCEPTIONAL SALES OPPORTUNITIES

for experienced radio time salesman. New 10,000 watt station, with application in for 50 KW and TV, offers hard selling (not high-pressure) time salesman fine future with aggressive, progressive organization. Salary and commission.

For appointment for interview write or wire

JOSEPH R. FIFE
Commercial Manager

or

LEONARD L. ASCH
Vice-President and General Manager

WPTR WBCA-FM

Albany, N. Y. Schenectady, N. Y.
Studios in Hotel Ten Eyck
Albany New York

AGENCIES

C. O. LANGLOIS, president of Lang-Worth Feature Programs, Inc., has added Ralph Hatcher to its sales division. His activities will be directed primarily in the Middle Atlantic and New England states. Most recently, Hatcher was with CBS as manager of the central division stations relations office in Chicago. In March of 1947 he was transferred to New York City, to create and develop the cooperative program department of the network.

WOODWARD & FRIS, INC., of Albany, New York is now handling the account of Anti-Corrosive Metal Products Co., Inc., Castleton, N. Y. **ALFRED G. FRIDAY** New York furniture artist, has joined Woodward & Fris. A veteran of World War II and a graduate of the Franklin School of Professional Art, Friday has been associated in the advertising art business in various capacities.

TIFFANY THAYER, formerly a copywriter at JWT for the last 11 years, has joined the creative staff of SSC&B. Thayer is well known as a writer of popular fiction.

BENTON & BOWLES, Inc., has signed a minimum three-year agreement for the National Nielsen Radio Index Service to advertising agencies. A three-year contract for the service also has been signed by Wade Advertising Agency, Campbell Soup Co., and Miles Laboratories, Inc.

GEORGE P. HOLLINGBERY CO., national station representative, has added two more outlets to its roster of accounts. One is KPOA, 5,000-watt in Honolulu, T. H., owned by Elroy McCau and John Keating, of Island Broadcasting Co. The other is WVNJ, Newark, N. J., of which Ivan B. Newman is vice-president and general manager.

Name FM Committees For Press And FCC

(Continued from Page 1)

ator of WOEC-FM in the same city. Other committee members will be: James A. Guthrie, KMBT, San Bernardino, Calif., owned by the Daily Sun and Evening Telegram; Alicia Patterson, WBTC, Bridgeport, Conn., publisher of Newsday, Hempstead Town, Nassau County, N. Y.; Howard Lane, WFME, Chicago, affiliated in ownership with the Chicago Sun-Times; F. W. Woodward, KDTH-FM, Dubuque, Ia., owned by the Dubuque Telegram-Herald; Ben Ludy, WIBW-FM, Topeka, Capper Publications; Charles W. Nax, KWGD, St. Louis, owned by the Globe-Democrat; Hugh N. Boyd, WDHN, New Brunswick, N. J., operated by the New Brunswick Daily Home News; W. A. Underhill, WKNP, Corning, N. Y., affiliated with the Corning Leader; Charles D. Lutz, KYFM, San Antonio, Tex., owned by the Express; Leonard H. Higgins, KTNT, Tacoma, Wash., the Tacoma News Tribune; and E. J. Hodel, WCFC, Beckley, W. Va., owned by the Beckley Newspapers Corporation.

The FCC liaison committee, which has served the FMA the past year, are renamed by Mr. Ware, follows: C. M. Jansky, Jr., of Jansky & Bailey, Washington, D. C. chairman; Everett L. Dillard WASH, Washington, past president of the FMA and president of Continental FM Network; Leonard H. Marks of Cohn & Marks, Washington attorneys, FMA general counsel, and J. N. (Bill) Bailey, FMA executive director.

Advertising Industry Subject Of WCBS Program

A comprehensive survey of the Advertising Industry will be presented by reporter Bill Leonard on WCBS's "This Is New York" program, Monday, Nov. 29, 9:15-9:45 a.m., EST. William Millard, BBD&O account executive, will be interviewed by Leonard on spot radio campaigns.

Set Sales Campaign Paying Off In Trenton

(Continued from Page 1)

week's," said Robert L. Kulp, manager of the Appliance and Radio Departments of Hurley-Tobin, leading Trenton department store. "The figures show a 2 to 1 improvement and we expect the second week to be even better."

Other dealers also expressed their satisfaction with the campaign, which opened coincidentally with National Radio Week on Nov. 14. The second week of the drive was officially proclaimed Trenton Radio Week by Mayor Donal Connelly.

Form Dynamic Films, Inc.

The formation of Dynamic Films, Inc., with studios and offices at 112 West 89th Street, New York, was announced Wed. by Henry Morley, president of the corporation. Nathan Zucker has been named treasurer and chairman of the board. The firm is producing 16 millimeter sound motion pictures for industry, television and education.

Morley was formerly general manager of J. A. Maurer, Inc., manufacturers of professional 16mm. equipment. Zucker has produced films for industry, and has been actively engaged in developing standard quotation procedures.

Tex. Cowboys Combine Talents

San Antonio — Aaron Allen, KITE's folk song singer, is teaming up with three other cowboy entertainers to make a personal appearance in Texas theaters. Charley Moss, KCOR cowboy disc jockey; Woodrow Marrs, cowboy comedian and Little David Carroll, also are included.

SOUTHWEST

JOHN W. SCOTT, KABC, San Antonio, news editor-analyst has been granted a month's leave of absence from his duties to make an extended tour of Europe. There he will talk to the usual news sources, then to the men and women in the various walks of life for first hand views of the future and the present. Scott plans on visiting Germany and other troubled spots in Europe.

Auditions are being held for the WFAA, Dallas, Radio Talent Award for 1949. There will be 26 weeks of broadcast competition. Broadcast will be in charge of Craig Barton, WFAA talent advisor. There will be \$550 in cash plus radio appearances on a professional basis. The first airing of the series took place Nov. 22.

The FCC has granted two licenses for standard broadcast outlets and one for a television relay station. Grants were given to Graham Broadcasting Co., at Graham and the Texas City Broadcasters at Texas City. W. Albert Lee of Houston was granted license for a new experimental television relay station.

Xavier Cugat, while on a one night stand in San Antonio, was interviewed on KCOR, San Antonio, according to Marvin Broyles, station's program director.



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
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Send Birthday Greetings To

November 26

Igor Gorin Henry Levine
Charles Radcliffe Frank Simon
David Stone Charles Otto Ward
Larry Lowenstein

November 27

Francis Conrad Bill Demling
George Hogan Ted Husing
Mary Livingstone Mary Lynch
William Miller

November 28

Frank Black John A. Hewitt
Helen Jepson Reed Lawton
Elliott Lewis William Lundell

November 29

Alan Courtney Claudine French
Margery Knapp Florence Lake

November 30

Jack Brinkley Lillian Stone
Noel Corbett Happy Felton

December 1

B. S. Bercovici Michael A. Fiore
Ted Hammerstein Ray Henderson
Mary Martin Patricia Ryan

December 2

Dorothy Andrews Earl Glade
Bernice Judis Bill Perry
Peter C. Goldmark Homer Smith

We're Going 50kw.
at 800kc.
Early in '49

CKLW

in the Detroit Area

J. E. Campeau, President

5,000 WATTS at 800 Kc.

MUTUAL

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

PROMOTION

Anniversary Celebration

WMNB, North Adams, Massachusetts, celebrated its first anniversary on November 23, with special promotion and program features. Date was at "Open House" at WMNB studios, with special decorations, refreshments, and displays of sponsors' products. Evening Anniversary Program 8.30 to 9:30, featured greetings from Tommy Dorsey, regularly disc-jockeying on station (transcribed series), Mayors of communities served, representative of Ministers Association, Williams College, and other civic groups; plus special edition of regular station telephone feature, "Let's Get Acquainted," adapted to interview guests in studio, and introduce staff members.

Promotion included announcement campaign of invitations to attend Open House; thank-you letter to sponsors including invitation to provide display material; and special campaign on North Adams Main Street, by staff members who inserted nickels in "expired" parking meters, leaving card with invitation to birthday party "Open House" at studio. Special newspaper feature, full-page, included pictures of complete staff, with invitation to public to attend "Open House."

Davega Joins WQXR's Lists Of New Sponsors

(Continued from Page 1)

15-minute segments a week over WQXR in behalf of its toy piano with colored keys. Casper Pinsker is the agency.

Karl Ehmer Meat Stores in New York and Long Island have purchased a quarter-hour morning program on Monday, Wednesday and Friday for a 26-week period. Show is "Violin Personalities," aired 11:45-12 noon. Agency is Girard-Whalen.

Among new contracts for spot announcements are those signed by White Rock Corp. and Trommer's Beer. French National Tourist Office also has renewed sponsorship of WQXR's half-hour show on Wednesday night, "Listening With Jacques Fray."

WORL Wins Appeals Edict; Highest Court Review Likely

(Continued from Page 1)

and was the result of arbitrary and capricious action."

The Commission had charged that on March 25, 1937, that Harold A. La Fount, Sanford H. Cohen and George Cohen, acting jointly, had acquired 700 shares, or 70 per cent, of the voting stock of Broadcasting Service Organizations, Inc., licensee of WORL and since that time have been in "full control" of the station. It was charged that for six years following, March 25, 1947, WORL filed over 16 reports and applications, "knowingly misrepresenting" the real owners of the station.

At the time when the Commission rendered a decision, the station was given a temporary license to wind up its affairs. Commissioner Jett was on record as offering a dissenting opinion. He said the majority action in denying WORL a license renewal was too drastic.

The court's opinion of Wednesday spoke of the high standing of the WORL owners and praised the station's record of public service and its sound management as a business enterprise.

Supreme Court May Act

In the light of Wednesday's decision, it seems likely that the Supreme Court will be called upon to review a ruling by the Court of Appeals majority that the principles the high court proclaimed in the WOKO case need not apply in similar cases where the deception in filing information with the FCC cannot clearly be shown to be fraudulent or willful. Justice Bennett Clark and Wilbur K. Miller reversed the Commission and held that it erred in applying the principles of the WOKO case to WORL.

They accused the Commission of picaune reasoning, while Justice Henry Edgerton, dissenting, declared that "the Communications Act does not forbid the Commission to regard mere indifference to truth as contrary to the public interest."

Another similarity in the two cases, in addition to the fact that both involved the filing of false information regarding licensee fi-

nances, was that major stockholders in both stations were former Federal Radio Commissioners—Sam Pickard in the WOKO case and Harold LaFount in the WORL case. WOKO, Albany, N. Y., lost its license because of the concealment of Pickard's interest over a 10-year period.

It is recalled that this court also upheld WOKO in its appeal from the Commission's revocation order—but that the Supreme Court later affirmed the FCC position.

The two judges declared that "no motive for concealment has been established," and that the Commission had failed to point to anything to justify its assumption that the concealment was willful, "nor have we by independent search discovered any such portion of the evidence . . . hence we rule, as a matter of law, that the WOKO opinion of the Supreme Court is inapplicable in the present case." This was contention of WORL Attorneys Fisher, Wayland, Duvall and Southmoyle.

Justice Edgerton, said he cannot see how it can be said there is no support for the Commission's conclusion that the making of false statements by WORL was both frequent and willful. At one point in 1937, he wrote, the station had a bank balance of \$362.11 but in its financial statement wrote that its balance was \$25,362.11. "It did this consciously and deliberately. It does not claim to have believed it had the missing \$25,000, either in banks or elsewhere, in cash or in any other form . . . other misrepresentations related to stock ownership."

Rogers Show On WOAK

Chicago—Special safety program featuring Roy Rogers, which was recorded while Rogers was appearing at the Chicago Stadium, is being broadcast over WOAK, Oak Park FM station.

BEHIND THE MIKE

HAVE some statistics: Alice Reinheart figures that in 11 years of playing "Chichi" in "Life Can Be Beautiful," she has cried more kilocycle tears than any gal in radio. (For crying out loud).

Dwight Weist did the narration on trailer for Ingrid Bergman "Joan of Arc" flicker.

Staats Cotsworth's art exhibit at American-British Art Center winning plenty of kudos from the experts.

Charlotte Manson being set for her own video series.

Ella Fitzgerald's opening at the Royal Roost brought out a packed house welcoming her back from London.

Ted Nelson will do "guest celeb" interviews between games of the N. Y. Gothams of the American Pro-Basketball League from Jamaica Arena.

Ben Grauer, who depends on television for a sizeable chunk of his income, can't get permission from his landlord to use a roof antenna for his TV set in his apt.

Films Of Historic Fights Popular On WNBT, N. Y.

Five-minute re-creation of "Great Fights in History" by the Clayton Company for the H. L. Courmand Company, creators of the Walco television-lens, are proving a sports innovation on WNBT, NBC's TV outlet in New York. Highlights of the movie versions of the old fights are presented following the regular St. Nicholas or Madison Square Garden cards. Among the fights screened have been the Dempsey-Willard, Leonard-Tendler, Dempsey-Tunney and Gans-Nelson championship bouts.

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FREE STEIN'S new up-to-the-minute illustrated booklet that tells at a glance exactly what make-up to use at all times and for all parts. Includes special valuable hints on the new television make-up, fashion shows, photography, etc. Write for your copy today!

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FULL TIME

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from
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to Coral Gables.

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HOLLYWOOD BEACH HOTEL
940 Kc. — FULL TIME

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Represented by: John H. Perry Associates

TELEVISION DAILY

Daily section of RADIO DAILY, Friday, Nov. 26, 1948 — TELEVISION DAILY is fully protected by register and copyright

ABC TO SCAN MET OPERA OPENING

TELE TOPICS

CLUETT-Peabody's Phil Silvers show got off to a good start on NBC Wednesday night, although hampered by old material. Silvers is one of the better comics, and, surrounded by a talented crew of stooges, was able to overcome this handicap to a great extent. The ancient dinner routine was livened considerably by some fast ad-libs, which drew the best laughs of the show. . . . Ten-year-old Herbert Coleman scored heavily with his pleasant tenor voice, which sounded far more developed than the age of its owner would indicate. Harry Salter's ork furnished the music. Cast members included Connie Sawyer, Jerry Hausner and Len Hale. . . . Arrow Shirts commercial was smoothly integrated into an old comedy routine that was done so well that its age was almost unnoticed. . . . Four writers are listed for the show; we hope they come up with some newer material next week.

IT HAD TO HAPPEN—giveaways have come to tele. Beginning Dec. 3, TOP Productions' "Fashions on Parade" over DuMont, will inaugurate a slogan contest on behalf of the USO with a jackpot worth \$5,000 in merchandise going to the winner. Gimmick works as follows: Writers of the three best slogans will be called on the phone and asked to identify the marked "Miss Terry," whose filmed image will be flashed on the screen as clues to her real name are read. First person to give the correct identification will collect the five grand, with consolation prizes to the other two. . . . The obvious reason for such a stunt is to increase audience, but we fervently hope, however, that TV does not become saddled with Frankenstein's monster that is now plaguing radio. We would much rather see the effort and money that go into giveaway contests be used to "buy" an audience in the way it should be bought, through entertainment.

THE ASSOCIATED BRITISH PICTURE CORP. chain, which owns 418 theaters, will go all-out to bring a large screen TV system into each one. Firm plans to offer strong competition to J. Arthur Rank who has already earmarked six London houses for video. . . . Swift's contract with Lanny Ross has been renewed for a year. . . . Tony Kraber, program manager of WABD, found himself with a live turkey on his hands the other nite. Bird was used on the station's "Growing Paynes" stanza, and when the show went off, staffers drew lots for it. . . . WJBK-TV, Detroit, will debut its first live studio show Monday nite, when Joe Gentile and Ralph Bingo begin a thrice-weekly situation comedy series. . . . Dorothy Doan's "Vanity Fair" series on CBS will be expanded to three a week next month, with a nite time commercial spot in the offing.

Raytheon Drops Plan Mautner Leaves DuM; For TV Relay System Will Join Mfg. Firm

Washington Bureau, RADIO DAILY
Washington—The elaborate transcontinental microwave relay system for TV and other services mapped out four years ago by the Raytheon Company has been abandoned, the company told the FCC in a statement filed this week. The company also assured the FCC that construction of the commercial TV station permitted it will go forward whether or not the application for sale of the property to CBS is okayed. President Charles Francis Adams of Raytheon said, with regard to the plan for a micro-wave common carrier relay plan, that "little progress having been made toward" the carrying out of the plan, "it is now believed that it will probably be impossible for Raytheon to carry out this plan within the foreseeable future, and such plan should therefore hereafter be regarded as abandoned by Raytheon."

Correction

Basic hourly rate of WCAU-TV, Philadelphia, for class A time is \$300, not \$250 as reported on this page Nov. 18. The station says also that it is not planning a rate increase by January 1, 1949, as reported.

Leonard Mautner, manager and chief engineer of the DuMont transmitter division, has resigned to become vice-president of the newly-formed Television Equipment Corp. In announcing the appointment, John B. Milliken, president of both TEC and its parent firm, International Television Corp., said the new company will engage in development and manufacture of pick-up and transmission equipment and in military electronics.

First project of TEC is a low-cost camera for industrial and studio use. Firm has set up development laboratories and production facilities at 238 William Street.

Also announced by Milliken was appointment of William Brown as secretary and chief engineer of the new company. Brown formerly was with RCA Labs.

WCAU-TV Signs Stores

Philadelphia — American Stores, retail food chain, has inaugurated a twice-weekly daytime half-hour over WCAU-TV. New show gives the station 90 minutes of commercial programming Tuesday and Thursday afternoons. It follows the "Homemaker's Matinee," aired from 2 to 3 p. m. across the board.

Texaco To Sponsor Pickup As Tele Experiment

First tele pickup of an entire opera will be made by ABC Monday night at the opening of the 1948-49 season of the Metropolitan Opera Company. Program will be sponsored by the Texas Co. through the Buchanan agency. Announcement of the pickup was made late Wednesday by George A. Sloan, board chairman of the Met.; W. S. S. Rodgers, Texaco board chairman, and Mark Woods, ABC prexy.

Pickup will mark the first use of a special infra-red lighting adapted especially for the occasion, Woods said. He said that this type of illumination, known as black light, is completely invisible to the audience in the auditorium, but is "singularly effective" over video, and will be used extensively throughout the evening.

"Otello" To Be Given

Opera, Verdi's "Otello," starts at 8 p.m. ABC cameras in front of the Met will go on the air 15 minutes before that time, however, to scan arriving celebrities. George Hicks and Gordon Fraser will handle the interviews, and Milton Cross will do the intermission commentary.

Total of six cameras will be used, four of which will scan the stage proceedings. Burke Crotty, executive producer, will direct.

Nat'l Union Buys Plant To Turn Out Pix Tubes

Purchase of a plant in Hatboro, Penn., for manufacture of cathode ray tubes in sizes ranging up to and including 20-inch models was announced Wednesday by Kenneth C. Meinken, president of National Union Radio Corp. Company will expend \$1,500,000 for installation of equipment to handle production of the kinescope, he said.

Meinken said that National Union would turn out approximately 200,000 tubes in 1949 and upwards of 500,000 the following year.

WMCT Joins NBC

WMCT, Memphis, Tenn., has joined the tele network of NBC, it was announced by Easton C. Woolley, web director of stations departments. Net has signed both interconnected and a non-interconnected affiliation contracts with The Memphis Publishing Company, owner of WMCT. The station will begin operating on a commercial basis December 11, 1948 as a member of the NBC non-interconnected television network.

Progress Report No. 14

WRGB, General Electric's Pioneer Station,
Has 45% Of Program Sked Sold

Schenectady — General Electric's pioneer station, WRGB, one of the oldest outlets in the East, began commercial operation Dec. 1, 1947. Station is now on the air an average of 31 hours weekly, of which 45 per cent is commercially sponsored. As an affiliate of NBC, WRGB participated in the first network TV broadcast, and now takes approximately 22 hours of web programming weekly.

Manager of the station is G. Emerson Markham. A G.E. executive since 1923, Markham joined the company's AM outlet, WGY, in 1925, and established two of the oldest farm radio services in broadcasting. He also is a director of TBA.

In addition to its network pickups, WRGB originates approximately 22 per cent of its program sked as live studio shows. Films comprise about six per cent of the total. No remotes are carried. Program sked, on the average, breaks down as follows: sports, seven hours, ten minutes; drama, 1:45; women's, 1:10; children's, 2:45; news, 4:10; music and variety, 6:30; forum, 1:20; quiz, 1:40; science, 0:15; agriculture, 0:20. Two full length feature films are scanned weekly.

Latest estimates report 9,500 sets in the area, an increase of almost 6,000 over the July 1, figure.



MARKHAM



*Memo to
a man with
a sore nose*

Congratulations, sir! Your bandaged beak is a badge of honor!

It's a symbol of service . . . a sure sign that you, like most of us these days, have been keeping your nose to the grindstone—working your hardest just to keep your family living the way you want them to live.

But what of the future? Your nose can't take it forever. Someday you'll want to retire, to follow the hobbies and take the trips and do the things that you've always dreamed of doing.

That's going to take just one thing—

MONEY! And will you have it when you want it?

You will if you're buying U. S. Savings Bonds *automatically*—on the Payroll Savings Plan where you work, or on the Bond-A-Month Plan at your bank.

With either plan, you're heading for real financial security. Month after month, regularly as clockwork, your money is saved for you. All *you* have to do is sit back and watch the Bonds pile up.

It's just about the easiest, surest, fastest

way of building financial security that anyone ever dreamed up. And with U. S. Savings Bonds, you *make money* while you save it. Every \$75 Bond you buy today will be worth \$100 in just 10 years!

Of course, you can always buy Bonds at any bank or post office. But the best way, the sure and steady way, is to buy 'em automatically!

Start doing it now! Keep on doing it! And in no time flat, you'll find that you're well on your way to a permanent separation of nose and grindstone!

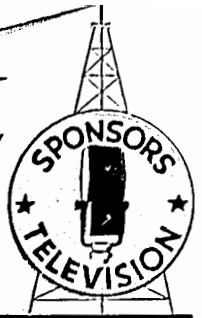
AUTOMATIC SAVING IS SURE SAVING—U.S. SAVINGS BONDS



This space contributed by RADIO DAILY



RADIO DAILY



The National Daily Newspaper of Commercial Radio and Television

VOL. 45, NO. 39

NEW YORK, MONDAY, NOVEMBER 29, 1948

TEN CENTS

BMB STAFF RE-ALIGNMENT ANNOUNCED

RMA 3-Day Session In N. Y. Next Week

Washington Bureau, *RADIO DAILY* Washington—A three-day pre-holiday session on industry problems and prospects for next year has been scheduled for New York, December 7-9 by RMA, it was announced Friday. The board will meet the last day and industry groups within RMA the preceding two days.

Recommendations for improving servicing of TV and radio receivers and the promotion of more wide-

(Continued on Page 5)

Miller Named Chairman For 'March Of Dimes'

Justin Miller, president of NAB, has been named chairman of the March of Dimes National Radio-Television Committee, Basil O'Connor, president of the National Foundation for Infantile Paralysis, announced Friday.

Named as co-chairmen for this year's drive are Charles C. Barry, vice president of ABC; Ken R. Dyke, vice president of NBC; Edgar Kobak, president of MBS, and Hubbell

(Continued on Page 5)

MCA To Handle Godfrey Road Show Bookings

Music Corporation of America has been engaged to handle bookings for presentations of "Arthur Godfrey's Talent Scouts" stage shows throughout the country, it was announced Friday by Larry Puck, general manager of the theatrical presentations division of Arthur Godfrey Productions, Inc. John Dugan will represent MCA in the bookings.

A Better Mousetrap?

A daring but foolhardy rodent caused quite a bit of excitement last week at WISC, Madison, Wis., affiliate of ABC. Broadcasting at WISC was disrupted when the transmitter suddenly went dead. A frenzied investigation by the engineers led to the discovery of the cause. A mouse in the transmitter had caused a short-circuit.

Auto TV Opposed

The hazards of installation of television sets in automobiles was pointed up by the Greater New York Safety Council on Friday when it was announced that the Council's commercial vehicle section has voted to take all possible measures to oppose such installations. Reports have reached the Council that experimental automobile TV sets are now being used on the streets of New York.

Phone Interviews Get Big Play By Stations

Recent FCC rule permitting recording and broadcasting of telephone conversations is being put to considerable use by many stations around the country and now comes WNEW, New York, with a quarter-hour nightly "Telephone Newsreel" starting Dec. 1. Another development is a campaign being readied by WOR, New York, to ask the FCC to go a step further and allow the warning "beep"—every 15 seconds

(Continued on Page 2)

Special Yr.-End Dividend Announced By Philco

The Board of Directors of Philco Corporation on Thursday declared the regular quarterly dividend of 50 cents per share on the Corporation's Common Stock and also a special year-end dividend payable in Common Stock at the rate of seven shares for each 100 shares now outstanding, it was announced by Will-

(Continued on Page 2)

Benny Show Moving To CBS; Will Begin Broadcasts Jan. 2

The American Tobacco Company formally requested the National Broadcasting Company on Friday, to release them from time commitment for Jack Benny show on Sundays from 7:00 to 7:30 p.m., and the network acquiesced. This leaves the Benny show free to move to CBS and he will begin broadcasting in the 7 to 7:30 p.m., time slot on Jan. 2. Spotting of Benny at 7 p.m., on

Cort Langley Named Assistant To Pres. Hugh Feltis In Executive Shuffle; Churchill Heads Research

Farm Director Assn. Convenes In Chicago

Pointing up the importance of rural radio, members of the National Association of Radio Farm Directors met in convention at the Hotel Stevens, Chicago, the past weekend. Highlighting the convention was the release of a questionnaire survey of rural program preferences.

Fifty of 98 farm directors questioned, reported a time preference for the period between 6 a.m. and 7 a.m. However, the noon-day period

(Continued on Page 6)

Ohio Regional Network Links Fourteen Stations

Formation of a permanent Ohio network of 14 AM and FM stations was announced at the headquarters of WJW in Cleveland on Friday. WJW is currently sending out 45 minutes of air shows daily and in

(Continued on Page 5)

Murphy Leaving NBC For TV Station Post

John T. Murphy, veteran member of the NBC Station Relations Department, will be the general manager of television station WLW-D, which is scheduled to open in Day-

(Continued on Page 6)

Complying with the suggestions offered by the NAB board of directors, Hugh Feltis, president of Broadcast Measurement Bureau, Inc., Friday announced the realignment of the executive staff of the industry audience measurement organization. Only important change in the ex-

(Continued on Page 6)

Safety Awards Given To Webs And Stations

Chicago—Network winners in the fourth annual National Farm Safety Radio Contest sponsored by the National Safety Council were the American Broadcasting Company and the Columbia Broadcasting System, it was announced Sunday. Regional network winners were the Texas Quality Network and the Rural Radio Network. Station winners were WHO, Des Moines, Iowa;

(Continued on Page 8)

Ferry-Morse Seeds Will Sponsor CBS Program

Ferry-Morse Seed Co. will sponsor the "Garden Gate" series over CBS for a 16-week period starting Feb. 5. Program, aired Saturdays from 9:45-10 a.m., EST, originates with WLAC, Nashville, Tenn., and

(Continued on Page 2)

Religious Series

An informal letter is being sent out to the various Methodist churches in the KTSA, San Antonio area calling attention to a half-hour broadcast the station will carry each Sunday afternoon as a member of the Lone Star Chain. Program is to originate from the Methodist Home in Waco and is titled "These Are Our Children."



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

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

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

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FINANCIAL

(November 26)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
ABC	87 1/2	85 1/2	85 1/2	+ 1/4
Admiral Corp.	18	17 1/2	17 1/2	+ 1/4
Am. Tel. Tel.	151	150 1/2	151	—
CBS A	21 1/4	20 5/8	21 1/4	+ 3/8
Farnsworth T. & R.	5 1/8	5	5 1/8	+ 1/8
Gen. Electric	37 1/2	36 1/2	37	+ 1/8
Philco	39 1/2	39 1/8	39 1/4	+ 1/8
Philco pfd.	87 1/2	86 1/2	87 1/2	+ 1/2
RCA Common	11 3/4	11 1/4	11 3/4	+ 1/2
RCA 1st pfd.	67 1/2	67 1/2	67 1/2	—
Stewart-Warner	13 1/8	12 7/8	13	+ 1/2
Westinghouse	24 7/8	23 7/8	24 3/8	+ 5/8
Westinghouse pfd.	89 1/4	89 1/4	89 1/4	—
Zenith Radio	26 1/2	26 3/8	26 1/2	+ 1/8
NEW YORK CURB EXCHANGE				
Hazeltine Corp.	10 1/2	10 1/4	10 1/4	— 1/4
Nat. Union Radio	25 1/2	23 1/2	25 1/2	—
OVER THE COUNTER				
U. S. Television			1 1/4	1 3/4
WCAO (Baltimore)			23	27
WJR (Detroit)			83 1/4	9 1/4

Roehrenbeck Returns

Frank Roehrenbeck, WMGM's general manager, returns to his desk today. His many friends welcome him back after his convalescent period.

USO Committee Meets Thurs.

The New York USO campaign committee of the entertainment industry will meet Thursday at Toots Shor's restaurant to make plans for the launching of its fund-raising effort in this area. James Sauter is chairman of the committee.

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DC 4-12 Hours

Phone Interviews Get Big Play By Stations

(Continued from Page 1)
 —to be dropped under certain conditions.

WNEW is programming its "Telephone Newsreel," by which it will cover local, national and international news via telephone conversation and interviews, as a result of the impressive listener response to a similar operation on Election Night when it had Martin Block phoning political officials all over the world. "Telephone Newsreel" will be aired Monday through Friday, 8-8:15 p.m., with George Brooks, WNEW chief announcer and newscaster, conducting the interviews. Series will be produced by Ted Cott, directed by Jack Grogan and written by Dick Pack and Bert Brillier.

FCC regulations require that — for recording purposes—a device be attached to the telephone which gives a warning "beep." Purpose of this is to let the person telephoned know that the conversation is being recorded. WOR is planning to seek the efforts of the networks in asking the FCC to permit the dropping of the "beep" when the person called by a station or network is a staff employee. WOR also plans to ask the Commission to authorize the "beep" to be cut off when the person called gives his personal permission. At the present time, the "beep" device which the telephone company attaches to phones cannot be cut off at all.

Tried in St. Louis

An example of how a news story can be completely wrapped up on one 15-minute broadcast with the use of telephone recordings was demonstrated by KXOK, St. Louis, last week, when the news was received of the capture in Chicago of a 26-year-old former mental patient charged with the murder of a 21-month-old baby boy in St. Louis. Bruce Barrington, KXOK news director, interviewed by telephone the authorities who captured him, the authorities who were to handle him on his return to St. Louis, and the officials who will prosecute him when he is brought to trial.

Barrington talked with George McSwain of the Federal Bureau of Investigation who related how the

10 YEARS AGO TODAY

From the Files of Radio Daily

It has been learned that the four major airlines in this country are studying plans for a co-operatively sponsored promotion campaign via radio to offset the losses in air passage due to the elimination of scrip books, passes and due bills. The campaign would include a series of transcribed features aired over a coast-to-coast group of local stations, utilizing a national hook-up and a series of special event broadcasts from airports, training schools, airmail terminals and army schools.

Special Yr.-End Dividend Announced By Philco

(Continued from Page 1)
 iam Balderston, president. Both dividends are payable December 14th to stockholders of record December 3rd.

"In reviewing the year's operations, the Board felt that recognition should be given in its dividend action to the high level of sales and the resultant earnings achieved in 1948," Mr. Balderston stated. "The decision to pay this year-end dividend in stock rather than in cash was prompted by a special set of circumstances requiring the conservation of cash to handle the substantial increase in the company's refrigeration and television business, and to provide for additional plant facilities for the production of television receivers."

The Board also declared the regular quarterly dividend of 93 3/4 cents per share on the Corporation's Preferred Stock, 3 3/4 per cent Series A, payable January 1, 1949 to holders of record December 15th.

Ferry-Morse Seeds Will Sponsor CBS Program

(Continued from Page 1)

features Tom Williams, the Old Dirt Dobber, with news on horticulture and the seasonal care of plants and soil.

This marks the fifth straight year that Ferry-Morse has sponsored the series during the pre-planting season. Agency is MacManus, John & Adams of Detroit.

confessed slayer was captured and of the confession which followed. Chief of St. Louis Police Colonel Jeremiah O'Connell told of the necessary arrangement to be completed to return him to St. Louis to face the charge of murder. Edward L. Dowd, assistant prosecuting attorney of St. Louis, explained to Barrington that his office would ask for the death penalty. The recorded interviews were aired on Barrington's 5:30 p.m. newscast.

EXCEPTIONAL SALES OPPORTUNITIES

for experienced radio time salesmen. New 10,000 watt station, with application in for 50 KW and TV, offers hard selling (not high-pressure) time salesman fine future with aggressive, progressive organization. Salary and commission.

For appointment for interview write or wire

JOSEPH R. FIFE
 Commercial Manager

or
LEONARD L. ASCH
 Vice-President and General Manager

WPTR **WBCA-FM**
 Albany, N. Y. Schenectady, N. Y.
 Studios in Hotel Ten Eyck
 Albany New York



Taking it easy

This strange looking bird is a Malayan Wood Ibis. And he's now taking a little nap. Believe it or not, that's the way this queer fellow sleeps.

There's a simple way, too, for time buyers to take it easy and get results in the rich Baltimore market. They just buy W-I-T-H, the BIG independent with the BIG audience.

Yes, sir! W-I-T-H delivers more listeners-per-dollar than any other station in town! It covers 92.3% of all the radio homes in the Baltimore trading area.

And don't forget, Baltimore is the sixth largest market in the country.

So if you're looking for lowest cost sales in Baltimore, W-I-T-H is your best buy. We say so. Advertisers say so. Time buyers say so. Call in your Headley-Reed man today and get the full W-I-T-H story from him.



W·I·T·H

Baltimore 3, Maryland

TOM TINSLEY, President

Represented by Headley-Reed

Where else in America?



Not the north — not the south! Not the busy industrial east nor the farm-rich middle west can really mirror our land in all its varied aspects. But there is one area, embracing parts of all these places, which does. It's WLW-Land—a true cross section of the country.

Where else in America could you hope to find so perfect a proving ground for new products and new ideas?

In WLW's Merchandise-Able Area are 330 counties comprising parts of seven states. Nearly 14 million people live here. Some are wealthy, some are poor. Some live in great cities, some in tiny villages. Some work in factories, some own farms. When you know how these people will react to your product, your package, your selling appeal — you'll have a good idea how consumers everywhere will respond.

And you CAN know through WLW, for this great radio station covers the area as a network covers the nation. It dominates most cities but not every city. It reaches most farms but not every farm. You'll face this same condition else-

where throughout the country, no matter what medium or combination of media you choose. But by using WLW first, you can learn the answers in advance.

WLW is particularly well equipped to help you get the answers. Besides one of the nation's largest and most loyal listening audiences, WLW offers facilities not equalled by any other station. It can help you study the market—get distribution—win dealer cooperation. It can help you learn what consumers really think about your product — your price — your package. With manpower to do the job, and a "know-how" peculiar to its territory, The Nation's Station stands ready to serve you in the proving ground for America!



THE NATION'S MOST MERCHANDISE-ABLE STATION

Crosley Broadcasting Corporation

SOUTHWEST

A FAMILY quarter-hour has been planned for presentation each evening Monday thru Friday over WFAA, Dallas. The first five minutes will be for the grown-ups and will feature the news commentary of Edwin C. Hill over the ABC network. The remaining five minutes will be devoted to the children with the WFAA studio presentation of "Daddy Ringtail."

Robert Ferrie became a bridegroom on November 20. He's the afternoon news editor of KITE, San Antonio. The event was sort of a KITE family affair. The new Mrs. Ferrie, who was Margaret Weiss, is a sister of Fred Weiss, teen age co-ecmce of KITE's Teen-time show heard each Friday afternoon.

A new type program beamed at the ladies has originated from the studios of WOAI, San Antonio, and will be heard daily for a quarter hour six mornings a week. Series is titled "This Is Your Day" and features a daily weather report by Henry Howell, who cautions listeners about protecting their children who are just ready to leave for school, their gardens, and suggests suitable menus for the day's meals with an eye on the temperature. There is also a "Today in Memory" anecdote scripted by assistant program director Perry Dickey and read by announcer Bill McReynolds. Format includes several transcribed bits of music. Program is a joint production of Dickey and Jerry Lee, WOAI program and production manager.

Barbara Brown has joined the continuity staff of KYFM, San Antonio, replacing Kathryn Hathaway. Miss Hathaway will become the bride of Bruce Hicks, engineer for K TSA, San Antonio.

Kenyon Brown, of KWFT, Wichita Falls, representing District 8, has returned from New York where he attended the two-day meeting of the Columbia Affiliates Advisory Board of which he is a member.

WBNX *Delivers* THE SPORTS AUDIENCE

by delivering all sports results all afternoon . . . 1:00 thru 6:00; 8:00 thru 8:15 . . . Monday thru Saturday.

WBNX *Delivers* THE MOST FOR YOUR CLIENT'S DOLLAR

Investigate

Ask for schedule of few participating spots remaining.

WBNX Broadcasting Co., Inc.
260 E. 161st St., N.Y.C. ME. 5-0333

or
A. LEWIS KING

527 LEXINGTON AVE. PLaza 9-1389



California Commentary . . . !

● ● ● Spike Jones discussing television plans after his Friday night stint for Coca-Cola, for the "City Slickers" stated that, "writers with movie-cartoon experience could provide added entertainment features for video screens." His show-stopping routine using such a feature is added proof of this statement. With the able assistance of his manager, Ralph Wonders, Spike has built a complete organization, from ad layouts to a warehouse for props. The "City Slickers" will be able to supply everything from checked bow ties to turkey feathers when making their tele-debut. Present plans call for an extended tour winding up in N.Y. next Easter, then a few video tryouts to obtain public reaction to the Jones' brand of fun and music. . . . George Sidney, M-G-M director, made one of his rare radio appearances last week when he was interviewed by Gloria Grant on KMGH. His subject was amateur photography, his pet hobby. . . . Stuart Phelps, Don Lee TV director of special events, and Margaret Willoughby, non-pro, exchanged wedding vows Nov. 26. . . . The Modernaires have been handed a new two-year contract by Columbia Records. . . . Roy Rogers has added two German Shepherd puppies to his large kennels and plans to train them for use with him in Western adventure films.

★ ★ ★

● ● ● Jack Benny has been selected as "Queen's Jester" by the Tournament of Roses Association and will announce the Rose Bowl Queen and her court at a breakfast tendered by the Pasadena Junior Chamber of Commerce on Dec. 17. . . . H. Leslie Atlas, accompanied by his wife and child, was in town last week from Chicago, to cover the Thanksgiving Festival for Wm. R. Wrigley Company. . . . "Apartment 4A" starring Martha Shaw, Anne Diamond and Julie Kingdom, made its bow on Don Lee Television station KTSL, Nov. 27th. The Ashaw & Diamond production is directed by Mabel Albertson. . . . Ed "Archie" Gardner characterizes a femme detective as "a flatfoot with high heels." . . . Edward Everett Horton celebrated his 1,185th performance recently as the star of "Springtime For Henry," which is now playing at the Birdcage Playhouse in Las Vegas. . . . Joe Whitley in from New York to do "I Knew Him When" pieces on Ed Gardner and Ozzie Nelson for Cosmopolitan Magazine.

★ ★ ★

● ● ● "Lost In A Dream" written by Ralph Graves, Jr., son of the silent screen star and Eddie Covin, is being given a splendid play by local disc jockeys. It was waxed by Liberty Records in New York and features "The Siloetts" of San Francisco. . . . Alan Young, who exchanges gags with Jimmy Durante on the "Camel Show," and will soon be heard on his own "Alan Young Show," beginning Jan. 11, over NBC, for Tums, has been invited by the University of Toronto to lecture on "Comedy As An Art" when the University plays host to the Canadian All-Collegiate Conference, Feb. 18. . . . Dennis Day's "A Day in the Life of Dennis Day," broadcast took a jump rating last week to grab first place on the list of Saturday air shows with a Hooper of 13.9.

★ ★ ★

● ● ● Ed Simmons, original agency man on the old "National Barn Dance" and now in Hollywood, cut an edition of a new "Barn Dance" at Mutual last week and expects the show to open on that web shortly. . . . The early part of next year may see Mickey Rooney back on the air with a brand new radio show that his production company, Rooney-Stiefel, is churning out now in its script department. . . . Bob Hope was guest of honor Sunday (28) at the Cleveland Browns-San Francisco "Forty-Niners" football game.

★ ★ ★

AGENCIES

COFFEE-ON-THE-HOUSE is the happy idea of the new coffee and conference room at Schwimmer & Scott, Inc., Chicago advertising agency. Especially equipped and decorated, the new room seats 20 persons at a time, at two large tables. Packaged cookies, cream, sugar, paper cups and wooden spoons are all provided by the firm. Morning get-togethers for coffee are scheduled from 9:15 to 10:30 and the room is open from 11:45 to 1:30 for employees who bring their lunch.

JOSEPH M. GREELEY has joined Leo Burnett Inc., Chicago, in an executive capacity. For the past five years Greeley was with Dancer, Fitzgerald, Sample. Prior to that he was with Pedlar & Ryan in New York and earlier worked with Best Foods, Inc., and Quaker Oats. . . . ALBERT O. MEYER has joined the merchandising staff of the Burnett agency. He was head of the merchandising and promotion department of Dancer, Fitzgerald, Sample.

WMGW Meadville, Pa.

WMGW - FM

**SERVES! — THE RICH
NORTHWEST AGRICUL-
TURAL AND INDUSTRIAL
TERRITORY.**

**SELLS! — WRITE FOR DE-
TAILED SUCCESS STORIES
OF OUR CLIENTS.**

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

WMGW - WMGW - FM

FIRST NATIONAL BANK BLDG.
MEADVILLE, PA.

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

Benny Show Shifted From NBC To CBS

(Continued on Page 5)

strike beginning Jan. 2, late Friday. The statement did not include any comment on the Amusement Enterprises deal.

Washington Bureau, RADIO DAILY Washington—The Bureau of Internal Revenue has told Congressional inquirers it has laid down no pattern for the tax assessment of high-priced radio and film stars, and that the matter is still being studied, it was learned here Friday. Sen. Styles Bridges of New Hampshire raised the question about two weeks ago, when he indicated that there had been a ruling permitting some performers to pay the 15 per cent capital gains tax as business enterprises rather than the much higher individual income levies.

The inquiries were believed to be inspired by reports that Amos 'n' Andy have been given assurance they could pay the lower rate. Unofficially, BIR experts say they doubt that other cases would be similar to that of the two black-face comedians, but also that they have given no promise of immunity from demand for the higher levies.

On Friday of last week further queries went out from Representatives J. Percy Priest of Tennessee and Carl Curtis of Nebraska on the same matter. The latter is a member of the tax-writing House Ways and Means Committee.

Priest, a member of the House Interstate Committee and of the Harness committee investigating the FCC, wrote that the radio industry is becoming concerned over reports that the Bureau of Internal Revenue is now permitting professional entertainers to sell their services as a business.

"If such a policy and practice is continued, I feel certain that it will result in the loss of millions of dollars in Federal taxes at a time when Government expenditures are extremely high."

Priest said he has not "had an opportunity to go fully into the regulations and the decisions of the bureau affecting this matter" but I do feel that it should be given careful inquiry. It seems clear to me that everybody who pays taxes may be called upon to pay some more if the very high salaried professional entertainers do not pay as much as normally has been the case.

"My purpose in writing . . . is based entirely on a desire to see that the public interest in this respect is adequately protected."

NBC And CBS State Policies

Shifting of the Jack Benny program from NBC to CBS last week, drew a statement from Niles Trammell, president of NBC, outlining his company's policy with respect to artist-owned producing companies and a reply from a CBS spokesman describing that network's intentions. Both statements are reprinted below.

Mr. Trammell

"Until the United States Treasury says that such transactions are lawful, the National Broadcasting Company will continue to refuse to purchase stock in so-called production corporations where the artists who control such corporations are performing on the NBC network. Such arrangements are bound to lead to charges of discrimination between artists who are paying income taxes at the higher regular rates and those who are paying at the lower rate of 25 per cent based on the so-called capital gains."

CBS

"If and when any deals are made for the purchase of radio producing companies, or radio properties, all details of such transactions will be submitted to the Treasury Department for approval or disapproval. Therefore how, by any stretch of the imagination, can there be any question as to the propriety of such transactions. Mr. Trammell's statement is unwarranted and reflects unfairly on many creative artists who have done no more than abide by our tax laws like any business man or corporation."

Ohio Regional Network Links Fourteen Stations

(Continued from Page 1)

the near future this programming will be increased to a minimum of two hours daily.

The Standard Network is being serviced by WJW-FM through relay stations WATG in Ashland, WTFM in Tiffin, and WCMW in Canton. WFRO, Fremont; WFOB, Fostoria; WFIN, Findlay; WCLT, Newark; WNTS, Coshocton; WWST, Wooster; WIMA, Lima; WLIO, East Liverpool; WLEC, Sandusky; WFAH, Alliance; and WVKO, Columbus are served via the above relays or direct by WJW-FM.

The new regional network is a continuation of the baseball network which was formed during the 1948 baseball season in order that fans throughout the state could follow the Cleveland Indians. It proved so successful that WJW and the participating stations have worked out arrangements whereby the net could operate on a permanent basis.

Library Of Old Slides Planned By The REC

Radio Executives Club of New York will undertake to build and develop a permanent store of photographic slides which will present a chronological history of the broadcasting industry, it was revealed by Carl Haverlin, president of the organization. Haverlin stated that he is willing to act as repository for such pictures as pioneer and other broadcasters and agency people are willing to forward him at Broadcast Music, Inc., 580 Fifth Avenue, N. Y. 10, N. Y. These pictures will be copied or made into slides and returned to the owners. It is suggested that all pictures be mailed insured, with the owner's name written on the back of each photo. Also that sufficient material be inscribed either as a caption for each photo or on a separate sheet of paper.

It is pointed out however, that

RMA 3-Day Session In N. Y. Next Week

(Continued from Page 1)

spread use of apartment house TV antenna systems will be presented by the RMA service committee, and plans will be outlined for three additional town meetings for radio technicians to be held in Atlanta, Los Angeles and Chicago.

Military preparedness plans being developed by the electronics industry advisory committee of the munitions board and national security resources board will also be considered along with their anticipated effects on civilian production.

The conferences will get under way next Tuesday, with meetings of the advertising committee, under chairman Stanley H. Manson, of Rochester, N. Y.; the excise tax committee under director Joseph Gerl, of Chicago, and four sections of the RMA parts division, of which A. D. Plamondon, Jr., of Chicago, is chairman.

On Wednesday, executive committees of the set division, under Chairman G. M. Gardner, of Chicago; the parts division with section chairmen under Chairman Plamondon, and the amplifier and sound equipment division under Chairman Fred D. Wilson, of St. Charles, Ill., will be held.

Plans for RMA's 25th (silver anniversary) convention next May in Chicago will be discussed at a meeting of the convention committee under Chairman Leslie F. Muter on Wednesday afternoon.

The convention will coincide with the annual radio parts trade show and will be held at the Stevens Hotel in the Windy City.

in order to keep down the cost to REC, that donors of pictures, whenever agreeable, send REC a reprint of the valued photos they have, permitting REC to thus keep the copy in their files and preclude the owner any fear of loss through transmission. Old photos could be photographed and the original retained by the owner.

Miller Is Chairman For 'March Of Dimes'


(Continued from Page 1)

Robinson, Jr., vice president of CBS. Howard J. London, director of radio and motion pictures for the National Foundation for Infantile Paralysis, stated that in the current drive it is planned to utilize facilities of 3,000 AM, FM, and TV stations throughout the country.





UNITED

Flight Facts

 One of my passengers called it "the greatest man-made spectacle in the world."

 He meant the lights of Los Angeles, seen from United's great DC-6 Mainliner 300, "the Hollywood," a few minutes before our landing at 8:45 P.M. (Imagine! We'd left New York only 11 3/4 hours earlier!) Millions of neon signs, traffic signals, and other lights as far as the eye can see. From the air they look like a vast expanse of sapphires, rubies, emeralds and other jewels—or a forest of gaily decorated Christmas trees.

 During the daylight hours of the flights (we leave New York at 12 noon), there are many other scenic wonders, including the Grand Canyon—and you have a fine view.

 Deep, soft seats, delicious meals, luxury services, stroll-about spaciousness, and pressurized-cabin comfort are other things that make travel on "the Hollywood" so different and so enjoyable.

Billie
United Air Lines Pilot on

"the Hollywood"

Ideal Executive Offices
Choice Location
Available on Sublet

Plus

other facilities of importance to radio and television people

Not Cheap — But Perfect

Box No. 190, RADIO DAILY
1501 Broadway New York 18, N. Y.

THE WEEK IN RADIO

Fox Negotiates For ABC

By VAL ADAMS

TWENTIEETH Century-FOX seeking to buy ABC. Spyros Skouras, president of the film company, said negotiations have been going on for six weeks and that Fox seeks full control of web. But he didn't say whether he expected to get all or just a working minority interest. Fox, although it has applied for five TV grants, was caught in FCC's television freeze and at present has no CPs.

During one hot-under-the-collar session at recent NAB board meeting a resolution was proposed calling for resignations of Hugh Feltis and John Churchill of Broadcast Measurement Bureau. Next day, however, NAB directors reconsidered and decided to table the resolution. Henry P. Johnston, general manager of WCGN, Birmingham, Ala., told NAB that BMB erred seriously in figures of his station's night-time audience. Johnston said BMB gave him far bigger audience than station actually had.

Future of FMA is very uncertain. Strong possibility it may be absorbed by NAB early next year. Art Stringer of NAB now devoting all his time to FM activities. . . . United States Court of Appeals ruled in effect that FCC should renew license of WORL, Boston. FCC on April 27, 1947, ordered station off the air on grounds that ownership has been misrepresented.

Musicians alerted to look for good news from Dept. of Justice. Rumors are current that Attorney General Tom Clark's office will rule favorably on AFM trustee fund. . . . CBS asked FCC to subpoena contracts entered into by 27 station reps with broadcasters and advertisers. Columbia proposes to show reps "exercise far greater control over licenses than does the Radio Sales division of CBS over affiliates which it represents."

Charles (Bud) Barry, ABC program and television veepee, appointed veepee in charge of the web's western division. He succeeds Don Searle who resigned. Searle is president of KMMJ, Grand Island, Nebr. J. Donald Wilson, west coast director of programs for ABC, is

WANTED

A few salesmen who are interested in making some big money. Some of our men formerly were in the \$50.00 per week class, and are now earning better than \$10,000.00 a year. Men who know radio sales, willing to travel, and want to work.

Write Box 189, RADIO DAILY, 1501 Broadway, New York 18, N.Y.

Farm Directors' Survey Indicates Program Trends

(Continued from Page 1)

between 12 to 1 p.m., was a close second with 35.

In the matter of sponsorship, 54 per cent of programs show sponsors, and several have participating sponsors. Seven of the farm programs are heard on FM stations.

Music and newscasts seem to be the most popular programming along with market reports. Sixty-two per cent of those answering the queries use a musical theme, 12 per cent have live music on their farm shows, and another 35 per cent use transcribed music. Twenty-eight per cent reported they use newscasts.

Market reports were considered "very valuable" by fifty per cent; 24 per cent called them "valuable" and 2 per cent indicated indifference about their importance.

Seventy-four per cent of the men use transcribed interviews, and only 55 per cent use live studio interviews with farmers; 33 per cent do live remote pickups with farmers.

A survey of the radio homemakers produced some interesting comments. Their conclusions follow:

1. While most of the RFD's participating in the survey said there should be a homemaker program separate from the farm show on each station, all but a very small fraction geared their farm shows to both men and women.
2. Only 4 RFD's now have female assistants to help present women's material, but over 1/3 of those responding have plans or hopes of a co-worker in the future.
3. Of those who devote a part of their farm shows to the homemaker, 50 per cent devoted up to 25 per cent of the time to women's material . . . the other half used 25 to 50 per cent of the time for that purpose.
4. 75 per cent of RFD's don't think women object to men talking about homemaking if it's done properly.
5. Most RFD's don't think men folk will stay put for recipes and sewing lessons on the radio . . . during a farm program.
6. Most RFD's present a large volume of material of interest to both men and women . . . news of weather, meeting, etc.
7. Farm women appear on nearly all the farm programs at times.
8. Over half the RFD's did not think

moving to New York to take over direction of AM and TV programs. . . . Bob Swezey, who is resigning as Mutual's general manager, is said to be considering a job with another network. He's also been offered a key post with NAB.

FCC set Jan. 17 for hearings on proposed new formula for limitation on multiple ownership of stations. . . . NAB board authorized "Independents Day" for April convention in Chicago. . . . Agencies and sponsors of network AM shows bearing down on the webs for more publicity and promotion. AM sponsors are howling because the emphasis is on TV. . . . "Gangbusters," now on ABC co-op, moving to CBS under sponsorship of General Foods.

Bureau of Internal Revenue studying Sen. Styles Bridges' query concerning its policy in respect to use of capital gains tax by top radio performers.

it would be easier to get a woman to consent to appear on a farm program if a woman staff member were present.

Among the farm program directors attending the Chicago convention were:

Lowell Watts, KLZ; Roger Harrison, WBZ; Grant Salisbury, WKAR; Luella Engel, WMOH; with farm couples, 4-H leaders totaling 21 folks; Jack Murray, WILL; Marshall Wells, WJR; Jack Jackson, KCMO; Phil Alampi, WJZ; Harry Aspleaf, Sioux City; Dix Harper, WIOU; John Merrifield, WWJ; Sam Schneider, KVOO with ten or eleven farmers; Harry Martin, WFBM; Bill Shomette, WOAI; Burnis Arnold, Okla. A. & M.; Herb Plambeck, WHO; Gary Wiegand, KSTP; Merrill Langfit, KMA; Frank Cooley, WHAS; Carl Collin, WKZO; Phil Combs, WSBT; Ed Vallender, WBCM; Frank Martino and R. K. Weill, Carbola Co.; Chris Mack, WNAX; Earl Neal, WLW; Harry Leckrone, WHIO; and George Round, University of Nebraska.

Also Jake Brofee, WCSH; Farmer Bill, WMBD; Don Peach, KOA; Bob Miller, WRFD; H. T. Koenig, Carbola Co.; Hart Jorgenson, Omaha; Tom Page, WNBC; Andy Adam, Texas A. & M.; Jerry Seaman, Milwaukee; Jesse Buffum, WEEI; Ted Leeper, WVOT; Layne Beaty, WBAP; Homer Martz, KDKA; Claude Gifford, Farm Journal; Edd Lemons, WKY; Frank Atwood, WTIC; George German, WNAX; John Farrar, FFA; Paul Visser, NBC; Dick Cech, WOSU; Merrill Knapp, RRN; Al Bauer, KPOJ; Hugh Muncy, San Antonio; Dick Kathe, WGAR; Les Weatherwax, KFBI; Jim Chapman, WTAM; Virginia Tatum, CBS; Murray Cox, WFAA; Gordon Loudon, WWL; Roy Battles, WLW; Betty Brady, WLW; Bill Zipf, WBNS; Gus Swanson, KFEL; J. C. Hutter, RRN; Al Swerling, WLW; Cliff Gray, WSPA; and George Roesner, KTRH.

Murphy Leaving NBC For TV Station Post

(Continued from Page 1)

ton, Ohio, next Spring, it was announced by Robert E. Dunville, vice-president and general manager of the Crosley Broadcasting Corp., which will operate the new station. Murphy will assume his new duties Jan. 1, 1949.

Murphy was born in New York on Jan. 23, 1913. He joined NBC in 1930 as a page after leaving Fordham University, and his career at NBC has been marked with a steady promotion. He has been assigned successively to the stenographic, traffic, and station relations departments. His work most recently has been in television, and before that he acted as liaison between the network sales department and NBC's affiliates.

Exec. Re-Alignment Completed At BMB

(Continued from Page 1)

ective structure is appointment of Cort Langley, former field representative to the post of assistant to the president. Langley's duties will be to assist President Feltis in the administrative work with Feltis having full charge of the BMB operations under the new setup.

John Churchill, director of research, continues to head the activities of this department. Churchill, at present, is directing the audience sampling in connection with BMB's Second Study.

Feltis Duties Outlined

In the new alignment Feltis assumes responsibility for policy, general management, industry relations with the 4A's, the ANA and the NAB and sales and subscribers. He will continue to retain direct contact with each of the departments. Langley will have charge of the day to day operations of the bureau and in addition will coordinate activities in television and with respect to electronics and mechanical devices. Philip Frank, executive secretary, will coordinate BMB information and handle publications, public relations and sales promotions as formerly. John Churchill, director of research, will be responsible for all supervision embracing both radio and television. George Baillie, production manager, will be responsible for ballot mailings, printing and the clerical staff.

John Wright, auditor, will handle accounting and billing.

"Closer Co-operation"

In explaining the new set-up Feltis said, "Our purpose is to provide closer co-operation with the industry as a whole and subscribers in particular through a closely knit organization that can operate effectively, efficiently and economically."

Feltis added, "I believe that the divulgence of non-subscriber's BMB data to subscribers for their restricted use, approved in principle by the BMB board, is a most important step in enhancing the value of BMB to subscribers, and I am confident that the new internal operation of the Bureau will assure subscribers of the prompt, efficient handling of such problems."

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

TELEVISION DAILY

Daily section of RADIO DAILY, Monday, Nov. 29, 1948 — TELEVISION DAILY is fully protected by register and copyright

TV-EXPORT COMMITTEE APPOINTED

TELE TOPICS

ELGIN-AMERICAN'S "Holiday Star Vanities," which was carried by ABC Thanksgiving nite, is our idea of what not to do with 50G's worth of top-notch talent. The complete lack of production made the two-hour show appear to have been staged solely for the benefit of the audience present in the Ritz Theater, with the tele cameras merely along for the ride. That the program entertained viewers to the extent it did is a tribute not to the producers of the show but to the performers themselves, whose talents managed to shine through despite the many handicaps thrown in their way. . . . One glaring fault with the show seemed to us inexcusable. Whenever there was a switch from a front camera to one on the side of the stage, the picture became considerably darked. This continued throughout the pickup and was highly annoying. Several of the men who appeared wore no makeup and, as a result, looked to be badly in need of a shave in the close-ups.

THE AGENCY, Weiss & Geller, claims seven commercials were scanned, but there seemed to be many more. The films themselves were washed out, making the faces of the models almost invisible. And whenever a commercial ended, the camera switched to emcee George Jessel on stage in the middle of a joke. . . . When Paul Draper danced to the singing of the Golden Gate Quartet, he was out of camera range several times and viewers could hear his taps but could see only the singers. . . . The Baird puppeteers, for some reason unknown to us, stood in front of their backdrop curtain, with the screen, therefore, showing the puppets dancing next to a huge trouser leg or evening gown. . . . The close of the show, with the entire cast lined up in front of Paul Whiteman's orchestra inaudibly singing a holiday song, was a complete let-down. The band, incidentally, tuned up behind Morey Amsterdam's sock routine, and nearly drowned him out. . . . By far the best act of all was turned in by the Hartmans who stole the show with their wonderful mugging and dancing.

HARVEY MARLOWE checked out as program director of WPIX Friday nite after personal differences with the higher-ups. He may re-open his package house after a vacation. Jim Pollack and Ed Stasheff probably will take over his chores at the News outlet for the present. . . . FCC Chairman Wayne Coy will give low-down on the freeze at the TBA meet Dec. 8. . . . Ralph Dumke, emcee of the WABD "Friendship Circle" stanza, left for the Coast yesterday, on leave to fill a role in Columbia's "All The King's Men." Pat Barnes and Tex O'Rourke will pinch-hit for him.

Hooper's Top Ten Commercial Shows

(New York City, Nov. 8-14)

1. Texaco Star Theater.....	WNBT	80.7
2. Toast of the Town.....	WCBS-TV	51.8
3. We, the People.....	WCBS-TV	46.4
4. Small Fry Club (Thurs.).....	WABD	36.5
5. Amateur Hour.....	WABD	31.9
6. Kraft Theater.....	WNBT	30.2
7. Chevrolet on Broadway.....	WNBT	29.9
8. Americana.....	WNBT	28.6
9. Bigelow Show.....	WNBT	25.4
10. NBC Symphony.....	WNBT	24.5

WPIX And WGN-TV Now Closely Allied

Washington Bureau, RADIO DAILY
Washington—A recent move to bring the direction of WGN, the Chicago Tribune station, and its FM and TV affiliates closer to that of WPIX, New York News TV station, was announced here Friday by Louis Caldwell of Kirkland, Fleming, Green, Martin & Ellis, attorneys for the two firms.

By actions taken October 18 and November 15, it was announced, three officers and directors of WPIX have been elected to the WGN board and two officers and directors of WGN to the WPIX board. The new WGN directors are F. M. Flynn, president and director of WPIX; Richard W. Clarke, WPIX vice-president, and Robert L. Coe, also a vice-president of WPIX.

New WPIX directors are Chesser Campbell, WGN v.p., and Frank Schreiber, WGN, WGN-TV manager.

Adanti Gen. Mgr. Of WHEN, Syracuse

Syracuse, N. Y.—Appointment of Paul Adanti, chief of technical operations at WRGB, Schenectady, as general manager of WHEN was announced over the weekend by E. T. Meredith, Jr., president of Meredith Syracuse Television Corp. This city's first station, WHEN, is slated to make its bow on the air around Christmas.

At the same time, election of Claud Wampler, president of Carrier Corp., to the board of directors of Meredith Syracuse was announced.

Meredith said also that the post of commercial manager for WHEN would be filled by William H. Bell, formerly in the general promotion department of Meredith Publishing Co. Latter firm, which has its headquarters in Des Moines, Iowa, is the parent organization of the Syracuse outlet.

RMA Head Names Group To Foster Sales Abroad

RMA's president, Max Balcom, on Friday named a new TV export promotion committee to draw plans for promotion of American TV standards and equipment in foreign markets.

James E. Burke, chairman of the RMA export committee and export manager of Stewart-Warner, was named head of the new committee. Other members are: F. J. Bingley, WOR; Robert J. Flanagan, Motorola; Lewis Gordon, Sylvania; I. J. Karr, General Electric; Joseph Kattan, Emerson; T. P. Leddy, Federal Telephone & Radio Corp.; Tye M. Lett, Jr., Crosley; Stanley H. Manson, Stromberg-Carlson; D. W. McIntosh, Philco; Clifford Slaybaugh, RCA-Victor, and Herbert Taylor, DuMont.

The membership includes representatives of the export committee, the set, tube and transmitter divisions, the advertising committee and the engineering department.

The RMA transmitter division, in a recent report to the board, had pointed out that other countries, especially in Europe, are promoting their own TV standards and equipment abroad, already, and that general adoption of these standards will seriously affect future exports of sets and transmitting equipment and parts manufactured in the United States.

INS-Telenews Reels Sponsored On-WDSU-TV

Complete Telenews-INS newsreel package, consisting of both daily and weekly newsreels, has been bought by WDSU-TV, New Orleans., which is pointing toward its December 18th debut.

Deal is unique in that it involved direct negotiation with both WDSU-TV and Fitzgerald Advertising Agency, resulting in assured sponsorship for the complete package almost a month before the station is scheduled to begin operations.

The Hill Stores in New Orleans have contracted to sponsor the weekly newsreel, while sponsorship of the daily reel has been assumed by the Dixie Brewery Company.

WDTV Begins Tests

Pittsburgh—Equipment tests were begun here Saturday by DuMont's WDTV, which is slated to begin programming around the first of the year. Raymond W. Rodgers is acting chief engineer. Manager of the outlet is expected to be named within a week.

The Week In Television

20th-Fox Deal To Buy ABC Reported

Twentieth Century-Fox, with its eye firmly focused on ABC's five TV outlets, trying to buy into the web in hopes of acquiring a controlling interest. Speculation about the deal cued unprecedented activity in ABC stock. . . . James D. Shouse, president of Crosley Broadcasting Corp., said present TV standards will remain for at least five years, predicted that video will eventually replace radio. . . . Use of microwave relay as a means of breaking the present network cable bottleneck in about two years is seen in reports of increased radio relay activity by AT & T and Western Union. . . . U. S. Air Force planning a video series featuring live pickups from a plane in flight. . . . Opening night opera of the Metropolitan Opera Co. will be sponsored on ABC by Texaco. . . . "Kukla, Fran and Ollie," WBKB children's show, will be sponsored on the NBC mid-west net by RCA Victor. . . . New line of Zenith receivers features provision for reception of UHF channels and plug-in for Phonevision. . . . Chief engineer Leonard Mautner resigned from DuMont to become vice-president of Television Equipment Corp. . . . Raytheon dropped plans for its transcontinental relay system.

COAST-TO-COAST

Women's Program Director

Albany, N. Y.—WPTR has announced the appointment of Beth Lee as the women's program director. Formerly associated with WVJS, Owensboro, Kentucky. Miss Lee will be heard Monday through Friday.

KXOK Covers Fire

St. Louis, Mo.—The recently perfected telephone conversation recording device was used for the first time in St. Louis to cover a news event. When a fire broke out in a tenement slum area the KXOK mobile radio telephone rushed to the scene of the fire and made a telephonic account of the blaze which was recorded in the studio and aired on a later broadcast.

Named Station Manager

Cleveland, Ohio—Joseph A. Beres has been named as station manager of WSRB. He was formerly with WJAY, WCLE and later became a member of the WHK sales staff, a position he held until this new appointment.

New WHBS Feature

Huntsville, Ala.—A new twice-daily feature on WHBS is a "Magic Word" program giving listeners the opportunity of winning cash prizes for identifying the magic word. The program starts off with an initial \$5.00 prize and increases it by \$5.00 each day until the word is guessed by a contestant.

Music For Shoppers

Charleston, S. C.—Starting Nov. 29th and continuing through Christmas Eve, WCSC will separate the operation of its AM and FM broadcasts twice every day in an endeavor to combine entertainment and the demonstration of FM reception by broadcasting Christmas music for shoppers and workers in the retail stores. The Christmas music will be aired between 10:30 and 11:30 in the mornings and 3:30 to 4:30 in the afternoons without interruption.

First Commercial Show

Topeka, Kansas—Originated from KOZY, Kansas City, Mo., a half-hour program, "Organ Melodies," was the first commercially sponsored program carried by WIBW-FM, Missouri-Kansas FM network. Although this network has been operating for nearly two years covering sport events in Kansas City and Topeka this was the first commercial show carried by the Midwest's first FM network.

WANTED

New York City independent station has opening for radio salesman. Excellent opportunity for go-getter. State experience and salary required in letter. Write RADIO DAILY, Box 188, 1501 Broadway, New York 18, N. Y.

Safety Awards Given To Webs And Stations

(Continued from Page 1)

WIOU, Kokomo, Ind.; WMOH, Hamilton, Ohio, and WGY, Schenectady, N. Y. Station WLS, Chicago, received a certificate of honor for its excellent year-round safety program, and station WHIO, Dayton, O., was awarded a certificate of honor for stressing accident prevention measures in an on-the-spot hazard hunt broadcast conducted by typical farm families.

Judges in the contest were George Jennings, president of the Association for Education by Radio and director of the Chicago Radio Council; Lloyd Geil, president of the Chicago chapter of the Public Relations Society of America and public relations director of the National Dairy Council; William T. Diamond, director agricultural service division of the American Feed Manufacturers Association, and Maynard H. Coe, director of the farm division of the National Safety Council.

Programs Described

ABC was selected as national network winner because of "The American Farmer's" year-round approach in making American farmers safety-conscious. The award to CBS was in recognition of the "most original farm safety program" produced by a national network, "Country Journal." In the "best year-round" division the Texas Quality Network received its award for its day-to-day reference to farm safety. The Rural Radio Network's program "The Grim Reaper" brought the network its award in the "most original farm safety program" division. WHO, which won in the 50,000 watt division in 1946 and 1947, was selected as the station conducting the best year-round safety program on the basis of a consistent month-in and month-out campaign in the interest of farm safety, plus effective use of farm accident reports from the station's listening area.

WIOU, winner in the 1,000 to 10,000 watts division, was cited as a "brand-new station that realizes the value of a public service in making the rural areas safety-conscious." WMOH, 250-watt winner in the 1946 contest, was again named winner in the "most original farm safety program" section, for an excellent illustration of originality in taking a conventional situation involving an accident before the court of justice. WLS and WHIO won certificates of honor for their month-to-month programs of farm safety education.

All winners received the National Safety Council's Award of Honor for Distinguished Service to Safety. "Entries in the fourth annual contest showed considerable interest at all stations and audience levels," the judges said. "It was interesting to note that all techniques were used in getting across the safety message—the soap opera technique the dramatic technique, the ordinary interview technique, and on-the-scene reporting and interviewing."

DISC JOCKEYS! PROGRAM DIRECTORS!

How would you like to have personalities like **Burt Lancaster, Claudette Colbert, Yvonne DeCarlo, Fred MacMurray, Virginia Grey, Eddie Albert, Ann Blyth, William Bendix, Geraldine Brooks, Howard Duff** and many other top-rate stars for transcribed open-end interviews on your program?

How would you like to have ten-minute musicals featuring the music of **"ONE TOUCH OF VENUS," "UP IN CENTRAL PARK"** and **"COUNTESS OF MONTE CRISTO,"** with top-rate orchestras and sung by people like **Deanna Durbin, Dick Haymes, Sonja Henie and Olga San Juan?**

You can have these wonderful programs **absolutely free . . .** on first grade vinylite records.

These are 100% entertainment with no commercials other than the credits given to the motion picture in which these stars appear.

Theatres in your city playing these pictures will want to buy tie-in space when you play these records.

These are the programs you have been asking for. They are ready for you.

If you are not already on our list of special radio features, write us immediately and get full information.

Write to: **HANK LINET**

Universal-International Pictures

445 Park Avenue, New York 22, N. Y.

(Please mention the first run motion picture theatres in your city, in your request.)





RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



COL. 45, NO. 40

NEW YORK, TUESDAY, NOVEMBER 30, 1948

TEN CENTS

REPS' HIT WEBS' SALE OF SPOT TIME

English Teachers Acclaim Programs

The Theater Guild of the Air heard on ABC and the CBS Documentary Unit won the awards of the National Council of Teachers of English as "the best literature on the air" in the 1947-48 school year, it was announced at the annual meeting of the council in Chicago the last weekend.

Citation accompanying the award declared the ABC program was chosen because it did most "To further listeners' understanding and appreciation of our literary heritage and to awaken a great love of good writing." Recognition was also extended to the Theater Guild and
(Continued on Page 2)

REC To Fete Comedians At Luncheon Session

Billed as "The Winter Showing of New Comedians," the Radio Executives Club of New York will have a comedy luncheon session at the Hotel Roosevelt on next Thursday, with Arnold Stang and Jack Guildford acting as emcees. The showing of new funsters is being arranged by Ted Cott, program chairman of the REC.

CBC Board To Meet In Ottawa In January

Montreal—Next meeting of the CBC board of governors likely will be held in Ottawa early in January unless something urgent occurs to make an earlier meeting necessary. The board last met at the end of October.

It is hoped that by early in the
(Continued on Page 4)

No Takers

Fred Allen's listener insurance inaugurated eight weeks ago to protect the Allen fans was discontinued by the comic in an announcement made during his Sunday night broadcast over NBC. Allen said that the eight weeks' trial failed to result in any Allen fan being called by ABC's "Stop The Music." He had offered \$5,000 to any individual telephoned by the giveaway program while listening to his broadcast.

Kadderly President, Farm Director Assn.

Wallace Kadderly of KGW, Portland, Oreg., was elected president of the National Association of Radio Farm Directors, Sunday, at the annual meeting of the association held at the Hotel Stevens in Chicago. Gordon Loudon of WWL, New Orleans, was elected vice-president, and Phil Alampi of WJZ, New York City, secretary-treasurer. The constitution of the organization was revised to eliminate the board of six
(Continued on Page 5)

Buys Mr. Facilities Of World ET Company

K. R. Smith, formerly vice-president and director of Muzak, New York, has purchased the manufacturing facilities of World Broadcasting System and formed a new transcription company for the processing and pressing of transcriptions
(Continued on Page 2)

Bess Withdraws Bid To Buy WOV; Weil Only Bidder Now

Another chapter—but not finish—was added yesterday to the story of Arde Bulova's WOV, New York, on the block for six years, when Herman Bess withdrew his application before the FCC which sought permission to purchase the outlet. Sole remaining bidder for the station is the Victory Broadcasting Co., consisting of Ralph Weil, WOV station manager, Arnold Hartley, pro-

Call It "Threat To Control Over Rates And Programs By Indie Outlets"; Cross-Examination Today

FM Directors To Meet; Will Oppose Merger

Directors of the FM Association will meet in Chicago at the Hotel Sheraton on December 10 and 11 to strengthen their organization and to discuss threat of NAB to absorb the FM's membership. Reports that NAB was making a bid for the FMA membership stirred executives of the FM group in New York and Washington, and ef-
(Continued on Page 8)

Midwest Baseball Web Set For '49 Season

Chicago—The Midwest Baseball Network, originated by station WIND, will be greatly expanded for the coming major league baseball season, it was announced this week. The 1949 lineup will include more than 30 stations. Now in its
(Continued on Page 3)

Petrillo Heads Committee For Music At Inaugural

Washington Bureau, RADIO DAILY
Washington—Music chairman for the inauguration ceremonies here in January is James Caesar Petrillo, president of the AFM, Inaugural
(Continued on Page 3)

Washington Bureau, RADIO DAILY
Washington—Network control over television may, within the framework of the chain broadcast rules of the FCC, be much stronger than network control over time on AM stations—with net option time as much as two-thirds or even 100 per cent of all TV operating time, the FCC was told
(Continued on Page 3)

Paige Named Mgr. Of MBS Program Ops

Jack Paige, director of special events for MBS, has been promoted to manager of program operations, effective Dec. 1, it is announced by Phillips Carlin, network veepee in charge of programs. Milton Burgh, MBS news director, will assume the special events duties temporarily until a successor to Paige is named. In his new job, Paige will directly
(Continued on Page 5)

Two Network Renewals Announced By ABC Web

Two network renewals were announced yesterday by ABC. The Texas Company will sponsor the Saturday afternoon broadcasts of the Metropolitan Opera for the
(Continued on Page 2)

Busy Line

Syracuse—Central New York youngsters kept Santa Claus special telephone headquarters of WSYR so busy this week-end that the telephone company had to install seven extra lines to cope with the traffic. The special service will continue through Dec. 24 and between 2 and 5 p.m. Monday through Saturday until Christmas Day.

Revival

Chicago—WBBM's documentary series, "That Men May Live," returned to the air Sunday (28), 10:30 to 10:45 a.m. Initial program included a discussion of the purposes which the program hopes to achieve during the coming season. Participants were from the Chicago Community Fund, Chicago Council of Social Agencies, and the Junior League.



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JOHN W. ALICOATE : : Publisher

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

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WEST COAST OFFICES

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

WASHINGTON BUREAU

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

CHICAGO BUREAU

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

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FINANCIAL

(November 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, Stewart-Warner, Westinghouse, Westinghouse pfd., Zenith Radio.

NEW YORK CURB EXCHANGE

Table with columns: Bid, Asked. Row: Nat. Union Radio.

OVER THE COUNTER

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

Cosmetic House Makes Commercial Radio Debut

Helena Rubinstein, Inc., cosmetic house, enters radio for the first time tonight when it starts sponsorship of a musical quiz over WQXR, New York, titled "Much Ado About Music." Program is aired Tuesday, 7:30-8 p.m.

The 52-week contract was handled through Horace Titus, representing the sponsor. Lee Jones and Martin Hoade are the originators and producers of "Much Ado About Music" and Allyn Edwards is the emcee.

WANTED

New York City independent station has opening for radio salesman. Excellent opportunity for go-getter. State experience and salary required in letter. Write RADIO DAILY, Box 188, 1501 Broadway, New York 18, N. Y.

COMING AND GOING

HUBBELL ROBINSON, Jr., vice-president and director of programs at CBS, is in Boston to attend the meeting of District 1, Columbia Affiliates Advisory Board.

HARRISON WOOD, American network commentator, to Kingston, N. Y., to address the Executives Club of that city on the subject "This Changing World."

HAROLD WHEELAHAN, manager of WSMB, New Orleans affiliate of NBC, was welcomed yesterday at the headquarters of the network. He'll be here all this week.

TOM PAGE, agricultural director of WNBC, spent the week-end in Chicago attending the meeting of the National Association of Radio Farm Directors and the National 4-H Club Congress.

EDWARD R. MURROW, Columbia network news analyst, spent the week-end in Philadelphia. He attended the Army-Navy game and broadcast his Sunday program from WCAU, Columbia outlet in the Quaker City.

JEAN CLARKE THOMPSON, publicist of the American Gas Association and a member of the Association of Women Broadcasters, has returned from a three-week vacation trip to London and Paris.

OLIVER DANIEL, moderator on "Week-end with Music," intermission feature of the Philharmonic Symphony broadcasts on CBS, is en route to the West Coast, where he'll interview teen-age prospects for participation on future programs.

S. S. FOX, president and general manager of KDYL, Salt Lake City, a visitor yesterday at the offices of NBC, with which the station is affiliated.

GASTON W. CRIGNON, general manager of WISN, Milwaukee, Wisc., to New York for conferences with the national representatives of the station.

JOHNNY LONG, the members of his band and his publicist, BUDDY BASCH, are in Philadelphia for an engagement at the Click.

BARNES COMPTON, of the CBS construction department, back to New York following six months on the West Coast, during which he supervised the building of KTTY's transmitter, studios and offices.

FORREST WALLACE, general manager of KWBC, Fort Worth, Tex., is back at the station following a business trip to Los Angeles and Riverside, Calif.

DANIEL C. PARK, general sales manager for WIRE, Indianapolis outlet of NBC, is in Gotham. He'll be here until the end of the week, conferring with web officials, agencies and his national reps.

JACK PERLIS, publicist, back from a business trip to Boston.

TOMMY MORTON, dancing star of television and stage, has left for Boston, where he'll be featured in "Lend an Ear," musical which tomorrow will open a pre-Broadway engagement in beantown.

English Teachers Acclaim Programs

(Continued from Page 1) U. S. Steel for translating plays "with a keen sense of radio values to the aural medium."

The CBS documentary unit was selected as the program which did most "to raise ideals of good speech and to promote the power of intelligent listening and critical thinking." The network was commended for giving "a superb staff of writers and producers an adequate budget and all the time they needed for research, writing and preparation" for the production of the shows.

Ford Theater, Greatest Story Ever Told and Studio 1 were also singled out for commendation.

Stork News

Tom Lockard, member of the Mariners quartet on the CBS Arthur Godfrey Show, is the father of an 8 1/2 pound girl, Paula, born Sunday, Nov. 28 at Mercy Hospital, Rockville Center, Long Island.

10 YEARS AGO TODAY

From the Files of Radio Daily

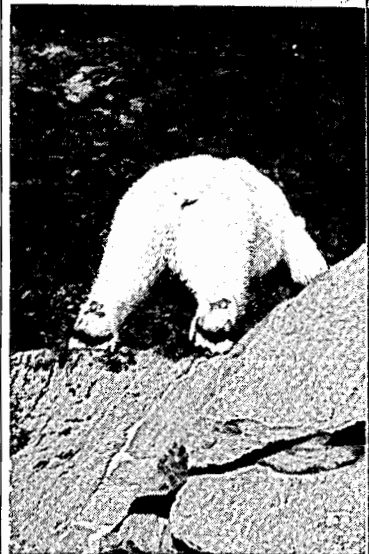
DuMont Laboratories, Paramount Pictures Corp. combining with the William Morris Agency in negotiations calling for the most widespread coverage of television yet attempted and marking the initial appearance of a talent agency in the television field. The deal calls for the use of the DuMont transmitter now under construction plus a chain of theaters and public halls for audiences to view on-the-spot telecasts of the important events of the day.

Two Network Renewals Announced By ABC Web

(Continued from Page 1) ninth consecutive season beginning Dec. 9, and the Westinghouse Electric corporation has pickup of the Ted Malone program for another 52 weeks, effective Dec. 27. Malone is heard Monday through Friday at 11:30 a.m. EST.

Buys Mfr. Facilities Of World ET Company

(Continued from Page 1) tions. The new organization will be known as the K. R. Smith Company, Inc., with offices and plant in New York City. Smith is president and treasurer of the new company.



How to cool off

Polar bears have one method. They just dive into the pool and take a swim.

Time buyers who are hot and bothered about a sales problem in the rich Baltimore market have an equally efficient way to cool off. They just buy W-I-T-H, the BIG independent with the BIG audience. This will positively solve the problem.

Yes, sir! It's as simple as that! You see, W-I-T-H delivers more listeners-per-dollar than any other station in town! It covers 92.3% of all the radio homes in the Baltimore trading area.

So if you're looking for low-cost sales in Baltimore, W-I-T-H is your best buy. We say so. Advertisers say so. Time buyers say so. Call in your Headley-Reed man today and get the full W-I-T-H story from him.

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

W-I-T-H advertisement featuring a stylized face logo and text: AM, FM, W-I-T-H, Baltimore 3, Maryland, TOM TINSLEY, President, Represented by Headley-Reed

Midwest Baseball Net Set For '49 Season

(Continued from Page 1)

third season of operation, the network started in 1947 with 11 stations and during the past three years it has grown steadily under the management of John T. Carey, WIND sales manager, who is handling the formation of the network participation sales.

Network commercial time, consisting of spot announcements cued between innings, is shared by the originating sponsors, who for the fifth consecutive season will be Old Gold and Walgreen drug stores, and sponsors secured on a network basis as well as those sold locally by the various stations.

The network will cover the major portion of a seven-state area, making it the largest baseball network in the country. The '49 lineup will include stations as far northwest as Duluth, Minn. (WREX); as far east as Fort Wayne, Ind. (WFTW), and as far west as Des Moines (KIOA) and Omaha (KOWH). It will extend into southern Illinois and Indiana, and will have ten stations for Wisconsin coverage.

Up to the present time the network has originated Chicago Cubs and National League games. During the '49 season it will also carry many play-by-play broadcasts of the Chicago White Sox and other American League games. WIND will originate the Cubs—National League games for the Chicago and network area, but the White Sox and other American League games will be channeled to WIND by WJJD, the station that carries the games in the Chicago area.

Bert Wilson, WIND sports announcer, will handle the Cubs—National League schedule, while Bob Elson will do the White Sox—American League games.

Petrillo Heads Committee For Music At Inaugural

(Continued from Page 1)

Committee Chairman Melvin C. Hildreth announced Sunday. Petrillo's AFM will sponsor the gala inaugural concert at the National Guard Armory the night of Jan. 19. In the meantime, there has been no move by the Justice Department toward approval or rejection of the proposed agreement on royalties between the AFM and the record manufacturers. Department officials say privately they do not understand how the lawyers involved can actually expect them to hand down a ruling on the matter, since it is so clearly contrary to government policy.

Top screen, music and radio personalities will be featured in the January 19 concert, with Carter T. Barron, Loew's eastern division manager, working with the AFM on the physical set-up, talent procurement and production for the three-hour show. Barron is chairman of the special events committee.

FCC Hears 'Reps' Criticize Webs' Selling Of Spot Time

(Continued from Page 1)

yesterday by Eugene Katz, executive vice-president of the Katz Agency. Katz and H. Preston Peters, of Free & Peters, strongly criticized the networks yesterday as the Commission opened its inquiry into the propriety of networks moving into the business of station representation for national spot time sales.

The network encroachment, said Peters and Katz as spokesmen for the National Association of Radio Station Representatives, presents a serious and growing threat to license control of programming and rate policies on independent stations. They will be questioned tomorrow by network counsel. Former FCC chairman, James Lawrence Fly, and William Fitts are counsel to NARSR.

Peters Introduces Figures

Peters introduced figures to show that except for the 10 key network stations, the nation's independent broadcasters received \$52,769,821 in 1946 from total network time sales of \$134,781,108. The same figures showed these same stations registering net receipts of \$54,449,401 from spot time sales.

The 29 AM stations now represented by networks amounted to only three per cent of the licensed AM stations in 1946, but did 22 per cent of the national spot business, Peters pointed out.

To show how clearly networks can influence station time, Peters referred to a meeting in February, 1947, of the ABC station planning and advisory committee. He related that the group of affiliated station executives felt that network demands on station time was their most pressing problem, and prepared three suggested solutions. To each, ABC Prexy Mark Woods replied "no," thereafter declaring that "either the network is the most important thing in your shop, or it isn't."

Peters also referred to a situation involving several NBC stations in the northwest, where one station had to yield to network demands at the cost of \$12,000 more in annual income. Offered for the record was a wire from the NBC vice-president, Sidney Strotz, dated Aug. 12 of this year, which read as follows: "Am very much surprised at the horse-trading which is going on in connection with the Richfield deal. You evidently forget that you, as an affiliate, have at least some loyalty to NBC. There is no question but that we will sell this time to a very substantial account which will not only take the eight stations involved but all the other stations throughout our network. If you don't like our affiliation we would like to know about it now. I will be delighted to discuss the matter over the phone if you care to call. Regards."

Commented Peters, as ABC Gen-

eral Counsel Joseph MacDonald arose to declare that NBC in that wire was not expressing the attitude of ABC toward its affiliates, "We seriously question the degree of independence of operation left to a station manager by a network arrangement which, regardless of what is written in the contract, in actual practice places him in a position where he accepts \$2,925 of network income which deprives him of \$14,877 of non-network income.

Peters remarked that in order "to get network shows into station time, NBC pays some stations only the regular contractual rate of 37½ per cent, others 50 per cent, and still others the considerably higher spot rate.

Katz spoke at length on the greater degree of control networks are seeking as they apply the chain broadcast rules to TV, in that the total time on the air is much shorter for TV stations, but the networks are demanding as much option time as they demand of AM stations.

Katz spoke also of the mounting importance of licensees of their network affiliations in view of the mushrooming of AM licenses. This competition, he said, "has immeasurably strengthened the bargaining position of the networks in their dealings with affiliates, has strengthened them to a point which, in the vast majority of cases, can no longer be described as an even balance of bargaining power."

Statement By Katz

Knowing all this, Katz said, "picture yourself as a network affiliate in a city where there is powerful competition not affiliated with a network.

"You know that, without a network contract, from a quarter to a half of your income would disappear. You know that other stations in your city with comparable facilities have been campaigning to win your network affiliations. You know they would go to extreme lengths to get it. Your own network affiliation contract is up for renewal. You have just received a letter from a vice-president of your network telling you that the capacity of the network spot sales department has been recently increased and the department is now equipped to serve you and a few other stations as national representative. If you should care to discuss the matter, the letter goes on to state, the vice-president would be glad to come and talk it over.

"You realize representation by a network may have certain disadvantages; that it's putting all your national eggs—perhaps as much as 80 per cent of your total income—in one basket; that it may give the network even greater control over your station time; you realize that you can't boss your network as readily as your independent national representative; that once you employ the network as representative it will be much more difficult to

Bess Withdraws Bid To Buy Bulova's WOV

(Continued from Page 1)

filed application with the FCC and "in the intervening time the business situation in the radio field has changed substantially." Furthermore, said Bess, who is manager of WLIB, New York, "the time when this deal may be consummated is still indefinite." Bess' partner in the deal was to be Harry S. Reichenstein, plastics manufacturer of Newark, N. J.

Washington Bureau, RADIO DAILY

Washington—Withdrawal by Herman Bess' General Broadcasting Co. of its application to purchase WOV, New York, still leaves the FCC the problem of deciding whether to set the Bulova licenses for hearing. A staff investigation of the financial records of WNEW and WOV has been in progress for several weeks, it is reported here.

The Bess withdrawal leaves the Victory Broadcasting Company as sole bidder for the station, which has been on the block for six years. Ralph Weil, station manager, Arnold Hartley, program director, and advertising man N. J. Leigh are the chief stockholders of Victory. Richard O'Dea, current minority stockholder in WOV and WNEW, will exchange his WNEW stock for an interest in WOV, according to the terms of the purchase offer.

Victory bid against General early this year, when the latter company offered Bulova \$200,000 plus the deal regarding O'Dea. Bulova, forced to sell because of the multiple-ownership rule, was unsuccessful several years ago in two attempts to sell to the Mester brothers.

Should the Commission order a hearing on the Bulova licenses, it may mean that the WOV authorization would not be sold after all. It would instead mean that the WOV assignment can be had without purchase—in which case Victory would probably be faced with competitive bids. Under the AVCO rule, however, Victory is now believed to be the only person entitled to buy, since the other bidder has backed out.

Wedding Bells

Earl Harder, program and sales and service manager for WNBC and WNBT, and Jean Glynn of NBC Guest Relations were married Nov. 25 at St. Ursula Church in Mt. Vernon, N. Y. Both formerly were in NBC's International Dept.

fire them than to change from one independent representative to another; you also realize that, if you lose your network affiliation, you will simultaneously lose your representative.

"But, taken together, these objections are trivial compared to the cardinal consideration that this may more firmly secure your network franchise. So, without overt network pressure or duress, you decide that it would be a good idea to let the network take over the representation of your station."

SOUTHWEST

CHARLEY BOLAND, of KRLD, Dallas, sports staff made report on three Southwest Conference games and one non-conference game on the "CBS Football Roundup" which was aired on Nov. 13.

Mike Wayne, member of the sales staff of KRRV, Sherman, who joined the staff six weeks ago coming here from Columbus, Ohio, has been named director of the Sherman Little Theater which was reorganized. He has appeared in a number of operettas.

"Hometown Reunion" paid a visit to Houston, Dallas and San Antonio last week, with its regular Saturday broadcast originating at the Municipal Auditorium in Houston through KTRH, local CBS affiliate. Eddy Arnold is featured singer and master of ceremonies. Music was by the Oklahoma Ranglers. Other entertainers included Gabe Tucker, Roy Wiggins, Danny and Annie Lou Dill, Donna Gene and Whitey Ford. More than 6,500 jammed the Sportatorium in Dallas to see the group.

Blewett Smythe, following an absence of six months, has returned to his job as staff announcer on KTSA, San Antonio. During his leave Smythe toured Europe on bicycle and sent in reports from time to time. He also covered the Olympic Games in England.

CBC Board To Meet In Ottawa In January

(Continued from Page 1)

new year, CBC officials will be able to report on the board's investigation into the possibility of developing television in Canada on a cooperative basis.

A. D. Dunton, chairman of the board, and other CBC officials are working actively on the television problem but are not ready to say anything for publication. They have been meeting with persons interested in the development of television and obtaining their reaction to the cooperative idea. At its last meeting the board deferred action on six applications for television broadcasting stations—four in Toronto and two in Montreal—pending the outcome of its investigation.

THE ART SCANLON SHOW
1010 ON YOUR DIAL
WINS 6:30-8:15 A.M.
7:00 • WORLD NEWS • 8:15
CROSLEY BROADCASTING CORPORATION



Mainly About Manhattan. . . !

● ● ● **AROUND TOWN:** Agitation for a Radio Czar will probably be on the increase now what with the aroma being caused by the giveaway situation. Capital Gains tax plus the astronomical figures being tossed around for name talent. . . Philip Morris taking no chances on customer reaction to their air shows. Hooper or no Hooper, they're asking their salesmen to sound out the dealers and patrons direct. . . Bing Crosby turned down a bid by the Ford Theater to appear on its Christmas Eve stanza. (The Groaner preferred to grant in comfort at his own diggings). . . Marty Glickman landed the No. 2 spot with Russ Hodges in the new Giant setup next season. (Hodges' \$35,000 per annum, incidentally, is an all-time high). . . Walter Lurie and Jim Doane bringing "Mayor of the Town" to Mutual Jan. 2nd to be bankrolled by an Omaha insurance firm. . . Margaret Truman considering a three-time weekly radio and tele show dealing with problems of young people. . . Larry Douglas signed to replace Johnny Desmond's airt. . . Bob Towers and Bob Brumby doing a whale of a job in their nitely interview session from the Cardinal Restaurant via WINS. Big league stuff, very intelligently handled, etc. . . Oscar Karlweis

★ ★ ★ ★

● ● ● **Tex and Jinx**, responding to a request from the Army Air Force to help bolster the morale of the boys on the air lift in Germany who will be away from home on Christmas, are flying a special holiday show over there which will include Irving Berlin (with a re-formed unit of "This is the Army"), Bob Hope, Marlene Dietrich, etc. Show is being staged by Josh Logan.

★ ★ ★ ★

● ● ● **Radie Harris**, celebrating the first ann'y of her CBS interview stanza, "B'way & Vine" tomorrow, can look back with plenty of satisfaction on her efforts during the past year. With no assistant staff and writing every word of the interviews herself, Radie has lured before the microphone such hard-to-gets as Bette Davis, Dore Schary, Walter Pidgeon, Lana Turner, Gene Kelly, Joan Fontaine, Gracie Fields, Bob Hope, Danny Kaye, Irene Dunne, Al Jolson, Gregory Peck, Shirley Temple, Mickey Rooney, etc. and even etc. (Starting on the 6th, the show will be heard at 4:25 locally instead of 3:55).

★ ★ ★ ★

● ● ● **THE MORNING MAIL:** "Thanks for your mention of the record distribution committee headed by Mannie Sachs and Martin Block," writes Paul Secon. "Actually, the recent large meeting of ALL record company execs was called by Martin Block* on behalf of the American Society of Disc Jocks to facilitate fair and impartial disc distribution to all jocks. The whole project was born in the imagination of our George Goodwin. Wish you would correct the impression that it is a 'Mannie Sachs' headed committee. We're anxious to have everyone understand that no one company will dominate the committee and that all will be equally represented."

★ ★ ★ ★

● ● ● **SMALL TALK:** Baritone Conrad Thibault, a versatile performer in anybody's book, guested on the Herb Shriner show Wed. in a light role—was written into "Aunt Jenny" the following day—and on Dec. 6th will guest star on "Voice of Firestone." . . Berry Kroeger lost out on two juicy television assignments last week. It seems that Berry, just back from Zanuckville where he faced the cameras in "Down to the Sea in Ships," is still sporting the heavy beard he wore in the film in case of possible retakes. The video producers took one gander at the foliage and laughed him out of the parts.

CHICAGO

By NAT GREEN

NORMAN COLLINS, head of the television department of the British Broadcasting Corporation, is in Chicago visiting the plant of the NBC network.

The Chicago Mendelssohn Club will appear on the premiere broadcast of WGN's new musical program, "Chicago Sings," on December 1. Several other outstanding musical organizations will appear during December. New show is produced by Lewis James.

Beulah Karney, ABC home economics director, went to Detroit Sunday (28) for the opening of WJZ's "House of Charm" and dedication of the new \$100,000 building.

Mark Crandall, sales manager of KFEL, Denver, was a visitor at Mutual offices for a couple of days.

NBC's hour-long documentary program, "Marriage in Distress," a special program heard last September 1, was given an award of merit Sunday (28) from the National Council on Family Relations.

Miles Laboratories has renewed its sponsorship of "Queen for a Day" for the fourth consecutive year.

A prize in the "Quiz Kids" Best Teacher contest will be a two-week tour of Canada, Mexico and the west coast of the United States, in addition to the regular grand first prize of a \$1,000 U. S. security bond.

Kiwanis International, in cooperation with the American Music Conference, is recommending to its international committee on boys and girls club work that each of the 2,840 Kiwanis clubs adopt the advancement of music and cultural activities as part of a suggested six-point program of action.

C. P. Persons, sales manager of WAPI, Birmingham, Ala., spent several days visiting Radio Sales in Chicago.

Lee Hon, on WBBM's engineering staff for several years, has joined the station's program department as manager of program operations.

RADIO — TELEVISION PRODUCERS

do you need:

1. Prizes — unlimited?
2. Tape Recorder (portable) — rental — for remote or special recordings?
3. An expert editor for your tape shows?

For any or all of the above immediately, telephone or write—

ADELE M. PURCELL
10 Maple Dr., New Hyde Park, N. Y.
Floral Park 4-9257 M

Paige Named Mgr. Of MBS Program Ops

(Continued from Page 1)

supervise the web's over-all programming schedules and coordinate the functions of the various program divisions. It's understood that consideration was first given to Paige's new appointment about a year ago, the situation being brought to a head by the resignation of Bob Swezey and a planned realignment in programming and sales.

While no definite decision has been made as to the next special events director for Mutual, it could very well be Arthur Feldman who last summer was named director of news operations in the Washington area. Prior to that Feldman was chief producer of Mutual's nightly newscast.

Prior to joining the MBS, New York executive staff in February, 1946, Paige was special events and publicity director for Mutual-WOL in Washington. He also was in an executive capacity with the group of stations owned and operated by the Cowles Publishing Co. Before entering radio, he spent 10 years as a theater producer-director.

Mrs. Henry S. Miller

Mrs. Nellie Baxendale Miller, 42, for the last 17 years office manager for the firm of Stix & Gude, radio agents, died in Lenox Hill Hospital, New York, Nov. 28 of cancer. She had been ill several months. Mrs. Miller served as radio adviser to foreign correspondents, news commentators and authors and prior to her connection with Stix and Gude she was foreign editor for Paramount News.

Funeral is scheduled for noon today, Tuesday, at Campbell's Funeral Church, Madison Avenue and 81st Street. Interment will be private. Mrs. Miller is survived by her husband, Henry S. Miller, associate professor of economics at Queens College; her mother, Mrs. Sarah A. Baxendale, and a brother, Frank Baxendale.

Italian Series On WOV

WOV, New York, is the first to air a 13-week series of quarter-hour dramatic shows produced in Italian by the Institute for Democratic Education, in cooperation with the station, which deal with problems of prejudice and discrimination as they affect the Italian-American community. Series, titled *Il Proximo Tuo* ("The Man Next Door"), was jointly conceived and produced by Harold Franklin of IDE and Arnold Hartley, WOV program director.

After several years of traveling—selling to radio stations all over the United States, I want to settle down as Manager or Commercial Manager of a station in some eastern or midwestern city of upwards of 100,000. Thoroughly versed in sales, programming and personnel. Box 185, RADIO DAILY, 1501 Broadway, New York 18, N. Y.

NETWORK SONG FAVORITES

The top 30 songs of the week (more in case of ties), based on the copyrighted Audience Coverage Index Survey of Popular Music Broadcast over Radio Networks. Published by the Office of Research, Inc., Dr. John G. Peatman, Director. Survey Week of November 19-25, 1948

TITLE	PUBLISHER
A Hundred And Sixty Acres.....	Leeds
A Tree In The Meadow.....	Shapiro-Bornstein
Ah But It Happens.....	Bourne
Brush Those Tears From Your Eyes.....	Leeds
Buttons And Bows.....	Famous
Cuanto Le Gusta.....	Southern
Down Among The Shelling Palms.....	Miller
Ev'ry Day I Love You.....	Harms
Far Away Places.....	Laurel
For You.....	Witmark
Galway Bay.....	Leeds
Hair Of Gold, Eyes Of Blue.....	Robert
Here I'll Stay.....	Chappell
I Love You So Much It Hurts.....	Melody Lane
I Still Get A Thrill.....	Words & Music
Lavender Blue.....	Santly-Joy
Love Somebody.....	Kramer-Whitney
Maybe You'll Be There.....	Triangle
Money Song.....	Crawford
My Darling, My Darling.....	E. H. Morris
My Happiness.....	Blasco
Night Has A Thousand Eyes.....	Paramount
On A Slow Boat To China.....	Melrose
One Sunday Afternoon.....	Remick
Rambling Rose.....	Laurel
Say It Isn't So.....	Berlin
That Certain Party.....	Bourne
Until.....	Dorsey
With A Twist Of The Wrist.....	Patmar
You Call Everybody Darling.....	Mayfair
You Came A Long Way From St. Louis.....	Jewel
You Were Only Fooling.....	Shapiro-Bernstein

Second Group

TITLE	PUBLISHER
Again.....	Robbins
Ain't Doin' Bad Doin' Nothin'.....	Henry Spitzer
Bouquet Of Roses.....	Hill and Range
Cornbelt Symphony.....	Mellin
Gloria.....	Leon Rene
His Fraternity Pin.....	Kramer-Whitney
Hold Me.....	Robbins
I Got Lucky In The Rain.....	Sam Fox
I'd Love To Live In Loveland.....	Bregman-Vocco-Conn
If We Can't Be The Same Old Sweethearts.....	Feist
It's Magic.....	Witmark
It's Too Soon To Know.....	E. H. Morris
Just For Now.....	Advanced
Lillette.....	Jefferson
Pretty Baby.....	Remick
Say Something Sweet To Your Sweetheart.....	Mills
This Is The Moment.....	Miller
Too Many Kisses.....	Bloom
Too Much Love.....	Harms
Twelfth Street Rag.....	Shapiro-Bernstein
Underneath The Arches.....	Robbins
What Did I Do.....	Triangle

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Kaddery President, Farm Director Assn.

(Continued from Page 1)
directors, and membership fee was raised from \$5 to \$6 per year.

Frank E. Mullen, president of WJR, WGAR and KMPC was introduced to the radio farm directors at Saturday's session of the convention. Presented as "the foremost pioneer of agricultural broadcasting," Mullen showed that his active enthusiasm for farm broadcasting is stronger than ever. He assigned the elaborate WJR mobile studio to Chicago for special programming of 4H Congress highlights this week and leads a seven man delegation from his station. Attending the 4-H Congress in addition to Mullen are Harry Wismer, assistant to the president, Marshall Wells, farm director of WJR, Dick Kathe, farm director of WGAR, Jim Quello, promotion director of WJR and two special WJR engineers with the mobile unit.

Mullen attended all meetings of the radio farm directors yesterday and extended the cooperation of his three stations to the new officers.

Engineer Joins WHLI

Walter H. Matwuchuk has joined the engineering staff of WHLI and WHLI-FM in Hempstead, L. I. Matwuchuk formerly was associated with WMID in Atlantic City, N. J. He is a veteran of World War II, having served in the Navy.



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

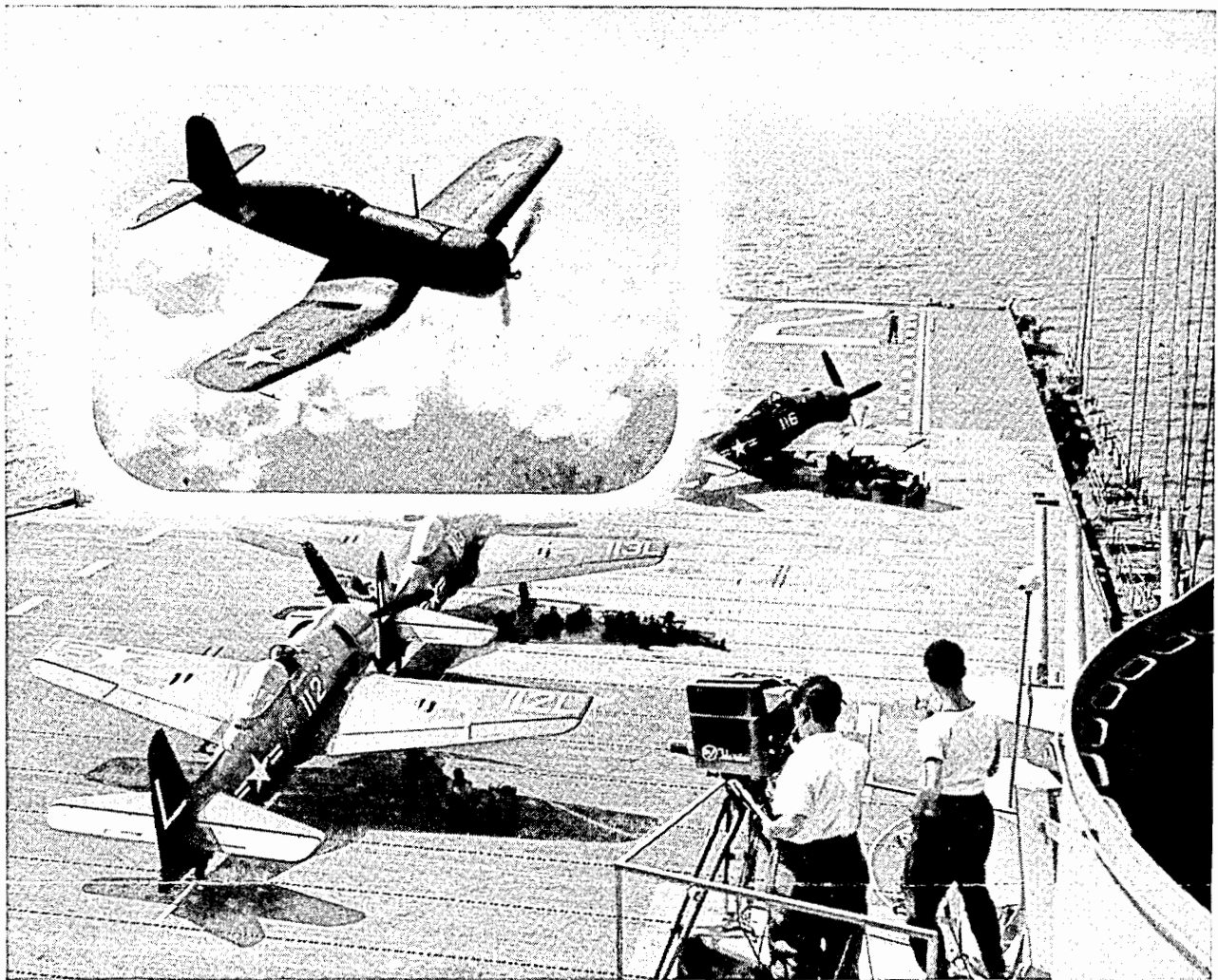
Set-owners call it a *sure identification* of finest in television entertainment.

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

WMAR-TV

The Sunpapers Station

CHANNEL 2 • BALTIMORE, MD.



Making television history, first coverage of air-sea maneuvers demonstrates value of research by RCA Laboratories to our armed forces.

Now television "stands watch" at sea

Picture the advantage—in military operations—when commanding officers can watch planes, troops, ships maneuver at long range . . .

This new use of television was seen by millions when the aircraft carrier *Leyte*—as Task Force TV—maneuvered at sea before a "battery" of 4 RCA Image Orthicon television cameras.

Seventy planes—Bearcats, Avengers, Corsairs—roared from *Leyte's* flight deck and catapult . . . dived low in mock attack . . . fired rockets.

And an escorting destroyer stood by for possible rescues.

Action was beamed by radio to shore, then relayed over NBC's Eastern television network. Reception was sharp and clear on home television receivers . . .

Said high officials: "The strategic importance of television in naval, military, or air operations was dramatically revealed" . . . "There is no doubt that television will serve in the fields of intelligence and combat."

Use of television as a means of mili-

tary communications is only one way in which radio and electronic research by RCA Laboratories serves the nation. All facilities of RCA and NBC are available for development and application of science to national security . . . in peace as well as war.

When in Radio City, New York, you are cordially invited 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, New York 20.



RADIO CORPORATION of AMERICA

TELEVISION DAILY

Daily section of RADIO DAILY, Tuesday, Nov. 30, 1948 — TELEVISION DAILY is fully protected by register and copyright

ASCAP TO CHART VIDEO RELATIONS

TELE TOPICS

ONCE, IN THE HALCYON DAYS before television invaded our home, we heard on a radio program titled "Studio One" Richard Mealand's novel of a fast-talking literary agent, "Let Me Do The Talking," with John Garfield and Mercedes McCambridge in the lead roles. Some months later we heard the play repeated on the same series, but with Melyvn Douglas instead of Garfield. Both broadcasts overflowed with the nervous energy characteristic of the agent, Gabriel, we recall, and both impressed us as outstanding examples of radio drama. We heard the play for the third time, and saw it for the first, Sunday night, when it was presented on the CBS-TV "Studio One" series. Comparisons between the two versions are unfortunate, but in this case inevitable. . . . We think the tele production came off second best, but only because of the vivid impression left by the radio play. The production Sunday night was top-notch by all standards, but as we watched it, we could hear the loud, rapid-fire delivery of Garfield and Douglas and the haunting voice of Miss McCambridge. Therefore, we hope CBS will not do other famous radio productions on tele, but will instead give video the freshness of material that it deserves.

THE SUNDAY NITE cornucopia of dramatic shows came up with another fine stanza this week in "I Like It Here," a farce by A. B. Shiffn, on "Philco Playhouse" over NBC. The entire program served as a showcase for the comic talents of Oscar Karlowis, and he carried it off beautifully. . . . Whether he was doing dialogue with other characters or a semi-pantomimic solo, Karlowis kept viewers chuckling with every piece of business. His drunk scene with Bert Lytell and his cleaning routine were highpoints of tele-comedy, and both were aided immeasurably by the delightful background music of Harry Sosnik. . . . Although there was a very able supporting cast, it was Karlowis all the way. Sets by Elwell and Fred Coe's direction were every bit up to the high standards they have set on the series.

TOM HUTCHINSON has resigned as director of the Swift show effective Dec. 9. Associate producer Ted Huston will take over, with Lou Sposa staying on as assistant director. . . . Now that he has taken over the drum-beating chores for WNBT, Murry Harris has called upon his classical background for the suggestion that the term "audience" be changed to "vidience" when applied to tele. . . . The DuMont additions have come up with a new comedienne who has web excess, unusually enthusiastic. The boys at 515 Madison are keeping mum about the gal, but they're rapidly building an evening package around her.

WBZ-TV Boosts Rates To \$350 Per Hour

Boston—New rate card providing increase in time and facilities charges goes into effect for WBZ-TV Dec. 1, it was announced by station manager W. C. Swartley. New rates range from \$85 for a five-minute seg to \$350 for a full hour in the live studio category, while film charges are \$50 for 20 second and one-minute spots, \$60 for five minutes and \$250 for a full hour.

This is the first revision in rates since the Westinghouse station began commercial operation June 9. There are an estimated 20,000 sets in the Boston metropolitan area.

Swartley said the new charges include transmitter and live studio or projection facilities during the time of broadcast. Frequency discounts range from seven-and-a-half to 260 per cent.

Current WBZ-TV sponsors will be protected at the old rates until May 13, provided no lapse in schedule occurs, Swartley said.

CBS To Preem Musical

New quarter-hour musical series featuring singers Carole Coleman and Larry Douglas and dancer Danny Daniels has been skedded by CBS for the 7:45-8 p.m. slot across-the-board beginning Dec. 6. Titled

Prompt Provision For Color Urged By Commissioner Jones

Ada, Ohio—The American public should be given an immediate opportunity to receive color TV, Commissioner Robert T. Jones of the FCC told a gathering at Ohio Northern University here over the weekend.

Jones said he has viewed two color systems in the laboratory—presumably the CBS and the NBC systems. One requires more spectrum space than black and white, he pointed out, "but the other is now able to give a bright television picture as sharp, as beautiful and as accurate as any Technicolor movie I have seen.

"I am one commissioner who believes color television is not for the next generation or the next five years. I think it is not necessary to wait for perfection before launching a new service. Black and white television is far from perfection now, but even so it is being licensed on a commercial basis. . . . Thomas

TV Box Score

On the air.....	45
CP's	79
Applications	309

WGN Starts Daytimer With Eight Sponsors

Chicago—WGN-TV yesterday became the first Chicago station to institute regular afternoon programming when it inaugurated a two-hour film period, Monday through Saturday, sponsored on a participating basis by eight manufacturers and distributors of receiving sets.

Titled "Television Matinee," program consists of full-length feature films and shorts pitched at the women's audience. It is carried from 2 to 4 p.m.

Participating in sponsorship are Admiral, DuMont, Motorola, Philco and Halicrafter, and distributors for Crosley, General Electric and RCA Victor. Contracts were placed for 13 weeks.

"Make Mine Music," program replaces the Johnny Desmond-Sandra Deel stanza. Alex Leftwich is producer-director, script by Louis Heyward sets by Richard Rychtarik.

Board Meet Today Expected To Give Tele Go-Ahead

Pattern of Ascap's future relations with the television industry is expected to be developed at the society's board meeting slated for this afternoon, when board may give the go-ahead signal for the opening of negotiations with stations and networks.

The board recently sent to all Ascap members a proposed agreement whereby the society would represent the membership regarding TV performing rights. Under the by-laws of the organization, a minimum of 80 per cent approval by writers and publishers is required. A spokesman for the society said yesterday that the minimum has been exceeded.

The authorizations will be officially presented to the board at today's meeting, and it is expected that the board will then instruct Ascap's TV committee to begin formal negotiations with the networks and stations.

The committee also will draw up a scale of fees for presentation to the industry. The society hopes that negotiations will be successfully completed in time for the scale to go into effect at the beginning of the year.

New Farnsworth Set Has "Delayed" TV Feature

Fort Wayne, Ind. — Farnsworth Television and Radio Corp. is introducing three new radio-phonograph receivers which are designed for tele installation either at the time of purchase or at any time the customer desires up to Jan. 1, 1950. Space and mounting shelf are provided for the television chassis, and the viewing tube panel, front safety glass and metal screen backings are all installed at the time of delivery to dealer.

The three instruments will be marketed for pre-holiday sales and will be merchandised under the theme, "Television—Whenever You Want It." Farnsworth officials believe the slogan will stimulate the sales of phonograph-radios in markets where sales are lagging because of the impending advent of video.

Roses Parade On KFI-TV

Los Angeles—Annual Tournament of Roses parade in Pasadena New Year's Day will be sponsored over KFI-TV by Hoffman Radio Corp. Rights to the Rose Bowl football classic, which follows the parade, are held by CBS.

PROMOTION

Supporting CARE

Phillips Delicious on the "Sing It Again," program CBS Saturday nights, has started its second promotion for CARE. Originally, the sponsors promised 5,000 cans of Phillips soups, meat products and vegetables for hungry Europe, to be sent in the name of a contest winner. CARE has already received the 10,000 cans of food from Phillips so that they can reach Europe in time for the holidays.

Distributing Rulers

The promotion and merchandising staff of KTSM, El Paso, is handing out six-inch yellow rulers with a list of four reasons why: "By any yardstick . . . KTSM is your best buy!" Reasons listed on the attached promotion sheet are: "Listeners. KTSM has 'em . . ."; "Programs . . ."; "Network Affiliation . . ."; and "Local Services . . ."

Civic Minded

Promotion of the advantages of New York as a city in which to live, play, and do business is the subject of a full-page advertisement prepared by WOR and placed in The New York Herald-Tribune. The advertisement expresses WOR's confidence in the future of New York and points to the advantages the city offers. A panoramic sky-line photograph of Manhattan dominates the advertisement with a headline, "I Am New York."

FM Directors To Meet; Will Oppose Merger

(Continued from Page 1)

forts will be made to head off any attempt to merge the FMA with NAB. Two of the leaders, William Ware, president, and Everett L. Dillard, former president, are reported to be for the retention of the organization as it now stands.

A spokesman for the board in New York yesterday said that absorption of the FMA by the NAB would virtually mean the discontinuance of an active voice in the field of frequency modulation. He pointed to the fact that NAB three years ago planned active participation in the development of FM following the "FM go ahead" address by Charles R. Denny, then chairman of the FCC, and later abandoned this plan on the grounds that the industry organization could not represent both AM and FM broadcasters.

Wedding Bells

Earl Harder, program and sales and service manager of WNBC and WNBT, and Jean Glynn, of NBC Guest Relations, were married on Thanksgiving Day at St. Ursula Church, Mt. Vernon. Both Earl and Jean are former members of NBC's International Department. After a two-week honeymoon, the couple plan to settle in Larchmont.

COAST-TO-COAST

New FM Station In Indiana

Wabash, Ind.—According to latest reports, the new 71,000-watt WWNI-FM'er expects to be on the air by the middle of December. Broadcasting on a frequency of 97.5 megs, channel 248, the station will service the northern half of Indiana. WWNI is sister station to WCSI, Columbus, Ind.

Children and Hosp. Discussion

New Haven, Conn.—The emotional problems confronting children in hospitals was the subject recently of WELI's program "A Woman's Point of View." During the discussion special emphasis was placed on how parents can best prepare their children to meet the new and frightening experience of hospitalization.

Basketball On WIBW-FM

Topeka, Kans.—It has been announced that WIBW-FM will carry approximately 41 basketball games this coming season. Kansas State College, University of Kansas, University of Missouri, as well as the Big Seven tournament and NCAA Western Finals are on the schedule, along with all of the Washburn Municipal University and Topeka High School home games.

Santa Coming To WBT

Charlotte, N. C.—"A Visit with Santa" featuring John Trimble as Santa and Fletcher Austin as emcee is WBT's Christmas program for Sears-Roebuck. Santa is hidden in the announcers booth in the ground floor studio and audience children are introduced to Santa over the microphone via "short wave." Program will be aired each Tuesday, Thursday and Saturday from 5:00 to 5:15 p.m.

Mystery Contest On WJHP

Jacksonville, Fla.—WJHP's latest promotion scheme is a daily mystery contest. Every morning a clue is given to "mystery" program which is heard some time during the week over WJHP. The clues consist of recorded excerpts from the "mystery" programs. When consolation prizes are mailed to unsuccessful contestants a promotion letter telling about the "mystery program" is enclosed.

CKWX Marks Silver Anniversary

Vancouver, Can.—CKWX marked its official twenty-fifth birthday celebrations with a staff banquet which also served as a means of presenting to the staff of the station a preview of the campaign which would be used to inform advertisers and listeners of the event. A Silver Anniversary Folder was mailed to homes in Greater Vancouver, New Westminster and Nanaimo comprising a short history of CKWX with pictures of local and Mutual network personalities as well as details of the programs on which they are heard.

Joins KOA Sales Staff

Denver, Colo.—H. Morton Thorp, Jr., has joined NBC's Denver outlet, KOA, as an account executive. Formerly associated with the International Trust Company of Denver, his activities will be devoted to working with local accounts and agencies.

Appointed Station Manager

Clearfield, Pa.—Kenneth D. Snyder has been named station manager of the Mutual affiliate, WTWS. He became program director in June and prior to joining the station he free-lanced in Cleveland. Another addition to the WTWS staff in Nicky Alberts.

Dedication Program

Biddeford, Me.—Maine's newest station, WIDE, went on the air with a two-hour dedication program. Sold-out between the hours of noon and ten at night on the opening day, featured was a play-by-play description of the Saint Louis of Biddeford vs. Cheverus of Portland football game. WIDE is on the air from 6:30 a.m. until 12:00 midnight.

Good Neighbor Discussion

San Antonio, Tex.—WOAI broadcast a "Good Neighbor Roundtable Discussion" climaxing the station-wide observance of Good Neighbor Week. Dr. George I. Sanchez, professor of Latin American education at the University of Texas; Thomas S. Sutherland, executive secretary of the Good Neighbor Commission, and Lyle Saunders, director of the Texas Survey of Spanish Speaking People, were the participants in a quarter-hour informal discussion of inter-American relations in Texas and what can be done to improve them further.

WDRC To Cover Dinner

Hartford, Conn.—The Needle Club of Hartford is giving a dinner on December 1st in honor of Democratic State Chairman John M. Bailey, one of the charter members of the club. WDRC is scheduled to broadcast the activities, with Jack Zaiman, president of the Needle Club, acting as emcee for the broadcast.

Stork News

Jack Sullivan, account executive at WNEW, New York, and his wife Joan are the parents of a girl born Nov. 24 at Harkness Pavilion. Baby, yet unnamed, weighed in at six pounds and 13 ounces. Mrs. Sullivan is the former Joan Dillon who at one time was executive secretary to Bernice Judis, general manager of WNEW.

Frank McCormick, supervising engineer of WNYC, is the father of a girl born to Mrs. McCormick, Saturday, Nov. 27. The newcomer, who weighed nine pounds, will be named Arleen Joyce. She's the McCormick's second child.

AGENCIES

FLETCHER D. RICHARDS, INC. New York advertising agency, has opened a Chicago office at 75 E. Wacker Drive, with Dr. Sheldon M. Fisher as service manager for the new branch.

DONALD J. POWERS has been named manager of the Chicago office of the Caples Company. Powers has been with Caples for four and a half years. Prior to joining them he was director of public relations for the Celotex Corp.

SEIDEL ADVERTISING AGENCY, INC., New York, announces the appointment of Peter W. Brown as an account executive. Brown was formerly associated with Television Guide magazine, Gail Phillips, Inc., Esquire, Inc. and Scripps-Howard Newspapers.

WDAR, Savannah, Ga., has appointed Adam J. Young, Jr., Inc. as its national representatives, effective immediately. WDAR is an ABC affiliate.

PAT BOWMAN PRODUCTIONS, INC. has been organized by Mrs. Pat Bowman with offices in the Graybar Building to do consultation work on radio and television productions. Mrs. Bowman, who has directed and produced numerous day-time serials and evening dramatic shows for various advertising agencies during the past 15 years, was more recently with the radio production division of Dancer-Fitzgerald-Sample, Inc. Among shows which she has directed and produced are: "Famous Jury Trials," "Perry Mason," "The Romance of Helen Trent" and "Life Can Be Beautiful."

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