



# RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 46, NO. 1

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TEN CENTS

## HARNES COMMITTEE REPORTS ON FCC

### ABC's Gross Billings Show Increase in '48

Total gross billings for the sale of radio time in 1948 was approximately \$44,301,754 as compared to \$43,548,057 for 1947, the American Broadcasting Company announced in a year-end statement issued the past weekend.

During the past year ABC added 17 stations to the network giving the web a total of 272 stations with complete coverage in 198 of the 200 leading retail markets of the country, the statement revealed. A power increase of 247,750 watts was gained by the network through facilities improvements by 30 of its affiliated

(Continued on Page 2)

### CBS Clarifies Stand on Amusement Enterprises

Faced with a merely speculative press as a result of the story that Internal Revenue bureau would not sanction the use of the 25 per cent capital gains tax by Jack Benny, Columbia Broadcasting System Friday issued a statement clarifying their deal for Amusement Enterprises, Inc. The CBS statement cut the total consideration for

(Continued on Page 2)

### Keeseley Elected V-P Of Lennen & Mitchell

Nicholas Keeseley, manager of the radio department at Lennen & Mitchell, has been named vice-president in charge of radio and television, it is announced by Ray Vir Den, president of the agency. Keeseley joined L&M last June.

The new vice-president was elected  
(Continued on Page 2)

### Candy Come-on

Buddy Basch, radio publicist, made the rounds of the press in New York Friday passing out boxes of Schrafft candies as a reminder of Johnny Long's sweet rendition of "Sweet Sue." Last summer Basch turned out with ice cream bars as a plug for a hot orchestra playing a Broadway theater. Trade awaits next year's tie-up.

### Worldwide

"Down-to-earth" discussions will soon be beamed around the world via short-wave on three different bands, the Salvation Army has announced. A series of 13 recordings, "Adventures in Faith," originally intended for U. S. use only, have been sent to short-wave stations in Quito, Ecuador, and Manila, P. I., as well as to more than 100 American stations from coast to coast. The recordings feature talks on everyday problems.

### Name Three Directors To the Board Of BMB

The appointment of G. Richard Shafto, Herbert D. Bissell and Alden James to the BMB board of directors were announced yesterday.

Shafto is vice-president and general manager of the Surety Broadcasting Company in charge of WIS, Columbia, S. C. and of WSPA, Spartanburg, as well as the FM stations in both cities and in Charlotte, N. C. He is also president of the South

(Continued on Page 2)

### Confirm Deal For WPAT And WNNJ-FM, Paterson

Paterson, N. J.—Passaic Daily News, Inc., publisher of the Passaic Herald-News, has taken over the ownership of WPAT and WNNJ-FM with the approval of the FCC.

The North Jersey Broadcasting Co. and its facilities were purchased  
(Continued on Page 3)

## ASCAP Contract Confirmed For Nine Year Period

Confirming that existing contracts between broadcasters and ASCAP have been automatically renewed and will remain in effect for an additional nine years beginning January 1, 1950, Theodore C. Streibert, chairman of the NAB Music Advisory Committee and president of WOR, issued a statement Friday. Spokesmen for ASCAP said that the automatic renewal was generally known to the

## Hit Commercial Grant To Gov't Outlet In Puerto Rico; Criticize Use Of FCC Blue Book

Washington Bureau of RADIO DAILY

Washington—Harness committee has suggested that new Congress carry on the study of the FCC and the Communications Act which it began last year, with a view to bringing forth "broader and more precise law" to match the events of the last 15 years. It had originally been proposed that the present committee be carried over, although Chairman Forest Harness of Indiana has been defeated. Rep. Percy Priest of Tennessee objected, however, pointing out that he had opposed the creation of the committee last June and that he still feels any study of the FCC should properly be done by the House Interstate Commerce Committee. (Priest is a member of that body also.)

Within the Commission the committee found "internal wars constantly raging for power and control," and charged cross-purposes among the legal, accounting and engineering departments.

### Bailey Gives Views On The Future Of FM

Declaring that FM's chief aim in the next five years should be the development of new-type programming, J. N. "Bill" Bailey, issued a statement the past weekend in connection with his resignation as executive director of the FM Broadcasters Association.

"Radio is entering a new era marked by vast technical improvements," Bailey said. "There still remains an advisory job to be done in management, sales, promotion, pro-

(Continued on Page 2)

The committee found the accounting department the weakest of the three, terming it "weak in the sense of ability to perform its functions

(Continued on Page 6)

## 5% Gain Reported In MBS Billings

MBS gross billings for the year 1948 showed a gain of five percent over 1947, but were still \$2,415,855.45 less than the billings recorded in 1946, according to network's year-end report.

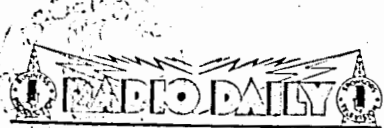
Based upon last year's Radio Annual figures for 1947, MBS had gross billings during 1948 amounting to \$23,491,346.55, compared to \$22,372,...

(Continued on Page 3)

### Honor Veterans

Rochester, N. Y.—Honoring 92 retiring employes, Stromberg-Carlson awarded them gifts of AM-FM radios. The oldest employee, in point of service, to be so honored at a farewell banquet last week was hired in 1901. Another has been with the firm for 46 years. A fourth started 46 years ago. The presentation highlighted holiday observance.

*cm*



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

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### Keeseley Elected V-P Of Lennen & Mitchell

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ed to the post at a meeting of the board of directors last Friday. He is a veteran of 20 years in radio. Before coming to L&M, Keeseley was with MBS for two years as program sales manager and prior to that was with CBS for three years in the same capacity. Keeseley was associated with N. W. Ayer & Son for 15 years as time buyer.

### 10 YEARS AGO TODAY

From the Files of Radio Daily  
General Electric... will place throughout the Schenectady, Albany, Troy area two types of television receivers, which they have developed for experimental use. . . . Attorneys for ASCAP are preparing for scheduled hearing before the U. S. Supreme Court, which is expected to decide the issue of ASCAP questioning the constitutionality of the state of Washington's statute outlawing performing rights societies. . . . According to a survey conducted by the "Ladies Home Journal," a majority of American women believe that radio stations, not parents should be responsible for protecting children from over-exciting programs.

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

### ABC's Gross Billings Show Increase in 1948

(Continued from Page 1)  
stations. One hundred and nine stations also operate FM transmitters, duplicating AM programs and an additional 49 affiliates have FM transmitters under construction. Commenting on the web's progress, Edward Noble, chairman of the board said:  
"The name American, designating our company, gained added significance during the year, for the American people now have a substantial interest in its ownership. Through public subscription to a block of shares some months ago there are now more than 300 stockholders in this typically American enterprise."

**Comments On Tele**  
Emphasizing the progress ABC has made in the television field, Mark Woods, president, said: "To a large extent the American Broadcasting company may be encompassed by the ever more familiar symbol—TV.



"Proud as we are of the strides we have taken in television, we are equally proud that they have been taken with no lessening of our steady advance in the field of AM broadcasting."

Woods pointed out that a substantial number of new advertisers were added to the ABC roster the past year. He numbered among them General Motors, the Association of American Railroads, P. Lorillard Co., Sealtest, Pillsbury Mills, Kelvinator and the Chesebrough Manufacturing Company.

The year-end statement also emphasized that the popularity of ABC as an advertising medium "is reflected not only by an approximately 78.1 per cent increase in gross time sales over the past five years but by a 56 per cent gain in the network's average evening Hooperatings since 1944."

### CBS Clarifies Deal For Amusement Enterprises

(Continued from Page 1)  
Amusement Enterprises from the reported \$4,000,000 to \$2,260,000. It pointed out too that the comedian owned only 60 per cent of stock and accordingly the total consideration payable to him is \$1,356,000.

### Plan CBS Documentary

First 1949 production of the CBS Documentary Unit will be "Mind In The Shadow," a full-hour broadcast dealing with mental health, the network announced yesterday. Documentary, written by Arnold Perl and produced by Werner Michel, will be aired Wednesday, February 2, 10:00-11:00 p.m., EST.

### Bailey Gives Views On Future Of FM Radio

(Continued from Page 1)  
gramming and networking of these new facilities. With that in mind I advised the FMA Board of Directors, at a meeting in Chicago December 11, that I would not renew my contract February 1, 1949.  
"The boom in radio is over. The rush for broadcasting facilities has subsided into normal routine. The newness of FM and television has worn off. Now industry must settle down to using these technically-improved services to the best advantage, and that means better service to the public.  
"Radio must think more in terms of servicing the minds of men and less in terms of cash dividends. It follows that to the broadcaster who gives the best and most service comes abundance.

**Sees Programming Paramount**  
"FM's chief aim in the next five years should be new-type programming. In the future FM and television will go hand in hand, with television providing the visual programs and FM the aural. Fascimile's destined to come into its own as the third new radio service of the future—the printed page."

Bailey, in confirming by letter his verbal resignation to the FMA Board, wrote Board members: "I want you to know it has been a real pleasure serving the FM industry through the FMA these past two years. You have my best wishes for the future success of the organization."

**Name Three Directors To The Board of BMB**  
(Continued from Page 1)  
Carolina Broadcasters Association and a director of NAB.  
Bissell is advertising manager of the Electric Auto-Lite Co., director of the Toledo Community Advertising Fund and a member of the ANA. He was past president of the Toledo Advertising Club.  
James is advertising director of P. Lorillard Co. He was formerly with House Beautiful, the Atlantic Monthly and the This Week Magazine. He is the author of "Careers in Advertising" and is a lecturer in courses conducted by the Advertising Club of New York as well as in courses on advertising at the Berkeley Schools.

### AM

**\$3600.00 REWARD**  
FOR RIGHT MAN  
If you are between 30 and 45, own an auto, and are willing to travel Va., N. C., and S. C., there's a position opening about Jan. 15 with leading transcription program producer. Prefer men with radio time sales experience. Exclusive representation required. Expenses advanced against liberal commission. Executive will train you in territory.  
Send references, experience and photo.  
Box 200  
RADIO DAILY, 1501 B'way, N. Y., N. Y.



### Cutting Edge

Some product stories are fortunate. They have a cutting edge. The facts are crisp, alert. And usually right down the alley of potential buyers.

We think W-I-T-H has a story that's so sharp in radio, if you touched it, it would cut you. Just listen:

WITH is in Baltimore, the 6th largest city in the country.

And, in that big city there are seven AM radio stations.

But WITH delivers more listeners-per-dollar spent than any other station in town.

So when you make up that list . . . take a good look at WITH, the successful independent. An amazing number of smart advertisers have . . . and it pays off.

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

# 5% Gain Reported In MBS Billings

(Continued from Page 1)

11 in 1947 and \$25,907,202 in 1948. In listing its achievements for the past year, the MBS statement emphasized that its network cooperative programs totalled more than 800 local sponsors—"more than all the other networks combined."

The network passed its 500-station mark during the year. In view of this, the report added, "Mutual in 1948 began a more close integration of its home office operations, reassigning key executives to specially created positions." The establishment of a southern area office in Atlanta, Ga., was cited as a part of the expansion and realignment program now in progress.

### New Studio Installed

The Mutual-Don Lee broadcasting facilities were extended by the new 3,000,000 studio building which was put into operation last year. The first studios were specifically constructed for joint radio-TV-FM broadcasting. The master control panel, it was pointed out, was so engineered as to permit simultaneous feeds of these three types of radio programs for airing locally, regionally, or feeding on a coast-to-coast basis.

The MBS News Department developed the "Newsreel" program technique, radio reporting via news-voice recordings, during the year in addition to 4,432 regularly scheduled and special net shows.

In the realm of sports, MBS coverage included the World Series, the off game for the American League baseball championship, the All-Star baseball and Football Games, the Indianapolis Speedway Classic, the Army-Navy grid clash, the annual East-West Shrine game, the Cotton Bowl and Blue-Gray Contests, the Zale-Graziano, Zale-Cerdan, and the Williams-Jack championship boxing bouts.

### Tele Plan Outlined

In referring to its plans for a television network, the report said: "While Mutual is not operating as a network, its advertising and research executives have been active participants in industry meetings dealing with TV problems. The Mutual stockholders now operating video stations or actively constructing transmitters are cooperating in the development of television programming. The affiliates in Chicago, Boston and Hollywood are already actively tied-in with other networks during the interim period. The Mutual stockholder station under construction in Washington will operate under a similar arrangement.

"During 1949, Mutual expects to see a continuation of interim affiliations. Meanwhile, other Mutual stockholders will be proceeding with their TV plans, leading to the eventual establishment of video stations in 11 of the country's leading markets, in addition to some 40 Mutual affiliates that have CPs or applications pending."

# ★ THE WEEK IN RADIO ★

## \$400,000,000 Income For Radio

By VAL ADAMS

NAB predicted that 1948 time sales sales will be close to \$400,000,000, an increase of 6.5 per cent over 1947. But the increase will be more than offset by a rise of 10 per cent in operating expenses. National spot biz is up 10 per cent. Local time sales will increase 6 per cent, NAB predicts, while network revenue will go up 4.5 per cent.

Bill Bailey resigning as executive director of FM association, effective Feb. 1. . . . Latest network sponsor trend is to identify their products in title of programs. Idea, however, is a stumbling block for radio and newspaper promotion since free time and space cannot be grabbed when trade names are involved.

Robert A. Schmid appointed to newly created post at MBS as vice-president in charge of program sales. Formerly he was station relations veepee. . . . NBC's gross revenue up 6 per cent. Web probably cracked \$70,000,000 mark for first time. . . . BMB will mail out 600,000 ballots in March for Study No. 2 on average daily station audience. . . . AFM taking in harmonica players.

CBS described 1948 as "perhaps the most eventful one" in the network's 21-year history. . . . Internal Revenue Bureau turned thumbs down on Jack Benny classifying sale of Amusement Enterprises to CBS as capital gains deal. . . . NBC dropping giveaway format on its sustainer, "Honeymoon in New

York." Herb Harris, producer and promoter of prizes for the show, has resigned.

ABC spot sales up 5 per cent over 1947, according to Murray Grabhorn, veepee in charge of owned and operated stations. . . . William Morris dissolved its band booking department. It'll use the budget for television booking operations in New York, Chicago and Los Angeles. . . . Jimmy Dolan, sports specialist long identified with CBS, has joined NBC.

David Sarnoff, RCA board chairman, said 1948 was most successful year in company's history. . . . U. S. Television cut prices on three TV receiver models. . . . Recording industry will have one of its largest years in 1948, says Frank White, president of Columbia Records, Inc.

Radio Pioneers, headed by President Edgar Kobak, plan to step up activity on nationwide basis. They'll appoint radio veterans to organize their own local clubs in various parts of the country. . . . NBC still looking for a show to plug the 8:30 p.m. EST, time slot where Fred Allen moved out. . . . FCC stand on giveaways may be based on how well NAB members regulate themselves on own code which is now effective.

# New ASCAP Contract Terms Confirmed

(Continued from Page 1)

newal period are the same as the existing contracts with the single exception that during the renewal period broadcasters may no longer change back and forth from one basis of payment to another. Payments are made on the basis of either a 2 1/4 royalty on income or a royalty of 8 per cent on shows which contain ASCAP music.

ASCAP contract for television remains to be settled. Recently broadcasters were advised that the Association's music could be heard on TV without charge until December 31, 1948. If a new agreement for television is arrived at by February 28, 1949, the terms are expected to be retroactive to January 1, 1949.

# Electronics Conference Planned For Chicago

Chicago—The 1949 National Electronics Conference will be held September 26, 27, and 28 at the Edgewater Beach Hotel in Chicago, it was announced today by G. H. Fett, professor of electrical engineering, University of Illinois, and newly-elected president of the conference, after the annual meeting of the board of directors at Illinois Institute of Technology.

# Confirm Deal For WPAT And WNNJ-FM, Paterson

(Continued from Page 1)

from James V. Cosman and Donald Flamm. Under the reorganization, Cosman was appointed executive v-p and general manager with Arthur Mundorff as assistant v-p and assistant manager.

Passaic Daily News prexy Dow H. Drukker was elected chairman of the board of directors of the broadcasting company. Dow H. Drukker, Jr., was elected president.

Other appointments under the new management are: Richard Drukker, v-p and director of public relations for the Herald - News, WPAT and WNNJ-FM; Earl Lucas, assistant v-p and chief engineer, and Harry B. Adsit, treasurer.

Simultaneous with the announcement of management changes, it was disclosed that work on the new transmitter for WNNJ-FM is expected to be completed and in operation on February 1. At that time, WWDX-FM, another Passaic Daily News property, will go off the air. WPAT's transmitter in Clifton will be retained.

WNNJ-FM will operate on a full-time schedule at a frequency of 103.5 mc. and WPAT will continue operating at 930 kc from sunrise to sunset. An application for full-time operation by WPAT is before the FCC as well as a request for a power increase to 5 kw.

# For Profitable Selling—Investigate

## WDEL

WILMINGTON DELA.

## WGAL

LANCASTER PENNA.

## WKBO

HARRISBURG PENNA.

## WRWA

READING PENNA.

## WORK

YORK PENNA.

## WEST

EASTON PENNA.



STEINMAN STATIONS  
Clair R. McCollough, Managing Director

Represented by **ROBERT MEEKER ASSOCIATES**

Chicago Son Francisco New York Los Angeles

RADIO DAILY

CHICAGO

By NAT GREEN

FRANK B. FALKNOR, WBBM general manager, has returned from a trip to Hollywood, where he assisted in the production of the Wm. Wrigley Jr. Company's two-hour "Christmas Festival."

Karl Sutphin, promotion manager of the ABC central division, has been appointed in charge of the Heart Association's special gift committee, his job being to contact large corporations and wealthy individuals for contributions.

Two former Quiz Kids return to the show on January 2. They are Naomi Cook, 10, and Mark Mullin, 8, making their 40th and 16th appearances, respectively.

Okl. Radio Conference Planned For March 4-6

"The Challenge for Survival" is tentatively set as the 1949 theme for the Annual Radio Conference on Station Problems, held at the University of Oklahoma. Announcements of dates, March 4-6 are being sent to stations and agencies this week.

The National Committee, which is being reorganized, includes: George C. Biggar, general manager, station KCRG-KCRK, Cedar Rapids, Ia., Rowland Broiles, Rowland Broiles Advertising Co., Fort Worth, Harold Kent, Kamehameha Schools, Honolulu, T. H., Ben Ludy, WIBW, Topeka, Monty Monn, Tracy-Locke Company, Inc., Dallas, Jack N. Pitluk, Pitluk Advertising Company, San Antonio, Robert K. Richards, NAB, Washington, D. C., Harlow P. Roberts, Goodkind, Joice and Morgan, Chicago, Robert Saudek, ABC, New York, P. A. Sugg, WKY, Oklahoma City, Herbert True, Carter Advertising Company, Kansas City, I. Keith Tyler, Ohio State University, Columbus, Ohio, Earl Williams, KFAB, Lincoln, Nebr.

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

A. LEWIS KING 527 LEXINGTON AVE. Plaza 9-1389



California Commentary . . . !

Ozzie and Harriet Nelson cutting transcriptions for American Heart Association campaign. . . . Ed "Archie" Gardner did between-halves commentary on Bill Stern's broadcast of the San Diego Harbor Bowl game New Year's day between Nevada

Hollywood

and Villanova. He aired from his Bel-Air home after catching contest on television. . . . Jim Butters, KECA announcer, suffered a possible brain concussion in a motor accident. He is reported resting easily at Ramona Hospital in Glendale. . . . Jimmy Wakely has bought a home in Hidden Village, North Hollywood, but will retain his ranch, including stables, on Lankershim Boulevard. . . . "The Spike Jones Show," in its new Sunday slot on CBS, has lined up guest spots for Fred Astaire and Dinah Shore, Jan. 9th, and Celeste Holm and Frankie Laine, Jan. 16th.



Lucille Ball has been tabbed for big-time success in radio for 1949, in Look's January 4 issue, in an "I Predict" feature. . . . Dorothy Shay, the "Park Avenue Hillbillie," who made her final broadcast with Spike Jones on the Coca-Cola show the 24th, completes her four weeks' engagement at the Cocomat Grove immediately after the first of the year and heads for New York, where she is set for four weeks of personals at the Waldorf-Astoria, starting January 13. . . . Glenn McCarthy, Houston, Tex., oil millionaire and film producer, has received okays from a score of major network shows to do their broadcasts from his new 25 million dollar Shamrock Hotel in Houston when it opens next March.



Randolph T. McKelvey, account executive on General Electric Appliances for Y&R, in town from New York, in connection with switch of G.E. House Party from CBS to ABC January 3. . . . Frank Reardon, owner of CBS affiliate, KBOW, Butte, Montana, accompanied by his wife and niece, spent the holidays here. . . . Louella Parsons' current Hooper rating is 16.1 the highest she has ever had, 10.5 was her average during 1948. . . . "Queen For A Day" will honor young shut-ins on its Mutual broadcasts during the month of January, with one unfortunate youngster receiving gifts each day, and the month's winner taking a jackpot of prizes. . . . Shirley Mitchell, "Leila Ransome" on "The Great Gildersleeve" is in Hollywood with her husband, Dr. Julian Frieden. The couple have purchased a home in San Fernando Valley. . . . Judy Canova is planning to hit the strawhat trail next summer, touring in the three-act comedy "Come Out of the Kitchen," reason, to meet and talk to the people in the small towns and get their reactions to her aircer. . . . Dennis Days' first waxing for RCA-Victor, following the lifting of the Petrillo ban, included a special arrangement of the lullaby, "Tara, Talara, Tala," dedicated to his new heir, Patrick James, born December 10.



Starting the New Year right, Los Angeles Advertising "Boys" and "Girls" will hold a joint luncheon January 4th. "Art Rolls Up Its Sleeves" will be principal topic for discussion with advertising artists Annette Honeywell describing her experiences in this phase of advertising. . . . the Tullis Company of Los Angeles, will become the Tullis-Victor Co., Inc., with A. J. Victor, formerly with radio station KXLA, Pasadena, joining the new organization. Howard Tullis is president of the new organization. . . . Page Cavanaugh Trio's Technicolor short for Paramount, "Jingle, Jangle, Jingle" will be given a special showing in Page's hometown, Cherokee, Kansas, and Page and his combo will fly in for special "local boy makes good" ceremonies, by the mayor and townsfolk after the first of the year.

AGENCIES

ROBERT BRAGARNICK HAS joined Biow Company as an account executive. He was formerly associated with Dancer-Fitzgerald-Sample.

ARTHUR PINE ASSOCIATES have been appointed to handle publicity-public relations for the Casa Marina Hotel, well-known hostelry of Key West, Florida.



UNITED

Flight Facts

There's one thing that never fails to surprise first-fighters on "the Hollywood," United's onestop New York-Los Angeles flight.

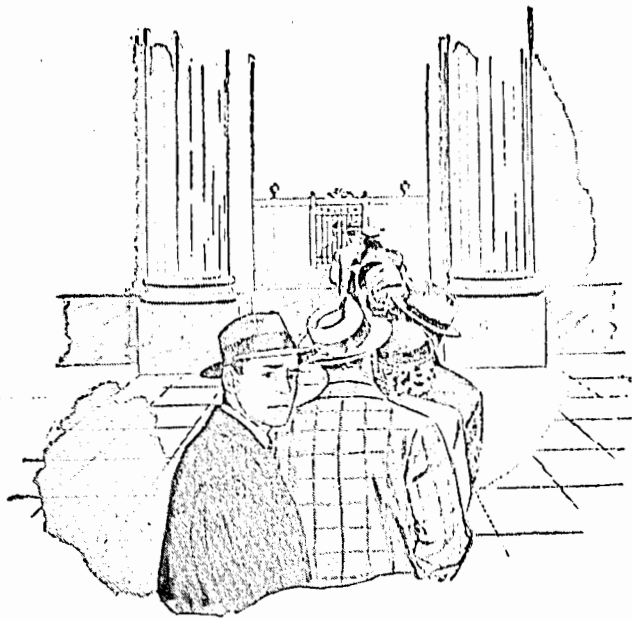
Just about 10 minutes after taking off in the gray gloom of mid-winter, our giant DC-6 Mainliner 300 suddenly emerges into clear blue skies and dazzling sunlight!

It's a remarkable change, and many passengers ask me about it. I thought you'd like to know, too, that "the Hollywood" (and United's other DC-6 Mainliner 300s) fly at the sunshine level—thousands of feet above winter weather. The air is really smooth at the sunshine level. It takes us only a few minutes to reach this altitude, and we stay there for the entire trip, except for our one stop at Chicago.

I think you'll agree when you fly "the Hollywood"—it's the finest way to travel coast to coast.

Clayton Stiles

United Air Lines Pilot on "the Hollywood"



**THIS IS HARD**



**BUT THIS IS EASY**



**AND THIS IS  
MIGHTY WONDERFUL**

**S**URE, you believe in saving.

But it's mighty hard to make yourself take cash out of your pocket, and time out of your day, to do it *regularly*.

The sure way, the *easy* way to do your saving is to get started on an *automatic* savings plan with U. S. Savings Bonds. Like this . . .

**1. If you're on a payroll**, sign up in the Payroll Savings Plan, then forget it. From then on the money saves itself—so much per week, or so much per month.

**2. If you're not on a payroll**, sign up at your bank for the Bond-A-Month Plan. Equally easy. You decide how much you want to put into bonds every month, your bank does the rest.

In just ten years after you start buying bonds, your money starts coming back to you—well-fattened! Every \$3 you invest today brings you back \$4 to make possible all the wonderful things you dream of doing.

**And remember**—any time you need your money for emergencies, you can get it back *in minutes*, without losing interest.

**Automatic saving is sure saving—U.S. Savings Bonds**

**This space contributed by RADIO DAILY**



# Harness Group Asks Further Study Of FCC; Reports On P.R. Situation

(Continued from Page 1)

correctly—for in all the cases and documents examined by the staff of investigators there was widespread ambiguity and misleading information, making it impossible to reconcile any of the applicant's financial statements. This condition leads your committee to believe that the accounting and auditing systems and operation are faulty, the work is poorly done and too frequently redolent with errors."

## Critical of Puerto Rico Gov't Grant

Declaring that the grant of a commercial license to WIPR, government owned station in San Juan, P. R., represents "a serious threat to the economic survival of a great industry and does violence to our system of government," the Harness committee reviewed the recent investigation of Puerto Rican radio.

Puerto Rico's new governor, Luis Munoz-Marin said last fall that he would be willing to transfer WIPR, now licensed to the Puerto Rican Communications Authority as a commercial station, to another department of the insular government for non-commercial operation, the Harness committee reported. Harness committee counsel Frank T. Bow, to whom Munoz-Marin made this statement, observed that the conversation took place some weeks prior to the November election, when Munoz-Marin might have thought he would have a Republican Congress to deal with this year.

In its report the committee asked for a new law "to protect private broadcasters from competition by government stations or agencies and subdivisions of government," and dwelt at length on its investigation of WIPR.

Outlining tax benefits and other advantages of WIPR over privately-owned competition, the committee pointed out that there are 23 stations now operating in Puerto Rico. It suggested that Congress might seriously consider whether it is in the public interest "to license any and all applicants regardless of population and need of facilities." In Puerto Rico, it was said, low program standards can in large part "be traced to the highly competitive situation."

## Charge Propaganda Used

In its review of the matter, the committee charged the Puerto Rican Communications Authority with "indulging in propaganda activities against the private broadcasters even before their radio station was on the air," and also with "improper and illegal lobbying activities." The inspiring of complaints against privately-owned Puerto Rican stations by clergy here and in Puerto Rico was discussed at length, with stress laid upon the admission of church people involved that, in effect, they had been used by the Puerto Rican Communications Authority.

Although WIPR has said it does

not intend to solicit commercial advertising, the committee points out that there is no assurance it will not do so—and that its annual budget estimates far exceed the appropriation for the station by the P. R. Government.

Minoz-Marin told the committee counsel he had not thought the station would be commercial when he approved the application at the time it was made, and "indicated he would approve the transfer of the station" to another Government department without commercial privileges.

## Comment on Administration

Termed the "crowning blight" of the department was the economics branch and division, formerly headed by Dr. Dallas Smythe. Just why Smythe was named in the report is uncertain, since he left the Commission six months ago. The branch is to study "economic trends and economic impact of radio and related industries upon the public." The committee said no one at the FCC could give any "strong reason for the existence of this branch," and proposed its abolition.

In contrast to the weakness of the accounting department, the committee felt that the law department is too strong and too frequently takes on the functions which should be filled by Commissioners themselves. Reference was made in particular to the practice by the lawyers of writing decisions for Commission approval without previous consultation with the various Commissioners.

Further study and possible reorganization of the legal branch is a subject which should be taken up if the committee remains in existence, it was said, but the committee explained that broadcasters are afraid to offend the powers-that-be at the FCC because of the power to refuse to renew their licenses, and said they "are therefore browbeaten into line and are reduced to superficial subservency to the FCC."

## Refers To Clift and Lewis

So far as investigations are concerned, the committee referred specifically to Charles Clift and Ray Lewis, who bear the title of investigator at the Commission. The former was assistant to former Commissioner Clifford J. Durr, and before that was on the staff of several Congressional committees. Both, said the committee, should have been fired by the Commission last year for reasons of Civil Service eligibility.

Clift was assigned to co-operate with the Harness committee staff in obtaining material from the Commission files, but the committee said "actually he was a thinly disguised and inept front man to keep the FCC advised on the where and why and what of the select committee's investigations."

The FCC's famous Blue Book "was

a deliberate step toward Government control of radio," the Harness committee said as it reported on its six months of study of the FCC. The document also "reveals a lack of faith in the American system of free radio and a desire to impose artificial and arbitrary controls over what the people of this country shall hear," and its promulgation by the Commission, said the committee, was a "misuse of powers far beyond those given to the Commission by Congress and inconsistent with the Constitutional limitations under which Congress acted."

## Sees "No Basis in Law"

Pointing out that 10 cases relative to program service have been set for hearing since adoption of the Blue Book, the committee said that "when the Commission undertakes to dictate the contents and character of radio programs, it assumes an authority which has absolutely no basis in law. The Commission certainly knows that it can more successfully influence the character of broadcasting by subtlety and indirection than by overaction which might be directly—and successfully—challenged."

The committee also charged that the Commission has failed to make proper inquiry or has disregarded weighty evidence concerning the political sympathies of some applicants for licenses. This reference was in connection with its study of instances where it has been charged that the FCC has licensed persons affiliated with, or members of, subversive or Communist-front organizations.

## Another AM Station Gives San Antonio Eight

San Antonio, Texas—This city's eighth standard broadcast station, KIWW, went on the air here on Wednesday, Dec. 22. This gives San Antonio 12 outlets, what with four FM stations in operation.

KIWW will be known as the "Voice of the Americas" and will broadcast in Spanish and English with Latin-American music predominating.

Owners of the outlet are Manuel Leal, who will serve as manager; Joe Olivares, publicity director and L. E. Richards, who is chief engineer of the outlet. The group is operating as the Good Neighbor Broadcasting Co. The outlet will operate daytime hours only with 250 watts power on 1540 kilocycles.

## New Series Auditioned

"Cinderella Story," a new series of half hour packages produced by Jay Herbert, was auditioned for ABC on Wednesday night. The first story auditioned was the life of Gene Tierney, movie star of "The Razor's Edge" and other films.

## NEW BUSINESS

WCAU-TV, Philadelphia: Spot and announcement business continues to move at a rapid clip, with twelve advertisers contracted for nearly 450 such television periods. Emerson Radio of Pennsylvania, Inc., through its agency, J. M. Korn & Company, Inc., signed for 10,00 p.m. Sunday period for next year. D. Schultz & Company, Philadelphia, has taken a weekly announcement in behalf of its wallpaper. H. M. Dittman Advertising, Inc. is the agency. Dr. Locke Shoes, Philadelphia, contracted for the 7:45 p.m. Tuesday evening spot for the next year. S. S. Brown Advertising placed the business. Beneficial Saving Fund of Philadelphia also has signed for a year, taking the 10:15 Sunday evening period. Richard A. Foley Agency is in charge. Celomat—lens magnifiers and rotart tables—through Tracy, Kent & Company, has taken the announcement following the Thursday evening basketball games from Madison Square Garden in New York. B. S. Pincus, Yankee Maid Meat products, has expanded its schedule to include an announcement before the Sunday night "Studio One" programs. Harry Feigenbaum Advertising Agency is in charge of the account.

American Stores, food store chain, has taken two announcements per week in addition to its twice weekly program, Modern Living—American Plan. Chesterfield cigarettes and Polaroid lens have contracted for announcements preceding and following the weekly boxing bouts at White Plains, New York. The Chevrolet Dealers Association of Philadelphia is using a nightly announcement in a special five week campaign. Gray & Rogers is the agency. Another Gray and Rogers account, the Allied Florists Association of Greater Philadelphia, contracted for two pre-Christmas spots. The Illinois Watch Case Manufacturing Company—Elgin American Compacts—also took three special announcements.

## Elected Senior IRE Member

John Battison, allocations engineer for ABC, has been elected a senior member of the Institute of Radio Engineers. Battison has been a member of IRE since 1946.

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

# TELEVISION DAILY

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

## 1949 VIDEO BOOM YEAR—BAKER

### TELE TOPICS

WHEN THE PRESENT FM BAND was allocated, the nation's educators asked for, and received, reservation of certain channels for school use, but once the facilities were set aside, the educators were not over anxious to make use of them. Now, in television, the situation is reversed. In a recent letter to Dr. Herold C. Hunt, general superintendent of the Chicago Public Schools, the FCC said it "does not have under consideration any proposal to reserve any channels for the exclusive use of educational stations." Schools and similar organizations, it continues, "are eligible, of course, to compete with other applicants for the available commercial channels." . . . Despite the high costs, several colleges and school groups would like to establish campus and community video outlets. Their chances of successfully competing for the few channels now available are slim indeed. Therefore, the National Association of Educational Broadcasters, the Association for Education by Radio and the Association of Land Grant Colleges will petition the Commission to reserve certain channels for educational purposes. If their request is granted when and if UHF is opened, let's hope they take advantage of the opportunity and utilize the fullest potential of the medium.

DR. ALLEN B. DuMONT pays a visit to the competition Thursday night when he takes part in a discussion of "The Future of Television," with John Crosby and John Mason Brown on ABC's "Critic At Large" stanza. . . . Jules Levey and Paul White, Lion Television Pictures veepees, leave for the Coast tomorrow to establish Hollywood headquarters for the firm and to set up production units. . . . The central Chevrolet office probably will continue the script award set up by the local dealers for the "Chevrolet Theater" series over NBC, which has the highest Hooper among dramatic shows. Winning play in the initial cycle is expected to be announced later this week. . . . Use of the Zoomar lens is really zooming, to be completely obvious. Installations have been completed at 16 stations and another six are on order. . . . The CBS flackery is really going all out to make noise about the web's 28-count 'com—28 TV affiliates. Latest additions, in case you're interested, are WHIO-TV, WHEN, WICU and KOB-TV. The hand-outs, of course, don't mention the other webs that also have pacts with the stations. . . . Betty Anne Wood, formerly with Paul Jones Enterprises and the Atlanta Journal, has joined WS3-TV as assistant to film director Jean-Hendrix. . . . Helen Chapman, Shirley Mills, Jack Laird and William Mason have been tested for leading roles in Jerry Fairbanks' new "Jackson and Jill" series.

### General Electric Veepee Forecasts Set Sales Totalling \$650,000,000, Double 1948 Billings; Sees TV Accounting For 70% Of GE Radio Biz

Predicting that the television industry will produce between 1,600,000 and 2,000,000 receivers during 1949 with billings at retail doubling the 1948 business, Dr. W. R. G. Baker, vice-president of General Electric Company, in a year-end statement said 70 per cent of the company's radio-television business in 1949 will result from the sale of a wide variety of sets. Said Dr. Baker:

"General Electric is concentrating television development and production at our new Electronics Park plant near Syracuse, N. Y., which is now completing its first full year of production. Over 7,000 of the 15,000 employees of the Electronics Department are employed at this department headquarters plant. More than 3,000 of these Park employees are working on television receivers or television equipment. Various television models, some including radio and phonographs, are currently being made at the rate of 200,000 a year, with plans to step up this production depending on market conditions. About 70 per cent of our radio-television receiver business in 1949 will result from the sale of a wide variety of television receivers, including table types, consoles, and complete entertainment centers of-



BAKER

fering television, AM and FM radio and automatic record reproduction. "The industry will sell between 1,600,000 and 2,000,000 television sets in 1949 with billings at retail doubling the 1948 business. The larger figure depends pretty much on the availability of picture tubes. General Electric has plans for 1949 production expansion of these and associated television tubes.

"Good television programs are now available to about 40 per cent of the American people. Stations added in 1949, or connected with network facilities, will raise this figure to 60 per cent.

#### Calls Production Complete

"General Electric is one of the few companies in all phases of the television business. Television transmitters and associated station equipments are being made at the Park in addition to receivers. Picture tubes are being made at Buffalo, N. Y., and allied receiver tubes are produced at G. E. factories in Owensboro, Ky., and Tell City, Indiana.

"Despite the impact of television, both AM and FM radio will continue to offer their great services to the public and will not be supplanted by television. The desire to hear recorded music remains with the American public so, although leisure time must now be shared between sight and sound, the phonograph and record will continue to play a big part in American entertainment and education. They still will be sold in substantial volume and represent big business by any standard, except in comparison with television.

### Coy and Web Chiefs Set For Cable Start

Pool program on the night of Jan. 11 marking the opening of the coaxial cable link between the East and Mid-West networks will feature brief talks by FCC Chairman Wayne Coy and the presidents of AT&T, the four networks and WPIX, as well as 15-minute entertainment segs by each of the five participating TV groups.

Show will open with a special film to sign on all stations of the various nets, with an explanation of the workings of the coax to follow. An AT&T film, "The Story of Network Television," will outline how webs are formed for video. Leroy A. Wilson, phone company prexy, will then introduce presidents Mark Woods, of ABC; Frank Stanton of CBS; Allen B. DuMont, of the DuMont net; Niles Trammell, of NBC, and F. M. Flynn, of WPIX. Coy will speak from Washington, and Mayors William O'Dwyer, of New York, and Myron Kennedy, of Chicago will exchange greetings.

Starting at 10 p.m., the nets will present quarter-hour segs showcasing their leading programs and stars. Webs drew lots for the time slots, and will be seen in this order: CBS, DuMont, NBC, WPIX and ABC.

### Low-Cost Tele Service To Small Areas Tried

Manhattan, Kan.—An experiment to test the feasibility of video service to a small community with a low power transmitter, at a reasonable cost, is being conducted here by the electrical engineering department of Kansas State College, one of the few U. S. colleges operating in TV.

Under Prof. R. Klocffler, head of the department, faculty members and graduate students have set up an experimental tele station, WXBV, building transmitting and pickup equipment from war surplus and college gift material. Outlet is licensed to operate with a peak power of 400 watts, but maximum output is not being utilized at present. Effective radius is about seven miles.

Although operation to date has been limited to experimental work and informal programs beamed at specific audiences, the school plans to install a projector for scanning of 16 mm. educational films. Journalism and radio speech departments are mulling the addition of courses in TV programming and news.

## The Week In Television

### Mid-West Cable Allocations Set

Time allocations on the westbound coaxial cable from New York to Chicago were handed out by AT&T to ABC, CBS, DuMont, NBC and the WPIX-WGN-TV combo. Eastbound time schedules are yet to be worked out. . . . The splitting of TV and radio on many corporational levels are reported to be in the plans of the networks for the first quarter of this year when large-scale daytime programming is expected to start. . . . 20th Century-Fox Prexy Skouras told the Radio Executives Club he believes future video will be a combination of motion pictures, radio and the present TV system with large screen theater tele playing a major role. He predicted wide-spread tele theater networks. . . . Amid complaints that TV is killing local movie attendances, major film producers are rushing plans to use TV for the promotion and exploitation of their products. . . . David Sarnoff's year-end statement asserted that 1948 was RCA's best year largely because of rapid TV development. But he predicted the present tube and receiver shortages would continue through 1949.

# ★ ★ ★ COAST - TO - COAST ★ ★ ★

## WJPA Christmas Party

Washington, Pa.—With the seven hundred dollars raised through the Penny Parade an annual drive staged by WJPA to raise money for a children's holiday party, the 65 children at the Washington, Pennsylvania County Children's Home were feted with a Christmas party which included Christmas presents for all, turkey dinner complete with "trimmings" and the remainder of the money presented to the Home for the purchase of a motion picture projector. Mitch Gray, WJPA staff announcer was "Santa" for the party.

## WHBF Veterans Honored

Rock Island, Ill.—Les Johnson, general manager of WHBF, presented gifts of wrist watches to the seven men on the staff who qualified for the station's 10 to 20 year service club. Those honored were: Engineers Robert J. Sinnett, Jerry Keefe, Jim Booth; Sales Manager Maurice Corken; Local Sales Manager Ted Arnold, Program Director Forest Cooke and News Editor Fran Kennedy.

## Barleycorn Vs. WRVA

Richmond, Va.—The loss of three minutes and forty-five seconds of broadcast time by WRVA's 50,000 watt transmitter might well be attributed to "John Barleycorn." A "gentleman" under the influence of alcohol broke the lock and entered the basement of the transmitter and pulled the main power switch.

## KYW Towers Completed

Philadelphia, Pa.—Two new 465 foot radio towers in suburban Whitmarsh have been completed which will expand KYW coverage. Robert E. White, general manager, said the new antenna system will be put into operation shortly after tests are completed and explained that the new structures will broaden and improve KYW's 50,000 watt signal. Construction was accomplished in 23 working days.

## WTIC Radio Bazaar

Hartford, Conn.—On January 11th, WTIC's daily Radio Bazaar will originate at Radio City, New York. Guest on the program will be Gloria Swanson and Jan Miner formerly a WTIC star who is Lora Lawton of the daytime serial. Program will take place at 8:30 a.m. in NBC's studio and will be conducted by Jean Colbert, director of Women's Activities of WTIC.

## New WMAZ Technical Dir.

Macon, Ga.—An announcement has been made to the effect that former Southeastern District Field Engineer for General Electric, Jim Lawhon has joined the engineering staff at WMAZ as technical director. Lawhon succeeds Fred Denton who now is operating WIVY in Jacksonville, Fla.

## WEAV on 1000 Watts

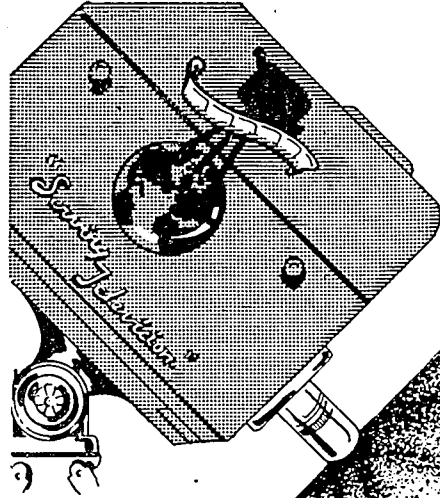
Plattsburg, N. Y.—December 29th, WEAV ABC affiliate started operations from a new transmitter and 1,000 watts an increase in power from 250 watts. A half hour "WEAV Salute to 1,000 Watts" at 8:30 p.m.

during the day featured noted American Broadcasting stars.

## Forms Jazz Club

Pensacola, Fla.—In addition to his Saturday night 11:00-12:00 "Jazz Journey" program, Larry Wayne,

disc-jockey has organized a local Jazz Club. Both projects are designed to acquaint listeners with the enjoyment derived from "Good Jazz" old and new and Wayne hopes to bring top bands to Pensacola by the middle of '49.



## for your... TELEVISION PROGRAMING

Film Equities Now serves 95% of all TV stations with daily film programs.

Our sponsors include: General Foods, Leaf Mint Gum, Fischer Baking Co., Philco Dealers, and the R.C.A. Victor Distributors and many others.

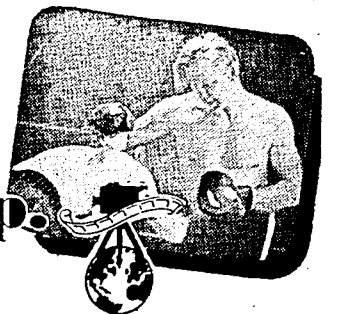
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IRVIN SHAPIRO, *President* JAY WILLIAMS, *TV Director*

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# RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 46, NO. 2

NEW YORK, TUESDAY, JANUARY 4, 1949

TEN CENTS

## GOV'T RADIO DROPS COMMERCIAL PLAN

### Church Groups Plan Active Radio Roles

One religious organization is planning to investigate giveaway programs on "moral grounds" while another is taking steps to "jolt religious broadcasting out of its rut of constantly repeated programs based on outmoded ideas of the function of radio." The latter body also would like "to make a place for religion" in television.

The radio committee of the Northern Baptist Convention has adopted a resolution strongly critical of programs. Through committee chairman, Dr. Stanley I. Stuber, the body states, "There are certain

(Continued on Page 5)

### Gulf Oil Corp. Renews "We The People" On CBS

Gulf Oil Corporation, Pittsburgh, Pa., has renewed its sponsorship of "We, The People," over the CBS network for a 52-week period effective February 1, it was announced by William C. Gittinger, CBS vice-president in charge of network sales. Agency is Young & Rubicam, Inc. "We, The People" is aired Tuesdays, 9:00-9:30 p.m., EST, with Dwight Weist as emcee.

### Cowan & Salter Dropped As Defendants In Suit

Louis G. Cowan, Inc., and Harry Salter, have been dropped as defendants in the suit by Blue Barron, orchestra leader, charging ABC's "Stop The Music" is an infringement on his "Mystery Melody." Barron is seeking \$100,000 damages

(Continued on Page 2)

### Repeat Planned

ABC announced yesterday that it will repeat the network's new documentary, "The Berlin Diary" which will be first broadcast on Monday, January 10, from 9 to 10 p.m., EST. The repeat is scheduled for the following Monday, January 17, at the same hour. This marks the first time a repeat on a radio documentary has been announced before first airing.

### New Business?

NAB Reports carries some "hot" leads on new business this week under the caption "Special Promotion Events." The events include: January 28-29, National Crochet Week; Feb. 11-18, National Hot Tea Week; February 15-22, National Cherry Week—National Red Cherry Institute and February 19-26, National Sew and Save Week.

### Internal Rev. Dept. Confirms Tax Ruling

Washington Bureau of RADIO DAILY Washington—As predicted, the Internal Revenue Bureau yesterday ruled against capital gains tax treatment for deals like that made by Jack Benny with CBS.

"In response to numerous inquiries as to the tax treatment of sales by radio artists and others where personal services are involved," George J. Schoeneman, commissioner of Internal Revenue, issued the following statement:

"The tax effect of any business (Continued on Page 5)

### Dawson Gets New Post With NAB Organization

The permanent appointment of James Dawson as assistant director of NAB's Public Relations and Publications Dept. was announced yesterday by A. D. Willard, Jr., executive v-p.

Dawson has been "acting" assistant (Continued on Page 2)

### WIPR, San Juan, P.R., Will Operate As Cultural Non-Commercial Outlet Under New Governor

### Barry Stays In N.Y. As NBC-TV Veepee

Charles C. (Bud) Barry of ABC has thrown away his recording of "California Here I Come" and will remain in New York with the newly created title of vice president in charge of television, RADIO DAILY learned yesterday. Sudden reverse play by ABC policy makers came just as Barry was about to depart

(Continued on Page 7)

### Kellogg Sponsorship Interest Renewed

Kellogg Company may be on the return road to national network sponsorship if its new show on the CBS Pacific Coast network proves successful. With Warren Hull as emcee, "Mother Knows Best," an audience participation show, prem-

(Continued on Page 2)

### Kobak Named Chairman For Brotherhood Week

Edgar Kobak, president of the Mutual Broadcasting System, has accepted the chairmanship of the Radio Committee for Brotherhood Week, sponsored by the National Conference of Christians and Jews,

(Continued on Page 3)

San Juan, P. R. — Government agencies' plans to enter commercial broadcasting with the new station, WIPR, have been tabled by the newly elected Governor Luis Munoz Marin and the station will continue as an educational and cultural operation at least for the time being. The move on the part of

(Continued on Page 3)

### New Dramatic Series Set For Mutual Web

Chicago — A new live dramatic series titled "Comedy Playhouse," on which a Broadway hit will be presented each Wednesday at 9:30 to 10 p.m., CST, starting January 12, will be originated by Mutual's key midwest station WGN for the Mutual network. The series will offer famous comedies and farces condensed to half-hour length.

Jack La Frandre, writer-director of the "Chicago Theater of the Air," (Continued on Page 2)

### First Fifteen Programs Announced By Hooper

Jack Benny leads the "First Fifteen" in the December 30th report released the past weekend by Hooper, Inc. Radio Theater ranks second and Walter Winchell, third. The other 12 in the order of their (Continued on Page 6)

## "Now Is The Hour" Tops List Of Hit Tunes During 1948

"Now is the Hour," a musical adaptation of an Australian tribal war chant which was set to words and music by Maewa Kaihan, Clement Scott and Dorothy Stewart and copyrighted in 1946, ranked first in the annual Peatman survey of song hits having the largest radio audiences during 1948.

"But Beautiful," written by Burke and Van Heusen and featured in the motion picture, "Road to Rio" was

the second ranking favorite while "A Tree In the Meadow," an English importation of Shapiro-Bernstein's rated third place in popularity.

The surprise tune of the year was "Buttons and Bows" which showed up fourth in the survey. The number, which became a plug tune late in the season with the premiere of Paramount motion picture, "Paleface," has been widely played on (Continued on Page 5)

### Super Service

Muskegon, Mich.—WKBZ gave service beyond the call of duty yesterday when a call from a Muskegon hospital asked that the station play some appropriate wedding music for a bedside wedding. The station obliged with recordings of Wayne King playing "I Love You Truly" and Guy Lombardo's platter of "Because." The bridal couple heard the music.



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ARVIN KIRSCH : Business Manager

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★ COMING AND GOING ★

IRA HERBERT, vice-president of WNEW in charge of sales, will leave today for Miami Beach, where he'll spend 10 days.

MARGARET ARLEN, femme commentator on WCBS, has returned from a 10-day vacation in Florida and Cuba.

MIKE STOGO, New York promotional director of Brentwood Men's Sportswear Co., is in Miami supervising the taking of films which will be used by Brentwood for television shows in various cities.

DWIGHT COOKE, moderator on "The People's Platform" heard over CBS, is in Akron, Ohio, where tomorrow he will lecture before the Summit County Federation of Women's Clubs on the subject, "Whose Democracy—East or West."

NED EMERSON, erstwhile member of the department of information at RCA, has arrived in Middletown, N. Y., to take over his new duties as assistant sports editor on that city's "Times-Herald."

JIM BROWN, director of "The Missus Goes A-Shopping" on WCBS, has returned from a two-week vacation in Melbourne, Fla.

J. KELLY SMITH, vice-president of the Columbia network in charge of station administration, is spending the holiday week in St. Louis as guest of Wendell B. Campbell, general manager of KMOX.

HUGH FELTIS, president of BMB, is conferring with station reps. and officials in Buffalo, N. Y.

JACK CARNEY, director of the Arthur Godfrey "Talent Scouts" program, is back from a short stay in Miami.

FRANCIS H. HOGE, vice-president of United States Television Mfg. Corp., and J. F. CROSSIN, director of national sales, are now representing the company at the Furniture Show in Chicago.

RAY BLOCK arrived from Los Angeles last Saturday via United Airlines.

RALPH N. WEIL, station manager of WOV, arrived yesterday on the Nieuw Amsterdam, completing a holiday cruise to Curacao and the West Indies.

ROGER BOWER, producer for WOR, is back from a two-week Florida vacation.



New Dramatic Series Set For MBS Network

(Continued from Page 1)  
will streamline the plays for radio use and will direct the series and act as host for each production. The cast will be selected from among members of the Gold Coast Players, a radio stock company developed for the "Chicago Theater of the Air" grand opera and operetta productions.

Schedule of plays from January 12 to April 6 includes "Three Men On A Horse," "Idiot's Delight," "The Philadelphia Story," "Two's a Crowd," "Bachelor Father," "An Indian Summer," "Brewster's Millions," "The Life of the Party," "Lightnin'," "Private Lives," "Potash and Perlmutter," "Susan and God," and "The Old Soak."

Stork News

Joseph N. Curl of the WOV sales staff is the father of a 6 pound 9 ounce boy, James Michael, born to Mrs. Curl at St. Vincent's Hospital.

10 YEARS AGO TODAY

From the Files of Radio Daily

More than 700 questionnaires were mailed by the FCC, seeking to determine the "ultimate and interlocking ownership and control" of radio stations. . . . Representatives of most law enforcement agencies within 150 miles meet in Chicago to ready plans for the establishment of a radio crime trap within this entire area which would effectively blockade escape of criminals through coordination of all radio equipped police vehicles in the county. . . . A bill has been introduced in Congress which would require personal endorsement of merchandise in radio commercials to be accompanied by the statement that the endorsement is paid for.

Kellogg Sponsorship Interest Renewed

(Continued from Page 1)  
series Saturday, Jan. 8, from noon to 12:30 p.m., PST, over 30 outlets on the West Coast.

Program will be tape-recorded in New York every Tuesday, edited and transferred to a platter and shipped to KNX, Los Angeles, which will feed the show to other stations. If the try-out pays off, Kellogg is expected to schedule the program on the full CBS web.

Had Dropped All Web Shows  
"Mother Knows Best," which will feature mothers of all ages from all parts of the country, is produced by Herb Moss. Regulars on the show are Ruth Reynolds, singer, and Isabella Beach, home economics authority. A three-piece instrumental group directed by John Klein furnishes background music. Ralph Paul is the announcer.

Kellogg, through Kenyon & Eckhardt, dropped all its network shows early last year and at that time was sponsoring "Breakfast in Hollywood" and Galen Drake via ABC. It has not used network radio since although last summer it began a heavy spot schedule.

Dawson Gets New Post With NAB Organization

(Continued from Page 1)  
ant director since last March in place of Charles A. Batson who has been engaged in the association's television study. Batson will continue as editor of the NAB report, "Television."

Cowan & Salter Dropped As Defendants In Suit

(Continued from Page 1)  
in the court action which goes on trial today in New York State Supreme Court. The remaining defendants are Mark Goodson and Howard Connell.

The Pay-off

What's the big thing about the organ-grinding business? It's the pay-off, and it comes when the monkey collects the money from the audience.

Not so very different from radio advertising, is it? The pay-off is what counts!

Here in Baltimore, the nation's sixth largest market, there's one station that consistently pays off with more listeners-per-dollar than any other station in town. It's W-I-T-H, the BIG independent with the BIG audience that really delivers for its advertisers.

W-I-T-H covers 92.3% of all the radio homes in the Baltimore trading area. So if you aren't using W-I-T-H in Baltimore, call in your Headley-Reed man today and get the full story.

FINANCIAL

(January 3)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Imperial Corp.	10 1/2	9 3/8	10 1/2	+ 3/8
n. Tel. & Tel.	150 3/8	149 7/8	149 7/8	- 1/2
AS B	22 3/4	22 3/4	22 3/4	- 1/2
rnsworth T. & R.	22 1/2	22 1/2	22 1/2	- 1
n. Electric	38 3/8	37 5/8	38 3/8	+ 3/8
A Common	39 1/8	37 1/2	37 3/4	- 1 1/2
A 1st pfd.	70	70	70	- 3/8
ewart-Warner	13 3/4	13 1/4	13 3/8	- 1/2
estinghouse	25	24 1/4	24 1/2	- 3/8
nith Radio	30 3/4	29	29 1/4	- 2

NEW YORK CURB EXCHANGE

Metzline Corp.	11	11	11	- 1/2
nt. Union Radio	3 5/8	3 1/2	3 5/8	-

OVER THE COUNTER

	Bid	Asked
Mont Lab.	15 1/4	16 1/4
romberg-Carlson	15	16 1/2

"Ford Theater" To Coast

"Ford Theater" on CBS switched its origination point to Hollywood, for four or five weeks, after Friday's broadcast. The program on Friday, 10 p.m., EST, starred Miriam Hopkins in "Becky Sharp" and was directed by Mitchell Grayson.



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

The Voice of Kansas TOPEKA  
BEN LUDY, General Manager



**W·I·T·H**

Baltimore 3, Maryland

TOM TINSLEY, President

Represented by Headley-Reed

# Gov't Of P.R. Won't Commercialize WIPR

(Continued from Page 1)

Gov. Marin to forego plans for launching the station as a government commercial enterprise followed closely on the report of the Harness Committee which had asked for a new law "to protect broadcasters from competition by government stations or agencies and subdivisions of government." Investigators of the committee had made a survey of commercial radio operations on the island and the possible effects on private commercial broadcasting that might be resultant from WIPR soliciting commercial business.

Thomas Muniz, general manager of WIAC and president of the Puerto Rican Broadcasters Association, characterized the action of Gov. Marin as "temporary relief, at least, from the threat of government competition" but added that the association would continue to work for a rehearing on the WIPR commercial grant before the FCC.

### Credit Given Radio Daily

Credit for exposing the threat of government commercial radio operations was given to RADIO DAILY by President Muniz and other spokesmen for the broadcasters association. They pointed out that RADIO DAILY first brought the danger of government commercial radio operations to the attention of the broadcasting industry in June, 1948, and in subsequent articles detailed the plans for WIPR's commercial operation and the effect it might have on private enterprise among the broadcasters in Puerto Rico.

In November, Chairman Forest Harness of the Harness Committee investigating the FCC, sent investigators here to take a thorough inquiry into the threat of government competition. The results of this investigation were incorporated in the Harness Committee report which was released in Washington the past weekend.

# Kobak Named Chairman For Brotherhood Week

(Continued from Page 1)

it was announced yesterday by Nelson A. Rockefeller, general chairman of the Brotherhood Week observance, February 20-27.

Serving with Mr. Kobak on the committee to promote Brotherhood Week activities over the nation's radio facilities are:

H. Leslie Atlus, vice-president, Columbia Broadcasting System; Erik Barnouw, Radio Writers Guild; Edgar L. Bill, president, WMDB, Peoria 14; Frank Burke, Editor, RADIO DAILY; Newman H. Burnett, executive secretary, Radio Directors Guild; Roger W. Clipp, general manager, WFIL, Philadelphia, Pa.; Jack L. Cooper; Ted Cott, WNEW; H. Quenton Cox, general manager, KGW, Portland, Oregon; Ruth Crane, president, Association of Women Broadcasters; T. A. M. Craven, Washington, D. C.; Joe DuMont, president, KXEL, Waterloo, Iowa; C. J. Durbin, American Television Society, and John W. Ewood, general manager, KNBC, San Francisco, California.

Also, Jerry Franken, radio editor, The Billboard; C. T. Hagman, WLOL, Minneapolis, Minn.; George Heller, AFRA; Harold Hough, director, WJAP, Fort Worth, Texas; Frank King, president, WMBR, Jacksonville, Fla.; Milton E. Krents, program consultants, and Dorothy Lewis, radio division U. N.

Also Bert Lytell, Actors' Equity Association; Harry Maizlish, general manager, KFWD, Hollywood; Justin Miller, president, NAB; Gene O'Fallon, manager, KFEL, Denver, Colo.; Thomas F. O'Neil, vice-president, Yankee Network; Everett C. Parker, director, Joint Religious Radio Committee; James C. Petrillo, president, AFM; Herbert L. Petley, director, WGMG; J. R. Poppele, president, Television Broadcasters Association; J. Leonard Reinsch, director, WSB, Atlanta, Ga., and George Rosen, radio editor, Variety.

Also Elliot M. Sanger, executive vice-president, WQXR; Frank P. Schreiber, manager WGN; George T. Shupert, director, Paramount Television; Glenn Snyder, manager, WLS, Chicago, Ill.; Frank Stanton, president, CBS; Nathan Straus, president, radio station WMCA; James E. Sauter, president, Air Features, Inc.; Sol Tashoff, editor, Broadcasting; Niles Trammell, president, NBC; Judith Waller, NBC; Lewis A. Weiss, Don Lee Broadcasting System; Harry Wismer, assistant to president, WJR, and Mark Woods, president, ABC.

### Appoints Hollingbery

Frank C. Carman, the general manager of KUTA, Salt Lake City, has announced that the George P. Hollingbery Company now is national sales representatives for the 5 kilowatt ABC affiliate in Utah.

# BMI *Pin-up Sheet*

## HIT TUNES FOR JANUARY

### AM I ALL OF YOUR FUTURE (Fremart)

The Cabosers—Astor 503 Ted Martin—DeLuxe 1182  
Harmonica Gentlemen—Castle 1455 Alan Foster—Regent 138

### BEHAVIN' MYSELF FOR YOU (Beacon)

Maxine Sullivan—MGM 10343

### BOUQUET OF ROSES (Hill & Range)

Dick Haymes—Dec. 24506 Eddy Arnold—Vic. 20-2806  
Rox Turner—Varsity 8001 Jackie Brown Quartet—MGM 10336

### CITY CALLED HEAVEN (Warren)

WORLD—Frankie Masters ASSOCIATED—Joan Edwards  
STANDARD—Walt Schumann NBC THESAURUS—Shep Fields  
LANG-WORTH—Ruby Elzy

### CORNBELT SYMPHONY (Mellin)

Jack Smith—Cap. 15280 Cyril Stapleton—Lon. 282  
Nev Simons—MGM 10257 Fred Gray—Apollo 1132  
Jack Emerson—Motrotona 3014 Bob Stewart—Mero 7469  
Jack Lathrop—Vic. 20-3119

### CUANTO LE GUSTA (Peer)

Andrews Sisters—Carmon Miranda—Dec. 24479  
Xavier Cugat—Col. 38239 Eve Young—Vic. 20-3077  
Jack Smith—Cap. 15280 Barbara Brown—Varsity 116

### DAINTY BRENDA LEE (Lutz)

Eddy Howard—Mer. 5208 Jerry Wayne—Col.\*  
Jack Smith—Cap. 15328 Peter Lind Hayes—Dec. 24519  
Jack Lathrop—Vic. 20-3119 Eastman Trio—Trilon 188  
Don Churchill—Trilon 206

### I LOVE YOU SO MUCH IT HURTS (Melody Lane)

Reggie Goff—Lon. 312 Mills Brothers—Dec. 24550  
Frontiersmen—Vic. 20-3188 Floyd Tillman—Col. 20430  
Jimmy Wakely—Cap. 15243 Shorty Long—Dec. 46139  
Tommy Clayton—Var. 8010

### I WISH SOMEBODY CARED ENOUGH TO CRY (London)

Frank Gallagher—Dana 2033 Eddy Howard—Mer.\*  
Ray Dorey—Gold Medal\*

### IN MY DREAMS (Wizell)

Vaughn Monroe—Vic. 20-3133 Ella Fitzgerald—Dec. 24529  
Reggie Goff—Lon. 368

### IT'S A BIG WIDE WONDERFUL WORLD (BMI)

Buddy Clark—Col. 38370 Nancy Noland—Int. 132

### LONESOME (Republic)

Sammy Kaye—Vic. 20-3025

### ONE HAS MY NAME (Peer)

Bob Eberly—Dec. 24492 Jimmy Wakely—Cap. 15162  
Eddie Dean—Crystal 132 Texas Jim Lewis—Excl. 45  
Slim Duncan—Col. 20491 Red Perkins—De Luxe 5047  
Tommy Clayton—Var. 8009

### 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 (Pemara)

Jose Morand—Vic. 20-3101 Andy Russell—Cap. 15158  
Xavier Cugat—Col. 38327

### YOU WERE ONLY FOOLIN' (Barron & Shapiro-Bernstein)

Blue Barron—MGM 10185 Ink Spots—Dec. 24507  
Kay Stur—Cap. 15226 Eric Whitely—Col. 38323  
Varsity Orchestra—Varsity 122

### YOU, YOU, YOU ARE THE ONE (Campbell-Colonial)

Johnny Eager—Grand 25010 Ames Brothers—Coral 60015  
Jackie Brown Quartet—MGM 10336 Varsity Orchestra—Varsity 120

\* Soon to be released

### Coming Up

AMELIA CORDELIA McHUGH (McWHO?) (Duchess)

ARE YOU KISSIN' SOMEONE ELSE (Cavalier)

BEAUTIFUL EYES (Duchess)

FLO AND JO (Regent)

FOUR LETTERS (Wemar)

GATHER YOUR DREAMS (Pargie)

HAVE YOU (Life)

I COULDN'T STAY AWAY FROM YOU (Johnstone-Monte)

I GOT A GAL IN GALVESTON (Republic)

I'M PUTTING MY DREAMS ALL BEHIND ME (Acme)

JUST REMINISCING (Encore)

LOOK UP (Patmar)

LORITA (Jay-Dee)

MIAMI BEACH RHUMBA (Marks)

MISSISSIPPI FLYER (Mellin)

PLEASE GIVE MY HEART A BREAK (Excelsior)

RECESS IN HEAVEN (Lutz)

WHY IS IT (BMI)

IN LOS ANGELES

**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 and Operated by

ART CROGHAN & GENE AUTRY

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

AGENCIES

**EDWARD S. BARLOW**, president of the Barlow Advertising Agency, Syracuse, announced the appointment of Bud Stapleton to the agency's radio and television department. Stapleton has been active in radio since 1939, except during World War II, when he added motion picture experience to his background, as a lieutenant in the Army Signal Corps. Stapleton will supervise the production of radio and television advertising. He was formerly associated with WMBO in Auburn, WATN in Watertown, WSYR and WNDR in Syracuse and KSTT in Davenport, Iowa.

**ROBERT P. MURRAY**, formerly of WAVZ, New Haven, has joined the sales staff of Adam J. Young, Jr., Inc., station representatives.

**E. SYKES SCHERMAN**, former assistant account executive at Compton Advertising, has joined the AAAA executive staff to assist Kenneth Godfrey in media operations, research, and radio and television production.

**MAXON, INC.**, national advertising agency, pending occupancy of its newly purchased building at 12 East 53rd Street, has moved its New York offices from 570 Lexington Avenue to 25 Broad Street.

**ADVERTISING FEDERATION OF AMERICA** has elected to membership: Canada Dry Ginger Ale, Inc., New York; The McCormick-Armstrong Company, Wichita, Kansas; Lancaster Outdoor Advertising Co., Lancaster, Pennsylvania; The Daily Jeffersonian, Cambridge, Ohio; Whipple & Blach Advertising Company and Northern Electrotype Company, both of Detroit.

**THE SCHWERIN RESEARCH CORPORATION** has appointed the Frederick-Clinton Co., Inc. of New York City, to handle its advertising and promotion, effective immediately.

**SAN-NAP-PAK MANUFACTURING CO.**, Inc. announces the appointment of the Harry B. Cohen Advertising Company of New York as advertising agency for Sanapak sanitary napkins.



Mainly About Manhattan. . . !

• • • Special Hooper taken on Jack Benny's opening show for CBS has Jackson coming up with 27.8, as against 25.6 on his final NBC stanza. Horace Heidt, who batted 17.3 in his former time, only hit 11.7 bucking Benny. Amos 'n Andy zoomed from 13.6 to 19.3 with the new lineup, while Phil Harris slid from 19.4 to 14.5. . . 20th Century-Fox has resumed negotiations with ABC. . . Warner Bros. trying to interest Jack Benny and Fred Allen in a film with a Hatfield-McCoy theme. . . Hey, Nick Keesely: Congrats, nice goin' and all that sorta thing. . . Subtle racial slurs by a top quizmaster may result in a leading veterans' group taking the matter to the FCC. . . WWRL readying an intensive promotion campaign to mark debut on 500 watts in mid-'49. . . Radio Row amazed at the blasts unleashed at a famous femme columnist by the wife of a radio editor during a recent interview program. . . WPIX bought She-ling Oliver's television package, "The Wrens Next," a domestic comedy series starring Virginia Sale and Sam Wren, skedded to preem on the 10th. . . Art Perles bowing out of CBS' promotion department and may accept a lucrative public relations job.



• • • Martin Block's "Make-Believe Ballroom" starts its 23rd semi-annual popularity poll this week over WNEW. Deadline for the votes is Jan. 29th and the nation's top band and favorite male and female vocalists will be announced in Feb. Last year, Vaughn Monroe, Frank Sinatra and Margaret Whiting copped the honors after over 300,000 votes had been polled.



• • • **WORD OF CAUTION DEPT.:** Milton Berle is unquestionably the greatest performer on television today—but there is such a thing as burning oneself out. Berle's show last week was far below his usual standard. Milt worked as hard as ever, but the talent wasn't there and everything seemed to be jammed together in a hurry. The problem before the house, apparently, is whether or not a bang-up one-hour program (which is more like a top-priced musical comedy) can be gotten together week in and week out. Theater Guild thought differently and insisted upon a once-a-month feature to do itself full justice. Berle's problem is that he constructs the show around himself each week and the strain is terrific. Our advice would be a change of pace, with Berle holding himself in reserve more and really letting out about twice a month instead of every week.



• • • **TODAY'S QUOTE:** "You ask if television will keep people home. Listen, I have a cook—but I also dine out a lot." —Samuel Goldwyn, to Tex & Jinx.



• • • **SMALL TALK:** Dennis James (Mr. Versatelevision) played to overflow studio crowds all last week via his "Okay, Mother," despite the weather. (And what a sweet mail-puller the lad turned out to be). . . Eddie Dunn's radio-video package, "Dunn In Five Minutes," close to the sponsor-signing stage. . . Charlotte Manson to be the only gal announcer in nitetime radio when Ronsonol preems its Johnny Desmond package over Mutual Sunday nite. . . Jack Perlis had a very interesting piece on Doug Edwards and video newscasting in the Sunday Times. . . Jerry Wayne, Bernie Wayne and Ben Raleigh have formed Cambridge Music Co., with offices at 1619 B'way. Their first plug tune, already recorded for Columbia by Jerry, is "If That Isn't Love, What Is". . . Alan Courtney's "Guesting at Garrison's" seeking new outlet now that WLIB switches to foreign language. . .



CHICAGO

By NAT GREEN

**RICHARD CONNORS**, station manager and part owner of WNAK, Salt Lake City, was a visitor to the midwest Mutual offices during the holidays.

Ralph S. Davis, recording supervisor of the NBC central division engineering department, recently won a \$200 U. S. security bond to become the first Chicago employee to win a national award in the network's continuing suggestion contest for improving company operations.

Robert F. Hurleigh, WGN news director, was one of the commentators on a special WGN New Year's Day broadcast titled "What Will Happen in 1949."

Art Mercier, WBBM announcer, is author of an article titled "Bait-Casting for Trout" in a forthcoming issue of The Outdoorsman magazine. "Plan-a-Room," a novel television show featuring Paul R. MacAlister, design consultant, will make its bow over WGN-TV today, January 4, and will be telecast every Tuesday evening under direction of Jay Faraghan.

ABC's "The American Farmer," which celebrates its third anniversary January 8, will be broadcast on that date from Memphis, Tenn., where supervisor Robert B. White will emcee highlights of the annual meeting of the National Council of Farm cooperatives.

Compulsory health insurance will be discussed Sunday on the WIND "Forum of the Air" by Herbert L. Will, former secretary to Senator Wagner, who drafted the first compulsory health bill; Mrs. Selma Bordelon, health executive for the Chicago Industrial Union; Dr. Ernest A. Howard, assistant secretary of AMA, and Dr. R. Dickinson, department medical economics, AMA.

**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

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

# "Now Is The Hour" Top Hit Tune Of '48

(Continued from Page 1)  
the radio and the Dinah Shore recording has become a best seller.  
In the list of "Favorite Standards for 1948," the perennial favorite, Irving Berlin's "White Christmas," ranked first by a small margin. "White Christmas" received 6,633 AIC points while "Begin the Beguine" was a close second with 6,600 points. "Blue Skies" rated third.  
Publishers of "Now Is the Hour," the No. 1 hit of 1948, said the song was first recorded by Gracie Fields in England and the disc version brought the number almost immediate popularity. Bing Crosby was given credit for doing the most to popularize the number in the United States.

## Heads Sales Dept.

J. F. Walsh has been appointed sales manager of the Westinghouse Home Radio Division to succeed E. G. Herrmann, who has resigned, it was announced yesterday by F. M. Sloan, manager.  
Walsh will be in charge of all sales activities for more than 125 distributors and 18,000 dealers handling Westinghouse radio and television receivers in this country, Alaska and Hawaii. Prior to his new appointment, he was northwestern district manager for the division.

## Time Change Announced

Two NBC network Saturday programs, Edward Tomlinson's report on inter-American affairs, and "Report on Europe" will be aired one hour later than heretofore, William F. Brooks, v-p in charge of News and International Relations, has announced.  
Tomlinson will broadcast from 2:30-2:45 p.m., EST, and will be followed, as before, by "Report on Europe" at 2:45-3 p.m., EST. The time changes will go into effect this Saturday.

## 'Little Herman' Bows

"Little Herman," new ABC series under sponsorship of Chesebrough Manufacturing Co., made its debut last Saturday from 9-9:30 p.m. A feature of the evening was the presentation to Arthur Richardson, Chesebrough president, of the opening show's script autographed by all the members of the cast.

## John di Francesco Guesting

John di Francesco, featured baritone on WOV and protegee of Ezio Pinza, will appear with Pinza on CBS AM & TV tonight on the "We, The People" program at 9 p.m.

## Ziv Sells Shows In Alaska

The Frederic W. Ziv Company announces the sale of six transcribed programs to KBYR, Anchorage, Alaska, and five additional packages to KLTJ, Longview, Texas. The contracts were secured by N. L. Rogers and M. C. Gregory.

## SONG HITS OF 1948

(January 1, 1948 to January 1, 1949)  
The 35 song hits with the largest radio audiences are listed below in order of the total ACI points received in the ACI surveys during the year. (Songs in Stage or Film Productions are indicated. Songs currently active are marked with an asterisk. Songs whose activity began in the fall of 1947 are noted by the date—1947).

SONG TITLE AND PUBLISHER	TOTAL ACI POINTS	NUMBER OF WEEKS IN ACI SURVEY
Now Is The Hour (Leeds).....	28,711	31
But Beautiful (Burke & VanHeusen).....	23,472	23
A Tree In The Meadow (Shapiro-Bernstein).....	22,543	31
*Buttons and Bows (Famous).....	20,368	14
It's Magic (Witmark).....	20,230	34
I'm Looking Over a Four Leaf Clover (Remick).....	20,158	24
Haunted Heart (Williamson).....	18,736	27
Manana (Barbour-Lee).....	16,491	18
Beg Your Pardon (Robbins).....	16,070	20
*You Call Everybody Darling (Mayfair).....	15,682	23
Ballerina (1947) (Jefferson).....	15,096	15
*On a Slow Boat to China (Melrose).....	14,793	15
You Were Meant for Me (Miller).....	14,362	26
Golden Earrings (1947) (Paramount).....	14,326	15
Love Somebody (Kramer-Whitney).....	14,084	24
*Maybe You'll Be There (Triangle).....	14,059	24
*You Were Only Fooling (Shapiro-Bernstein).....	13,886	19
Baby Face (Remick).....	13,826	21
Serenade of the Bells (1947) (Melrose).....	13,579	17
*Hair of Gold, Eyes of Blue (Robert).....	13,491	21
Nature Boy (Burke & VanHeusen).....	13,463	14
Dickey-Bird Song (Robbins).....	13,267	21
Best Things in Life Are Free (1947) (Crawford).....	13,016	24
*Cuanto Le Gusta (Southern).....	12,829	21
Tell Me a Story (Laurel).....	12,473	26
I'll Dance at Your Wedding (1947) (George Simon).....	12,219	12
What'll I Do (1947) (Berlin).....	12,217	20
*Ey'ry Day I Love You (Harms).....	12,193	23
*My Darling, My Darling (E. H. Morris).....	12,105	12
Laroo, Laroo, Lilli Bolero (Shapiro-Bernstein).....	12,046	16
You Can't Be True Dear (Biltmore).....	11,482	22
Little White Lies (Bregman-Vocco-Conn).....	11,476	24
Toolie Oolie Doolie (C. K. Harris).....	11,433	19
Sabre Dance (Leeds).....	11,365	20
I May Be Wrong (1947) (Advanced).....	11,298	26

## FAVORITE STANDARDS OF 1948

White Christmas (Berlin).....	6,633	7
Begin the Beguine (Harms).....	6,600	28
Blue Skies (Berlin).....	5,253	22
Just One of Those Things (Harms).....	4,974	19
Tea For Two (Harms).....	4,949	20
Lover (Famous).....	4,521	19
Embraceable You (Harms).....	4,244	18
Winter Wonderland (Bregman-Vocco-Conn).....	3,838	6
Santa Claus Is Comin' to Town (Felst).....	3,214	4
All the Things You Are (Chappell).....	3,151	13
Easter Parade (Berlin).....	3,148	2
Somebody Loves Me (Harms).....	3,133	12
What Is This Thing Called Love (Harms).....	3,104	15
Great Day (Miller).....	2,904	5
Ol' Man River (T. B. Harms).....	2,875	7
Falling in Love With Love (Chappell).....	2,709	11
Smoke Gets in Your Eyes (T. B. Harms).....	2,648	9
I Know That You Know (Harms).....	2,586	10
Where Or When (T. B. Harms).....	2,519	12
Temptation (Robbins).....	2,473	10
Christmas Song (Burke & VanHeusen).....	2,339	3
Night and Day (Harms).....	2,155	11
I Get a Kick Out of You (Harms).....	2,054	10
Always (Berlin).....	2,042	12
Brazil (Southern).....	2,033	9
Alexander's Ragtime Band (Berlin).....	1,954	6
Dancing in the Dark (Harms).....	1,884	10
'Liza (Harms).....	1,814	7
Stardust (Mills).....	1,813	12
Over the Rainbow (Felst).....	1,809	8
My Blue Heaven (Felst).....	1,685	7
Summertime (Chappell).....	1,635	6
Because (Chappell).....	1,629	6
Body and Soul (Harms).....	1,623	8
Take Me Out to the Ball Game (Broadway).....	1,591	2

(Copyright Dec. 30, 1948, Office of Research, Inc.)

# Church Groups Plan Active Radio Roles

(Continued from Page 1)

moral implications in the current craze of radio giveaway programs which tend to create personal antagonisms, family discord, mental disturbances, and are an encouragement to the practice of gambling and of expecting something for nothing."

## Investigation Asked

The committee has requested its chairman and the executive secretary of the denomination's Council on Christian Social Progress, Donald B. Cloward, to make a joint investigation into the moral implications of this type of programming and refer the findings to the newly formed Protestant Radio Commission.

The Baptists also request the radio industry "to give more attention on Sunday nights to good music, creative educational features and variety programs which will help develop the basic institutions of American life, including that of religion." Commercial sponsors are encouraged, according to the resolution, to support such programs as "The Greatest Story Ever Told," sponsored on Sunday night over ABC by the Goodyear Tire & Rubber Co.

## Parker Gets New Post

The Protestant Radio Commission, now formally set up, has appointed Everett C. Parker, as director of program and production. He has been director of the Joint Religious Radio Committee since 1944.

It's the PRC which plans to "jolt religious broadcasting out of its rut." Parker singled out local stations as the critical field for religious broadcasting. He said PRC will devote much of its efforts in helping local groups improve the quality and dramatic appeal of their religious programs.

At one time Parker was assistant manager of NBC's public service department. Previously he was manager of WJBW, New Orleans, and program manager for WHIP, Hammond, Ind.

## Internal Revenue Dept. Confirms Tax Ruling

(Continued from Page 1)

transaction is determined by its realities.

"Accordingly, proposals of radio artists and others to obtain compensation for personal services under the guise of sales of property cannot be regarded as coming within the capital gains provisions of the Internal Revenue code. Such compensation is taxable at ordinary income tax rates."

## Bowling Show Renewed

"Bowling Headlines," seen and heard on ABC-TV each Sunday night from 10-11 p.m., has been renewed on the web. The TV sustainer features Al Cerillo and Jimmy Powers.

## PROMOTION

### Plan Competitive Features

Three new competitive features will highlight the "Dr. I.Q. Jr." juvenile quiz show when it returns to the air Saturday, Jan. 8 (NBC, 5:30 p.m., EST).

The program will be heard for six weeks from NBC's Hollywood studios, and then move to other cities for subsequent broadcasts. Lew Valentine again will be starred as quizmaster.

Allen C. Anthony, as Bugs Beagle, will be heard again in a weekly story-telling episode during which he will make three errors. A first prize of a bicycle and two other awards will be offered to children who detect the mistakes. Another bicycle will be offered to the first winner of the "tongue twister," which will replace the "thought twister" of previous years.

Instead of a "Famous Quotation" question, "History in Headlines" will be presented, with famous historical events retold in modern newspaper language. One hundred dimes will be given the winner, and the prize will pyramid each week the studio contestant misses.

Air audiences will be invited to submit "tongue twisters," and \$50 awards will be given for accepted entries.

### Restaurant Tieups

A selected list of more than 100 restaurants in and around New York City which have been recommended by Bill Leonard on his "Restaurant of the Week" feature of WCBS' "This Is New York" program for the past three years has been compiled into an attractive booklet and is being made available to the station's listeners. Restaurants are broken down into the various menus for which they are recommended, e.g., American, French, Italian, Chinese, Middle Eastern, Scandinavian, Hungarian, Spanish, German, Viennese, Miscellaneous and Special Summer Restaurants. Listings also include addresses and phone numbers of restaurants together with the different price categories into which each falls.

### KTTU Name Chas. Spence To Promotion Post

Hollywood—Charles Spence, promotion manager of the Oakland Post-Inquirer, has been named KTTU sales and program manager by Harry Witt, general manager of the Los Angeles Times—CBS outlet.

Spence, who assumes his duties January 10, has been associated with the Oakland paper since 1945. Previous experience includes circulation promotion work with the Cincinnati Inquirer, and the Louisville Courier-Journal & Times, when he broke in as an artist in 1938.

Spence is married and has two children, and is a native of Tulsa, Oklahoma.

## COAST-TO-COAST

### Appt'd to Radio Comm.

Washington, D. C.—According to recent announcement, Larry Frommer, assistant program director of WOL, Mutual affiliate has been appointed to the American Brotherhood Week radio committee which is set for the February 20-27 period. NAB president, Justin Miller and Supreme Court Justice William O. Douglas selected the committee members.

### WCSI Promotion Slogan

Columbus, Ind.—A new sales promotion tie-in has been inaugurated and is currently being used by WCSI-FM. The station is currently plugging slogan: "This is WCSI, Columbus, Indiana, with 71,000 watts, and every watt a salesman." The slogan is printed on all promotional material, trailers and the station's monthly Radio Time Buyers Guide.

### WNJR Dance Party

Newark, N. J.—WNJR cancelled all regularly scheduled broadcasts starting at 10:00 p.m., Dec. 31 and continuing until 5:00 a.m., Jan. 1, 1949 on New Year's eve in order to provide a musical background for end-of-the-year celebrations in many New Jersey and New York homes. The station believes it will be helping hostesses and party goers alike by featuring "just music" during the party-filled hours.

### WKNB-WFHA Traffic Mgr.

New Britain, Conn.—A recent announcement has been made to the effect that Audrey Jackson a newcomer to the field of radio has joined the staff of WKNB and WFHA in New Britain, Conn., as traffic manager. She replaces Bee Mac Quarrie who has taken over the job of commercial secretary.

### Will Cover Inaugural

Peoria, Ill.—On Monday, January 10, 1949, WWXL will carry a broadcast of the inaugural ceremonies to be held at Springfield, Illinois, when Governor-elect Adlai Stevenson officially takes the gubernatorial chair. These ceremonies will be broadcast from 12:15 P.M. to 1:15 P.M., January 10. And then, as an exclusive feature, WWXL will present its listeners with a half-hour broadcast direct from the Inaugural Ball that evening, from 10:30 to 11:00 P.M.

### To Broadcast Church Services

St. Joseph, Mo. — KFEQ, now broadcasts regular Sunday morning church services in rotation from four large downtown St. Joseph churches beginning January 2. The plan to broadcast in rotation from four downtown churches is a new one for the station. Past church broadcasts have been on a two-year basis with individual churches and this plan has continued for a ten year period.

### Hillbillies Saluted

Columbia, S. C.—A feature story on the "WIS Hillbillies" will headline the January issue of "South Carolina Magazine." A brief biography of the current Hillbillies group will contain a history of the group from the time they first appeared on WIS in 1937 up to the present time. This feature is one of the "South Carolinians in the Entertainment World" series.

### WSGN Gift

Birmingham, Ala.—The Birmingham Sunday School Council and the Birmingham Pastors Union were presented 21 albums of the ABC network Biblical program, "The Greatest Story Ever Told" by WSGN and WSGN-FM. The stations' managing director, Henry P. Johnston, made the gift presentation in a broadcast over both stations, which represented a public service through which religious organizations of the Birmingham area might have permanent access to the records.

### WPWA Staff Bonuses

Chester, Pa.—The eighteen members of the staff of WPWA were awarded almost \$6000.00 as a bonus distributed among them by Lou Poller, owner of the station, who said, "I feel that loyal and willing workers are the backbone of a successful radio station and that they are entitled to share the profits created by their efforts."

### Heads Station Relations

New Brunswick, N. J.—An announcement has been made to the effect that Bob Bell has been appointed director of station relations at WCTC and assistant to James L. Howe, general manager of the station. Nat Shoehalter will succeed Bell as program director. Mike Siman has been appointed sports editor and night newsmen.

### Appointed Comm. Mgr.

New Bedford, Mass.—Harrison W. Moore, Jr. has been appointed commercial manager for WBSM (FM) according to recent announcement. Formerly sales manager of Fisher Radio Corp., New York he was sales representative for Broadcast Equipment, Inc., Boston. WBSM (FM) will commence operation in late January, 1949.

### First Fifteen Programs Announced By Hooper

(Continued from Page 1)

rating are Mr. District Attorney, Phil Harris-Alice Faye, My Friend Irma, Fibber McGee and Molly, Bob Hope, Charlie McCarthy, Horace Heidt, Arthur Godfrey's Talent Scouts, Bing Crosby, Duffy's Tavern, Louella Parsons and Crime Photographer.

## NEW BUSINESS

WNBC, New York: Loft Candy Corp., participation announcements in Mary Margaret McBride program for 26 week period through June 10. Agency is Lawrence C. Gumbinner.

Standard Brands (for Royal Deserts) bought one-minute announcements in Norman Brokenshire program, Monday through Friday at 12:30 p.m. Also Fridays at 9:30 a.m. The 52-week contract placed through Ted Bates agency.

Emigrant Savings Bank signed for spots on Bob Smith show on Monday, Wednesday and Friday at 6:35 a.m. Account handled by Kelley Nason, Inc.

Renewals include Studebaker Corp. for 6 p.m. news with Kenneth Banghart. William & Cleary is the agency. Metropolitan Life Insurance Co. renewed participation announcements via Mary Margaret McBride program. Agency is Y&R.

WLCR, Torrington, Conn.—Four new contracts to be aired from 1:45 to 3:30 on Sunday afternoons starting Dec. 26 for 26 weeks in a transcribed block program. The shows will be as follows: 1:45 to 2 o'clock, "Gaslight Quartet" sponsored by Sportsmen's Paradise; 2 to 2:30, "A House in the Country," sponsored by Smith Tompkins Co. Inc.; 2:30 to 3 o'clock, "The Sealed Book," sponsored by Divita Motors, Inc.; 3 to 3:30 "Hollywoods Open House," sponsored by the Carnell Co.

WCBS, New York: Howard Clothes, Inc. will assume sponsorship of the 11:00-11:10 p.m. newscast over station WCBS on Monday, Wednesday and Friday, starting January 31, it was announced by Don Miller, WCBS sales manager. Peck Advertising Agency, Inc., handles the Howard Clothes, Inc. account.

### Insull Heads New Division Of Stewart Warner Corp.

Chicago—Announcement of a newly created division to handle radio and television set production and distribution was made the past weekend by James S. Knowlson, president and board chairman of Stewart-Warner Corporation. The new division will be known as the Stewart Warner Electric division. Sam Insull, Jr., a vice-president, has been designated to head the new division.

### Stanley Abrams Writing Book

Stanley Abrams, advertising and sales promotion director of the Emerson Radio and Television Corp., is at work on a book tentatively titled "Television In Every American Home by 1960." The book, dealing with all phases and forms of television manufacture, planning production, programming and the industry's future in relation to America's future via entertainment news coverage and education, will be ready for publication late in '49.

# TELEVISION DAILY

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

## BARRY STAYS IN N. Y. AS ABC V.P.

### TELE TOPICS

**NEW YORK** prides itself on being a sophisticated town, but the pretense given the lie by the popularity of the old western films on the city's video outlets. It all began last Spring when WATV, Newark, went on the air. Up until a month or so ago, the indie did virtually no studio programming, scanning mostly feature films. Two full-length hoss ornyrs were, and still are, carried daily. They laughed, as the saying goes, until Ken Maynard, et al, began edging out many of the higher-priced shows on the stations across the Hudson. Average Hoopers counting only homes in New York City, gave WATV's westerns ratings between 11 and 12, in most cases second highest among the area's six stations for the time period. Now some of the other outlets have seen the light of the western sun, and have begun programming the films with a vengeance. Sunday evening, for example, I saw veterans on three different stations at about the same time. . . . Strangely enough, the audience of the westerns is not predominantly juvenile. Chronologically, that is. Average composition breakdown—men, 1.12; women, 1.23 and children, 1.57.

**RUDY VALLEE** brought a nostalgic touch and some fine showmanship to "Toast of the Town," over CBS Sunday nite when he musically reviewed his twenty years as a band leader, and sang some of the hit tunes he helped to popularize. The crooner is photogenic, has an easy, informal manner of working, and conceals his script reading with nonchalance. Vallee, incidentally, is one Hollywood personality who is not giving TV the go-bye. His video film outfit is in production on the Coast, and he'll be back on the Emerson show next week. . . . Dick Smith, NBC makeup artist, enjoys the dubious distinction of giving the bounce to royalty. Dick was annoyed by a sleek-looking, dark combed youth who was toying with a wig which hung on the makeup room wall. He curtly told the visitor to lay the wig down and get the hell outta there. Later, much to his chagrin, Smith recognized the man on "Meet the Press." The intruder was the exiled monarch of Yugoslavia—King Peter.

**TO THE GROWING LIST** of sports promoters in favor of scanning sports events add Max Winter, director of the Minneapolis Lakers, pro basketball champs of the BAA. Through KSTP-TV pickups, he said, "Minneapolians fans have got their taste of basketball as played the BAA way and have shown they like it. The Lakers are 40 per cent ahead of their attendance figures the same time a year ago." The Twin Cities station, incidentally, was given credit in upping attendance at University of Minnesota games for the 1948 season.

### Pulse Top 10 Tele Programs

(December, 1948)

NEW YORK			PHILADELPHIA			CHICAGO		
Texaco Theater	WNBT	70.0	Texaco Theater	WPTZ	62.0	Wrestling	WGN-TV	46.0
Talent Scouts	WCBS-TV	38.7	Talent Scouts	WCAU-TV	55.0	Vaudeo Variety	WENR-TV	38.0
Toast of Town	WCBS-TV	37.3	Break the Bank	WFIL-TV	50.0	Hockey	WBKB	35.0
Amateur Hour	WABD	32.7	Toast of Town	WCAU-TV	49.0	Film	WBKB	34.0
Small Fry Club	WABD	29.7	We, The People	WCAU-TV	49.0	Boxing	WGN-TV	32.0
We, The People	WCBS-TV	29.3	Basketball	WCAU-TV	44.0	Film	WBKB	32.0
Kraft Theater	WNBT	29.3	Amateur Hour	WFIL-TV	41.0	Wrestling	WBKB	32.0
Basketball	WCBS-TV	26.7	Film	WFIL-TV	40.0	Philco Playhouse	WNBQ	30.0
Winner Take All	WCBS-TV	26.7	Stop the Clock	WCAU-TV	40.0	Super Circus	WENR-TV	30.0
Howdy Doody	WNBT	24.1	Kraft Theater	WPTZ	39.0	Stars Tomorrow	WENR-TV	29.0
						Film	WGN-TV	29.0

### NBC's Coast Debut Set For January 16

Los Angeles—Jan. 16 has been set as opening date for KNBH, NBC owned and operated station here on Channel 4. Charles R. Denny, web executive veepee, will be here for the opening, which will be marked by a local all-star variety show and kinescope recordings of top East Coast network programs.

Commercial operations will begin on a Sunday - through - Thursday schedule, approximately three hours per day. NBC has invested \$1,200,000 in construction of buildings, facilities and equipment to put KNBH on the air. Studio F in Radio City has been converted into a 58 by 110 foot studio, with control room, client's booth, script rooms and dressing rooms. Other AM studios will be utilized when necessary.

Adjoining the studio is a film unit, with commentator's studio, projection room, viewing room and a large film vault. Construction of a kinescope recording installation is under way, and will be installed on the floor below studio F where the master control also is located, along with executive, program and engineering offices.

### Receivers To Be Okay For "Years"—Abrams

There is no danger of the present-day video receiver becoming obsolete in the immediate future, Benjamin Abrams, president of Emerson Radio and Phonograph Corp. said yesterday in an interview with Bill Leonard on WCBS' "This Is New York" program. "There will be improvements as we go along in television," Abrams said, "but these will come slowly and the receiver of today will continue to receive programs in years to come without any difficulty and fully as satisfactorily as they're getting them today."

Discussing the price range of TV sets, Abrams said that there was no chance that they would sell at the level of present-day radio sets in the foreseeable future. "In dealing with a television instrument you have a machine which has four or five times the number of components than a radio receiving set and consequently the price level of a television set will be four or five times higher," he explained.

Abrams said that mass production in receivers in the not immediate future would reduce the prices from their present levels but, "that may not be for some years."

### Furniture Show Pushes TV; RCA 16" Table Set At \$495

Chicago — The largest and most varied assortment of radios and television sets ever seen at a Chicago show, and featuring as the outstanding item the RCA-Victor 16-inch, 126 square inch picture table model at \$475, is on display at the Winter Furniture Market, which opened Monday in the Furniture Mart. Most of the leading television set manufacturers are represented at the mart and every new development in video is shown. In the radio line, exhibits range from tiny sets retailing at \$16.25, to ornate console models selling as high as \$3,000.

In all of the radio-tele exhibits, the interest was centered on television, and attendants were kept busy demonstrating the latest models. A majority of the tele receiving sets shown are those having the 10-inch tube providing 52 square inch pictures, but manufacturers also are showing the 12 in. and 16 in. screens and the 20 by 15 projection models.

As to the outlook for receivers with the standard 10-inch tube, it is the general opinion that there will be a large continuing market for this size, as well as for the larger sizes.

### Still Report Wilson Will Come East; Mowrey West

(Continued from Page 1)  
for Hollywood as veepee in charge of the western division.

**Doesn't Alter Wilson Plan**  
New development, it's understood, does not alter the earlier plan to bring J. Donald Wilson, director of program and production of the western division, to New York as director of programs. But directly connected with the change in Barry's plans is the sending of Paul Mowrey, director of television, to the West Coast to supervise the opening of ABC's TV stations in Hollywood and San Francisco.



BARRY

Job as veepee in charge of ABC's western division, a post left open when Don Searle resigned, is reportedly still to be decided on a permanent basis. It's expected however, that Frank Samuels, Pacific Coast sales manager, will be charged for the time being with operation of the western division.

For the last two years Barry has been veepee in charge of programs and television but he devoted little time to the latter. His new title marks the first time that ABC has had a vice president directly in command and concentrating solely on television.

ABC board holds a meeting today and is expected to announce all details of the new developments. It's considered likely that other personnel shifts are slated shortly.

**Get "Farewell" Last Week**  
Sudden change in Barry's plans is highlighted by the farewell luncheon tossed for him only two weeks ago by Louis Cowan at the 21 Club which was attended by top execs from agencies and all four networks. The change in plans came too late for Cowan to yell "Stop the Music." It is not known whether Barry will be tendered a "welcome home" luncheon.



MOWREY



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1001 ADDITIONAL  
ITEMS OF INTEREST

Send me the **1949 RADIO ANNUAL** and the next **260** issues of Radio Daily (full year's subscription). I will pay you \$10 on receipt of bill.  
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# RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 46, NO. 3

NEW YORK, WEDNESDAY, JANUARY 5, 1949

TEN CENTS

## BROADCAST OPERATING EXPENSES RISE

### Jahncke And Wilson Named ABC Veepees

Election of two vice-presidents by the ABC board of directors was included in a total of 12 new executive appointments announced yesterday by Mark Woods, network president. Newly elected veepees are Ernest Lee Jahncke, Jr. (station relations) and J. Donald Wilson (programs).

Jahncke, who was with NBC's traffic department from 1937 to 1941, came to ABC as a member of the

(Continued on Page 5)

### AFRA New York Local Elects 1949 Officers

Five new electees are among the eight officers who have just been voted by AFRA's New York local to head the organization in 1949. Announcer Nelson Case, unopposed for re-election as president of the local, received the highest number of votes for any candidate, 532.

The five vice-presidents elected, and individual vote tallies, are as follows: Karl Swenson 437, Ben Grauer 434, Virginia Payne 257, Ken-

(Continued on Page 2)

### Renew Two CBS Programs For Another 52 Weeks

Two CBS network programs — "Eric Sevareid and the News" and the daytime drama, "David Harum" have been renewed by their respective sponsors for another 52 weeks.

"Eric Sevareid and the News," featuring the web's chief Washington correspondent, is sponsored by Metropolitan Life Insurance Co.,

(Continued on Page 2)

### Mystery Voice Ruins KITE Religious Talk

San Antonio—KITE and Southwestern Bell Telephone Co., were at odds here over the mysterious voice which injected profanity into a broadcast of a religious story over the San Antonio station.

According to Charles Balhrope, owner and manager of KITE, the voice came from a telephone company repairman working on one of two lines connecting the studio and the transmitter.

Balhrope's demands for a letter of apology from the phone company have been refused, he stated, the company maintaining it was not responsible.

### FMA Naming Sellers As Bailey Successor

Washington Bureau of RADIO DAILY

Washington — Announcement is due tomorrow from FMA that Ed Sellers has been appointed executive director of the organization, succeeding J. N. "Bill" Bailey, who left the organization last week. Final word that Sellers' appointment had been approved by all FMA board members had not been

(Continued on Page 3)

### Canned Fruit Industry Prospect For Radio Spots

Heavy inventories of canned fruit on the Pacific coast and the growing competition of frozen fruit juice packers in Florida is expected to

(Continued on Page 2)

### NAB Report Based On FCC's Figures Comparing 1946-1947 Shows Wages Taking 46 Cents Of Each Dollar

### Radio-TV On Agenda Of Nat. Convention

Chicago—A panel discussion of "Radio and Television Selling in 1949" will be one of the features of the annual meeting of the National Appliance and Radio Dealers Association to be held January 9 to 12, inclusive, at the Hotel Sheraton. Jay Faraghan, program director of television station WGN-TV, Chicago, will represent the broadcasters in

(Continued on Page 8)

### Tony LaFrano Promoted By The Don Lee System

Hollywood—A. J. "Tony" LaFrano, chief production supervisor of Don Lee Network, has been promoted to the office of director of operations for the entire Don Lee radio-FM and television organizations, it was announced by Willet

(Continued on Page 2)

### New Ship-to-Shore Phone Demonstrated By W.E.

A new compact 250-watt marine radio-telephone especially designed for cargo vessels, oil tankers and small passenger ships has been put on the market, the Western Electric

(Continued on Page 5)

Washington Bureau of RADIO DAILY

Washington—NAB reported yesterday that the operating expenses of broadcasters rose to 79 cents on the dollar for 1947, compared with only 73.5 cents for 1946. Of this figure, salaries and wages took 58 per cent in 1947—46.1 cents of each dollar, compared with only 43.2

(Continued on Page 5)

### New Regional Web Debuts in Albany

New regional network of 27 stations in New York State, Connecticut, Maine, New Hampshire, Vermont and Massachusetts known as the Union Broadcasting System went on the air for the first time as a network last Sunday and has scheduled another program for Sunday, January 9. The regional web is sponsored by the officers, directors

(Continued on Page 8)

### Canadian Set Sales Show Decline In 1948

Montreal—Sales of radio receiving sets in Canada declined almost four per cent in October compared with September and were 14 per cent lower than October, 1947, the Domin-

(Continued on Page 2)

## Listener Survey Released To Radio Industry By NAB

Seventy per cent of the people feel that radio in their communities is doing an excellent or good job, according to "Radio Listening in America," new book written by Paul F. Lazarsfeld and Patricia L. Kendall and based on their second annual survey of American attitudes toward radio.

In answer to a detailed question on various forms of government control, 76 per cent opposed federal

regulation of radio advertising, 65 per cent opposed control of controversial issue programming, 67 per cent were against control of over-all educational programming, 59 per cent opposed government control of accuracy of radio news, and 52 per cent were against control of profits of radio stations.

Radio listeners prefer radio programs with advertising rather than

(Continued on Page 3)

### Lombardo Continuing

Guy Lombardo's last broadcast in the "Meet The Boss" series for Kaiser-Frazer on Mutual will be January 15th but the band leader will remain on the MBS airwaves as a sustaining feature at the same time, Saturdays, 9:30 to 10 p.m., EST. Mutual sales executives hope to land a sponsor for Lombardo based on the upward trend of his ratings.

### New Record

Surpassing previous records on bringing speeches to the CBS mikes within a year's time, the network presented a total of 225 speakers during 1948. President Truman was heard on the web 16 times and CBS claimed 21 "firsts" in the nature of reports by official speakers on world happenings. Helen J. Sioussat, director of talks, announced.

522240



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**MARVIN KIRSCH** : Business Manager

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★ **COMING AND GOING** ★

**ROGER BAKER**, commercial manager of WKBW, Buffalo, N. Y., is in Washington, D. C., but will be in New York tomorrow and Friday before going back upstate.

**BAILEY AXTON** has returned to WREN, Topeka, Kans., following conferences in New York with the station's national reps.

**JACK CARSON** and the members of his CBS program company, tomorrow will arrive in Chicago for a theater engagement during which the network show will originate in the Windy City.

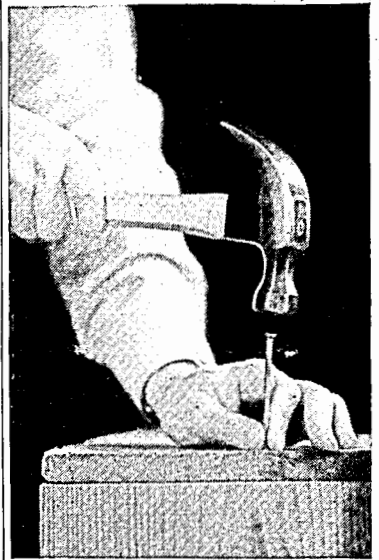
**MONICA LEWIS**, vocalist, tomorrow will leave by plane for Hollywood. She will make a number of radio appearances, and is scheduled for an engagement at the Mocambo. She'll be back in February.

**JAMES SEWARD**, vice-president of the Columbia network in charge of operations, left yesterday on a 10-day business trip to the West Coast.

**JUDSON BAILEY**, of the CBS sports staff, returned yesterday from Miami, where he assisted in the network's coverage of the Orange Bowl game.

**RAY HEATHERTON**, master of ceremonies heard on CBS programs, is in Denver, Colo., where on Saturday he will be emcee at the National Guard military ball.

**EDGAR KOBAK**, president of the Mutual network, who spent the past week on business in Washington and resting up in a vacation resort farther South, is back at his desk in New York.



**Tony LaFrano Promoted By The Don Lee System**

(Continued from Page 1)

H. Brown, Don Lee vice-president and general manager. In his new capacity LaFrano will have charge of all artists, producers, sound, camera, special effects, scenery, script, and other elements in all Don Lee communications operations, Brown said. Appointment is effective immediately. LaFrano began with Don Lee's affiliate KDB at Santa Barbara in 1937, and his present job in 1939.

**Canned Fruit Industry Prospect For Radio Spots**

(Continued from Page 1)

open some new spot business for radio in the key center cities during the next few months, RADIO DAILY learned yesterday.

Canned fruit production for 1948 was 33,434,365 cases in 1948 compared with 31,715,926 cases in 1947. On December 1, California canners had about 12 million cases on hand which have been sold to distributors but not shipped.

**Canadian Set Sales Show Decline In 1948**

(Continued from Page 1)

ion Bureau of Statistics reports. October sales amounted to 75,209 units compared with 78,228 in September and 87,668 in October last year. During the first ten months of the year, producers' sales totaled 427,140 units against 632,203 in the similar period of 1947.

**Renew Two CBS Programs For Another 52 Weeks**

(Continued from Page 1)

New York, and is aired Monday through Friday, 6:00-6:15 p.m., EST. Young & Rubicam, Inc. is the agency.

B. T. Babbitt, Inc., New York sponsors "David Harum," popular daytime program presented Monday through Friday, 3:00-3:15 p.m., EST. Duane-Jones Company, Inc. is the agency.

**10 YEARS AGO TODAY**

From the Files of Radio Daily

A survey just completed by National Women's Institute among members of the Federated Music Clubs of America with results proving that women should be given more recognition in the entertainment field. . . . The New York Post is conducting a promotion campaign on WOR and WMCA, offering groups of classical recordings to readers in return for a stated price and a certain number of coupons published in the newspaper. . . . According to announcement, the New York City general education board has issued a grant of \$3,000 to the Princeton radio project to study the public's reaction to the Orson Welles' broadcast. . . . The two most significant developments in the radio business during the past year as cited by George K. Throckmorton, president of the RCA Manufacturing Co., is the continuance of the downward trend in radio prices and the growing public interest in recorded music.

**AFRA New York Local Elects 1949 Officers**

(Continued from Page 1)

neth Banghart 312, Chuck Goldstein 299. These five were elected from among 11 nominees. Miss Payne was an incumbent and Grauer was formerly treasurer.

Dan Seymour was elected treasurer for 1949 with a total of 381 votes. Ted Osborn, who received 366 votes, was named recording secretary.

**Hubbell To Speak**

Richard Hubbell is lecturing at Fordham University tonight on the subject of "The Role of Film In Television." This is the beginning of a series of lectures to be given at various colleges.

**AVAILABLE**

Alert, progressive announcer. Must locate in or near New York. Three years' experience. References, disc, interview will tell my story. Box No. 201, Radio Daily, 1501 Broadway, New York 18, N. Y.

**FINANCIAL**

(January 4)

**NEW YORK STOCK EXCHANGE**

	High	Low	Close	Net Chg.
ABC	10 1/4	10	10	- 1/2
Admiral Corp.	18 1/4	17 3/8	18	+ 1/4
Am. Tel. & Tel.	150 3/8	150	150 1/4	+ 3/8
CBS A	23	23	23	+ 1/4
Farnsworth T. & R.	6 7/8	6 3/4	6 7/8	+ 1/8
Gen. Electric	38 1/2	38 1/8	38 1/8	- 1/4
Philco	38 1/4	37 3/4	38	+ 1/4
RCA Common	13 1/4	12 7/8	13 1/8	+ 1/8
Westinghouse	25	24 3/8	25	+ 1/2
Zenith Radio	30	29 1/2	30	+ 3/4

**NEW YORK CURB EXCHANGE**

Hazeltine Corp.	11	11	11	
Nat. Union Radio	3 3/8	3 1/2	3 1/2	- 1/8

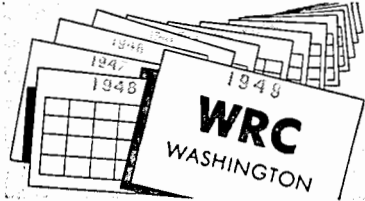
**OVER THE COUNTER**

	Bid	Asked
DuMont	15	16
Stromberg-Carlson	15	16 1/2

**Linkletter Family In Reel**

Hollywood—Ralph Staub, producer of Columbia's "Screen Snapshots," has just completed shooting Art (People Are Funny) Linkletter and his family for a reel titled, "Hollywood Families," set for release on Father's Day.

**INS has served**



**FOR 10 YEARS**

**Right smack on the head!**

If you're driving nails, there's only one good place to hit them — right smack on the head! And that's the only good way to buy radio time, too. You've got to hit the nail on the head by selecting the best radio station in each town.

In Baltimore, the nation's 6th largest market, the answer is easy. You just buy W-I-T-H, the BIG independent with the BIG audience. For W-I-T-H delivers more listeners-per-dollar than any other station in town.

W-I-T-H covers 92.3% of all the radio homes in the Baltimore trading area. If you want low-cost sales in this rich market, call in your Headley-Reed man and get the full W-I-T-H story.



**W·I·T·H**

Baltimore 3, Maryland

TOM TINSLEY, President  
 Represented by Headley-Reed

## FMA Naming Sellers As Bailey Successor

(Continued from Page 1)  
received yesterday — and it was strictly “no-comment” when board members and Sellers himself were quizzed. Significantly, Sellers was alone at the FMA offices here yesterday.

The incoming director has been with Associated Press Radio for the past year and a half, but neither he nor Everett Dillard, of the FMA board, would give any other information about him.

### RRN To Cover Session

The Rural Radio Network of FM stations will move its portable equipment into the Hotel Hamilton in Utica on January 5th to cover the three-day annual meeting of the New York State Vegetable Growers' Association. Bob Child, RRN program director, will head the crew of web program and technical personnel.

The coverage will include news and special feature shows from the floor of the confab as well as a special transcribed round-up program to be broadcast on Friday, January 7, the closing day of the meet, and aired at 12:30 p.m.

The New York State Vegetable Growers' Association is one of the ten farm organizations responsible for the founding of the Rural Radio Network.

## ★ AGENCY NEWSCAST ★

**F**RANCES E. SOLOW has been named director of public relations and research, a newly created position, at Emerson Radio & Phonograph Corporation, it was announced by Stanley M. Abrams sales promotion manager. Miss Solow joined Emerson Radio in 1924 and served as advertising manager until her current appointment.

**HUCKSTERS AGENCY** has been opened in San Antonio, Tex., to handle publicity, radio production and entertainment. It is located in the Maverick Bldg. Two former local radio men, Al Kaufman, of KCOR, and Eddie Hyman, of KYFM, are associated in the office with Ed Laughtery.

**MCCANN-ERICKSON** Caracas office has been appointed by Cia. Anonima de Automoviles of that city to handle the advertising of its home apparatus department (radios, stoves, etc.). For the present, the campaign will be confined to Caracas newspapers.

**TELEVISION DISTRIBUTORS**, Oakland, Cal., (Vue-Master receiver distributors) have appointed Ad Fried Advertising Agency, Oakland. Campaign is being used to stimulate receiver sales simultaneous with release of first TV broadcasts in northern California.

**KASTOR, FARRELL, CHESLEY & CLIFFORD, Inc.**, New York advertising agency, announces the opening of a Chicago office in the 333 Building, 333 North Michigan Avenue. David Brown, formerly an executive with Foote, Cone & Belding and Dancer-Fitzgerald-Sample in Chicago, joins the agency and will direct the activities of the new office.

**HOWARD CHASE**, director public relations, General Foods Corporation, will speak before the Advertising and Selling Course, conducted by the Advertising Club of New York, on Thursday, January 6th. His subject will be “Public Relations and Community Co-operation.” This meeting will be held at the Engineering Societies Building at 6:15 p.m.

**HARRY TRENNER**, vice-president of the William H. Weintraub agency, has announced the appointment of Miss Gladys York as business manager of the advertising agency's radio department. Miss York, who has been with the Weintraub Agency since October, 1947, was formerly sales service manager at ABC, where she served for three years. Prior to that she was with network sales department of Columbia Broadcasting System.

## Listening Survey Released By NAB

(Continued from Page 1)  
paying an annual license fee of \$5, the survey revealed. 76 per cent of those answering questionnaires favored continuance of the present manner of presenting sponsored programs.

Probing into the listeners' attitude on commercials, the survey brings to light the fact that a minority, approximately 9 per cent of the audience, has a strong conviction against advertising on the radio. Dr. Lazarsfeld points out that the whole set of facts regarding the listeners' attitude toward commercials duplicates almost completely the findings of the first survey.

**Re Singing Commercials**  
Investigating singing commercials, which Dr. Lazarsfeld's analysis said had recently “become the symbol of the controversy over commercial advertising,” the survey added a new feature to its interview questions.

Answering the detailed question, 37 per cent said they liked singing commercials better than the straight kind, 43 per cent said they did not like them as well, 18 per cent said it made no difference, and two per cent did not know.

The book is being mailed this week to the radio industry, news media, government leaders, educational institutions and libraries.

# “THANKS FOR THE PARLAY”

## WIN Groucho Marx in “You Bet Your Life”

*Best quiz show—says Motion Picture Daily Poll of all U. S. radio editors for “Fame.” (Elgin-American Compacts—Wed.—ABC.)*

## PLACE Art Linkletter in “G. E. House Party”

*Placed highest ALL 15 daytime audience participation programs latest Hooperating. (General Electric—ABC.)*

## SHOW Art Linkletter in “People Are Funny”

*3rd consecutive year one of the best audience participation shows says Motion Picture Daily Poll of all U. S. radio editors for “Fame.” (Raleigh Cigarettes—Tues.—NBC.)*

**JOHN GUEDEL RADIO PRODUCTIONS**

## SOUTHWEST

**R**ALPH M. FRITZ has been added to the staff of WOAI, San Antonio, replacing Marvin Alisky. Fritz is a former writer and newspaperman.

The Cotton Bowl classic on New Year's Day was presented over the Texas Quality Network under the sponsorship of the Humble Oil and Refining Co., with Kern Tips handling the broadcast. Game was between Southern Methodist University and Oregon.

KMAE, McKinney, has received FCC approval for an increase in operating power. The outlet will go from 500 watts to 1,000 watts and will operate daytime on 1600 kilocycles.

Believed to be the first disc jockey show done in Spanish is "Serenata Nocturnal" "Your Midnight Serenade" being heard five nights per week for a full hour over KCOR, San Antonio. Program features Fernando Rubio as the Spanish language disc jockey.

The St. Mary's University Broadcasting Corp., at San Antonio, has filed an application with the FCC for a new standard broadcast outlet to operate on 1240 kilocycles with a power of 250 watts fulltime. Outlet would be built at a cost of \$70,000. The firm proposes limited commercial operation with the faculty and members of St. Mary's presenting certain type programs. Principals in the group include Mark Perkins who would be president and general manager with 45 per cent interest. Perkins is general manager and recent purchaser of KPAB, Laredo. John Gordon Lloyd, station manager with 11 per cent interest, is commercial manager of KPAB. St. Mary's University would have 17 per cent interest. Joseph T. Kenny would be vice-president with 1 per cent; he is an insurance agent. Ralph C. Langley, 1 per cent and secretary-treasurer, he is a local attorney. Al M. Heck, local attorney would have 20 per cent interest.

Marvin Broyles, program director for KCOR, San Antonio, has announced a series of interviews with well known musicians on the outlet's "Tippin' In" programs. Earl Bostic was interviewed Christmas Day. Others lined up on their visits to San Antonio include Cootie Williams and Ivory Joe Hunter.



### Mainly About Manhattan. . . !

● ● ● ABC readying another super-colossal gimmicked-up alrer (a la Stop the Music)—this one involving the identity of a mysterious character who'll show up in various parts of the country. . . . Camel cigarets shopping for a daytime 15-minute stanza. . . . Phil Harris telling pals he wanted to stick to NBC to prove that his rating wasn't due to shirt-tailing on Jack Benny's trail blazer. . . . Coca Cola said to be re-suming interest in Edgar Bergen. . . . Gen'l Foods bought the Lambs Club video gambol satirizing Feb. 27th over NBC at 8:30. Marty Goodman agented. . . . More Hooper: Spike Jones came up Sunday with a 10.4 against Ozzie & Harriet's 8.2, with Fred Allen showing a 12.3 against Sam Spade's 11.2. . . . CBS aiming to originate video shows from its 45th st. theater after remodelling. . . . One video firm lopped off close to 500 bux from the price of one of its expensive models. . . . Staff of a N. Y. indie station fuming at the antics of its general manager. . . . Current Look magazine features Anne Burr, lead on CBS' "Big Sister," on the cover. So far as we know, this is a milestone in daytime radio promotion. . . . Jean Sablon a terrific click at the new Peacock Room of the Mark Hopkins in San Francisco. From there, he leaves for H'wood for a series of guest shots on top shows out there.



● ● ● MAIN STREET SEEN-ery: Jose Ferrer gazing out of a window at Sardi's. Prob'ly wishing the weather were Ferrer and warmer. . . . Overheard at WWRL newsroom: Sometimes you have to treat a woman with a pair of cad gloves. . . . Cartoon in magazine: Radio director to actors: "Put more feeling into it; it isn't for namby-pambies, it's for bloodthirsty children."



● ● ● FOR TYPING OUT LOUD: The next time anybody on Radio Row speaks disparagingly about press agents and belittles their talent or potentialities, tell them to try this on their Underwood: Here is a partial list of some of the idea jugglers who have stepped from the ranks of the publicists into the Big Time: Ken Lyons, now scripting "Boston Blackie" and "Arthur Godfrey's Talent Scouts"—Gil Braun, the writer of NBC's "Frank Merriwell," among others—Coleman Jacoby, Mike Cramoy, Milt Josefsberg, Jack Rose, Eli Cass and Seaman Jacobs, all top comedy writers now—Gary Stevens, directing "Luncheon at Sardi's" and producing "20 Questions"—Marge Kerr, an important exec at N. W. Ayer—Irving Mansfield, a top CBS program creator (ditto Lester Gottlieb). . . . Doug Whitney, now with MCA radio dep't on the coast—Arnold Horwit, brilliant writer of "Make Mine Manhattan," and "Inside U.S.A."—Gloria Safier, one of the most astute of the legit theater agents—and Lyn Duddy, who's proving little short of a genius as a director of choral groups and creator of original music.



● ● ● SMALL TALK: Dwight Weist readying a front-page announcement in the television field. . . . USO office being swamped with entries to the "Who Is Miss Terry" contest currently being staged on the "Fashions on Parade" series for the benefit of the servicemen's organization. . . . Doug Edwards' video newscasting enjoying top rating for this type of offering.



● ● ● TURN BACK THE DIAL: The zany comedy of Ray Knight's "Cuckoos" and the equally adept laugh parade concocted by the CBS rival, Brad Browne's "Nitwits". . . . The late Gov. Al Smith's individual pronunciation of the wireless medium. To wit: "Raddio". . . . Those corking, well-produced NBC house shows. Namely, the annual "Announcers' Frolic" and the page boy program, "The Brass Button Revue". . . . The best male quartet of this generation—the Revelers, making merry, harmonious sounds with "When Yuba Played The Tuba," especially these bass notes of Willfred Glenn.

## NEW BUSINESS

**WIND, Chicago:** Manor House Coffee, through Earle Ludgin & Co., a one-day-a-week spot campaign from January 7 to April 1. Each Friday the product will be advertised via twelve minute- and half-minute announcements, commencing at 7 a.m. and ending at 5 p.m.; Royal Desserts, through Ted Bates, Inc., six-day-a-week spot announcements from January 3 through December 31, 1949; Mickelberry Food Products, through Schwimmer & Scott, a six-a-week schedule of spot announcements, 4 to 7 each day, for 52 weeks from January 3.

**WMAQ, Chicago:** Chicago Herald-American, a 52-week renewal of the "Comic Weekly Man" program, Sundays, starting December 26; Beechnut Packing Co. (gum), through Newell-Emmett Co., three station breaks weekly, January 3 through June 29; American Chicle Co. (gum and Chicklets), through Badger, Browning & Hersey, a 52-week renewal of nine station breaks weekly, starting January 1; College Inn (night club), through Dave Garro-way, Inc., participating announcements in the "11:60 Club" program, Tuesday through Saturday, for six weeks starting December 26.



## ETHEL THORSEN'S FASHION PAGE

WABD—Wed.—3:30 P. M.

"A New Fashion In Fashion Shows."

### Ed Sullivan, in Daily News:

"Video viewers oh-hing over DuMont eyeful, Ethel Thorsen."

### Ben Gross, in Daily News:

"Ethel Thorsen, famous robe designer, is one of the few women in her business who is glamorous enough to serve as a model for her own wares."

1906 1949

*Henri*  
CONFISEUR

**FRENCH RESTAURANT**  
LUNCHEON from \$2.00  
DINNER from \$3.00  
COCKTAIL BAR

*Famous French Candies*  
15 East 52nd St.  
AIR CONDITIONED

## Jahncke And Wilson Named ABC Veepees

(Continued from Page 1)

ation relations department in 1945 after wartime duty in the Navy. Otto Brandt will continue as national director of station relations, both for radio and television affiliated stations.

Wilson, formerly West Coast program manager, is shifting to New York as veepee in charge of programs. In Hollywood, John Edwards, now production manager, becomes acting head of programs for the western division.

It was formally announced that Charles (Bud) Barry has been appointed veepee in charge of television with over-all responsibility for all ABC video operations. Barry reports to Robert Kintner, executive veepee of the network. Paul Mowrey continues as national director of television.

Morgan Ryan has been given two titles— eastern program manager and program manager of WJZ, a move which shifts two other executives out of those jobs. They are Charles Farrell, who becomes executive television producer, and John Hade, who switches to WJZ's television sales department. Anne Kelly is the new assistant program manager for WJZ.

Harold Morgan, Jr., has been named business manager for television. Two new assistant secretaries of the company are Geraldine Zorbaugh and William R. White of the ABC legal staff.

Frank Samuels, West Coast sales manager for ABC, will serve as acting head of the network's West Coast operations.

ABC announced that the "realignment of executive personnel" was made to conform to rapidly expanding television activities. It came, however, just when the web reportedly slashed its operating budget 25 per cent for 1949. Other realignments are likely to follow those already announced.

## New Ship-to-Shore Phone Demonstrated By W.E.

(Continued from Page 1)

Company announced late last week. The new equipment (248A) is provided normally with one receiver with 10 pre-tuned frequencies but two additional similar receivers can be added, thus allowing the ship to monitor three different radio channels at one time: a high seas channel, a coastal harbor channel and a ship-to-ship channel. When the three channels are monitored simultaneously, Western Electric engineers said, a light on the control panel, an optional feature, shows which is calling.

The higher-powered, yet compact, equipment can be used anywhere aboard ship, regardless of where the antenna is installed. Coaxial cable is used to connect the set with the antenna, it was explained.

Instant selection of changeover

# ★ P R O M O T I O N ★

### Ultrafax Brochure

In a brochure describing the progress made in the development of Ultrafax, RCA called it "an advanced method of communication beyond any other existing method of transmitting information and intelligence."

The report issued this week repeated the words of RCA president David Sarnoff envisioning that "future generations will have a radio mail system that will make our present delivery system, splendid as it is, seem as slow as the Pony Express."

Ultrafax, according to the report, is seen as a coming boon to business and finance, to law enforcement officers, to weather bureaus, to military services and to publishers.

The attractive, colorful, 32-page brochure contains many personality cuts, charts and diagrams as well as reproductions of the material which was transmitted at the Ultrafax demonstration at Washington on October 21, 1948.

### Publicizing The Listener

A series of two inch, one column ads are being run in various sections of the local dailies by Charles W. Balthrope, owner and manager of KITE, San Antonio. On the top line is the name of a listener and this is followed by the address. Then comes the legend that they "Listen to KITE" because there's music for everybody. KITE call letters in huge block letters with the dial setting followings. Then the legend "no blood, no thunder" news every hour on the hour.

### Public Service

Two public service series, "Let's Listen to the Veteran," and "Know Your Government," have been scheduled by WHLL, Hempstead, L. I.

The veterans' program, to be heard Saturdays at 2:45 p.m., will be presented in cooperation with the N. Y. City regional office of the V-A. "Know Your Government" will be aired on Wednesdays at 2:45 p.m., beginning Jan. 12, and will feature civic and government officials in discussions of how the county government works.

from one to any other of the thirty optional pre-tuned frequencies can be made from a small control panel mounted in the chart room, wheelhouse or other convenient location, the announcement added. The control panel is equipped with "black light," fluorescent marking activated by ultra violet light, so that it may be read at night without interfering with the night vision of the ship's personnel.

The principles of the equipment will be featured at the National Motor Boat Show at Grand Central Palace, Jan. 7-15. A complete 248-A has been installed in the Smith-Meeker showrooms in the World-Telegram Building, 125 Barclay St.

### Theater Tieups

Eddie Howard, disc jockey on WIND, Chicago, is promoting his show through a series of special gimmicks with theaters in metropolitan Chicago. From December 10 to 22 Hubbard asked his listeners to write in if they had any special memories of "one Sunday afternoon." In return, the Balaban & Katz Roosevelt Theater carried a daily trailer advertising the forthcoming showing of the picture "One Sunday Afternoon" and asking the audience to listen to Eddie Hubbard's "ABC Club" on WIND. Best letters were chosen and participants in the gimmick were invited to a special Eddie Hubbard - WIND screening of the new picture. It was made clear that the gimmick did not involve a "contest" angle. Those responding did so without knowing what the results would be. "The response was excellent," says WIND, "and proved that a radio audience can give a purely voluntary response without the duress of the 'give away everything and the moon' prize program promises."

### Photography Contest

Art Ford, who conducts the "Milkman's Matinee" on WNEW, New York, is sponsoring a photography contest for the best shots taken after dark. The contest is being run in cooperation with the DeJur-Amsco Corporation.

The subject of the Art Ford-DeJur contest is "Our Town at Night," and is open to all amateurs within the listening area of WNEW. The subject matter is limited to night pictures in the village or city in which the listener lives. Entries are to be judged by a committee of camera experts, including editors and professional photographers. These include: Jacob Deschin, New York Times; Norris Harkness, New York Sun; Hy Gardner, columnist for Parade Magazine; John Hugel-meyer, professional photographer; and Art Ford.

Awards to go to the winners are: first prize, a DeJur 8mm. Fade-Matic movie camera, loaded with film; second prize, a DeJur 8mm. projector; third through tenth prizes, DeJur Dual Professional Lifetime exposure meters.

### Craigmile Heads Belden Co.

Charles S. Craigmile, executive vice-president, has been elected president of Belden Manufacturing Company, manufacturers of electrical wires and cables, with plants in Chicago, Illinois and Richmond, Indiana. He succeeds Whipple Jacobs, who resigned to become president of Phelps Dodge Copper Products Corporation, New York, N. Y. Craigmile was elected at a special meeting of the board on December 30, 1948, following acceptance of Mr. Jacobs' resignation.

Arthur L. Warner, Belden treasurer since 1936, was elected vice-president and treasurer of the firm.

## Operating Expenses Rose In '47 Over '46

(Continued from Page 1)

cents in 1946 report, by director of research Kenneth Baker, is now being mailed to all members. It is based upon FCC figures. Baker explained yesterday that all figures in the ratio calculations are expressed as percentages of station net revenue for all commercial stations. Eight other sheets in the report show ratios for specific types of stations: full-time and part-time, network affiliates and non-affiliates, 50,000 watt, 5,000 to 20,000 watt, regional and local stations.

The study did not include the operations of 11 key stations of nationwide networks, since the reports filed by them with the Commission do not show adequate segregations of expenses between station and network operation.

Typical breakdowns of the total study showed the following increases in operating expenses for the entire industry:

**Technical expenses**, including salaries and wages, repairs, and other technical costs, up to 13.5 per cent of total broadcast revenue from 12.1 per cent in 1946.

**Program expenses**, including salaries and wages, talent, royalties and license fees, transcriptions and recordings, wire services and other costs, up to 28.2 per cent from 26.6 per cent in 1946.

**Selling expenses**, including salaries and wages, commissions and other costs, up to 11.3 per cent from 11 per cent in 1946.

(Since the ratios are based upon total net revenue from the sale of time and incidental services, the commissions to agencies and station representatives have already been deducted from the base figure.)

**Total direct expenses** connected with the broadcast and sale of radio programs, including all items above, up to 53 per cent from 49.7 per cent in 1946.

**General and administrative expenses** up to 26 per cent from 23.8 per cent in 1946. This category included salaries and wages, legal service, insurance, experimental and developmental expenses, depreciation and amortization, rent, taxes (except Federal), losses on notes, accounts, etc., and other general costs.

### Named Sales Manager

Chicago—Edward L. Taylor has been appointed general sales manager of Stewart-Warner radio and television products. Sam Insull, Jr., v-p in charge of Stewart-Warner Electric Division, announced early this week.

Taylor was formerly sales v-p for Camfield Mfg. Co., Grand Haven, Mich. Prior to military service as an Air Force captain, he was sales executive of Schick, Inc., Stamford, Conn.; advertising manager of Toastmaster Products Division of McGraw Electric Co., and sales promotion manager of the Chicago branch of Thor Corp.

**THE TREND**

**IN**

**TV PROGRAMS**

This question and many more on  
TV will be accurately answered in

**The 1949  
YEAR BOOK OF TELEVISION**

**THE NEW EDITION** — now  
in preparation will be an im-  
portant section of the 1949  
**RADIO ANNUAL**, the industry's  
accepted reference volume.

# TELEVISION DAILY

Section of RADIO DAILY, Wednesday, January 5, 1949.— TELEVISION DAILY is fully protected by register and copyright

## NBC AND DuM IN CABLE SISTER ACT

### TELE TOPICS

**COLGATE THEATER** got off to a smooth start over NBC Monday night with a slick production of Olga Moore's comedy, "Fancy Meeting You Here," adapted by William Stewart. Atmosphere of a legit theater was neatly established through opening film of crowds entering the lobby, close-up of a ticket taker, etc. After the theater audience is seated, the film dissolves to a close-up of a playbill with opening credits and cast. After a switch back to the theater audience film, the curtain starts to rise and quickly dissolves to the opening scene of the play. The same gimmick was used for the closing. . . . The play itself was an amusing, inconsequential comedy, produced by Vic McLeod and directed by Hal Keith. Mary Wickes, Eve Condon, Nancy Marjand, and Betty Gard were excellent, but Brooks West, in the male lead, was stiff and unconvincing, and Peggy Van Fleet's brief spot was weak. Keith's direction was good and was highlighted by a trick shot showing Miss Wickes, as the maid listening to a phone conversation in another room. . . . Film commercials, for Kel and Lustre-Creme, were effective, although unfortunately too similar in tone to those used by Colgate in other media. William Esty is the agency.

**JAN. 12** has been set as the opening date for "Arthur Godfrey and His Friends," the new Chesterfield show over CBS, 8-9 p.m. Featured with the red-haired goldmine will be Janette Davis, Bill Lawrence, the Mariners and Archie Bleyer's ork. Mug Richardson and Jack Carney will produce, with Paul Nickell directing.

. . . Steven Televised Presentations, Inc., has interested two prospective bankrollers (one's in oil) in a new package built around Ray Berle and his band. . . . Now that RCA Victor has unveiled its \$495, 16-inch table model, trade speculation has reached new heights regarding price cuts in similar models of other manufacturers. DuMont, for one, has said that it plans to reduce on its 15-inch table set which sells for around \$700. Sales trends during the next few months may tell a different story, however.

**WITH ALL FOUR** of his available packages now on the air, Henry White, president of World Video, leaves for the Coast today to confer with veepee John Steinbeck on five new shows—two playtimers, a variety stanza, a Theater Arts Magazine show with editor Charles MacArthur (a director of World Video) and a weekly news seg featuring Quentin Reynolds. . . . WDSU-TV, New Orleans, was given a rousing sendoff by special video sections in the Item, Times-Picayune and the States, running 26, 28 and 20 pages, respectively.

### Webs Complete Plans For Cable Opening

Headline personalities and programs of the four networks will be showcased on the entertainment portions of the kickoff program for the opening of the co-ax link between the East and Mid-West the night of Jan. 11. Details of the shows, which were revealed yesterday, follow:

CBS, which will lead off the parade of the nets at 10 p.m., will place its best foot forward with a show built around favorite son Arthur Godfrey. Singers Janette Davis and Bill Lawrence, newscaster Douglas Edwards and the Bunin Puppets also will be seen.

#### Ted Steele, for DuMont

Ted Steele, sometimes called "DuMont's Arthur Godfrey," will be featured in that web's 15-minute seg along with his new 16-piece band designed "exclusively for television." Also participating will be violinist-comedian Mac Ceppos, harpist Elaine Vito and dancer Esther Horrocks.

NBC will present a variety show headed by Milton Berle and other members of the "Texaco Star Theater" troupe.

Benny Goodman and his orchestra will headline the WPIX portion of the show, via a remote from the Paramount Theater.

Closing portion will be handled by ABC. Program will be a capsule version of "Stand By For Crime," a regular dramatic feature of WENR-TV. Marc Connelly will introduce the show.

### U.K. Film Group Asks Theater TV Bands

London (By Cable)—Six bands for transmission of TV programs from studios to theaters would be set up under a new proposal to solve the video deadlock between BBC and motion picture interests. Proposal, made by six representatives, will be discussed today at a meeting of the REP committee.

Plan would restrict bands to studio-theater transmissions, with provision to prevent other TV sets from picking up the programs. While the proposal as it stands calls for six bands, two for each television station, film interests are believed ready to accept three free bands, one for each transmitter.

As a safeguard, bands would be placed under control of the REP committee, which would act as the administering body.

Under the REP committee program, if BBC will agree to this plan, termed, "Operation Quid Pro Quo," industry would then discuss how they can provide some of the films on the long list requested by Broadcasting House. List included some new first features, while the majority were top ranking films.

### Balt. Set Sales Up

Baltimore — Sale of tele sets in Baltimore, accelerated by Christmas buying, rose to a new high last month of 5,589. The previous record in the city was established during the months of October and November.

## \$5,000,000 Plant Expansion Announced By Philco Corp.

Program of plant expansion by Philco Corp., amounting to about \$5,000,000 for the year, was revealed yesterday by prexy William Balderston. Major part of the expansion will be aimed at trebling the company's output of video receivers—from under 200,000 sets in 1948 to about 600,000 this year.

"One phase of this expansion includes an addition to our cathode ray and receiving tube manufacturing plant which supplies part of our television tube requirements," Balderston said. "We are also planning to enlarge our plants at Watsonstown, Pa., where we produce cabinets for television and radio receivers, since the cabinet needs in television are much greater than in radio.

"Another important step we are taking is to provide facilities for manufacturing television sets at Sandusky, Ohio, where we already have an auto radio plant, so that we shall be in a better position to serve the fast-growing Mid-Western television market," he continued.

#### Points to Rapid Growth

Balderston pointed out the tremendous growth of video as well as increasing service by AM and FM, and said that the expansion program expresses Philco's "confidence" in the future of the industry. He added, "We confidently expect, therefore, that 1949 will see many new production, sales and employment records established by the television-radio industry."

### Friday Nite Frolic Going On 2 Webs Simultaneously

Admiral Corporation and the Kudner Agency have found a way to place a show on a network that does not have use of the coaxial cable to the Mid-West for the desired time period, and still get live coverage on both the Eastern and Mid-Western webs. The solution finally decided upon is expedient, if expensive—buy the network that does have right to the cable during that time.

Therefore, "Friday Night Frolic," the new Max Liebman musical revue, will be seen on both NBC and DuMont simultaneously, beginning Jan. 28, 8-9 p.m., EST, until additional channels are made available by AT&T. Time seg on the co-ax was allotted to DuMont.

Billed as TV's first full-scale "Broadway-type musical revue," the show will be aired by 24 stations in 16 cities, with 14 other cities to be added via kinescope recording. Pickup, from the International Theater in Columbus Circle, will be a joint NBC-DuMont affair.

Program will have a permanent stock company featuring Sid Caesar, Mary McCarty, Imogene Coca and Gower and Champion with its own technical and administrative staffs to cover all phases of production. A permanent ballet troupe and occasional guest stars also will be seen.

A well-known theatrical producer, Liebman will produce and direct, and will also join Mel Tolkin and Lucille Kallen in writing lyrics and sketches. Charles Sanford is musical director, with settings by Frederick Fox, costumes by Paul DuPont and choreography by James Starbuck. Show was built by Kudner and the William Morris agency.

The show will be carried live by following stations: New York, WNBT and WABD; Philadelphia, WFIL-TV and WPTZ; Baltimore, WAAM and WBAL-TV; Washington, WNBW and WTTG; Boston, WNAC and WBZ; Cleveland, WEWS and WNBK; Chicago, WNBQ and WGN-TV; Detroit, WWJ-TV and WJBK-TV; Schenectady, WRGB; Buffalo, WBEN-TV; St. Louis, KSD-TV; Milwaukee, WTMJ-TV; Toledo, WSPD-TV; New Haven, WNHC; Pittsburgh, WDTV; and Richmond, WTVR.

### WTMJ Sells Hockey

Milwaukee—WTMJ-TV will carry four home games of the Milwaukee Clarks in the International Hockey League, sponsored by the Clark's Super Gas Co.

## Radio-TV On Agenda Of Nat. Convention

(Continued from Page 1)

the discussion. E. C. Bonia, general sales manager of Bendix Radio Co., Baltimore, will represent the manufacturers, and the retailers will be represented by Gardner Cole, of the Welch Co., Scituate, Mass., and Art Becker, of Becker's, Evanston, Ill. Retailers from every section of the country will be in attendance.

The subject for discussion is attracting particular interest at this time because the rapid strides being taken by the television industry during 1948 have been accompanied by one of the evils of merchandising—price cutting. In announcing this phase of the program, C. C. Simpson, managing director of the association, said:

"Although the market has been barely touched and in most sections of the country, a buyer's market is yet to be realized, television sets are being sold at discounts that in many instances wipe out all but a fraction of the dealer's margin. Coupled with price cutting as an influence in the 1949 picture are the problems of installations and service as related to merchandising at a profit. Although it is not the purpose of the panel to solve these problems, it is expected that discussions will evolve around 'how a fair profit can be realized if television is merchandised properly this coming year.' With various segments of the industry represented, it is also expected that merchandising the product through cooperation with the distributor, manufacturer and broadcaster will receive much consideration."

### Cook Gets 87,000 Books

Roy E. Larsen, president of the United Hospital Fund and president of Time, yesterday formally accepted more than 87,000 books contributed by Phil Cook's listeners, for hospitalized patients, from the WCBS star and G. Richard Swift, assistant general manager of the station. Cook launched his annual "Send a Book to Cook" campaign on Nov. 26 and it closed on Christmas Day. To date 87,721 books have been counted and approximately 100,000 volumes are expected.

### Stork News

Lawrence W. Dorn., Mutual network producer-director of "American Forum on the Air" and other programs, is the father of a girl born Sunday to Mrs. Dorn at Horace Harding Hospital, Elmhurst, L. I. Baby will be named Kathy Lou.

**KGW and KGW-FM**  
PORTLAND, OREGON

**COMPLETE SCHEDULE  
SIMULTANEOUS SERVICE**

REPRESENTED NATIONALLY BY EDWARD FETRY & CO.

# COAST-TO-COAST

### "Memory Lane" On WLW

Cincinnati, Ohio—"Memory Lane" is the title of a 15-minute portion of Ken Linn's disc jockey show aired Saturday afternoons on WLW, from 3 to 4:30 p.m., devoted to old recordings waxed when Ben Bernie, Jan Garber and Bernie Cummins were the rage of the day. The remainder of the program ranges from folk to classical selections.

### Bowles' Inauguration On WNLK

Norwalk, Conn.—WNLK has arranged for special direct coverage of the inauguration ceremonies of Governor Chester Bowles in Hartford, today, Jan. 5th. Tom McNeil will be on hand to report his impressions of the oath-taking and both Governor Bowles' speech and Tom McNeil's report will be brought to WNLK by telephone line directly to listeners.

### WBBC Has Forum Program

Flint, Mich.—"Flint Town Talk" is the title of a forum type program over WBBC 10:00 p.m. each Monday which was prompted by the question, "Whence goes our city?" Participants in the program are doctors, lawyers, teachers, union leaders, businessmen, politicians and clergymen who are not identified and prizes are awarded listeners for correctly naming participants.

### WMIE Covers Festival

Miami, Fla.—WMIE aired three of the Orange Bowl Festival's foremost presentations. Red Barber was heard New Year's Day handling Georgia vs. Texas game while Bill Sheets, WMIE sports announcer, was behind the mike for basketball attractions and the college boxing meet between Miami and Syracuse University. The King Orange Jamboree parade was described by program director, Ted Anthony.

### KSL To Air Utah Symphony

Salt Lake City, Utah—The Utah Symphony Orchestra under the direction of Maurice Abravanel will be heard on KSL beginning January 13th at 8 p.m. in a series of 10 full-hour broadcasts, eight of which will originate at Kingsbury Hall on the University of Utah Campus. The series is sponsored by the ZCMI department store and will be known as the ZCMI-Utah Symphony Hour.

### KRNT Calls To Music Stars

Des Moines, Ia.—Al Rockwell's telephone recorded chats with stars of the music world is the disc jockey show innovation on KRNT. Twice weekly on his 10:15 to midnight platter show, Rockwell airs an informal gab session which he has recorded earlier in the day from long distance calls to celebrities who include Frank Sinatra, Doris Day, Perry Como, Kay Kyser, Les Brown, Spike Jones and Ray McKinley to date.

### Birthday Shows For WGVA

Geneva, N. Y.—A new show titled "Happy Birthday to You" has been developed by WGVA's morning man, Bob Asman. Asman announces the birthdays of local listeners and brings in names of famous people celebrating their birthdays on the given day of the broadcast featuring brief biographical notes to round out the show which is aired at 11 o'clock a.m. Monday through Friday.

### KLZ-er Directs Radio Course

Denver, Colo.—According to a recent announcement, Sheldon Peterson, news director of KLZ and one time head of the D. U. journalism department, will instruct a special night course in the technics of radio journalism at the University of Denver.

## New Regional Web Debuts in Albany

(Continued from Page 1)

and stockholders of the Governor Dungan Broadcasting Corporation at Albany, N. Y., licensee of WOKO.

The opening program last Sunday was a 15-minute commercial, "Review of the Week," featuring Jim Healy, news commentator, and sponsored by the William W. Lee company for "Save The Baby." Program was placed through George R. Nelson, Inc., Schenectady.

Healy, general manager of WOKO and the Union Broadcasting System, said the Albany programs of the network will be augmented by shows fed from WOV and WMGM in New York City and occasionally from Buffalo and Boston. Network affiliates were announced as follows: WVOM, Boston; WXRA, Buffalo; WOKO, Albany; WCSS, Amsterdam; WWSC, Glens Falls; WENT, Gloversville; WHUC, Hudson; WKNY, Kingston; WKIP, Poughkeepsie; WDOS, Oneonta; WKOP, Binghamton; WEIM, Elmira; WGAT, Utica; WNDR, Syracuse; WICY, Malone; WEAV, Plattsburg; WNBZ, Saranac Lake; WBEC, Pittsfield, Mass.; WACE, Springfield, Mass.; WAIE, Fall River, Mass.; WSYB, Rutland, Vt.; WJOY, Burlington, Vt.; WWCO, Waterbury, Conn.; WTOR, Torrington, Conn.; WKNE, Keene New Hampshire; WFAU, Augusta, Maine and WJOR, Bangor, Maine.

## 4-4-11

(A) Persons in the Philadelphia trading area each eat 29 quarts of ice cream a year, on the average. . highest per capita consumption in the nation.

(B) Makers of five brands of ice cream advertise on KYW. . 4 of them have been doing so for 11 or more years!

(A) is to (B) as cake is to ice cream. *They go together!*

Consistent radio advertising will do a top-notch selling job for any good product. To get the cream of the market in the rich Philadelphia area, get on KYW now! Call the KYW Sales Department or Free & Peters.

**50,000 Watts  
Philadelphia's  
NBC Affiliate**

# KYW



**WESTINGHOUSE RADIO STATIONS Inc**

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

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

### \$8000.00 REWARD

#### FOR RIGHT MAN

If you are between 30 and 45, own an auto, and are willing to travel Va., N. C., and S. C., there's a position opening about Jan. 15 with leading transcription program producer. Prefer man with radio time sales experience. Exclusive representation required. Expenses advanced against liberal commission. Executive will train you in territory.

Send references, experience and photo.

Box 200

RADIO DAILY, 1501 B'way, N. Y., N. Y.





# RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 46, NO. 4

NEW YORK, THURSDAY, JANUARY 6, 1949

TEN CENTS

## RECORD COVER SET FOR INAUGURATION

### 'Liberal' Senate ICC Now Seems Certain

Washington Bureau of RADIO DAILY  
Washington — A continued "liberal" tinge to the body was assured yesterday as the Democratic membership of the Senate Interstate and Foreign Commerce Committee, which handles radio and TV matters, was expanded with the addition of two New Deal Democrats, former house members, and one moderate Democrat. A new GOP member will be named today.

Ratio will be eight Democrats to five Republicans, compared with a 7-6 lineup last year, when the GOP

(Continued on Page 3)

### Sunday "NBC Theater" Features Movie Plays

After considerable trials and tribulations, NBC has scheduled a dramatic series titled "The NBC Theater" to fill the Sunday night slot at 8:30 p.m., EST, starting Jan. 9. Series, which will feature adaptations of movie plays, is to be presented in cooperation with the Screen Directors Guild. The Guild will receive certain benefits.

Howard Wiley has been assigned

(Continued on Page 2)

### Radio and TV Included In New Bruno Adv. Budget

Radio and television stations are expected to get a large slice of the more than \$1,000,000 advertising budget for the local market of Bruno-New York, Inc., according to Milton Brown, the advertising manager of the distributor.

"We may look for more radio time," Brown said, adding, "We may

(Continued on Page 2)

### In Eighth Year

Jean Herholt, in the role of Dr. Christian on the CBS program of that name, last night announced the eighth annual Dr. Christian Award script contest, offering a first prize of \$2,000. Contest closes March 2. The program is heard Wednesdays on the network from 8:30-9 p.m., under sponsorship of the Chesebrough Mfg. Co., for 'Vaseline.'

### TV Technique

Paramount introduced a delayed TV program presentation technique at its New York theater yesterday when they presented President Truman addressing Congress about a half hour after the President actually started speaking. The President began speaking on radio and TV at 1:03 p.m. On the theater screen he was seen getting under way with his address at 1:30 p.m. Executives of the company explained that kinescope recordings were made off the coaxial cable and that the presentation of the film was timed to coincide with the program schedule at the theater.

### Lasker Takes Post With Friendly Group

George Lasker, general manager of WORL, Boston, has resigned effective January 10th to accept the post of general sales manager of the Friendly Group's five stations, John J. Laux, managing director of the Friendly stations announced yesterday. The Friendly Group includes WSTV, Steubenville, Ohio; WPIT,

(Continued on Page 4)

### McNulty Leaves FMA; Bailey Row Seen Cause

Baltimore—Thomas J. McNulty, president of WMCP, Baltimore, resigned this week as treasurer and director of FMA, it was learned here yesterday. One of the more active of the FM-only members in the

(Continued on Page 2)

### Radio-TV Staffs Numbering Around 450 Assigned By Webs And Stations For January 20th Coverage

Radio-TV coverage of the Inauguration of President Harry S. Truman and Vice-President Alben W. Barkley in Washington on Thursday, January 20th, will be comparable to the turnout for the political conventions last year with approximately 450 radio-TV commentators, newscasters, technicians and network executives on hand for the ceremonies.

The advance guard of AM and TV engineers will go to Washington next week to begin the installation of equipment and to work out the details of the coverage. These will include network radio engineers and other engineers representing the television network pool.

ABC reported they would have a staff of 20 commentators and correspondents at the Inaugural and that the radio and TV production staffs would number an additional 50 men. Mutual will send a staff of 40

### Two New Sponsors Added By Mutual

Two new sponsors and two renewals have been signed by Mutual, it is announced by Jess Barnes, network sales veepee. In addition, Mail Pouch Tobacco has doubled the stations for its "Fishing and Hunting Club."

Radio Art Club of America begins a weekly quarter-hour Sunday show over MBS on Jan. 16 at 1:45 p.m., EST. The transcribed musical program will be broadcast by 63 stations. Show is handled by Al Klinger Associates.

Miami Margarine Co. is now

(Continued on Page 2)

### TV 3-Month Leader In Transmitter Sales

Washington Bureau of RADIO DAILY  
Washington—With TV accounting for the bulk of the civilian orders, RMA yesterday reported that third-quarter sales of radio and TV transmitting equipment by its member companies reached a total valuation of \$34,081,278. Cumulative total of sales for the first nine months of last year was \$111,228,411.

Federal purchasing accounted for 64 per cent of the three-quarter

(Continued on Page 4)

### Stratovision Ready For Comm'l Use—Westinghouse

Major technical problems in use of Stratovision for relaying TV and FM signals have been solved and the system is ready for commercial development, according to a preliminary report on the engineering research phase of the project.

Issued by Walter Evans, vice-president of Westinghouse, co-developer of the airborne system with the Glenn L. Martin Co., the report stated, "Extensive flight tests

over a three year period show that Stratovision is a practical and useful method of expanding television service and provides a wide variety of functions in relaying television and other high frequency communications.

"The commercial development of Stratovision awaits the crystallization of public demands for the expanded services offered by airborne

(Continued on Page 7)

### Anniversary

WJZ announcer George Hayes did a sharp double take as he read the closing lines on yesterday's Esso Reporter broadcast. They called attention to the 500,000th broadcast of the program and read: "Did you notice anything unusual about this broadcast?" For Hayes the sentence had a double meaning. He had just committed two fluffs.



Vol. 46, No. 4 Thu., Jan. 6, 1949 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 Dahlonega Rd.
Phone: Wisconsin 3271
CHICAGO BUREAU
Nat Green
1417 Ashland Bldg. 155 No. Clark St.
Phone: State 2332

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

FINANCIAL

(January 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, Zenith Radio.

NEW YORK CURB EXCHANGE

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

OVER THE COUNTER

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

Jas. Stewart Benny Guest

James Stewart, stage and screen star, will be guest on Jack Benny's CBS program this Sunday, Jan. 9. Show is heard on the web from 7-7:30 p.m.

INS has served



FOR 10 YEARS

Creative

Phil Davis, idea and gag man on Ralph Edwards' Truth or Consequences program, has just sold an original story, "Moon Over the Catskills," to George Jessel as a Danny Thomas starrer. Jessel is arranging to have Davis work on the screen play. Before trying his hand at radio some ten years ago, Davis practiced law in New York.

Radio and TV Included in New Bruno Adv. Budget

(Continued from Page 1)

consider television in our future planning." Bruno, it was explained, plans for periods of 60 to 90 days only, thereby keeping its advertising on a flexible basis.

The largest advertising campaign in the firm's 118-year history, will cover not only radio and television equipment but all of the products it distributes. Arnold Cohan Corp. has been appointed as agency and J. Walter Thompson Co. as consultant on merchandising and advertising. Agency president Arnold Cohan and account executive Edward A. Stahl will handle the account. George Dibert is account executive for Thompson.

Bruno's advertising campaign will cover metropolitan New York, Westchester, Nassau and Suffolk counties. "We estimate that we serve 10,000,000 people or about 3,500,000 families," Dave Wagman, the firm's radio and television sales manager, said.

WINS Visits Stork

Benny Goodman and his sextet, plus five singers, will be heard in a special broadcast from the Stork Club. Friday, Jan. 7, over WINS from 11-11:30 p.m. Jack Lacey will emcee the broadcast which is titled "Pop Goes to the Stork Club."

10 YEARS AGO TODAY

From the Files of Radio Daily Rep. Emanuel Celler (D., N. Y.) announced his intention to re-introduce a bill for a government short wave station which again brought out stiff opposition from NAB declaring it will fight the proposition to the hilt because advent of one federal station "will be a long step toward complete government ownership of the industry." . . . National Piano Manufacturers Association together with the National Music Merchants Association, are planning a joint radio and newspaper campaign for spring. . . . Four new experimental television stations were awarded G. E. by the FCC to develop a complete television broadcast system suitable for taking visual and sound programs from any desired source and broadcasting them over a considerable area.

Two New Sponsors Added By Mutual

(Continued from Page 1)

sponsoring "Queen For A Day" over 200 Southern stations every Tuesday and Thursday, 2-2:30 p.m., EST. Agency is Ralph H. Jones Co.

Mail Pouch Tobacco Co. has renewed and expanded "Fishing and Hunting Club" from 55 to 109 stations, effective Jan. 10. Program is aired Monday from 9:30-9:55 p.m., EST. Agency is Walker and Downing.

Carter Products has renewed Jimmie Fidler through SSC&B. The Hollywood commentary is broadcast Sunday from 8:30-8:45 p.m., EST.

Mutual's "Newsreel," which never landed a national sponsor during the year it's been on the air, is now being offered for local sponsorship on a co-op basis. Show is heard nightly at 9:15 p.m., EST.

Three program time changes are upcoming at Mutual—two of them effective Jan. 28. Latter are "American Forum of the Air," which moves from Tuesday to Monday at 10:30 p.m., EST, and "Yours For A Song," which moves up one hour on Friday to be heard at 8:30 p.m., EST.

On Jan. 8, "Take A Number" shifts to 8:30 p.m., EST, on Saturday. Except for Christmas and New Year's Day it had been broadcast at 5 p.m., EST, on Saturday.

McNulty Leaves FMA; Bailey Row Seen Cause

(Continued from Page 1)

association, McNulty is said to have resigned as a result of the dispute between the executive committee and J. N. "Bill" Bailey, whose post as executive director became vacant last week.

McNulty's letter of resignation offered no explanation for his action.

Sunday "NBC Theater" Features Movie Plays

(Continued from Page 1)

as producer-director of the program. Henry Russell's orchestra will provide the music.

Initial broadcast next Sunday will be "Stagecoach" with John Wayne. The selection for Jan. 16 is Robert Cummings in "Let's Live a Little." On Jan. 23, Douglas Fairbanks, Jr., will be starred in "Exile."

Gailmor On WLIB

William S. Gailmor will view the news in a new series of Sunday broadcasts, beginning Jan. 9, 2-2:15 p.m., over WLIB, program director Sam Elfert announced yesterday.

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



Elementary, my dear Watson!

It wouldn't take the great Sherlock Holmes long to solve the problem of buying radio time in Baltimore—the nation's sixth largest market. After a few minutes' study, he would say:

"Elementary, my dear Watson! The best buy is the BIG independent with the BIG audience, Station W-I-T-H."

Yes, sir! In this big, rich market, it's W-I-T-H that delivers more listeners-per-dollar than any other station in town. W-I-T-H covers 92.3% of all radio homes in the Baltimore trading area.

So if you're looking for the station that produces low-cost sales, the station that is the big-bargain-buy, the station that has the big audience at low cost, put W-I-T-H on that list of yours. Call in the Headley-Reed man, and get the whole exciting story about W-I-T-H today.



W.I.T.H.

Baltimore 3, Maryland

TOM TINSLEY, President

Represented by Headley-Reed

# AGENCIES

**MISS J. JESSIE KANE**, partner in the H. M. Dittman Advertising agency, Philadelphia, left yesterday for the west coast on a business trip. Miss Kane will stop off in Los Angeles and San Francisco.

**THE NATIONAL COUNCIL TO COMBAT BLINDNESS** has announced the appointment of Saul Krieg Associates as public relations chairman for 1949. Krieg, who is the honorary public relations chairman of the Greater New York Chapter of the March of Dimes, announced the plans for an all-star show to be held on the evening of March 27, 1949, at the Century Theater. The purpose of this show will not only be to raise funds for the National Council to Combat Blindness, but also to bring the story of the great work, done by this organization, to the people of New York. Unlike many organizations working with the blind, the National Council's aims are to attack blindness at its roots; the study of diseases of the eye.

**IRA SHERMAN**, formerly with Win Nathanson & Associates, has joined the public relations department at the William H. Weintraub advertising agency, it has been announced by David Karr, vice-president in charge of public relations.

**SIDNEY ROSENDORF**, formerly with Morton Freund Advertising Agency, Inc., has joined Alfred Paul Berger Company, Inc., as an account executive.

**RUSSELL F. MANNEY** has joined Geyer, Newell & Ganger as account executive in the Detroit office. He will serve on the Kelvinator account. Manney was formerly account executive for Batten, Barton, Durstine & Osborn in New York, where he served on General Electric, T.W.A., B. F. Goodrich and other accounts.

## Piano Playhouse Invited To Entertain NRDGA

Two ABC co-op shows, "Baukhage Talking" and "The Piano Playhouse," which the network is donating as entertainment to the annual NRDGA banquet at the Statler Hotel, Jan. 13, will be televised, it was announced yesterday.

The ABC news commentator and the two-piano team show with Milton Cross as emcee will be featured in the video coverage to be offered to the eastern network by WJZ-TV. The TV program is scheduled to start at 9 p.m., ending about 9:45 p.m.

The National Retail Dry Goods Association's 38th annual convention, Jan. 10 through 14, will also be highlighted by the announcement of the winners of the "Best Radio Program of 1948" by Maurice Mitchell, director of broadcast advertising of the NAB, on Jan. 12.

## 'Liberal' Senate ICC Now Seems Certain

(Continued from Page 1)  
was in control. The Democratic majority in the Senate is considerably stronger this year.

New chairman, as was expected, is Sen. Edwin C. Johnson, veteran Coloradoan, with Senators McFarland of Arizona, Magnuson of Washington and Myers of Pennsylvania retaining their places. Added to the committee was one member of last year's Senate, the former Maryland Governor, Herbert O'Connor.

Replacing former Senator Tom Stewart of Tennessee on the committee is the man who defeated him last year — former Congressman Estes Kefauver, outstanding champion of tighter anti-trust laws. The other new member of the committee is the one-time friend of F. D. R., Sen. Lyndon Johnson of Texas, a New Deal dependable.

The Republican membership is expected to include Senators Tobey of New Hampshire, Reed of Kansas, Brewster of Maine and Capehart of Indiana. Missing from the new Senate are former members White of Maine, Hawkes of New Jersey and Moore of Oklahoma.

One more post is to be filled, with Sen. Margaret Smith of Maine a possibility. Another possible appointee is Sen. Robert Hendrickson of New Jersey.

With Tobey frequently deserting his party colleagues, administration control of this committee seems assured.

## Gene Autry To Tour During Jan. and Feb.

With Gene Autry taking to the "range" on his annual winter round-up of fans, CBS' "Gene Autry Show" will be broadcast from Houston, Texas, Saturday, Jan. 8. Autry and his roving Melody Ranch hands broadcast from Little Rock, Ark., Jan. 15. Other program origination points during the tour include: Kansas City, Jan. 22; Chicago, Jan. 29; New York, Feb. 12; Louisville, Ky., Feb. 19, when the broadcast will come from Nichols General Hospital, and St. Louis, Feb. 26.

The "Gene Autry Show" is written by Pat Buttram and producer Bill Burch. Musical arrangements are by Paul Sells.

## "Mistress" On ABC

"O Mistress Mine" with Alfred Lunt and Lynn Fontanne, will be heard on the air for the first time next Sunday over ABC during the "Theater Guild" show at 9:30 p.m., EST. Stage version was adapted for radio by Erik Barnouw. Program is directed by Homer Fickett.

## Joins WOR Publicity

Walter V. Bennett, Jr., has joined the publicity department at WOR, New York. He was formerly a reporter with the Reporter Dispatch in White Plains, N. Y.

# AVAILABLE GOLD MINE EXPERT

Top-notch Station Manager with 10 years' experience with 5000 w and 50,000 w stations in the East, took these two stations out of the red and made substantial profits for the owners.

Have you a station that needs building up? If so, I am your man. Am not interested in established GOLDMINE. I do my own digging. Write RADIO DAILY, Box 203, 1501 Broadway, New York 18, N. Y.

# TV 3-Month Leader In Transmitter Sales

(Continued from Page 1)

total—\$21,936,129 for the nine-month period.

Civilian broadcast transmitting equipment — AM FM and TV — amounted to \$8,702,728. For the nine-month period the total was \$23,527,842.

TV equipment, including studio antennae and associated apparatus, represented sales of \$5,256,465 of the total in the third - quarter and brought the total sales of this type of TV apparatus to \$10,216,387 for the three-quarters of 1948. FM transmitting equipment sales amounted to \$833,897 in the third-quarter and AM equipment sales totaled \$681,912. AM and FM antenna equipment totaled \$255,236 and studio apparatus amounted to \$923,800 in the third-quarter.

Miscellaneous broadcast transmitting equipment sales of \$255,444 were reported and export sales of broadcast apparatus amounted to \$495,974.

## Ten Stations Sought By Canada Applicants

Montreal—CBC Board of Governors at their next meeting in Montreal Jan. 20-22, inclusive, will hear applications for licenses for 10 new radio broadcasting stations in Canada, it was announced yesterday.

The board, which last met in Ottawa in October, will also deal with a number of applications for the transfer of shares in existing stations.

The agenda makes no mention of television. At the October meeting, the board deferred action on four television applications pending an investigation of possibilities of the CBC and private stations developing the first Canadian television stations on a co-operative basis.

Radio station CKCV, Quebec, and Goodwill Broadcasters of Quebec have filed applications for permission to establish a new English language station in Quebec.

A firm known as Radio Temiscamingue, Inc. has applied for a station at Ville Marie, Que.

Transportation Advertising Limited, refused a license for an FM station after the last board hearing, will make a new appearance and a new request for an FM license. On its last appearance, the company said it hoped to broadcast mainly to mobile audiences such as those in street cars and buses.



### 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. . . ?

Now that the shouts of "Happy New Year" have died away and radio folks are getting back into the swing of workaday routine, an important year looms for Chicago radio and television. Plans are afoot for the origination of new shows from Chicago stations, and with the eastern television network programs being made available to the midwest via coaxial cable January 12, the four local video stations will step up their offerings to viewers, and also plan many innovations in live shows produced and presented in Chicago. Chicago will be worth watching during 1949! . . . There's talk that Vivian Blaine, movie actress now appearing at the Oriental Theater here, may be the star of a new tele show for Admiral Radio Corp. . . . Msgr. William A. O'Connor, brother of WMAQ newsmen Leonard O'Connor, was one of three Chicago area clergymen recently elevated to the rank of bishop by the Vatican. . . . Pretty Gale Robbins, who used to sing at WBEM, is under option to 20th Century-Fox.

## Chicago

Tom Moore, emcee of "Ladies Be Seated," is going to have to build a special trophy room to house the trophies he has been awarded during the past year. Among 'em are 15 keys to as many cities (one a giant key from St. Paul, measuring nine by four feet), and 25 fire chief titles, with accompanying chapeaux. Tom also has the title of admiral in four ports, and was made an honorary member of the Minnesota Zeta Tau Alpha sorority, honorary member of the Winterhaven, Fla., Chamber of Commerce, and honorary police chief of Burlington, Iowa.

Condolences to Dave Moore, assistant publicity director of WBEM, whose father passed away December 27 at his home in Kalamazoo, Mich. . . . The inaugural address of governor-elect Adlai Stevenson of Illinois on January 10 will be broadcast over WMAQ and WMAQ-FM, with Jim Hurlbut reporting the scene as Stevenson makes his address. Hurlbut also will broadcast his regular nightly newscast from Springfield, the state capital, on the 10th. . . . Gorgeous George, the flamboyant wrestler, will show his ring prowess and long marcelled tresses on television January 14 when his battle with Ralph Garabaldi at the International Amphitheater will be telecast over WENR-TV. . . . Joan Davis is in Chicago talking over a new air show. . . . James J. Kreigsmann, eastern photog now vacationing at Miami, is coming to Chicago as consultant for a forthcoming television program.

Delta Air Lines are taking their first fling at video via the spot announcement route. Thirteen film spots have been placed with WBKB to promote Delta's new DC-6 flights from Chicago to Miami and other cities.

A picture of Fahey Flynn, WBEM announcer, will appear in the February issue of Coronet magazine as part of a 16-page feature titled "Inside Radio." . . . Betty Jaynes, Chicago singer, has been signed by MGM for a role in a forthcoming picture as a result of her recent victorious appearances on the CBS "Your Lucky Strike" program. . . . Although Chuck Acree, "Hint Hunt" emcee, daily receives mail addressed to him with various spellings of his name—Akron, Acre, Hackry, Altry, Ackrie, and some 20 others—so far the post office department has delivered all of his mail without delay. . . . Frank P. Schreiber, manager of WGN, says new studios for video station WGN-TV will be completed in the new quarters now under construction some time in '49, and the transmitter will be relocated in the Tribune Tower during the year.

# Lasker Takes Post With Friendly Group

(Continued from Page 1)

Pittsburgh; WBMS, Boston; WKNY, Kingston, N. Y., and WFPG, Atlantic City.

Originated "920 Club"

Lasker is widely known as an administrative and sales executive in radio. In 1937 he originated the 920 Club at WPEN in Philadelphia, and since then the program idea has been adopted by many stations throughout the country. He went to Boston in 1938 and for a time managed WCOP as well as WORL.



LASKER

The general sales management of the Friendly Group is a newly created post and Lasker will work closely with John Laux and Jack Berkman, chairman of the organization. For the time being Lasker will make his headquarters at WBMS in Boston.

## New Luncheon Club To Feature Johnny Olsen

A new audience participation program, "Luncheon Club," with Johnny Olsen as emcee, will begin a Monday through Friday stint at WMGM, beginning Jan. 10, 12:30-1 p.m., it was announced yesterday by Robert A. Bories of the American Institute of Food Products, producers of the new show. Ella Mason, vet radio hostess, will be featured with Olsen at the Rendezvous Room of the Victoria Hotel.

**WEVD**  
5000 WATTS 1320 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  
HENRY GREENFIELD, Mgr. Director N. Y. 19  
117-119 W. 46th St.

# HAVE YOU time to help these children?



## Use These All-Star Shows for the 1949 MARCH OF DIMES

Dennis Day Show

*Discs for Dimes—  
short plugs by recording artists*

Benny Goodman and his new orchestra

'Skitch' Henderson

Guy Lombardo and his Royal Canadians

Gregory Peck—Basil O'Connor

Piggy Bank Polka—  
official 1949 March of Dimes song

*A Report to You—  
an infantile paralysis documentary*

Alec Templeton with Allen Roth and  
his orchestra, plus

*1-minute live and transcribed announcements*

Foreign language programs in Spanish,  
German, Italian, Yiddish and Polish

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## PLUG TUNES

ON RECORDS and TRANSCRIPTIONS  
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 (IN AN ONION PATCH)

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On Records and Transcriptions  
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**"Mademoiselle Hortensia"**

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**The KISSING  
 BANDIT**

**SENORITA**

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 EDDY HOWARD.....Mercury  
 VIC DAMONE.....Mercury  
 JACK SMITH.....Capitol  
 JOHNNIE JOHNSTON.....M.G.-M  
 DENNY DENNIS.....London  
 DENNIS DAY.....RCA Victor

**WHAT'S WRONG WITH ME**

VAUGHN MONROE.....RCA Victor  
 KATHRYN GRAYSON.....M.G.-M  
 PATTI PAGE.....Mercury

**IF I STEAL A KISS**

VAUGHN MONROE.....RCA Victor  
 ANDY RUSSELL.....Capitol  
 FRANK SINATRA.....Columbia  
 JOHNNIE JOHNSTON.....M.G.-M

**LEO FEIST, INC.**

## WORDS AND MUSIC

By PINKY HERMAN

● ● ● **TIN PAN ALLEY OOPS:**—When we first heard the score of the Michael Todd Musical, 'As The Girls Go,' we raved about a number titled, "I Got Lucky In The Rain." . . . penned by Harold Adamson and Jimmy McHugh it's currently among the nation's best sellers. . . . Sam Fox is the publisher. . . . ● The first publisher to do something about the rapid growth of Television is Tommy Valando's Laurel Music. . . . he's just added to his exploitation staff Jean Pillar who will contact TV programs exclusively. . . . ● Jimmy Rich's clever quartet, Three Deaux and a Pcep, get their first big time break when they open next month at the Capitol Theater. . . . they rate an air show of their own. . . . ● Gordon Fraser has resumed his WJZ-TV News & Views newscasts. . . . just returned from a two-week overseas trip where he covered a special assignment on the Berlin Air Lift. . . . ● Former contactman Matty Levine is earning himself quite a rep as vocal and talent coach. . . . ● Famous Music's first two songs for the new season are "The Streets Of Laredo," penned by Livingston & Evans for the Paramount flicker of the same name and "Sunflower," with words and music by Mack David. . . . ● A new high in total recordings of one tune will be established when WMGM disk jockey Leonard Feather, starting Monday, will feature a different platter of "How High The Moon" for the entire week. . . . there are 35 different waxings of the Nancy Hamilton-Morgan Lewis ditty which is published by Chappell & Co. . . . ● Easily one of the peppiest and most sparkling 15-minute musical packages on the air is the "Lanny Ross MBSHOW" . . . heard across the board at 11:45 a.m. this Herb Rice production is DEFINITELY Big Time. . . . John Gart's orchestra provides velvety music support for the tenorole. . . .

☆ ☆ ☆ ☆

● ● ● With her first number, "Rendezvous With A Rose," a hit, Deb Dyer has given another potential click, "Lorita," to Jay-Dee Music Co. . . . ● John Reed King tees off Monday on a new across the board audience-participation series, "Best Girl," to be heard daily, 3:30-4 p.m. on WOR . . . scripts are by Lee Stewart with Woody Klose, producing. . . . ● NBC has a coming star in its new romantic baritone, Rey Rodel . . . this handsome French lad, who sings in nine languages (heard every nite at 6:30) was discovered by Scott Buckley . . . he's a combination of Maurice Chevalier and Charles Boyer. . . . ● Harry Link's staff at Feist have three commercial ditties to work on . . . written by Edward Heyman and Nacio Herb Brown for the MGM musical, "The Kissing Bandit," are "What's Wrong With Me," "If I Steal A Kiss" and "I Offer You the Moon, Senorita." . . . ● Buddy Clarke, whose ork is currently featured at the Mt. Royal Hotel in Montreal, has won a coast-to-coast ciggie commercial and CBS starts Sunday . . . Charlie Baldor is the vocalist. . . . ● After five years on NBC staff, announcer-narrator Bob Sherry has resigned to free-lance . . . first assignment is "Armstrong Theater of the Air" via CBS. . . . ● Ade Kahn doing a fine promotion job on Bing Crosby's new gadget, the Breatholator. . . . ● Watch some TV producer grab him for video . . . we mean handsome Ted Lawrence who just started a new platter series for WVNJ, originating at Gotham's famous nitery, The Versailles . . . Ted's hep chatter (12:30-3 a.m.) is just what the doctor ordered for insomniacs. . . .

☆ ☆ ☆ ☆

● ● ● **ON AND OFF THE RECORD:**—Capitol has signed a French organist named Marcel Laurence . . . handsome lad was discovered by Cap's veepee James B. Conkling while the latter was on the Riviera last Spring. . . . ● Watch Guy Lombardo's Decca pancake of "Mademoiselle Hortensia" backed with "The Night Has A Thousand Eyes" . . . 'Hortensia' is the best ditty imported from France since 'Symphonie'. . . . ● Beatrice Kay scores in her newest Columbia item, pairing "How Come The Rent Got Paid" with a slangy rendition of "I've Been Waiting For Your Phone Call For 18 Years" . . . juke ops should coin a mint with this one. . . . ● ABChantootsie Vera Massey will make several kidisks for Columbia Records . . . this gal belongs on television.

## PLUG TUNES

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

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**GALWAY BAY**  
 LEEDS MUSIC CORPORATION

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**THE ONE I LOVE**

(Belongs To Somebody Else)  
**FORSTER MUSIC PUB., INC.**  
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 216 S. Wabash Avenue, Chicago 4, Ill.

A Great Ballad!  
**THEN I TURNED AND  
 WALKED SLOWLY AWAY**

**ADAMS, VEE & ABBOTT, Inc.**  
 216 S. Wabash Avenue, Chicago 4, Ill.

**"UNTIL"**

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

**"I GOT LUCKY  
 IN THE RAIN"**

By Harold Adamson & Jimmy McHugh  
 From Michael Todd's Hit Musical  
 'AS THE GIRLS GO'

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

Section of RADIO DAILY, Thursday, January 6, 1949 — TELEVISION DAILY is fully protected by register and copyright

## TELE TOPICS

**"TEXACO STAR THEATER"** Tuesday night served as a warning of an ever-growing problem facing the producers of TV variety shows—namely, the dearth of suitable talent. Video eats up talent at an alarming rate and good acts for vaudeo shows are now scarce indeed. . . . Lineup on the Berle show this week was Jackie Cooper, Jackie Coogan, Mitzi Green, Paul Sydel and Cab Calloway. This was Cooper's third or fourth appearance before the likes in recent weeks, and his business about no longer being a child is only too obvious and is too thin for more than one appearance. His mugging as he played the drums was positively inane. Doesn't he know that grimacing is not a necessary part of the drummer's trade? . . . Coogan fared little better, and his routine with Berle and Cooper was more embarrassing than funny, especially when they yanked off his toupee. The Berle-Coogan takeoff of "The Kid" was an example of the way the entire show has been going for some time now. Berle all the way. Only the comedian's outstanding imitation of Charlie Chaplin saved the bit from dying completely. . . . Aside from Calloway's opening song and a small portion of Mitzi Green's routine, the only real entertainment was supplied by Sydel's amazing dog act. The by-play between Berle and ork leader Allen Roth over a missed cue didn't help any, either.

**CURTIS W. MASON**, of KFI-TV, will be TBA's standard bearer at the NCAA meeting in San Francisco this weekend, where, rumor hath it, some of the college crowd will be sharpening an axe to wield on pickups of their sports events. . . . Dick Rawls, manager of operations for ABC-TV, is in St. Luke's Hospital recuperating from a minor operation. He'll be there for five or six days more. . . . Exhibition on video and its development will open at the Buhl Planetarium in Pittsburgh Jan. 12, coincident with the debut of WDTV there. Working models will show how the medium operates, with other displays covering Stratovision, the first receiver ever built and scanning of movies.

**THE HORN & HARDART Children's** Hour gets the simulcast treatment on WNBT, Sundays, 10:30 a.m., beginning Jan. 30, according to reports. . . . CBS program staff expanding with appointment of Walter Hart as producer-director; Richard Linkroum, director; Roderick Mitchell, Robert L. Simpson, Herbert Hirschman and Ben Magness, associate directors, and promotions of John Peyser and Kenneth Redford from associates to full directors. . . . Elias Godofsky, president of WHLI, has asked the New York State Legislature to pass a bill to prevent landlords from interfering with installation of TV and FM antennas, provided that the tenant assumes responsibility. "If the landlord fails to provide, within three months after passage (of the proposed act) a central FM and television antenna for the use of all tenants in the building."

## Stratovision Ready For Comm'l Development, Westinghouse Claims

### Mark Silver Anniversary of Iconoscope

The twenty-fifth anniversary of the patenting of the Iconoscope will be observed on a special program over the NBC East Coast net Friday (8:45 to 9:15 p.m., EST), with Dr. Vladimir K. Zworykin, of RCA Laboratories, whose research led to the patenting of the forerunner of the modern pickup tube, to be the principal guest. Program will also include flash-backs of the work of other engineers and scientists who contributed to modern video. Some of the early sets will also be shown and the cameras in use years ago will be demonstrated. Ben Grauer will announce the program which will be directed by Garry Simpson.

(Continued from Page 1)

broadcasting application of the system by the radio industry to meet this demand, and the clarification of channel facilities available to make possible this application," Evans said.

Although final flight tests in the current Stratovision phase are nearing completion, Evans said development of relaying and broadcasting equipment incorporating the information realized during the flight test period will continue. In addition, propagation studies for commercial application will be compiled and developmental engineering for standardizing airborne equipment will be started.

A complete report on the engineering development of Stratovision, commercial applications, and frequency allocation programs for airborne broadcasting is being prepared by Westinghouse. It is intended to make it available to interested groups in the radio, tele and communications industries.

### Future "Itemized"

The report stated that there are no "technical restrictions which will prevent the use of Stratovision broadcasting to provide:

"1. A coast-to-coast network for regular TV and FM programs.

"2. Expanded video coverage for rural listeners.

"3. A military communications system independent of ground conditions.

"4. A network for communications systems utilizing high frequencies.

"5. A network system for transmitting TV programs simultaneously to audiences assembled in theaters or other public places throughout the country.

"6. A TV network to meet military reconnaissance, observation and transmission needs."

## NBC-TV Names Miller As Night Manager in N.Y.

William Burke Miller has been appointed NBC night tele manager, it was announced yesterday by Carleton D. Smith, director of television operations.

Prior to his position as NBC TV program editor, Miller was assistant manager of WNBO. He joined the video staff in May, 1947.

## Harrell Joins ABC-TV

Appointment of Charles Harrell as executive producer for ABC tele was announced yesterday. Harrell was formerly eastern radio program manager and directed several of the net's documentary shows.

## Emerson Plans To Sell L.A. Times Competes With Self In Video

A 16-inch table model receiver, expected to sell for about \$400 will be unveiled by Emerson Radio and Phonograph Corp. within 60 days, president Benjamin Abrams revealed yesterday at a trade showing of the firm's new line at the Waldorf-Astoria.

About 30,000 16-inch receivers will be produced by Emerson this year, Abrams said. This includes the table model and a console model which was shown yesterday to retail for \$599.50. Emerson's entry into the large-screen field was marked also by a projection set housed in a large mahogany cabinet and selling for \$599.50. This model employs a two-and-a-half inch receiving tube and the North American Philips projection system. About 20,000 will be made this year.

Abrams predicted a sharp swing in consumer interest from the smaller to the larger tubes.

*West Coast Bureau, RADIO DAILY*  
Los Angeles—The Los Angeles Times, co-owner with CBS of KTTV, will be plugging the rival NBC station as the result of a promotion pact between the Mirror, owned by the Times, and KNBH, which goes on the air later this month.

The contract, which was announced yesterday by Virgil Pinkley, editor and publisher of the Mirror, and Harold J. Bock, NBC's Western TV manager, gives the Times-Mirror tie-ins with two of the city's six outlets on the air this month. The seventh, ABC's KECA-TV, is expected to begin operations in the near future.

KNBH will collaborate with the Mirror in joint coverage of spot news and feature events and will work with the daily on civic campaigns. Mirror's news facilities and staff will be made available to KNBH for program production.

## Press-Time Paragraphs

### WPIX Quits Coaxial-Pool Setup

WPIX, the New York News television station, also associated, through ownership, with WGN-TV, Chicago, withdrew yesterday from the pool arrangement using the coaxial cable link which will join the east and middle west next week. F. M. Flynn, president of WPIX, declared: "The time which was made available to WPIX falls far short of that which would be necessary to develop a rounded service to the station. The time made available conflicts in several instances with WPIX local sports coverage which we wish to carry for our New York audiences. We are determined to concentrate on serving a New York audience, and until coaxial cable time is available which will fit into our program plans, we will forego service to other stations."

### Film Group To Re-Open BBC Talks

London (By Cable)—Committee representing British movie interests, meeting here yesterday, agreed to re-open talks with BBC and the Post Office on a TV-film deal. The committee, it was disclosed, is prepared "unofficially" to offer the BBC pre-war films, but not later ones, and on the further condition that BBC first indicate clear-cut permission for large-screen video in theaters.

# Record Coverage Set For Inaugural, With Entire Industry Participating

(Continued from Page 1)  
with an estimated 200 scheduled to participate in the day's coverage.

In addition to the network staffs the radio TV turnout will be augmented by regional network men and representatives of independent stations from many sections of the country. Their number is expected to add another 100 to the accredited

## Busy Assignment

*Kenneth Fry, radio director of the Democratic National committee during the recent election, is one of the busiest men in Washington these days. Fry has the responsibility of handling the radio TV requests for credentials for the network staffs as well as the many requests from independent stations. Fry is also aiding the webs and the stations in their program planning.*

radio-TV representatives in Washington on January 20th.

## Brooks Heads NBC Staff

William F. Brooks, NBC vice president in charge of news and international relations, will direct the combined coverage of the NBC network's radio and television staffs at the Inaugural. The 200-man staff covering the inauguration will include commentators, announcers, cameramen, rewrite men, engineers, reporters, directors and electricians.

Among the NBC commentators assigned to the inauguration are Robert Trout, Morgan Beatty, Richard Harkness, Ned Brooks, Leif Eid and Robert McCormick. They will participate in the radio and TV coverage which will include the inaugural ceremony, the President's address and the parade.

Other reporters will be at vantage points during the inaugural parade which is expected to last five hours. Locations which will be covered include Blair House, Capitol dome, Capitol grounds, and Washington monument. Two mobile units and a blimp will also be used in the coverage.

## Webs to Carry Telecast

The telecast of the inaugural will be carried over the combined facilities of the major networks. Adolph Schneider, director of news and special events for NBC television, will act as producer for the combined telecast. Ben Grauer and John Cameron Swayze will describe the ceremonies on the Capitol steps for the TV audience.

The CBS entourage to the inaugu-

ral will be headed by Davidson Taylor, Vice President and Director of Public Affairs; Wells Church, Director of News Broadcasts; R. G. Thompson, Manager of Technical Operations; J. D. Gilbert, Assistant Manager; Theodore Koop, Director of News, CBS, Washington, D. C. and Ed Scovill, Director of Special Events in Washington.

Newsmen assigned include: Edward R. Murrow, John Daly, Willard Shadel, Robert Lewis, Eric Sevareid, Robert Nichols, Joseph C. Harsch, Joseph Wershba, Jess Zousmer, Don Hollenbeck, Charles Collingwood.

TV personnel includes newsmen Douglas Edwards; Orville Sather, Supervisor of field engineering; director Don Hewitt, Robert Bendick, Assistant Director of News, Special Events and Sports.

Engineering personnel includes: Field supervisor David Davis, and technicians Fred Hendrickson, Ben Russ, Max Reznick, Henry Stangroon, Charles Mason, plus six others from CBS' Washington affiliate, WTOP. In addition the entire staffs of WOIC-TV will cooperate in the web's coverage of the inaugural.

The CBS plexiglass mobile unit (the bubble) will be used extensively by the network in its coverage.

## ABC Plans Complete

Three special radio broadcasts have been planned by Thomas Vellotta, vice president in charge of news and special events for ABC. The first will get under way at 11:45 a.m. EST., and will continue to 1 p.m., EST., and will be followed by two quarter hour descriptions of the parade as it wends its way towards Blair House at 1:30 and 3:15 p.m., EST.

Headed by Elmer Davis, the staff of ABC correspondents and commentators who will be heard during the day includes Martin Agronsky, Bryson Rash, Earl Godwin, H. R. Baukhage, Jack Beall, John Edwards, George Hicks, Ted Malone, Gordon Fraser, Bert Andrews, Erwin D. Canham, Pauline Frederick, Walter Kiernan, Melvina Stephenson, Tris Coffin, Taylor Grant, George Carson Putnam and Julian Anthony.

Michael Roshkind, director of special events for ABC, will supervise the radio operations. William Trarthen will be in charge of engineering operations for radio and Burke Crotty will oversee the video production.

## MBS Sets 5 Periods

Mutual has scheduled five broadcast periods for the Inaugural ceremonies, official parade and celebration ball, A. A. Schechter, MBS vice president in charge of news and special events, announced yesterday. He said the network will go on the air at 11:45 a.m., EST., from

Washington with a five minute description of the capital on Inaugural Day and to report the arrival of the President at the Capitol. At 11:50 a.m., EST., MBS will air the ceremonies for Vice President Barkley.

Next in the MBS coverage will be the inauguration of President Truman which will be followed by

## TV Coverage Set

*Television networks will pool their facilities for the Inaugural coverage with coaxial cable carrying the programs from Washington to approximate 30 stations from the Eastern seaboard to the Mississippi river. The television coverage is expected to begin at 11:45 a.m., EST, Jan. 20, and will continue throughout the entire ceremonies including the parade.*

the President's inaugural address. It is expected that the President's address will conclude at approximately 12:30 p.m., EST.

The parade will be described in three separate broadcasts. The first of these, keyed by Cedric Foster's report, will be from 1 to 1:45 p.m., EST; the second from 2:30 to 3 p.m., EST and the third from 3:30 to 4 p.m., EST. From 10:30 to 11 p.m., Mutual will cover the inaugural ball.

## Special Preview Set

Heading the group of MBS commentators and newsmen on hand for the special inaugural broadcasts will be Fulton Lewis, Jr., Albert L. Warner, William Hillman, Mutual's presidential reporter, Cedric Foster, Bill Henry, Robert F. Hurlleigh, Bill Slater, Henry La Cossitt, and Joseph McCaffery.

These men will be heard in a special inaugural preview broadcast at 8:30 p.m., EST, on Wednesday, Jan. 19, during which time they will outline the high points of the two-day Washington celebration. And from 10:30 to 11 p.m., EST, that evening Mutual's microphones in the Washington Armory will broadcast a portion of the inaugural concert featuring stars of radio, stage and screen.

## Watson Gets Promotion

Carl M. Watson, former coordinator of publicity and promotion for NBC affiliated stations, has been promoted to assistant manager of Continuity Acceptance, it was announced by Ken R. Dyke, NBC administrator in charge of programs, and director of Broadcast Standards and Practices.

Watson, according to Dyke, will concentrate on the supervision of radio programs material in order that Stockton Helfrich, manager of Continuity Acceptance, may devote a greater amount of attention to the application of NBC's program policies in television programs.

## NEW BUSINESS

WGN, Chicago: Crowell-Collier Publishing Co. (Collier's magazine), through Kudner Agency, Inc., two weekly participating announcements in "Art Baker's Notebook" and three weekly announcements in "Baker's Spotlight" for 52 weeks from January 1; Atlas Brewing Co., through Olian Adv. Co., "Robert F. Hurlleigh and the News," Monday through Friday, for 52 weeks from January 3; Chicago Tribune, renewal of Arthur Sears Henning program, Saturdays, for 52 weeks from January 1; Colgate-Palmolive-Peet Co., through Sherman & Marquette, daily participating announcement for Ajax Cleaner in "Melody Memos," Monday through Friday, for 52 weeks from January 3; same company, through Ted Bates, Inc., participating announcement for a dental cream in Saturday's "Melody Memos" for 52 weeks from January 1; New York Central System, through Foote, Cone & Belding, renewal of six weekly announcements for 52 weeks from January 17; Lever Bros. (Breeze), through Federal Advertising Agency, renewal of seven station break announcements for 52 weeks from January 3; Standard Brands (Chase & Sanborn Coffee), through J. Walter Thompson, a daily announcement in "June Baker" program, Monday through Saturday, for 52 weeks from January 3.

## Will Launch Drive

WHLI and WHLI-FM, Hempstead, L. I., will launch the "1949 March of Dimes" campaign on Long Island with a special public service broadcast to be conducted by the Nassau County Chapter of the National Foundation for Infantile Paralysis. The program will be aired at 2:45 p.m., Jan. 14, when the national campaign opens.

## Takes WFGP Post

Isabel Lagergren, formerly a member of the CBS press department, has been named continuity and traffic manager of station WFGP, ABC affiliate in Atlantic City, New Jersey. Miss Lagergren also is conducting a six-a-week program on the same station titled "Women In The News."

## YOUNG MAN

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RADIO DAILY, 1501 Broadway, N.Y.C.

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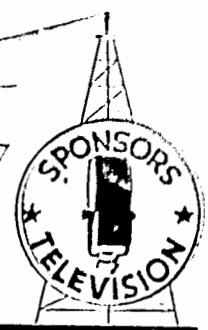
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# RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 46, NO. 5

NEW YORK, FRIDAY, JANUARY 7, 1949

TEN CENTS

## \$1,600,000 BUDGET SET FOR RADIO-TV

### Report 'Atomic Clock' Will Expand Spectrum

Washington Bureau of RADIO DAILY  
Washington—Increased space in the radio spectrum will result from the perfection of the "atomic clock," unveiled yesterday by the National Bureau of Standards, it was said by Secretary of Commerce Charles Sawyer.

The clock is controlled by a constant frequency derived from a microwave absorption line of ammonia gas, with the time constancy said to be one part in ten million;  
(Continued on Page 3)

### Ballots For NAB Board Will Be Mailed Monday

Annual NAB elections, involving 16 of 25 of the seats on the board of directors, will begin Monday, Jan. 10, with the mailing of nominating forms to member stations, C. E. Arney, Jr., NAB secretary-treasurer, announced yesterday.

Eight directors-at-large and eight district directors are to be nominated and elected for the terms beginning at the conclusion of the 1949 NAB Convention in April.

Only eight of the nine director-  
(Continued on Page 6)

### Religious Workshop Will Open On Jan. 16

The Fifth Annual Religious Radio Workshop will be conducted in New York City January 16th through 21st. Sponsored by The Joint Religious Radio Committee, the Workshop will be directed by the Reverend Everett C. Parker, director of IRRR, with leadership from New York local and network radio stations.

Subjects to be covered are Major  
(Continued on Page 3)

### Family Affair

The first public performance of a new composition for piano and orchestra by Elizabeth Firestone, talented young composer and pianist, will be the highlight of NBC's "Voice of Firestone" program next Monday, at 8:30 p.m., EST. The new work, entitled "Concertino," will be played by the composer, accompanied by the symphonic orchestra.

### Snowbound

Bonnie Oosterbaan, Michigan football coach, found himself snowbound at Kimball, Nobr., Wednesday night and unable to attend the "Coach of the Year" dinner staged by the Scripps-Howard newspapers in San Francisco. The award was accepted by Oosterbaan by telephone in Kimball and aired over the ABC web at 10:45 p.m.

### Armstrong Comment On FM Station Status

"There is no reason to put Alpine (experimental FM station W2XMN, Alpine, New Jersey) off the air," Major Edwin H. Armstrong told RADIO DAILY yesterday in commenting upon the FCC order calling for a change from the lower FM band to the higher frequency of 88-108 mc. Under a temporary restraining order obtained from the Circuit Court of Appeals, Washington, D. C., Armstrong's station will continue to  
(Continued on Page 3)

### CBS May Televis Bouts From Manhattan Center

Tournament of Champions, Inc., half of which is owned by CBS and Music Corporation of America, has signed a matchmaker and leased a fight club site in Manhattan. There have also been two changes in the executive staff, presumably an effort to get the outfit rolling.  
Chick Bogad, who quit the 20th  
(Continued on Page 6)

## Groom Bill Bailey To Head New FM Biz Organization

Supporters of J. N. "Bill" Bailey, who recently resigned as executive director of the FM Association, are expected to propose that a new FM organization of broadcasters be established with Bailey as its head when a rump meeting of FMA members is held at the offices of Ray-Tel, Inc., in Chicago, Jan. 16-18, RADIO DAILY learned yesterday.

The rump meeting has been called by Graeme Zimmer of WCSI, Columbus, Ind., who has been critical

### Benrus Watch Company To Announce Plans For Radio-Tele Campaign Tonight At Agency Dinner

### Broadcasters Meet For ABC Conference

First of a series of eight regional meetings of American Broadcasting Company affiliates was held at the Waldorf Astoria Hotel in New York yesterday with 100 broadcasters and network executives gathering to discuss problems of mutual interest. The web's television status, plans for AM and FM radio and methods for increasing time sales were discussed.

Among the executives participating  
(Continued on Page 6)

### Sellers, FMA Director, Introduced To The Press

Washington Bureau of RADIO DAILY  
Washington—Appointment of the Faught Company to counsel FMA on public relations was announced yesterday at a press conference at FMA headquarters, while at the  
(Continued on Page 6)

### Amsterdam Released From WMGM Contract

Morey Amsterdam, after five years of broadcasting on WHN and WMGM, has been released from his contract by WMGM with the provision  
(Continued on Page 2)

Adding \$500,000 more to the 1949 appropriation of \$1,100,000 for radio and television advertising, Benrus Watch Company, through Jack Tarcher, president of the J. D. Tarcher & Co., advertising agency, will announce a radio-TV budget totalling \$1,600,000, at an agency dinner  
(Continued on Page 3)

### WOR's Gross Hits New High In 1948

What is believed to be close to the top gross for any station in the country was chalked up by WOR, New York, during the year 1948 when it hit an unofficial estimate of \$5,000,000. Station itself does not give out figures, but Mutual's key outlet is believed to have zoomed approximately \$1,000,000 above its gross billings in 1947.

Food led the list of products advertised  
(Continued on Page 6)

### Labor-Management Series Released Thru WHCU

An authoritative radio series on understanding labor - management relations has been made available to interested stations, without charge, by WHCU, Ithaca, N. Y. The transcribed series of eight 15-minute programs  
(Continued on Page 2)

### Reminder

Receipted bills, totaling \$81,328, have been mailed to sponsors of local and NBC programs aired over WSYR in Syracuse, N. Y., as a novel method of reporting 1948 promotion activities. With the bills went a letter pointing out that they were promotion reports which attached financial value to air courtesies given sponsors by WSYR.



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

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6425 Hollywood Blvd. Phone: Granite 6607
WASHINGTON BUREAU
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CHICAGO BUREAU
Nat Green
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FINANCIAL

(January 6)

NEW YORK STOCK EXCHANGE

Table with columns: High, Low, Close, Net Chg. Lists various stocks like ABC, Admiral Corp., Am. Tel. & Tel., etc.

NEW YORK CURB EXCHANGE

Table with columns: Bid, Asked. Lists Nat. Union Radio, etc.

OVER THE COUNTER

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

Labor-Management Series Released Thru WHCU

(Continued from Page 1)

grams, produced by WHCU in cooperation with New York State's pioneering School of Industrial and Labor Relations at Cornell University, will be initially broadcast beginning January 8 on the Cornell stations WHCU and WHCU-FM. The Rural Radio (FM) Network starts the series January 10.

★ COMING AND GOING ★

RAYMOND KATZ, program director of WMGM, has arrived by plane in Los Angeles. He'll be there two weeks on business.

BOB HOPE and a troupe of 40 persons, including his whole NBC program company, have flown from Hollywood to Fort Worth in a chartered DC-6 on the first leg of a 25-day, cross-country tour which will take them to 27 or 28 cities. They'll be back in Los Angeles about Feb. 1.

THOMAS VELOTTA, vice-president of ABC in charge of news, has returned from Miami, where he attended Walter Winchell's first broadcast for Kaiser-Fraser.

VAUGHN MONROE and the members of his band are en route to Washington for the broadcast of tomorrow's program from the campus of Georgetown University.

MURRAY GRABHORN, vice-president of ABC; JOSEPH McDONALD, vice-president and general attorney, and DAVID S. SMITH, of the network's legal department, will leave Sunday for Washington to attend the FCC spot-business hearings which are scheduled to start on Monday.

JOHN KAROL, Columbia network sales manager, yesterday went up to Boston on a short business trip.

TED ESTABROOK, program director of WAAM, Baltimore, will spend today and tomorrow in New York conferring with DuMont and ABC network officials regarding programming plans for the future and the effect of new cable allocations.

ROBERT HUDSON, Columbia network director of education and opinion broadcasts, left yesterday for Washington, originating point of "Capitol Cloakroom."

LARRY LESUEUR, Columbia network correspondent, who has been on assignment in Paris for the past eleven months, is expected in New York today aboard the De Grasse, of the French Line. He covered the meetings of the United Nations General Assembly.

GOODMAN ACE and his wife, JANE, are in Miami on a four-week vacation. They'll be back around Feb. 1.

BERT LEBHAR, Jr., director of sales for WMGM, is en route to Hollywood by plane for conferences with officials of M-G-M.

GORDON GRAY, vice-president of WIP, is in Washington, D. C., for the meetings of the sales managers executive committee.

HERBERT SCHILLER, regional sales manager for United States Television Mfg. Corp., is in Washington, D. C., on a merchandising trip.

H. A. SEVILLE, general manager of WGLT, Kannapolis, N. C., a visitor this week at the New York offices of BMB.

DWIGHT COOKE is in Washington, D. C., for two CBS broadcasts: tomorrow's "Cross Section, U.S.A." and Sunday's "People's Platform." The latter show will have Senators Owen Brewster and Joseph C. O'Mahoney as guests.

G. W. "TOM" HARKER, national sales manager of the Fort Industry stations, spent Wednesday in Boston on business.

Hits Automobile Radios In Writing New D.C. Bill

Washington—Drivers whose automobile radios interfere with their attention to what is going on on the road will be forced to stand trial hereafter, rather than being permitted to post collateral, Assistant District of Columbia Corporation Counsel Clark King said yesterday. King said he considers automobile radios dangerous and a menace, and that he would welcome a law against them. He pointed out, however, that it is illegal to fail to give one's full time and attention to one's driving, and said that on that basis he will prosecute drivers who fail to yield the right of way to ambulances, fire engines, or other emergency vehicles.

Amsterdam Released From WMGM Contract

(Continued from Page 1)

sion that he will not appear for the next two years on any independent New York station, Raymond Katz, WMGM's program director, announced yesterday. Amsterdam at present has network radio commitments on CBS and is planning a new TV program. The comedian first joined WHN in September, 1944.

Send Birthday Greetings To

January 7

H. R. Baukhage Herbert Magidson
Floyd D. Rogers, Jr. Bert Georgies
Art Stander Lloyd Brownfield

January 8

Paul Case Sam Cowling
Leon Goldstein G. W. Johnstone
C. P. MacGregor Ralph Wonders

January 9

Morris Altschuler Crane Calder
Marion Carley Nelson Yates
Gracie Fields Arthur Simon

January 10

Bertha Bennett Lou Mindling
Donald Herbert Lowe
Mary Francis Cahill

January 11

Daniel I. Rodgers Harold Stokes
Verner Paulsen

January 12

Don Buckley Paul Atlee Walker
Patsy Kelly Smiling Ed McConnell
Sid Silvers Buddy Xavier

January 13

Elmer Davis Jeanne Harper
Fayette Krum Irving Morrow

10 YEARS AGO TODAY

From the Files of Radio Daily

With the statement that "radio entertainers on the whole compose an industry of high pay and satisfactory working conditions," the AAAA answered the proposed scale of the American Federation of Radio Artists with a counter-proposal, differing in that it offers lower minimums than the AFRA "code," while there are also differences in rehearsal and other charges. . . . The Oklahoma Publishing Co., owners of several affiliate newspaper and radio station properties is planning a \$100,000 advertising and exploitation campaign, tying up with the 50th anniversary (1889-1939) of the opening of Oklahoma Territory which resulted in the founding of Oklahoma City.



Cheese Cake

Nobody seems to know just why newspapers call pictures of pretty girls "cheese cake." But everybody knows why they print them so frequently. Such pictures have a sure-fire, ready-made audience.

It's for this same reason that more and more radio time buyers are using W-I-T-H in Baltimore, the nation's sixth largest market. They get a BIG audience from this BIG independent radio station.

Moreover, they get this BIG audience at very LOW cost. Yes, it's a fact that station W-I-T-H delivers more listeners-per-dollar spent than any other station in town. W-I-T-H covers 92.3% of all the radio homes in the Baltimore trading area.

Get in on these low-cost sales. Call in your Headley-Reed man and learn the full W-I-T-H story today.

AM W-I-T-H FM logo with a stylized face and the text 'Baltimore 3, Maryland TOM TINSLEY, President Represented by Headley-Reed'



# Benrus Adds 500 Gs To Radio-TV Budget

(Continued from Page 1)

ner tonight at the Harmony Club, RADIO DAILY learned yesterday.

The new appropriation is expected to bring added advertising revenue to 30 odd cities throughout the nation during the coming months with both radio and TV stations sharing in the expanding Benrus campaign.

### Many Cities Listed

Markets which will get increased business will include Cleveland, Milwaukee, Jacksonville, Miami, Omaha, Lincoln, Salt Lake City, Denver, St. Louis, Minneapolis, Tulsa, Des Moines, Sacramento, Oakland, Roanoke, Sioux City, New Haven, Houston, Fort Smith, Ark., and Huntington, West Va. Among the television cities which will be added will be Minneapolis, Pittsburgh, St. Louis, Chicago, Cleveland and Milwaukee.

### Planter to Visit Markets

Plans for the new campaign are reported to be in the hands of the Farcher agency, which is working closely with Adrian Flanter, advertising director of Benrus Watch Company. Mr. Flanter is expected to begin a tour of the key center markets within the next few days to survey the radio and TV broadcasting coverage. His recommendations later will be used in the placement of the new business.

### Now Use 103 Stations

The Benrus company, consistent user of radio time signals, station breaks, jingles and TV spots at present is buying time on 103 stations. In addition 500 jewelers throughout the country have been placing their transcribed jingles on local stations.

In announcing the new budget of \$1,600,000, the Benrus company will channel almost all of it to radio and TV. Officials pointed to the merchandising success of the company through exclusive use of radio and believe that the potentialities for new business during the coming year is even greater than last.

# Armstrong Comments On FM Station Status

(Continued from Page 1)

operate in the 44-50 mc band. The court will hear argument next month. At the station, he explained, "We are engaged in making tests on propagation. Irreparable injury would result from the FCC move."

In referring to the restraining order, Armstrong added, "The court has disagreed with the Commission. Why are they (the FCC) in such a hurry to put us off the air," he asked.

### Back On The Job

Milton Bacon, Assistant to the General Manager of WCBS, has returned to duty after a two weeks' confinement at Mt. Sinai Hospital or a minor operation.

# 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 December 24-30, 1948

TITLE	PUBLISHER
A Little Bird Told Me.....	Bourne
A Troop In The Meadow.....	Shapiro-Bornstein
All I Want For Christmas In My Two Front Teeth.....	Witmark
Bella Bella Marie.....	Leeds
Buttons And Bows.....	Famous
Cuanto Lo Gusta.....	Southern
For You.....	Witmark
Far Away Places.....	Laurel
Galway Bay.....	Leeds
Green-Up Time.....	Chappell
Hair Of Gold, Eyes Of Blue.....	Robert
Here I'll Stay.....	Chappell
Hold Me.....	Robbins
I Got Lucky In The Rain.....	Sam Fox
In The Market Place Of Old Monterey.....	Shapiro-Bornstein
It's A Most Unusual Day.....	Robbins
It's Magic.....	Witmark
Lavender Blue.....	Sanley-Joy
Little Jack Frost Get Lost.....	Hony Spitzer
Maybe You'll Be There.....	Triangle
Money Song.....	Crawford
My Darling, My Darling.....	E. H. Morris
My Own True Love.....	Paramount
Night Has A Thousand Eyes.....	Paramount
On A Slow Boat To China.....	Melrose
Powder Your Face With Sunshine.....	Lombardo
Pretty Baby.....	Remick
So In Love.....	T. B. Harms
Tara Talara Tala.....	Oxford
That Certain Party.....	Bourne
Until.....	Dorsey Bros.
You Were Only Fooling.....	Shapiro-Bernstein

# Second Group

TITLE	PUBLISHER
A Bluebird Singing In My Heart.....	Advanced
Again.....	Robbins
Bouquet Of Roses.....	Hill and Range
Brush Those Tears From Your Eyes.....	Leeds
By The Way.....	Bregman-Vocco-Conn
Down Among The Sheltering Palms.....	Miller
Here Comes Santa Claus.....	Western Music
I Still Get A Thrill.....	Words and Music
If We Can't Be The Same Old Sweethearts.....	Feist
It's Too Soon To Know.....	E. H. Morris
My Happiness.....	Blasco
One Has My Name The Other Has My Heart.....	Southern
One Sunday Afternoon.....	Remick
Say It Isn't So.....	Berlin
Say Something Sweet To Your Sweetheart.....	Mills
Senorita.....	Feist
Too Much Love.....	Harms
What Did I Do.....	Triangle
Wind In My Sails.....	E. B. Marks
You You You Are The One.....	Campbell
You're All I Want For Christmas.....	Porgie

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# Report 'Atomic Clock' Will Expand Spectrum

(Continued from Page 1)

accuracy could theoretically amount to one part in ten billion.

The bureau reported that "the present crowding of the radio frequency spectrum has imposed severe limitations, both nationally and internationally, on the expanding use of radio for industry and communications. The 'atomic clock' may be expected to benefit greatly the communications industries and the military services, for it will, in effect, provide additional room in the radio frequency range for more communication stations of all types."

### "Drifting" Exists Today

The present "radio space" allows for a drifting of each station's frequency, so that a broad "radio space" is required if "interference with other stations is to be avoided." The maximum utilization of available space in the radio spectrum depends on the accuracy with which the frequency of an individual station can be controlled, especially at the higher frequencies where quartz crystals cannot be used as frequency controlling elements. These frequencies used by radar, television relays, and microwave equipment in general, could be controlled by atomic elements. Such control would also make possible the permanent establishment of radio channels on such an exact basis that tuning could be made as automatic as the dialing of a telephone number."

# Religious Workshop Will Open On Jan. 16

(Continued from Page 1)

Policies for Religious Radio; The Radio Service of Worship; Programs and Program Planning; Radio Program Production Techniques; Television.

Leadership for the group of thirty participants who will be in attendance from many eastern seaboard states will include: Erik Barnouw, in charge of courses in radio, Columbia University; Mrs. Doris Corwith, public service department, NBC; Miss Elsie Dick, director of religious activities, Mutual; Sidney Eiges, vice-president, NBC; Elwood Hoffman, script editor, CBS; Frank Papp, production director, NBC; Harold Quigley, radio chairman, Troy Council of Churches.

Also Charles V. Rodrigues, assistant to the director of JRRG; Robert L. Shayon, writer, producer, and director, CBS; Dr. Davis Edwards, professor of speech, University of Chicago; J. Wesley Goodman, director of radio, Federal Council of Churches; Elinor Inman, director of religious broadcasts, CBS; Robert Shaw, director of the Collegiate Chorale; Al Zink, director of programs, television station WRGB; Walter R. Pierson, manager of building operations, CBS; Robert Saudek, vice-president, public relations, ABC.

## CHICAGO

By NAT GREEN

THE George P. Hollingbery Co. has been appointed exclusive national representative of ABC station KUTA, Salt Lake City, Utah.

When Jack Carson does his CBS "Jack Carson Show" tonight from Chicago's Eighth Street Theater, he will be joined by screen actor Robert Alda and comedian Bob Sweeney. The Carson troupe, on a ten-week tour of the midwest and east, moves to the Stanley Theater, Pittsburgh, for a week following a two-week engagement here at the Chicago Theater, then goes to the Strand, New York, for three weeks.

A new public service program, "Businessmen's Tax Forum," made its debut on WJJD Sunday and will be heard each week at 2:15 p.m., with Laddie T. Pelnar, retiring assistant state director of finance for Illinois, as commentator.

WGN-TV will carry the east-midwest television link on January 11, with a dedicatory program from 8:30 to 10:15 p.m., CST, in which the television networks of CBS, DuMont, ABC and NBC, and station WPIX, New York, will participate.

Don R. Kelley, WBBM director of public relations, will address the Radio Guild of Purdue University in Lafayette, Ind. on January 12.

Lyn Connelly, who has been state radio editor for Western Newspaper Union, has joined the publicity staff of tele station WBKB.

Don Bohl, crew member of WBKB, switched to WOC-TV, Davenport, Iowa, on January 1 as director of television.

Art Trask, writer and director for Ruthrauff & Ryan, Chicago ad agency, will produce "Mayor of the Town," new Mutual show which went on the air January 2 for Mutual Benefit Health & Accident Association, of Omaha.

Larry Wolters, radio editor of the Chicago Tribune, is very ill in St. Francis Hospital, Evanston, Ill.

Eddie Reynolds, former p.a. for "Ladies Be Seated" and "Hint Hunt," has joined the Chicago staff of Storecast Corporation of America as sales promotion director. Storecast operates over WEHS-FM, Chicago.

Evelyn Knight, now appearing in the Empire Room of the Palmer House, returns to New York shortly to appear in her own television show. Her new Decca disc, "A Little Bird Told Me," is having a tremendous sale.

Paul Gibson, radio philosopher and humorist, started a new six-days-a-week series Sunday on WBBM, 10:15 to 10:30 p.m.

Don Meier former sales manager of tele station WBKB, has joined the NBC central division television department as sales-program coordinator.

Jim Hurlbut has added wind direction and velocity to his weather report on his nightly newscast over WMAQ, at the request of keepers of Chicago's water cribs three miles out in Lake Michigan.



## Mainly About Manhattan. . . !

● ● ● NEWS-TO-THE-GRINDSTONE: NBC has a joker up its sleeve that will cause CBS plenty of woe at taking Jack Benny away, etc. (It's slated to be sprung around Feb. or March). . . The unemployment rolls in N. Y. C. are increasing, so look for the city to launch a job-finding campaign via radio and video. (Almost 300,000 now seeking jobs). . . Dwight Weist has given up the emcee role on "We the People" to have more time for his newly-formed video production outfit. . . Lever Bros. anxious to get Hope on CBS so that they can back-to-back him with Amos 'n Andy. . . Sponsor flying in to N. Y. for conference with Sammy Kaye on his "So You Want To Be A Star." Deal very hot at this stage. . . Gene Autry becomes a circus owner this year as a partner in the syndicate which has purchased the Cole Bros. show. (Promoting the thing is our old pal, Beverly Kelley, ex-Ringling press and radio chief). . . The Kathi Norris video show (Your Television Shopper) has the highest TV Pulse rating from 7 ayem to noon. (She's Wilbur Stark's wife, the lucky stiff). . . Ted Lewis isn't signing any contracts too far ahead. Reason is a big swellelevision deal is cooking and Ted wants to be around just in case. . . Add the name of Robert Welch to the list of radio directors who've clicked in films. He produced "The Paleface" and just finished "Top o' the Morning" with El Bingo. . . Begya Podden Dep't: Sid Caesar is starred in the new Admiral "Friday Nite Frolic" and not just being featured, as item'd—and WWRL goes to 5000 watts and not 500, natch.



● ● ● RADIOVERHEARDS: Peter Donald's inventing a gimmick for folk who hate video; fits right over your television screen so you can merely listen to it just like radio. . . IMPressions: Radyo City: The House That Yak Built. . . H'wood: Thin Pan Alley. . . Luncheon-at-Sardi's: 'Tis Slater than you think. . . A certain video fashion show: As Thorsens Cheer. (Hey, Jim Caddigan: In her second 15-minute weekly stanza on WABD, Ethel Thorsen drew over 800 letters!)



● ● ● Readers are using the mail to augment our recent paragraph on radio press agents who clicked in the bigger time. For instance: Sam Gelson, now one of the big wheels in the American Veterans Committee and one of the finest writers of documentary we know of, Norman Corwin not excepted—Ed Dukoff, manager of Danny Kaye—Jay Burton, who's penned the witticisms for radio's top comics—Sid Garfield, whose periodic drama reviews rate with the professional best—Ezra Goodman and Leo Guild, whose individual by-lines have been featured in all outlets from national mags to Double-A films.



● ● ● Graeme Zimmer, of WCSI-WWNI, Columbus, Ind., who is organizing the FM Ass'n rump convention to be held in Chi, is at odds with Wm. Ware, pres. of FMA and challenges a statement that the latter is reported to have made to the effect that "Zimmer has never attended an FMA convention to my knowledge." In rebuttal, Zimmer claims to have had breakfast with Ware at the last FMA convention in Chi on the very morning he was made president.



● ● ● LUV 'n KISSES: Betty Garde's super characterization as Jane Ace's ma. . . Don Dunphy's telecasting of the Garden basketball games—as slick as any we've heard all season. . . Page Morton in the new Latin Quarter show. . . Eddie Wilcox's Manor recording of "Jackie"—sweeter than "Sue" and hotter than Miami. . . Bob Sawyer's piano-doodling at the Fireside Inn. . . Frankie Laine's Mercury disc of "It Only Happens Once." . . Bret Morrison's version of "I'm Putting All My Dreams Behind Me."

## AGENCIES

W. A. BLEES, vice-president of Avco Manufacturing Corporation and general sales manager of the Crosley Division, has announced the appointment of Benton & Bowles, Inc., of New York as advertising agency for Crosley. The appointment is effective immediately, Blees said. Benton & Bowles will handle the advertising and promotion of all Crosley products under two major groups—electronics and household appliances. A. W. Hobler, board chairman of the agency, said that creative work will be done at Benton & Bowles' New York headquarters, and that a service office is being established in Cincinnati for on-the-scene co-ordination with Crosley's advertising and sales promotion executives.

LESLIE S. MATHER has been appointed to the creative staff of Earl Ludgin & Co., Chicago advertising agency.

IRVING D. AUSPITZ has been clected executive vice-president of Weiss & Geller, Chicago advertising agency. He formerly held the position of vice-president and creative director of the agency.

STUART BART & GETSCHAL, INC., is the name of the advertising agency formerly known as Stuart Bart, Inc. it has been announced. The change was made to include the name of Budd Getschal, agency partner, who joined Stuart Bart two years ago, after having resigned as copy chief and plans board member of The Blaine-Thompson Co., Inc. At the same time it was announced that Alvin R. Smith, formerly general manager and production director of The Chernow Co., has been appointed production director and a plans board member of Stuart Bart & Getschal. Jules Halfant has been named to an art directorship, and Howard Brown has been raised to associate art director.

## Van Named Indian Chief

Newscaster Lyle Van of WOR was inducted into the Cherokee Indian tribe last night during his 6 p.m. broadcast. Van was designated Chief Bull Moose by Chief Rising Sun, the latter being assisted in the ceremony by Chief Crazy Bull, grandson of Sitting Bull.

## ARTHUR EDDY

Public Relations — Publicity

812 Taft Building

Hollywood

Gladstone 5305 — Gladstone 9082

**Changes Were Many**  
**During 1948 - Keep**  
**Up With The Parade**  
**- Radio Annual And**  
**Television Year Book**  
**BIG 1949 Edition -**  
**Covers Everything**  
**Goes Everywhere**

## Broadcasters Meet For ABC Conference

(Continued from Page 1)  
 ting in the meeting were Mark Woods, president; Edward J. Noble, chairman of the board; Robert E. Kintner, executive vice-president and Charles Barry, vice-president in charge of television.

ABC broadcasters from the south-central and southeastern district stations will meet in New Orleans at the International House on Monday, Jan. 10; Southwestern, middle and central states districts, will gather at the Ambassador East Hotel in Chicago, Jan. 27, and the Mountain and Pacific areas will meet Thursday, Feb. 3, in the St. Francis Hotel, San Francisco.

## Ballots For NAB Board Will Be Mailed Monday

(Continued from Page 1)  
 ships representing odd-numbered NAB districts are involved in the nominations and election, because the 9th District elected its director, Charles C. Caley, WMBD, Peoria, Ill., at the district meeting last August, after mail nominations.

Nominating forms will be sent to all NAB members Monday by Ernst & Ernst, New York CPA firm selected by the Board.

## Joins NAB Temporarily As Assistant To Miller

Washington Bureau of RADIO DAILY

Washington — NAB announced yesterday that Dr. Ruth A. Inglis has joined its staff temporarily as editorial assistant to President Justin Miller. Dr. Inglis is on leave of absence until October from the University of Washington, where she is associate professor of sociology. She was the author of the volume "Freedom of the Movies," written for the Hutchins Commission on Freedom of the Press just after the war.

Dr. Inglis, a native of Canada, has taught at Smith College and was employed in Hollywood on audience research projects financed by the Carnegie and Rockefeller foundations.

### Homecoming

Syd Eiges, NBC's V.P. in charge of Press, returns to New Kensington, Pa., the town where he was born, on Thursday, Jan. 13, for a round of talks. He will speak at the high school assembly in the morning and on "The Future of Television" at the meeting of the Women's Club in the afternoon. That evening he will be guest of honor at a dinner given by the New Kensington Chamber of Commerce.

## Sellers, FMA Director, Introduced To The Press

(Continued from Page 1)

same time Edward L. Sellers, new executive director, was introduced to the press. Sellers' selection for post was revealed here this week.

Millard Faught is head of the Faught Company. He is known in FM circles for several speeches at conventions, and as counsellor to Dr. Edwin H. Armstrong, FM inventor.

Sellers' background of 12 years in radio and promotion work includes service with Associated Press, the Virginia Railways Association and Capital Airlines.

FMA said also that it will hold a program clinic in New York next spring for broadcasters, advertisers and time-buyers.

### Howard Clothes On WCBS

Howard Clothes, Inc., will assume sponsorship of the 11:00-11:10 p.m. news program over WCBS, New York, on Mondays, Wednesdays and Fridays, starting Jan. 31, it has been announced by Don Miller, WCBS sales manager. Peck Advertising Agency, Inc., handles the Howard Clothes account.

The news period, aired every night with George Bryan as reporter, is sponsored on Sunday, Tuesday and Thursday by White Rock Corporation thru Kenyon & Eckhardt.

### Stork News

Catherine M. Koerner was born on Jan. 5 to Mr. and Mrs. Marty Koerner. Koerner is associated with Barnes Printing Company, printers of RADIO DAILY.

## CBS May Televis Bouts From Manhattan Center

(Continued from Page 1)

Century Sporting Club a year ago, has been named matchmaker for T of C. Plans call for weekly boxing bouts to be staged at Manhattan Center every Wednesday night starting Jan. 19. CBS-TV won't be able to televise the card that night, however, since it already has scheduled inaugural activities from Washington.

In developments during the last few days, Dave Charnay, whose Allied Syndicates has a 25 per cent interest in Tournament of Champions, was named executive secretary of the organization. Mortimer Weinbach, MCA executive, was appointed secretary. This gives MCA two officers on T of C's executive staff, the other being Charlie Miller who is a vice-president. Lawrence Lowman of CBS also is a veepee.

## WMCA Will Dramatize N. Y. Divorce Racket

Nathan Straus' WMCA, New York, which has carried to its listeners discussions on such subjects as "Sexual Behavior of the Human Male" and homosexuality, will dramatize today, Jan. 7, the only method by which married couples can get a divorce in New York State. Program titled "Cause For Divorce," is aimed at hitting the divorce racket founded on phony adultery cases. Show will be broadcast from 9:30-10 p.m.

The dramatized documentary will tell the story of an unhappily married couple who agree, with a third party, to go through the normal routine of getting a divorce in New York State. William M. Wherry, chairman of the Committee on Socio-Legal Jurisprudence of the New York County Lawyers' Association, appears on the program with a plea toward an examination of the divorce laws.

Script is written and produced by Larry Menkin. Charlotte Holland and Nat Polen play the lead roles.

## Nominations Are Sought For Fire Safety Award

Nominations for the annual gold medal award by the National Board of Fire Underwriters to the station contributing the most in fire prevention programming are being received at the board's headquarters in New York, it was announced yesterday. Last year, WLS, Chicago, won the medal for the third successive time for its campaign of greater fire safety among midwest farmers.

### NBC Newsmen Stricken

NBC newsman Leif Eid, who does a morning news roundup daily from Washington, underwent an emergency appendectomy yesterday. He was stricken while editing copy at his desk. Eid is resting comfortably at Garfield Hospital in the nation's capital.

## WOR's Gross Hits New High In 1948

(Continued from Page 1)

advertised over the station during the year just ended and drugs came in second. Cigarette and tobacco sponsors showed the greatest increase as compared to the previous year. Beer and wine advertising showed the biggest decline.

WOR's record smashing sales year is linked in part with the fact that it's opening a television station in Washington next week and building another in New York. The AM operation must pay the freight until TV can stand on its own economic feet and during the last year WOR has concentrated on the biggest sales effort in the history of the station.

The station ended the year with 320 accounts, a figure higher than in any other previous year. Plans for an intensive 1949 sales drive will be unfolded at WOR's annual sales meeting in New York on Feb. 7.

The 10 advertising agencies which placed the most business on WOR in 1948 in the order of their billings are as follows:

Duane Jones, BBD&O, Young & Rubicam, Dancer-Fitzgerald-Sample, Platt Forbes, Neff Rogow, Erwin, Wasey & Co., Biow, Roche, Williams & Cleary, Ted Bates. All except two of these were on WOR's list of top ten agencies for 1947.

### Milk Fund Show On WNBC

A special program to aid the Free Milk Fund will be broadcast over WNBC Sunday, Jan. 9, starting at 2 p.m. Appearing on the program will be Mrs. William Randolph Hearst, originator of the Fund; Edward Johnson, general manager of the Metropolitan Opera Assn., and Patrice Munsel and Regina Resnik, "Met" sopranos. Ben Grauer is m.c.

## TELEVISION FM • RADIO • ELECTRONICS ENGINEERS AVAILABLE

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 Bowling Green 9-1120

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# STEIN'S THEATRICAL-TELEVISION MOVIE Make-up

AT LEADING DRUG STORES AND DEALERS EVERYWHERE

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

**FREE** Your complete personal make-up analysis! If you have a professional make-up problem, write for free personalized advice. Just send a description of your coloring. Also, write for Stein's free new illustrated booklet of make-up hints and suggestions.

## STEIN'S Professional MAKE-UP

430 BROOME STREET, NEW YORK 13, N. Y.

# TELEVISION DAILY

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

## FCC WOULD 'OK' THEATER STATION

### TELE TOPICS

**V**IEWERS tuned in to "Critics at Large" over ABC last night heard brief snatches of what would have been a most interesting discussion (by Dr. Allen B. DuMont, Bud Barry, ABC-TV veepee, and John Crosby, radio-TV critic of the New York Herald-Tribune) on television, had it been allowed to develop. Of course, it's impossible to cover so broad a subject in only 30 minutes, but it was somewhat annoying, to me at least, to see the participants interrupted by the moderator, John Mason Brown, just as they were about to get going on a particular point. . . . Crosby said he hoped video would not repeat the mistakes of radio and permit the advertisers to run the business—a hope fervently shared by this department. The networks, he said, should build their own programs and make them available to sponsors, rather than have agencies build the shows. Barry began to answer this point and intimated that perhaps the nets couldn't build the best shows, but Brown changed the subject before Barry could fully make clear what he was trying to say. Placed on the by-now-overworked topic of video's effects on the movies, Barry said that television is an entirely different medium from the older forms of entertainment, and is "not going to supplant anybody for a long time to come." . . . Dr. DuMont said that 100,000 receivers are being installed in New York monthly.

**F**IRST GENERAL PUBLIC SHOWING of NBC's institutional film, "Behind Your Radio Dial," has been set for Sunday, 6:40 p.m., over WNBT. The 20-minute film was made for the web by RKO Pathe. In Chicago, the movie has been made available in 16mm size for showings by schools, clubs and civic or business groups. . . . Eugene S. Thomas, general manager of WOIC, will introduce the members of his staff to the Advertising Club of Washington at a "WOIC Day" luncheon at the Statler Jan. 11. Ed Sullivan will emcee, assisted by double-talker Al Kelly. . . . "The Goldbergs," perennial radio soaper, will make its TV debut over CBS Jan. 14, 8-8:30 p.m., in a new weekly series. Gertrude Berg will play "Mollie," with Larry Robinson as "Sammy" and Fuzzy McQuade as "Rosalie." Tony Miner is producer and Walter Hart will direct. Morey Amsterdam moves to Monday, 9 p.m. . . . Talent lineup for the WDTV kickoff on the 11th includes Mary Martha Briney, The Pittsburgh Savoyards, Ed Schaughency, Al Schacht, Jackie Heller, Clifford Guest, Helene and Howard and The Four Steps, with music by Maurice Spitalny. . . . Total of 15 additional periods per week have been sold by WPTZ, Philadelphia to eight accounts. . . . CBS announcer Harry Kramer and director Ronald Dawson have optioned their package, "Eight to Eighteen," to Advertisers Televising Service.

### Chevy, Chesterfield Buy Sports On WPIX

Pickups of two amateur athletic promotions of the New York News—the Golden Gloves and the Silver Skates—have been sold by the daily's outlet, WPIX, to the Local Chevrolet Dealers Association and Chesterfield. Chevrolet, through Campbell-Ewald, will sponsor 15 pickups of the boxing tourney, beginning with the preliminaries on Jan. 11, and running through the Intercity Championships on Mar. 28. Jack McCarthy will be behind the mike. Chesterfield, through Newell-Emmett, has signed for the Skates finals to be held in Madison Square Garden Monday night. The two-and-a-half hour pickup will feature the final races of the competing amateurs and the ice carnival with several top specialty acts. Rex Marshall will describe the proceedings, assisted by skating champ Irving Jaffe. Jack Murphy will direct.

### Three Additions To WOIC Staff Announced

Washington—Three new additions to the staff of WOIC, which goes on the air here Jan. 16, were announced yesterday. James Blair, formerly with WBAL-TV, Baltimore, was named production facilities manager. Norman Bailey, former WMAL-TV technician, joined the engineering staff, and Laurence E.

### Motorola vs. Admiral; Infringement Charge

Chicago—Motorola, Inc., has filed suit in Federal District Court here against Admiral Corp. charging infringement on patents on a Motorola seven-inch table model receiver. Both preliminary and permanent injunctions are sought in the complaint. The suit charges that a set displayed by Admiral at the winter furniture show here last year with a \$169.95 price tag was similar in size and general appearance to a Motorola receiver priced at \$179.95. Infringement on four specific receiver patents held by Motorola also is charged. Ross D. Siragusa, president of Admiral, termed the allegations "completely unfounded." He said it was a "spite suit occasioned by Admiral's successful entrance into the low-priced television field." Stating that the suit will be "vigorously defended" by Admiral in court, Siragusa said, "The complaint alleged in the suit is based upon an incident which occurred more than a year ago. Indication that this is a spite suit is the fact that the action has been delayed until the time that the American Home Furniture Show is now in session when there are thousands of dealers inspecting new models." Richardson, Jr., was appointed auditor for the WOR-owned outlet.

### Asks Approval Of WTVJ Sale To WOMETCO

Washington Bureau of RADIO DAILY  
Washington—A recommendation that the FCC recall its order of last year revoking the TV license of WTVJ, Miami, and approve the purchase of the station by the WOMETCO theater circuit was voiced yesterday by Commissioner Paul Walker. His recommendation follows a hearing in Miami last Fall, during which the entire complicated history of the station's financing was reviewed. Financing a Factor The FCC had proposed to rule WTVJ off the air on the ground that for more than a year actual financial control had rested with WOMETCO, with the Commission not having been notified. During the hearing it was developed that the WOMETCO funds had been advanced on a conditional basis, with the original backer of the station not ruled out until last Spring. The original backer had a prison record in Georgia, and it was stressed in the hearing that WOMETCO's record of public service in the Miami area insures that the shift of control promises greater service in the interest of the public. Walker Concedes "Public Interest" Commissioner Walker found that there was some inadvertence in the filing of information, but that it is not of sufficient gravity to cause revocation of the station's authority. He found too, that it would be in the public interest to permit WOMETCO to take over the station. A Democrat generally found lined up with the so-called "left wing" of the Commission, Walker is one of those who presumably would have had to be convinced by WOMETCO. That he has been convinced bids well for the acceptance of his recommendation by the full Commission.

## Progress Report No. 15

WEWS, Scripps-Howard Cleveland Outlet,  
On Air 40 Hrs. Weekly, Has 19 Sponsors

Cleveland—A little more than a year after its debut, on Dec. 17, 1947, WEWS, the Scripps-Howard station here, is now on the air an average of 40 hours weekly, and has 19 commercial accounts. About 19 program hours weekly are taken from ABC and CBS. Balance of the schedule breaks down as follows: live studio, 10½ hours; remote, five hours, and film, five-and-a-half hours. James C. Hanrahan, Scripps-Howard Radio veepee, is general manager of the station. J. Harrison Hartley is station director; Patrick H. Crafton, program manager, and Joseph B. Epperson, chief engineer. WEWS boasts three studios in operation in downtown Cleveland, 55-by-70-by-23, 34-by-20-by-11 and 10-by-14-by-11. Station has full remote and projection facilities and seven cameras—three dual image orthicon chains and one iconoscope projection chain. Complete film laboratory includes facilities for making still photos, prints, 35mm. film strips and slides. Transmitter radiates 16.1 kw. visual power, 8.05 kw. aural power. Three RCA microwave links are employed. Latest estimates report 15,696 receivers installed in homes in the Cleveland area and 2,705 commercial installations in this, Ohio's leading city.



HANRAHAN

### GE Dealers To Sponsor Wrestling Over WNAC-TV

Boston — Four General Electric dealers have signed with WNAC-TV for sponsorship of weekly wrestling matches from Boston Arena. Lester Smith, who describes the bouts, will handle commercials and interview representatives of the participating firms. Contract is a continuation of sports sponsorship on WNAC-TV by GE retailers. Last fall the group bankrolled high school football games in Lynn on the station.

## PROMOTION

### Kids Matinee Tie In

Frank Luther, children's entertainer, will make a series of Saturday morning appearances in Skouras movie houses in the New York metropolitan area through a joint promotion tie in between WNBC, Decca Records and the Maltex Company (Luther's sponsor). The entertainer's first personal appearance is set for Jan. 8 at the Park Plaza Theater in the Bronx.

On the stage every Saturday Luther will record an interview with a Boy Scout, selected for outstanding service from his neighborhood, with the recording to be played back over WNBC the following Saturday morning. Decca and Maltex will both utilize dealer promotions and lobby displays to tie in with the show. Skouras is running trailers in 11 of its theaters.

### Posner Shoes Starts Kids Program On ABC

Dr. A. Posner Shoes, Inc., has signed to sponsor a Saturday morning children's variety program over three ABC stations starting Jan. 15. "The Big 'N' Little Club" will be heard at 10:30 a.m., EST, over WJZ, New York; WFIL, Philadelphia; and WCOP, Boston.

According to the shoe company's agency, Hirshon-Garfield, at least 30 additional ABC outlets will be added to the hookup during the first 13 weeks. Initial contract runs for 20 weeks.

Dick Collier will emcee the new kid show. Phil Cramer will handle the role of "Willie, the Worrier."

### Joins WHLI Staff

Joseph Goodfellow has been appointed account executive on the staff of WHLI and WHLI-FM, Hempstead, L. I., it was announced yesterday. Goodfellow was formerly v-p and resident manager of KSJB, Jamestown, N. D.

## COAST-TO-COAST

**New Farm Program On WKRC**  
Cincinnati, Ohio — A new farm hour was inaugurated January 3rd on WKRC and will be heard Monday through Saturday 6:00 to 7:00 a.m. Dick Seech, who has been appointed farm director of WKRC and WCTS will specialize in news, market reports and other activities of interest to farmers in the Tri-State area. Recorded folk music is also featured, and a similar program to FM listeners over WCTS will be heard at a time to be announced later.

**WBRK Covers Storm Areas**  
Pittsfield, Mass.—WBRK sent its mobile crew with tape-recorders to the severest portions of the storm-flooded areas in and around North Adams, Mass., when heavy rains caused property damage and loss of life last week in the New England states. Dan Healy, program director; John Parsons, manager and chief engineer, and Len Lavendol fed reports to Mutual and Yankee networks on flood conditions from an emergency studio set up in the North Adams telephone exchange.

**Ministers Radio Confab on WBBM**  
Chicago — WBBM producer, Bev Dean, has been invited to instruct a group of ministers from various rural sections of the country during a conference at Green Lake, Wis., February 4 and 5 in the techniques of radio. The group includes Baptist clergymen who are attending this conference on town and country work.

**Choreographers Guest on WSB**  
Atlanta, Ga.—Bob Van Camp featured on his "One Thirty Date" program recently Pittman Corry and Karen Conrad, directors and choreographers for the Atlanta Dance Theater, new Dixie ballet company. The company is currently presenting its premiere performance on the Atlanta Music Club series.

### WMRN Sells Batons

Marion, Ohio—Twenty-four hours after his first spot announcement on WMRN, ABC outlet, Gene Shellhorn of the Shellhorn Music Store—new to radio—said, "Well, you could have knocked me over with a baton." He had sold 200 drum major batons running only one announcement per day during three pre-Christmas weeks, using no other form of advertising. Clark Dozer, station commercial manager denies having used a baton to close announcement contract but admitted that "Mr. Shellhorn will be a regular advertiser in 1949."

### WEAV Aims R. C. Appeal

Plattsburg, N. Y.—WEAV broadcast an appeal for two blood donors of type "O" blood at the request of the American Red Cross. The appeal was made on "The North Country News" at 12:30 p.m. Before 2 p.m., the Red Cross had 10 volunteers for the blood donation. Officials of the Red Cross thanked WEAV for its effort in assisting in this public service emergency.

### WGY Wins Safety Award

Schenectady, N. Y.—For the second time, WGY has received the National Safety Council's Award for presenting the most original farm safety week program. The award was made at the NARFD in Chicago and was accepted recently by Bill Givens, supervisor of farm broadcasting. The script for the show was written by Art Garland, acting supervisor of continuity and produced by Bill Bardley, announcer.

### WFMF Gets Power Increase

Chicago—On January 1st, WFMF began broadcasting with 33,000 watts, becoming the most powerful FM station in Chicago. Operating on 100.3 megacycles with a seven-day schedule of 1:00 p.m. to 10:30 p.m., WFMF's exclusive broadcasts now include two hours daily of Board of Education programs for classroom work in public schools, Felix Borowsky's Concert Hour and the top sports feature of the Chicago White Sox night games, during baseball season.

### WQAN-FM Debuts

Scranton, Pa.—WQAN-FM, owned by the Scranton Times and a sister station to WQAN, is now on the air from 8 a.m. to midnight. John P. McGoldrick is manager and chief engineer for WQAN-FM and Robert R. Flanagan is program director. James Pettinato is supervisor of operations and the engineering staff includes William Houston and Robert Barritt. Announcers for the new FM outlet are Anthony Martell, Eugene Feeney, Hugh Connor and William Badger. WQAN-FM eventually will operate on a commercial basis although its sister AM station is non-commercial.

## BEHIND THE MIKE

VIC DAMONE named one of the nation's ten most eligible bachelors in a poll of 500 models of the Barbizon School of Modeling.

Lisa Kirk, a click in "Kiss Me Kate," planning to produce her own tele show, "A Letter From Lisa."

Some sponsor is missing a bet by not signing up Conrad Thibault, great baritone whose concert dates are all sellouts.

Luba Malina guesting on Red Benson's "Movie Matinee" heard Mondays.

Radioland, specializing in radio mail screening and answering service, moves to new and larger quarters Jan. 15th when it goes into the Hollis, L. I., Town Hall. Service now handles over 100,000 pieces of mail weekly for top air shows.

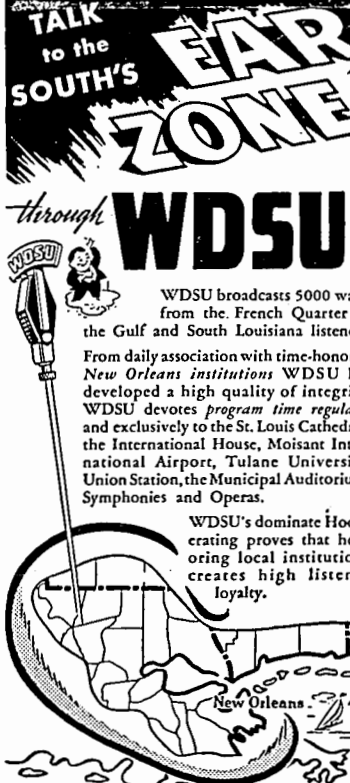
Radio and video actor, John Harvey, has sold a Bible story script to Don Peterson, producer of the "Ave Maria" religious hour, heard locally via transcription on WMCA.

Richard Maxwell and the Accor-dianata ork doing a New Year's Eve show at Halloran Hospital under auspices of Veterans Hospital Programs.

Larry Haines, best known for his "tough-guy" portrayals, has assumed the role of kindly, courageous "Dr. Ralph Munson" on NBC's "Young Dr. Malone."

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 Hoop-erating proves that honoring local institutions creates high listener loyalty.

NEW ORLEANS **WDSU** ABC Affili-ate  
1280 kc 5000 Watts

We're Going 50kw.  
at 800kc.  
Early in '49

5,000  
WATTS at  
800 Kc.

MUTUAL

# CKLW

in the Detroit Area

J. E. Campeau, President

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





# RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 46, NO. 6

NEW YORK, MONDAY, JANUARY 10, 1949

TEN CENTS

## DISC MANUFACTURERS' BATTLE LOOMS

### OK Time-Reservation By Outlets Being Sold

Washington Bureau, RADIO DAILY  
Washington—The FCC announced Friday that it has adopted with little change rules proposed nearly a year ago governing contracts for reservation of radio time which may be honored when control of the station is to be sold. There was a hearing in June on the matter.

The conditions include the following:

(1) A maximum of 12 hours per week subject to reservation, of which no more than four hours in a single day.

(2) Clear recognition of licensee  
(Continued on Page 3)

### Fidler Named Vice-Pres. Of J. Walter Thompson

West Coast Bureau, RADIO DAILY  
Hollywood—Fred H. Fidler, recently appointed Pacific Coast manager for J. Walter Thompson Company, has been elected vice-president.

Fidler pioneered in the field of television in 1935, studying all phases of video. He joined JWT Agency in New York in 1929, and came to the coast in 1930 where he handled business account for Los  
(Continued on Page 2)

### New FM Transmitter Developed By REL

Development of small ten watt FM educational transmitters which sell for \$1,595, was announced Friday by the Radio Engineering Labs, Inc., of Long Island City, N. Y. The transmitter is designed for schools, universities and all other non-commercial institutions, and has a maxi-  
(Continued on Page 6)

**Set Prices Reduced**  
Price reductions from \$50 to \$200 on Caphart television and TV-phonograph-radio instruments were announced Friday by E. A. Nicholas, president of Farnsworth Television and Radio Corporation. He added that the readjustments in prices are expected to remain steady for the coming year with production schedules heaviest in the company's history.

**Announcement**  
Al Steen, outstanding Hollywood journalist for the past two years and previously associated with Alicoate publications in New York for some twelve years, becomes head of the West Coast office of RADIO DAILY today. The Hollywood office of RADIO DAILY is at 6425 Hollywood Boulevard. Phone number is Granite 6607.

### Elect Denny Director At NBC Board Meet

Charles R. Denny, executive vice-president of NBC, Friday was elected a director of the company at the regular monthly meeting of the network's board of directors, it was announced by Niles Trammell, president. Mr. Denny first joined NBC on Nov. 15, 1947 as vice-president and general counsel and was elected executive vice-president on July 2, 1948.

### Torney Resigns Sales Post With KGO-ABC In 'Frisco

Kirk Torney, sales manager for station KGO, and ABC's spot sales office in San Francisco, is resigning his position on January 15 to enter his own private business, the Torney-Bush Television Company of  
(Continued on Page 2)

## Record Sales Reported By Philco Corp. For 1948

Palm Beach, Fla.—Reporting that sales of the Philco Corporation reached the record total of about \$270,000,000 in 1948, an increase of \$44,000,000 over the previous high level in 1947, William Balderston, president, told 1,200 distributor delegates, that the net worth of the Philco Corporation had increased from \$15,800,000 in 1940 to about \$51,000,000 at the end of 1948. Balderston predicted tremendous

### Columbia, RCA-Victor And Mercury Offering Variations Of Long-Playing Records; N.Y. Dealers Dissatisfied

### AM Station Expansion Reported to Congress

Washington Bureau of RADIO DAILY  
Washington — AM radio service has been extended in the past three years to more than 400 communities credited with less than 5,000 inhabitants in the 1940 census list, the FCC reported yesterday. At the same time, the Commission said in its annual report to Congress that there is now at least one radio station in every city with a population above 25,000. In the three years from October  
(Continued on Page 8)

### Nine Midwest Stations Set Wash. News Bureau

Walter Cronkite, former United Press foreign correspondent has been signed by nine middle and southwest radio stations as permanent Washington correspondent. Cronkite flew to Washington Friday to establish headquarters, to  
(Continued on Page 2)

### Washington Post's WINX Sold To WHAT's Banks

Washington Bureau, RADIO DAILY  
Washington—Papers were signed late Friday for the sale of WINX, Washington, for \$125,000, subject to FCC approval, it was reported Fri-  
(Continued on Page 2)

By AL JAEGBIN  
Staff Writer, RADIO DAILY  
An all-out war between major record companies for control of the already highly competitive market was launched last week with their introduction of several new, revolutionary types of discs, amid a chorus of complaints from admittedly-confused retailers. RCA Victor announced  
(Continued on Page 3)

### Don Lee Urges FCC To Speed Up Review

Washington Bureau, RADIO DAILY  
Washington—Suggesting that the Commission might well review network practices generally rather than merely charges of coercive tactics and other abuses which have been directed at it, the Don Lee Broadcasting System last week asked that the FCC renew its various station licenses and okay its pending applications for construction permits. At the same time an affidavit was  
(Continued on Page 3)

### New Cisco Kid Series To Be Produced By Ziv

Plans to produce an open end transcription series of the 'Cisco Kid' stories for national release was announced Friday by Frederic W.  
(Continued on Page 6)

**Fraternal**  
Washington — NAB president Justin Miller and AFM president James Caesar Petrillo will serve together on the committee on arrangements for the inauguration of President Truman. It was announced here last week. In the meantime, Miller offered all possible co-operation by NAB for radio correspondents and their staffs coming here for the event.



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

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

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

FINANCIAL

(January 7)

NEW YORK STOCK EXCHANGE

Table with columns: High, Low, Close, Net Chg. Rows include ABC, Admiral Corp., Am. Tel. & Tel., CBS A, etc.

OVER THE COUNTER

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

Fidler Named Vice-Pres. Of J. Walter Thompson

(Continued from Page 1)

Angeles and San Francisco offices. He replaces Arthur C. Farlow who was recently transferred to JWT's New York office to join the senior administration group.

FOR RENT

Desirable Office Space
NEW ELEVATOR BLDG.
2 FLOORS — 2,300 FT. EACH
143 W. 51st St., N. Y. C.
1/2 BLOCK FROM RADIO CITY
Possession Feb. 1st
Circle 6-9400

COMING AND GOING

DR. ALLEN B. DuMONT, president of the DuMont Television Network; THOMAS E. GOLDSMITH, head of research; LAWRENCE PHILLIPS, director of the web; JAMES CAD-DIGAN, director of programs, and RODNEY DUANE CHIPP, chief engineer, are in Pitts-burgh for Wednesday's opening of WDTV.

COL. HOWARD L. NUSSBAUM, chief of the U. S. Air Force radio-television branch, is in New York this week to conduct flight tests of airborne TV equipment.

RICHARD W. DAVIS, general manager of WELI, New Haven, Conn., paid a call Friday at the New York offices of BMB.

JULES LEVEY, executive vice-president of Lion Television Pictures, and PAUL WHITE, vicepres, have left for a trip to Hollywood on business.

FRANK WHITE, president of Columbia Rec-ords, is on a business trip to the West Coast. He'll visit distributors and the Columbia plant in Hollywood.

ARTHUR GODFREY has returned from Miami, from which point he had broadcast his Colum-bia network program during the week follow-ing Christmas.

HOMER MARTZ, farm director of KDKA, Pittsburgh; CARL STASKO, sales promotion manager, and LEE CURRAN, publicity direc-tor, are in Harrisburg, Pa., for the annual State Farm Show to be held all this week.

ROBERT McGREDY, sales manager of WTOP, Washington, D. C., has completed a business trip to New York and will return to the Na-tion's Capital today.

GEORGE F. FOLEY, Jr., television director of Newell-Emmett, is in the Middle West con-fering with station heads and program man-agers.

ROGER BAKER, commercial manager of WKBW, Buffalo, N. Y., was in conference Fri-day with officials of BMB.

NAT RUDICH, of Gainsborough Associates, is in Rhinebeck, N. Y., on business.

Washington Post's WINX Sold To WHAT's Banks

(Continued from Page 1)

day night. Seller is the Washington Post, which paid \$500,000 for the in-dependent 500-watter in 1944. Buyer is William Banks, head of WHAT, Philadelphia.

The sale was forced in view of the Commission's provisional approval of the purchase of control of WTOP, Washington, from CBS by the Post.

Will Conduct G.E. Classes On Tour Of Far East

A. D. Haedecke, engineer in the receiver division of the General Electric Company, has been loaned to International General Electric to tour the Far East as a special investi-gator on radio receivers.

Throughout his tour, which will take him around the world, he will conduct special service seminars in key cities of the Pacific Islands and Asia.

Haedecke arrived in Manila January 8. He will remain there for about three weeks before taking off for Hong Kong. Next stop will be Bangkok. He will then travel to Cal-cutta and Bombay before returning to the States by way of England.

10 YEARS AGO TODAY

From the Files of Radio Daily
Effective immediately, Stand-ard Brands has added 27 sta-tions of the Canadian Broad-casting Corp. network to its "Chase & Sanborn" and "Getting the Most Out of Life" series. . . . Frank N. Stanton, of CBS mar-keting research led off with statis-tics on gross billings, station classifications and similar data, when CBS began its case before the FCC network investigating committee. . . . The FCC turned down a request by the American Communications Association that it sponsor certain projects through the WPA, for relief of unemployed radio engineers and technicians.

Nine Midwest Stations Set Wash. News Bureau

(Continued from Page 1)

represent the participating stations, located in five states. Stations in-clude WOW, Omaha, Nebraska; KSO, Des Moines, Iowa; KSCJ, Sioux City, Iowa; WMT, Cedar Rapids, Iowa; KMBC and KFRM, Kansas City, Missouri; KTUL, Tulsa, Oklahoma, and KOMA, Oklahoma City, Oklahoma, and KWK, St. Louis, Missouri.

Present at a recent meeting in Kansas City which culminated a month's discussion of the project were John J. Gillin, Jr., and Lyle De Moss, WOW; Tom Shumate, KSO; James Bormann, WMT; John Tinnea, KWK; Arthur B. Church and Karl Koerper, KMBC and KFRM, and John Esau, KTUL. E. T. Flaherty of KSCJ and J. J. Bernard of KOMA were unable to attend because of transportation difficulties in the wake of a blizzard.

Each station will program Cron-kite on a short news spot daily. In addition, he will provide two quar-ter-hour programs weekly for each of the stations. One of the quarter-hour programs will be a general commentary and interview type program of significance to the five-state area. The second 15-minute program will be supplied each sta-tion on a localized basis.

Torney Resigns Sales Post With KGO-ABC In 'Frisco

(Continued from Page 1)

San Carlos, Calif. Gayle Grubb, KGO's general manager, announced Friday. Torney's successor will be announced at a later date, Grubb reported.

In his new venture, Torney and his life long friend, Robert Bush, prominent Bay City business man, will sell and install several leading brands of TV receiving sets any-where within TV signal areas of Bay area TV stations. Headquarters for the new concern will be located in San Carlos. Torney joined the KGO sales staff in 1944 and he served with the Navy during World War 2. He is a native San Franciscan, married and the father of three sons.



The three monkeys holding their ears, eyes, and mouths have stood for the saying, "Hear no evil, see no evil, speak no evil," for a long, long time.

We print their picture to point out that W-I-T-H feels just that way about the other radio stations in Baltimore, the nation's 6th largest market. We hear no evil about them, see none, and speak none.

But we must also tell you that W-I-T-H is the very best buy in this rich town. It covers 92.3% of all the radio homes in the Baltimore trading area.

W-I-T-H is indeed the BIG independent with the BIG audi-ence. Call in that Headley-Reed man and get the full story today.



W-I-T-H

Baltimore 3, Maryland

TOM TINSLEY, President

Represented by Headley-Reed

## Don Lee Urges FCC To Speed Up Review

(Continued from Page 1)

filed by Lewis Allen Weiss, president of Thomas S. Lee Enterprises, Inc., which runs Don Lee, that he is co-guardian of the estate of Thomas Lee and, with another co-guardian, has legal control of all stock.

The renewal of station licenses, Don Lee said, "may be taken without prejudice to, and without concluding the proceedings as, an investigation into network operations and network and affiliate relationships and without prejudice to any appropriate action the Commission may, as a result of such investigation, desire to take with respect to petitioner or others."

Hearing was ordered in February of 1946 on Don Lee's application for renewal of the licenses of KGB, San Diego; KDB, Santa Barbara; KFRC, San Francisco; KHJ, Los Angeles, and KHJ-FM, Los Angeles. Also in the balance are construction permits for TV stations in Los Angeles and San Francisco. Hearings have been held in the Pacific coast area on charges that the network has violated the chain broadcast rules, and Commissioner Rosel H. Hyde is currently preparing a proposed decision in the matter.

Don Lee said in its petition last week that the long delay in the case results primarily from the fact that the record, "although it may raise broad questions of regulation of network operation, relationships between affiliates and networks and appropriateness of revision or modification of the Commission's network regulations, does not present any simple issues of violation of these regulations. These questions are of such scope and character as to require extensive information concerning not merely the operation of petitioner's network but other regional networks and national networks and, particularly, the competitive aspects of network operation."

What has been developed regarding the Don Lee operations, it was said, can clearly "only be answered in the light of comparable data with respect to competitive network operations and further exploration by the Commission of the problems of network affiliate relationships."

Don Lee, it said, "has been subjected to severe hardship and competitive disadvantages because of long pendency of this proceeding."

## FM Call Letters WFDR OK'd For Unity's Station

FCC last Friday okayed the use of the call letters WFDR for an FM station in New York being built by Unity Broadcasting Co. Last September the Commission turned down the request by Unity to use WFDR but later reconsidered on appeal from the licensee. WFDR is expected to go on the air within three months. Its transmitter will be located at 444 Madison Avenue.

## Disc Manufacturers Gird For Battle On Retail Sales

(Continued from Page 1)

development of a new record and record changer which will operate at 45 r.p.m. instead of at the conventional shellac record speed of 78 r.p.m.

**Columbia Offers 7-Inch Platter**  
Columbia, which introduced the L.P. record with a speed of 33 1/3 r.p.m. last June, promptly followed the RCA disclosure with the introduction of a new seven-inch non-breakable microgroove disc which also rotates at 33 1/3 r.p.m. These new records, the Columbia announcement added, will offer "substantial savings" to the public. When they hit the market this month, the new seven-inch records will sell for \$.60 plus tax for popular and American folk music releases and \$.90 for Masterwork releases.

Both the new RCA 45-r.p.m. and the seven-inch Columbia 33 1/3 platters will play as long as the conventional 10- and 12-inch discs.

**Mercury Enters Field**  
The first indication on how the rest of the industry would react to the Victor-Columbia battle came from Mercury. Mercury aligned itself in the Columbia corner with the introduction of an L.P. microgroove record of its own in the same three sizes as Columbia, namely, 7", 10" and 12". Spokesmen for Mercury said the prices of these long-playing records "will be in line with recently released discs by competitive companies." According to Mercury engineers, the "use of an exclusive Reeves-Fairchild Margin Control process has made it possible to extend, if necessary, the playing time of the microgroove to as much as one hour, twenty minutes."

**King President Comments**  
In announcing that King Records, Inc., would "just sit by and watch the outcome of the war between Columbia and Victor," President Sydney Nathan told RADIO DAILY that he believed it was "Victor's intention to confuse the public and to try to kill off Columbia, if they can, with the introduction of the 45 r.p.m. record. It may well be that after their fight is over in about a year both Columbia and Victor will call it off and go back to the old type of records."

"The lid will be off on Monday," Nathan added, "and then we can see how the fight shapes up. We (King) see no reason to be really concerned since it's a fight between Columbia and Victor. They have the money to go into this sort of thing and we don't. We are going to make what we can sell. Besides, we are only in the 10-inch field and most of our records are used in juke boxes."

**Capitol Watching Developments**  
Another producer, Capitol Records, Inc., told RADIO DAILY in Hollywood, that the "pressing of L.P. records is under consideration, but no definite plans have been set. Capitol feels that long playing plat-

ters will revolutionize business but the company wants to await further developments before making a commitment."

**Kapp Non-Committal**  
Jack Kapp, Decca records prexy, said, "We have no immediate plans" for entering the new-type disc field. He refused to elaborate.

The introduction of the RCA 45-r.p.m. record brings the number of basically different types of discs on the market to three, each requiring a different player. One manufacturer told RADIO DAILY that the attachment required for the new RCA disc could not be incorporated into either the 78 or 33 1/3 r.p.m. players but would need another motor.

These rapid developments in record production have left retailers not only confused but bitter, a RADIO DAILY survey indicated. "The record companies are ruining their own business," the manager of one large retail chain commented, adding that "We have been forced to cancel our orders for new records until we see the outcome of this confusion."

"I can see no point in RCA coming out with the 45 r.p.m. records," the manager of another store said. "As I see it, Victor just wants to make a war out of it."

**Sales on Conventional Discs**  
Several of the stores canvassed were running sales on their conventional shellac discs and explained that they were concerned with "dead stock on their shelves" because of the advent of the new type records. Several of these officials explained that "the public is even more confused than retailers and that most people are waiting to find out what it's all about."

One retailer admitted he would not buy a record changer at this time despite the fact that he "liked music and would like to have a collection of his own. I can't have my apartment cluttered up with all sorts of gadgets and machines in addition to three types of record collections," he explained.

**Record Output Static**  
In connection with a simultaneous survey conducted by RADIO DAILY on the sales of records since the lifting of the AFM ban, ninety per cent of the retailers queried said "the lifting of the ban has not made any difference on the volume of sales."

One store reported that "Columbia classical L.P.'s are swamping everything else," but in the popular field, "Capitol records seem to be moving faster than the others."

"Customers have been hitting the four mark instead of just buying one record but they don't come in as often," the sales manager of another chain disclosed. But he added there has been no noticeable change in the volume of sales of classical and semi-classical platters since the lifting of the ban.

This view was borne out by spokesmen of most outlets, one of

## OK Time-Reservation By Outlets Being Sold

(Continued from Page 1)

right to reject or refuse programs "he reasonably believes to be unsatisfactory or unsuitable or for which, in his opinion, a program of outstanding local or national importance should be substituted." In the latter case provision may be made for other time or for payment at card rate for the time.

(3) A ban on resale or re-assignment of any of the reserved time.

(4) A negation of any right with respect to reversion of re-assignment of license.

(5) A definite expiration date, which shall not be later than February 15, 1964.

**Termination Provided**  
(6) An express provision giving to the licensee the right to terminate the contract, arrangement or understanding for substantial cause, including, but not limited to, the assignment of license or the transfer of control of a corporate licensee, consistent disagreement over programs between the parties, or the acquisition of a network affiliation by the licensee, upon the payment of a lump sum or periodic payments, and providing that the amount initially fixed shall thereafter decrease as the amount of time reserved is decreased by performance of the contract. Any such payment should not be so unduly large as to constitute in practice an effective deterrent to the licensee exercising the right of termination. In determining whether the amount is unduly large, the Commission will consider the amount by which consideration in return for the transfer of the station was decreased by reason of the reservation of time or the present value of the radio time still reserved and unused as of the date of the exercise of the right of termination.

## WWDX-FM Signs Off

WWDX-FM, operated by the Herald-News, Passaic, N. J., shut down the past weekend to make way for the newspaper's new FM station, WNNJ, which will begin broadcasting on February 1. Dow H. Drukker, Jr., president of WPAT and WNNJ, announced Friday. The new station will be heard on 103.5 megacycles.

## Cops Prospect's Hat

Guy Cunningham, time salesman of WEEI, Boston, made his first call on a prospective customer last Friday. He visited the office of the president of the Welsh Candy Company. Instead of making a sale he walked away wearing the executive's hat.

whom commented, "the lifting of the ban has been unimportant as far as sales are concerned. There has been no noticeable drop or rise and this holds true since the ban as well as during the ban."

Perry Como's "The Pussy Cat Song" was the leading seller at most of the stores surveyed.

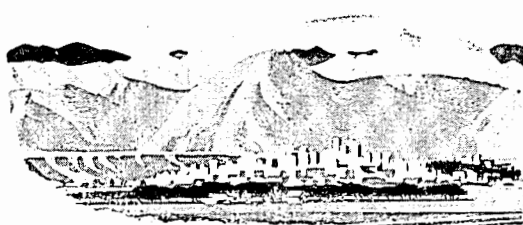


**ARE YOU MISSING  
THE MARK ON THE  
PACIFIC COAST?**

**I**F YOU'RE AIMING to pin down a sales message on the *whole* big, wealthy Pacific Coast market, buy Don Lee and hit the mark. Only the Don Lee network, with 45 stations, can release your message from *within* every important buying market on the Pacific Coast.

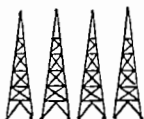
Pacific Coast people listen to their own local network station rather than to out-of-town or distant stations, because mountains up to 15,000 feet high make reliable long-range reception impossible. It takes a lot of local network stations for all the people to hear your radio message, and only Don Lee has enough of them.

LEWIS ALLEN WEISS, *President* WILLET H. BROWN, *Exec. Vice-Pres.* • WARD D. INGRIM, *Director of Advertising*  
1313 NORTH VINE STREET, HOLLYWOOD 28, CALIFORNIA • *Represented Nationally by* JOHN BLAIR & COMPANY



**Of the 45 Major Pacific Coast Cities**

**ONLY 10**  
have stations  
of all 4  
networks



**3**  
have Don Lee  
and 2 other  
network stations

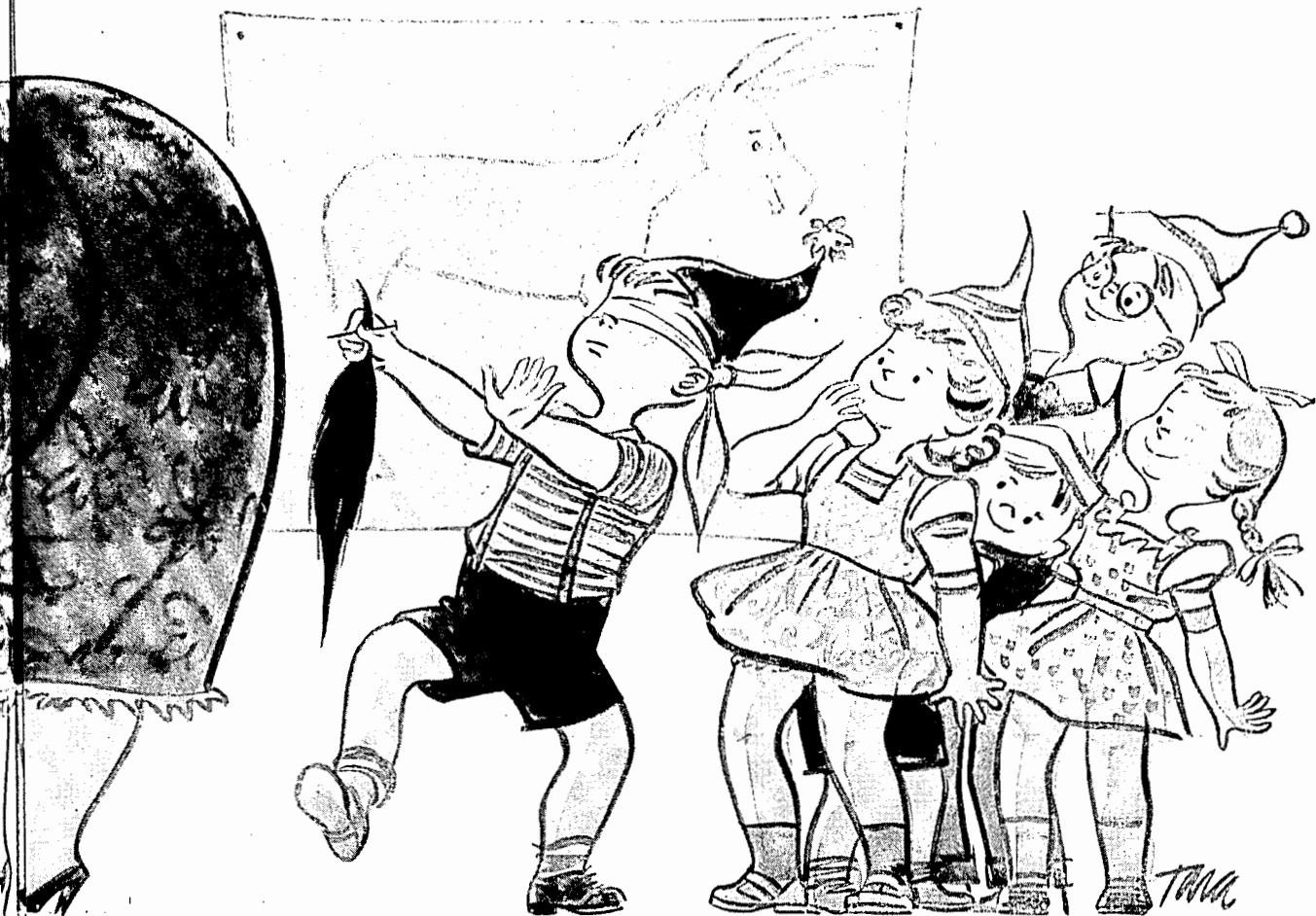


**7**  
have Don Lee  
and 1 other  
network station



**25**  
have Don Lee  
and **NO** other  
network station





Don Lee has a station in every city where the other three Pacific Coast networks have one. To cover the rest of the Pacific Coast (115 "outside" market counties), Network A has 11 stations, Network B has 3 stations, and Network C has 2 stations—but Don Lee has 32 stations, *twice as many* as the other three networks combined.

Only Don Lee, with 45 stations, has facilities to cover both "inside" and "outside" Pacific Coast markets, where over 13½ million people enjoy a buying income of 22 billion dollars a year. Don't buy your Pacific Coast radio blindfolded. Buy Don Lee and reach the *whole* rich Pacific Coast.

*The Nation's Greatest Regional Network*



*Mutual*  
**DON LEE**  
BROADCASTING SYSTEM

## New FM Transmitter Developed By REL

(Continued from Page 1)  
mum coverage of approximately five miles.

The new transmitter employs only 18 standard tubes and is housed in an aluminum cabinet 39" high, 29" wide and 14½" deep. Total net weight is 90 pounds.

REL engineers said the transmitter features maximum distortion of less than ½ per cent from 50 to 15,000 cycles at 100 per cent modulation, and an FM signal to noise ratio of 75 db below 100 per cent modulation, permitting good reception on any conventional FM receiver in the 88 to 108 megacycle band.

## New Cisco Kid Series To Be Produced By Ziv

(Continued from Page 1)

Ziv. The "Cisco Kid" has been running for three years on the Don Lee network on the west coast with the Interstate Bakeries and Kilpatrick Bakeries sponsoring.

Production of the new series will start next week in Los Angeles with Miss Hilly Sanders in charge. The schedule calls for the release of the new ET series in March.

A deal has already been consummated whereby the new 'Cisco Kid' open end series will be sponsored by the Interstate Bakeries and the Kilpatrick Bakeries on the Don Lee web.

## New DuMont TV Spots Merchandise Receivers

A new series of film spots has been produced for the DuMont receiver sales division for commercial use on TV stations in key center cities by Willard Pictures, Inc., through the Buchanan agency in New York. Twenty one-minute film commercials constitute the first group of the new series. These are being used on TV stations in Los Angeles, Chicago, New York, Houston, Philadelphia and Boston. The Willard organization, pioneers in the production of commercial movies, are now specializing in TV film spots.



## California Commentary . . . !

● ● ● There was a time when, at the Hollywood Brown Derby, the radio boys talked radio and the picture boys talked pictures. But that's all changed now. Today, the principal conversation is television and what it's likely to do to both industries. One

expert on the subject, and a radio veteran, was

heard to remark that in the beginning radio was low-cost entertainment which gradually built itself into its present status. But television is starting off as high-cost entertainment—higher than the tariff can stand—and is likely to get badly bruised unless it tries to crawl before it tries to walk. Something to think about anyway. . . . Did you know that there were more than 75 companies here in Flickerland that were formed for the purpose of producing television films exclusively? And most of them are producing, too. It will be interesting to check up and see how many are functioning this time next year. . . . ABC starts off the new year with 21 commercial programs originating from Hollywood. . . . Fred Vance, formerly of NBC's Peoria station WEEK, and Tom Frandsen, well known in Southern Cal. radio circles, have been appointed to KMPC's sales staff as account executives. . . . Ken Murray is talking video with a network group which wants to put his "Blackouts" on film this year—and on coast-to-coast hookup when the coaxial cable goes through. . . . Lillian Randolph, who is Birdie on "The Great Gildersleeve" show, is set for an untitled Eagle-Lion picture.

● ● ● Rumors are still flying around here that NBC is trying to lure Bing Crosby back with the idea of spotting him opposite Jack Benny on Sunday nights. . . . General Foods is romancing Danny Thomas for a live television series to emanate from New York next Spring. . . . Dick Joy, co-founder and general manager of Palm Springs' KCMJ, is taking a leave of absence starting this week. Roland Vaile becomes acting manager of the station while Joy devotes his time to free-lance announcing in Hollywood. . . . Gail and Harry Ingram are in from New York to complete the "Tales of Fatima" series for Basil Rathbone. . . . Phil Davis, head idea man for Ralph Edwards' "Truth or Consequences" has gone literary. He's sold an original screenplay, "Moon Over the Catskills," to George Jessel as a Danny Thomas starrer.

● ● ● Broadcasters Program Syndicate is going great guns. Recent subscribing station members include WCSS, Amsterdam, N. Y.; KSIG, Crowley, La.; KFXJ, Grand Junction, Colo.; KWDM, Des Moines; KOOS, Coos Bay, Ore.; WMRA, Myrtle Beach, S. C., and WHBL, Sheboygan, Wis. . . . A new microphone so small that it's not much bigger than a wrist watch will be marketed shortly by Western Electric. . . . And speaking of tiny mikes, Mutual-Don Lee's George Martin, Jr., covered the Rose Parade with the Stencil Mini-Tape, the world's smallest high-fidelity tape recorder. The new recorder is so small that Martin covered the parade area with the midget mike attached to his wrist. . . . Leo Green, who shoots publicity photographs for the ABC network, has organized Caravan Productions for the making of advertising films for television. . . . Jimmy Wakely will make his debut as a movie associate producer with "Song of the Redwoods," his next for Monogram. . . . Peter Robeck, merchandising manager for KNX, has been named account executive for KTTV. No successor at KNX has been appointed. . . . The Hal Roaches, junior and senior, are making television films individually. So that Junior's enterprises won't be confused with his father's, the younger Roach has named his organization Hal Eugene Roach Productions. . . . Bill Bacher, who created "Hollywood Hotel," is in New York with some ambitious television plans. Maybe "revolutionary" would be a better description.

## Balderston Recounts Philco Rapid Growth

(Continued from Page 1)

try will produce and sell 2,000,000 television sets, and Philco has already appropriated nearly \$5,000,000 to build up our capacity in cathode ray picture tubes and television manufacturing facilities to enable us to produce 600,000 television sets in 1949, or nearly one third of the industry total."

Radio Market to Continue

Turning to the production of radio receivers, Balderston said: "There was a sharp decline in the radio business of the industry generally in 1948 but in spite of that Philco achieved a radio unit volume close to all time high record of 1947.

"There will be a good volume of radio business in this country for years to come. Many millions of people will not have television service for a long time, so they will continue to depend on radios or radio-phonographs for a great deal of their entertainment."

## MBS Co-Op Show Sales Hit All-Time High In '48

Mutual's co-op program sales jumped 12 per cent during 1948 and reached an all time high, it was announced by Bert Hauser, MBS co-op director. During the year there were more than 1,900 individual local sponsors represented on the network. On Jan. 1 of this year, there were 1,711 co-op advertisers, Hauser reported.

Mutual currently has 19 co-op shows following the addition of the "Newsreel" to the lineup. Hauser said about 100 stations will sign up local advertisers for "Newsreel" by Feb. 1.

Mutual's leading co-op from the standpoint of number of sales is Fulton Lewis, Jr., a show that is sold on 326 stations to more than 400 sponsors. The "Kate Smith Speaks" program has 161, John Nesbitt's "Passing Parade" is sold on 147 stations, and Cedric Foster's broadcasts, 145.

## 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.

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**RADIO & TELEVISION  
REPRESENTATIVES**

New York • Chicago • Los Angeles • San Francisco

# TELEVISION DAILY

Section of RADIO DAILY, Monday, January 10, 1949 — TELEVISION DAILY is fully protected by register and copyright

## "BUILD," FCC TELLS C. P. HOLDERS

### TELE TOPICS

**T**HE FASCINATING STORY of the development of electronic television from the early discoveries and experiments to the modern image orthicon was told in exciting fashion by NBC Friday night in a special half-hour program commemorating the 25th anniversary of the invention of the iconoscope by Dr. Vladimir Zworykin. With Ben Grauer as emcee and Dr. Roy Marshall handling the technical details, the program first showed the inside of a modern camera and then, through film, explained the particulars of scanning. . . . The actual history of video was traced in an excellent series of tableau-like scenes showing the highlights in the long sequence of events which led to the system as we know it. Dr. Zworykin showed the first iconoscope and its successors. The progress of the medium was dramatically illustrated by a pickup, through use of an image orthicon camera, of a picture lighted by only a single candle. Show closed with the reading of congratulatory wires to Dr. Zworykin from Wayne Coy, J. R. Popple and David Sarnoff.

**B**OB JAMIESON, who was the third person to be employed by WABD way back in '41 when it went on the air experimentally, has been named traffic manager of the DuMont net. He formerly was operations manager of WABD, and in that post served as traffic chief for the Philadelphia conventions last year and coordinated pool pickups of the World Series for the past two years. Roy Passman takes his place at the web's flagship and Jack Rayel becomes the station's daytime program manager. . . . "Your Show Time," the dramatic series filmed on the Coast by Marshall Grant and Realm Productions for American Tobacco, through N. W. Ayer, bows in over NBC Jan. 21, 9:30-10 p.m., EST, and will be seen on from 30 to 35 stations from coast to coast. Kickoff will be "The Diamond Necklace," with John Beal and Maria Palmer in the leads and Arthur Shields as narrator. . . . Second play will be "Sire de Maletroit's Door," by Stevenson, with Dan O'Herlihy, Morris Carnovsky and Allene Roberts.

**W**JZ-TV takes the daytime plunge in mid-February with a two-hour program with point-of-sale tie-in. Show, titled "Morning Melodies," was tested for three days by the station last month. Packaged by Modell & Harbruck, program will plug daily specials of super-markets in which receivers will be installed, and will be carried Monday through Saturday. . . . Douglas Leigh will demonstrate mechanical models which he hopes to use for video commercials when he guests on Dorothy Doan's "Vanity Fair" over CBS Jan. 13. . . . Pool pickup of the President's Inaugural Gala in the National Guard Armory in Washington on the 19th will be opened by Lucy Monroe.

### National Tele Confab Planned For Chicago

**Chicago**—A major national television conference will be held here March 7, 8 and 9 under auspices of the Chicago Television Council, it was announced by James Stirton, president of the council and general manager of the ABC central division. Headquarters for the meeting will be the Palmer House.

Stirton said that leading figures in the industry have already indicated their intention to participate in the conference. All phases of video will be discussed, both through major addresses at general sessions and at more detailed panel meetings.

"It is our intention," said Stirton, "to measure the developments of television to date and to estimate the future in an exciting, interesting manner. We will avoid generalizations and tedious excursions and seek, instead, to get down to cases. Only persons actively engaged in television will be invited to deliver talks and we will try to make sure they cover subjects with which they are highly conversant. This conference is intended to be practical as well as informative."

The CTC advisory board has announced that attendance at the conference is open to all members of the industry and all other interested parties. Station personnel, advertising agency people, sponsors, and radio and movie personalities and technicians are expected to attend. A registration fee, to be announced later, will cover all costs of those attending. This will include three luncheons and a major dinner which will feature an address by one of the nation's foremost video figures.

### West'n Elec. Unveils New Film Recording

Improved sound fidelity in scanning of 16 mm films is claimed for a new method of sound-on-film recording announced by the Electrical Research Products of the Western Electric Co. Sixteen mm results comparable to 35 mm theater sound are achieved by using the basic techniques of variable density with the light value and omitting the customary negative step in processing, it was said.

In making a recording, standard light values are used. The usual direct current for noise reduction is not applied. Instead a high frequency alternating current bias of the order of 24 kilocycles is superposed on the light valve.

**"Toe" Recording Offered**  
The high frequency current makes possible a "toe" recording, of one of unusually light exposure. The result compared to previous methods, shows distinct improvement in output level, distortion content, according to WE, and in the elimination of printer loss and distortion—the direct positive method requiring no printing step. Improved frequency response, reduced flutter content, and lowered costs are added advantages of the new method, the firm said.

**Operation, Equipment Simple**  
Only equipment needed to make these recordings, in addition to recent Western Electric recording equipment, is a simple oscillator to provide alternating current bias. Recordings are used with pictures in the standard manner, and no change is required in the sound projectors on which the film is used.

### Says That Failure Could Mean Loss Of TV Permits

*Washington Bureau, RADIO DAILY*  
Washington—The FCC said Friday that holders of TV construction permits should proceed with their construction plans or risk losing their permits. The statement was in reply to WSAZ, Huntington, W. Va., which had asked a declaratory ruling on whether an application for extension of time will be granted if the delay in construction is occasioned by uncertainty because of the present TV freeze.

The Commission wrote that it had carefully considered the matter, and feels that, in the interest of the public, permittees must be required "to comply diligently with the terms of their construction permits, or surrender them. While it rests with the permittee to determine whether he will undertake construction of his authorized TV station, the Commission will not accept as an excuse for failure to diligently proceed with construction the fact that the permittee may feel uncertainty due to the pending proceedings affecting TV rules, regulations and allocations.

**Section 3.615 To Govern**  
"On the contrary, the Commission, in acting upon applications for extension of the completion date specified in outstanding TV construction permits, will consider whether the permittee has complied with the provisions of Section 3.615 of the Commission's rules and regulations, and will grant such applications only upon a satisfactory showing that the failure of the permittee to complete construction was due to causes not under its control, or upon a showing of other matters sufficient to justify the extension, as required by that section."

### Tube Sales Up 1½ Million In Third Quarter Of '48

*Washington Bureau, RADIO DAILY*  
Washington—RMA reported Friday that cathode ray tube sales rose in value by one and one half million dollars in the third quarter of last year, over the second quarter. Consistent with the zooming TV set production of the latter part of the year, manufacturers bought 306,502 cathode tubes valued at \$7,529,531 in the third quarter, compared with 267,763 valued at \$6,021,878 in the second quarter.

Sales during the first nine months of last year totaled 732,971 tubes valued at \$17,779,749, compared with 12-month totals of 255,035 units in 1947, valued at \$7,218,358.

## The Week In Television

### Admiral Show on Both NBC and DuMont

*Admiral Corp. placed its new hour-long variety show, "Friday Night Frolic," on both NBC and DuMont—a total of 24 stations in 16 cities, with 14 other markets to get the stanza via kinescope recording. Program was originally scheduled for NBC alone, but DuMont had the Mid-West co-ax for the time period. . . . Charles C. (Bud) Barry was appointed ABC vice in charge of television in New York. Paul Mowrey, web's national tele director, will go to the West Coast to supervise the opening of the two ABC stations there. . . . Major technical problems of Stratovision have been solved and the system is now ready for commercial development, Westinghouse claimed. . . . Commissioner Paul Walker recommended that the FCC approve purchase of WTVJ, Miami, by the Wometex theater chain.*

*WPIX withdrew from the pool arrangement using the coaxial link to the Mid-Western net to develop local coverage. . . . A 16-inch table model receiver to sell for \$400 will be introduced by Emerson within 60 days.*

## COAST-TO-COAST

### WFBR Appoints Sales Rep.

Baltimore, Md. — A recent announcement has been made to the effect that Ned Mowbray has been appointed local sales representative of WFBR, ABC affiliate. His previous capacity at the station, before leaving to enter the service, was in the merchandising department handling sales promotion. He was also manager of WASL, Annapolis independent.

### WNJR Features Fund Programs

Newark, N. J.—A message by Hon. James J. McMahon of Newark in behalf of the March of Dimes campaign was aired over WNJR, January 3rd. The program, the first in a series of four Monday evening presentations to be heard during the month of January at 7:30 p.m. include Dr. Ellis L. Smith of Essex County Isolation Hospital, Mrs. Morris Ravin, chairman of the Women's Division and Dr. William C. Cope, president of Drake Business College as scheduled speakers.

### WCON Plans New Program

Atlanta, Ga.—Doris Lockerman, Associate Editor of the Atlanta Constitution, presented her new radio show "Let's Hear Now," January 3rd, at 8:45 a.m. on WCON. The program's format is made up of a 15-minute chat about interesting people and sidelights on the news. Miss Lockerman also discusses fashions, food, parental problems, child delinquency, and other items of interest to the housewife and mother.

### Observes 20th Anniversary

Hartford, Conn.—Traffic Manager Sterling V. Couch who joined WDRS in 1929 is observing his 20th anniversary with the station during January. A member of many local, state and national public service committees, he is in charge of WDRS's religious and education programs.

### Program Director of WMMW-FM

Meriden, Conn.—A recent announcement has been made to the effect that Monroe "Bill" Benton, director of news at WMMW has been appointed director of the station's FM affiliate, WMMW-FM. He was news editor-announcer for WTBO, Maryland, and also assistant purchasing agent at WOR. WMMW-FM will operate with its full power of 20,000 watts from 3 to 10 p.m. on or about January 10th.

### New Variety Program

Boston, Mass.—A half hour variety show featuring music, fashion, sports and teen age news, debuted on January 8th at 12:00 noon when "Teen Routine," production of the Student Broadcasting Co., Boston's only Junior Achievement radio company went on the air over WCOP and WCOP-FM. This is the second year that WCOP has sponsored the Junior Achievement Company.

## \* THE WEEK IN RADIO \*

### Benrus Sets \$1,600,000 Budget

By VAL ADAMS

**B**ENRUS WATCH CO. to spend \$1,600,000 in radio and television during 1949. Budget was increased by half million dollars for this year. Agency is J. D. Tarcher & Co. Adrian Flanter, Benrus ad director, will tour key markets to survey AM and TV coverage. Stations in some 30 cities will get contracts.

NAB's research department, headed by Ken Baker, found broadcasters' operating expenses rose to 79 cents on the dollar in 1947 compared with 73.5 cents in 1946. Salaries and wages took 58 per cent in 1947. Study is based on FCC figures. . . . Harness Committee reported "internal wars constantly raging for power and control" inside FCC. Committee charged cross-purposes among the legal, accounting and engineering departments.

Puerto Rican government tabled plan to operate WIPR, San Juan, as commercial station. According to newly elected Gov. Luis Munoz Marin, WIPR will operate only as educational and cultural outlet, at least for time being. . . . Radio and TV coverage of President Truman's inauguration will compare with turnout for political conventions last summer. . . . Canned fruit juice industry good prospect for heavy spot radio campaigns.

Bud Barry of ABC remaining in New York in newly created job as veepee in charge of television. He'd been slated to move to Hollywood as head of West Coast operations. . . . Two new veepees named by ABC. They are Donald Wilson (programs) and Ernest Lee Jahncke, Jr. (station relations). Wilson is moving from Hollywood to New York. . . . Edward L. Sellers, formerly with Associated Press in Washington, named executive director of FM Association.

Existing contracts between ASCAP and broadcasters automatically renewed for another nine years starting Jan. 1, 1950. Contracts for television remain to be settled. . . . MBS gross billings in 1948 showed gain of five per cent. Gross for '48 was \$23,491,346. . . . ABC's gross in 1948 was up slightly more than three-quarters of a million. Total came to \$44,301,754.

Supporters of J. N. "Bill" Bailey expected to back him for head of a new FM organization when a rump meeting is held in Chicago Jan. 16. Meeting has been called by Graeme Zimmer of WCSI, Columbus, Ind. . . . Thomas J. McNulty of WMCP, Baltimore, resigned as treasurer of FMA. An FM-only member, he was in dispute with FMA executive committee over Bill Bailey matter.

Internal Revenue Bureau ruled against capital gains tax treatment for deals like that made by Jack Benny with CBS. Columbia officially announced that it paid \$2,260,000 for Amusement Enterprises, Inc. . . . Nicholas Keesley elected veepee in charge of radio and television for Lennen & Mitchell. . . . Kellogg Company starting new audience

participation show on CBS Pacific Coast network. Sponsor may expand coast-to-coast.

Seventy per cent of the people feel that radio is doing an excellent or good job, according to "Radio Listening in America," new book by Paul Lazarsfeld and Patricia L. Kendall. It's their second annual survey on American attitudes toward radio.

Three officials named to BMB board of directors — G. Richard Shafto, WIS, Columbia, S. C.; Herbert D. Bissell, ad manager of Electric Auto-Lite Co.; and Alden James, ad director of P. Lorillard Co. . . . Radio Art Club of America starting weekly quarter-hour musical show on MBS. Miami Margarine Co. signed to sponsor "Queen For A Day" on 200 stations twice a week.

Northern Baptist Convention adopted resolution strongly critical of giveaway programs. Group will investigate such programming on "moral grounds." . . . Louis G. Cowan and Harry Salter dropped as defendants in suit by Blue Barron which charges "Stop the Music" is infringement on his "Mystery Melody." Remaining defendants are Mark Goodson and Howard Conell.

"Now Is the Hour" was biggest radio song hit in 1948, according to annual Peatman survey. . . . Stratovision is ready for commercial use in relaying TV and FM signals, Westinghouse announced. Company said major technical problems have been solved and system is now practical. . . . NBC scheduled "The NBC Theater" as replacement for Fred Allen in 8:30 p.m., EST, slot on Sunday. It's presented in cooperation with Screen Directors Guild which will get financial benefits.

### AM Station Expansion Reported To Congress

(Continued from Page 1)

8, 1945, to June 30 of last year the number of communities of 2,500 or more which had radio stations rose from 566 to 1,118. The census of 1940 listed a total of 2,487 such communities, with the radio representation thus rising from 22.8 to 45 per cent.

Largest group numerically is of communities with from 2,500 to 5,000 people. Only 27 of these—2.4 per cent—had radio stations at the end of the war. By last summer there were facilities in 208 such communities—18.3 per cent of the total.

At the end of the war there were stations in 86 of the 678 communities with from 5,000 to 10,000—12.7 per cent. By last summer this figure had risen to 306, or 45.1 per cent. In the 413 communities with from ten to 25 thousand people, the proportion of communities with radio stations rose from 49.5 to 82.8 per cent — from 204 to 342.

Radio representation rose from 89.3 per cent—109—to 100 per cent of the 122 communities with from 25,000 to 50,000 people.

## AGENCIES

**J**EROME B. HARRISON, vice-president and radio and television director of French and Preston, Inc. has resigned to join the executive staff of the Charles Dallas Reach Co., Inc., in New York. Harrison will be in charge of new business for the New York office and supervise the company's radio and television activities.

**FLOYD VANDEWART**, formerly with Newell-Emmett Company, has joined the copy staff of Cecil & Presbrey, Inc.

**BOSTON EDISON COMPANY**, the largest privately owned electric utility operating company in New England, has placed its account with John C. Dowd, Inc. The Dowd Agency was appointed last year to handle two institutional campaigns for Edison and henceforth will handle both merchandise and institutional advertising. The utility company utilizes newspapers largely, along with outdoor, radio and direct-by-mail.

**GEORGE LEWIS** has been named radio director of F. Darius Benham and Associates, publicity firm.

**STUART MacHARRIE**, account executive at WLW, Cincinnati, has resigned, effective Feb. 15. He has been with the station since 1945, prior to which he was on the staff of ABC, in the spot sales division.

### Radio Serves Flood Area In New England Region

Boston—WBRK, Yankee outlet in Pittsfield, performed yeoman service on the last day of 1948 in braving the flood waters of the raging Housatonic in a jeep, to provide radio listeners with up-to-the-minute information.

At twelve noon the first crew including chief engineer Len Lavadall, program director Dan Healy and manager John Parsons, left the studio with complete remote equipment in the WBRK jeep. They were stopped four times enroute by washed out roads and broken bridges.

A second crew from WBRK made up of Ted Holmes and Burbank, got stuck on the way but finally made it in time to relieve the first crew.

The two North Adams stations, WKOB and WNNB, were off the air intermittently, mostly off.

At 11 p.m. on New Year's eve, the coldest and wettest they ever spent, WBRK was able to tell their listeners that the water was going down, the danger was over. They gave names of evacuees rescued from the flood waters and all details of interest in a local broadcast, the fourth of the day. They finally got back in one piece in that man-made miracle, the jeep. WHAI, Greenfield, on New Year's eve gave special news broadcasts to cooperate with the Red Cross and the police.





# RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 46, NO. 7

NEW YORK, TUESDAY, JANUARY 11, 1949

TEN CENTS

## FCC BUDGET FOR FISCAL YEAR TRIMMED

### FCC Hears Four Webs At Spot Sales Session

Washington Bureau of *RADIO DAILY*  
Washington—The FCC's hearing on spot sales representation of their affiliates by national networks was resumed yesterday as representatives of the three nets told the FCC the spot business of the stations they represent for spot sales have gone up substantially since they took over. This was the story told briefly by Carl J. Burkland, general manager of CBS Radio Sales; by James V. McConnell, for NBC, and by Murray Grabhorn, for ABC.

G. Bennett Larson, for WCAU,  
(Continued on Page 5)

### Radio Critics Circle Guest At REC Luncheon

Next luncheon of the Radio Executives Club of New York on Thursday, Jan. 13, will spotlight members of the Radio and Television Critics Circle. Guest speakers include Gene Cook, Life Magazine; Paul Denis, New York Post; Jerry Franken, Billboard; and George Rosen, Variety.

Other newspaper and magazine critics who will be seated at the head table are Harriet Van Horne,  
(Continued on Page 2)

### Civil Service Commission To Hold WNYC Job Exams

The New York Municipal Civil Service Commission will accept applications, beginning today, to fill three job classifications at city-owned WNYC. Jobs are: continuity writer, radio dramatic assistant and radio traffic assistant. All start at \$2,710 per annum.

Requirements are high school  
(Continued on Page 2)

### Open House

The Experimental Program Department of WDRC, Hartford, has come up with a new show idea. Each week, Saturdays at 1:15 p.m., station personnel and invited guests will put on their "dream shows"—15 minutes of anything they want to put on the air. Guests will include newspaper columnists and others who will be given a 15-minute period.

### 'Lunch Club' Dish Has Comm'l Flavor

American Institute of Food Products, held open house for the press at the first broadcast of the "Luncheon Club" on WMGM from the Hotel Victoria yesterday with the debut of Johnny Olsen as emcee.

It turned out to be a marathon of commercial radio with Olsen having the dubious distinction of reading 12 commercials and giving 24 credits to giveaway merchandise in the half-hour period from 12:30 to 1 p.m.

Olsen, who gained fame as an emcee on "Ladies Be Seated" on ABC, was cast in a new role yesterday. His chore was to crowd into the half-hour the 12 commercials and to get across the 24 credits for giveaways ranging from cottage cheese to wearing apparel. John bore up bravely, with the aid of his wife Penny and assorted assistants who handled credit cards and bundles of merchandise.

P.S.—The super-duper jackpot prize, a Hope Chest in bla bla cedar, wasn't won by the lady who admitted she was a grandmother. The lady could not remember the birth date of Louis Pasteur.

### New ICC Committee Membership Now Set

Washington Bureau, *RADIO DAILY*  
Washington—Assignment of Ohio's Senator John Bricker to the Senate Interstate Commerce Committee, was announced yesterday by the GOP conference, completing the membership of the new  
(Continued on Page 2)

## Zimmer Issues Communique; Calls Off FM Battle Plans

Graeme Zimmer's blitz of the FM Association blew up with a bang over the weekend when Zimmer emerged from his headquarters in Columbus, Indiana, and announced that his plans for a rump convention in Chicago, January 16 to 18th had been called off.

Zimmer's decision to call off the convention came as a sequel to a telegram from *RADIO DAILY* asking specific information about the con-

### Propects Of Budget Increase Dimmed By New Estimates; FTC And Signal Corps Allotment To Be Greater

### Top Agency Radio Billings Increase

List of top ten advertising agencies from the standpoint of network gross time billings shows that the contracts placed with the webs by this group in 1948 was \$4,378,231 greater than the aggregate in 1947, according to figures released by the four major networks. The 10 biggest agency spenders in radio accounted for a total network billing of \$92,151,186 in 1948.

For the 15th consecutive year,  
(Continued on Page 8)

### Luker Succeeds Reid As BBC's Chief Here

Norman Luker has been appointed North American representative of BBC to succeed William R. Reid, it was announced yesterday.

Luker, who joined BBC in 1934 as Home Counties Education Officer,  
(Continued on Page 2)

### Sauter's Inaugural Com. Announced In Wash.

James Sauter, chairman of the Production and Talent Committee of the Parade and Special Events Committee for the President's Inaugural yesterday announced the members  
(Continued on Page 8)

Washington Bureau of *RADIO DAILY*  
Washington—The FCC will lose \$84,270 from its current budget of \$6,714,770, according to the budget estimates released yesterday by President Truman. An estimate of \$6,634,500 was listed for the fiscal year 1949, beginning in July. Present appropriation is \$6,718,770. Thus Chairman  
(Continued on Page 6)

### New Record, Changer Demonstrated By RCA

An emphatic denial that there is a feud between RCA Victor and Columbia Records was made by RCA prexy Frank Folsom at yesterday's press demonstration of the new Victor 6-7/8-inch vinylite disc, and the new 45 r.p.m. record changer.

However, in a statement commenting upon the new RCA record, Edward Wallerstein, the chairman  
(Continued on Page 8)

### Sunday Night Battle Spreads Hooperitis

Radio row is suffering one of its severest attacks of Sunday night Hooperitis and a check by radar indicates that the bug is being fed out from somewhere in the vicinity of 485 Madison Avenue. Several mysterious phone calls were reported yesterday with the caller saying  
(Continued on Page 2)

### Record Crowds

More than 190,000 persons attended Don McNeill's "Breakfast Club" broadcasts during 1948, the ABC network's guest relations department announced. This figure, which includes persons who attended broadcasts while the show was on tour, exceeds the 1947 total attendance figure by 50,000. "Don McNeill for President" drew the greatest number.



★ COMING AND GOING ★

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JOHN W. ALICOATE : : : Publisher

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

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WEST COAST OFFICES
Al Steen, Manager
6425 Hollywood Blvd. Phone: Granite 6607
WASHINGTON BUREAU
Older, Chief 6417 Dahlonega Rd.
Phone: WIsconsin 3271
CHICAGO BUREAU
Nat Green
1417 Ashland Bldg. 155 No. Clark St.
Phone: State 2332

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FINANCIAL

(January 10)

NEW YORK STOCK EXCHANGE

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

Intermittent Guests

Listeners to WOR's 6 p.m. news got it straight from the weatherman—two of 'em—last night. One was Benjamin Parry, retiring as chief meteorologist of the New York office of the U. S. Weather Bureau, and the other was his successor, Ernest Christie. Of the two weathermen, the retiring Parry sounded more confident of the future.

FOR RENT

Desirable Office Space

NEW ELEVATOR BLDG.

2 FLOORS — 2,300 FT. EACH

143 W. 51st St., N. Y. C.

1/2 BLOCK FROM RADIO CITY

Possession Feb. 1st

Circle 6-9400

CARL HAVERLIN, president of BMI, returned to his desk yesterday following a business trip to Los Angeles and Chicago.

PHIL ALAMPI, farm news editor for WJZ, is attending the Pennsylvania Farm Show in Harrisburg. His early-morning broadcasts are originating at WHGB, American network outlet in the Pennsylvania capital.

BURT LAMBERT, account executive at WNEW, has completed a vacation at Boca Raton, Fla., and is back at his desk.

JOSEPH CREAMER, director of promotion and advertising at WOR, is back from an eight-day vacation in Key West, Fla.

JERRY FAIRBANKS is back in Hollywood following a tour of his branch offices in Chicago, Minneapolis and New York. While in the East, he discussed with NBC executives his video film programming.

HARRISON WOOD, commentator on ABC, has returned from a two-week vacation spent in Florida and Nassau.

ART FORD, disk jockey of the "Milkman's Matinee" on WNEW, last week flew down to Bermuda to supervise recordings by the Sidney Bean Trio. He'll be back in New York tomorrow.

JOHN DERR, assistant sports director at CBS, is back from Miami, where he had spent the past three weeks.

V. E. CARMICHAEL, vice-president in charge of sales at KWK, St. Louis, is vacationing in Florida. He plans to be back at the station next Monday.

ERNIE HARWELL, one of the trio of Brooklyn Dodger radio and television voices, is holidaying in Atlanta. During his stay in Dixie, he has been heard on several WSB-TV programs.

PETER DONALD, actor and comedian, on Thursday will go down to Atlantic City, where he will be master of ceremonies at the national convention of the American Wholesale Grocers staged by Lever Brothers at the Ambassador Hotel.

Luker Succeeds Reid As BBC's Chief Here

(Continued from Page 1) will take up his new duties about February 5. He became head of BBC's Talks Department, London, in July, 1947.

Reid will return to England about February 18 after six and one half years of duty in America. He joined BBC in 1933 as administrative officer of the Central Council for Schools and the Central Committee for Education. He came to New York in 1942 as assistant North American representative.

Radio Critics Circle Guest At REC Luncheon

(Continued from Page 1) World-Telegram; John Horn, Star; Betty Forsling, Newsweek; Jean Sulzberger, Time; S. W. Garlington, Amsterdam News; Ben Gross, Daily News.

Luncheon is scheduled in the Hendrick Hudson Room at the Hotel Roosevelt starting at 12:30 p.m.

10 YEARS AGO TODAY

From the Files of Radio Daily Under a recently issued license granted by the FCC, WMCA is investigating the possible uses of the 11-meter band. The study of the ultra-high frequency is to determine the range and noise level of the 11-meter band, which is unlicensed for commercial use. . . . With the networks finally agreeing that co-operatively sponsored programs can be sold successfully on a national basis, a more or less new trend in commercial broadcasting will probably develop during 1939 at the major networks. . . . According to announcement, the advertising appropriation of the Bulova Watch Company will be increased by 25 per cent during 1939. This will be the largest ad budget in the firm's history.

Sunday Night Battle Spreads Hooperitis

(Continued from Page 1) that on Sunday night, Jan. 2, CBS combined program ratings jumped 37.7. In a quick breath the caller added that simultaneously NBC's combined Sunday p.m. ratings dropped 49.8.

The untraceable call also disclosed that Jack Benny on his second CBS broadcast last Sunday had a Hooper of 27.3, down only 0.5 over his premiere. Horace Heidt on NBC, opposite Benny, registered 11.4 in his second 7 p.m., EST, broadcast, a drop of only 0.3. All the other CBS and NBC shows—those in the hottest spots in America—retained close to the same ratings on Jan. 9 that they had the previous Sunday.

There were no more disclosures during the mysterious phone call. At this point the caller began laughing and became hysterical and it sounded as if some one took him away.

New ICC Committee Membership Now Set

(Continued from Page 1) committee. Chairman is Senator Edwin C. Johnson of Colorado, with a strong administration tinge to the majority of the members. They include Democrats McFarland of Arizona, Magnuson of Washington, Myers of Pennsylvania, McMahon of Connecticut, O'Connor of Maryland, Johnson of Texas and Kefauver of Tennessee.

On the GOP side are Senators Tobey of New Hampshire, Reed of Kansas, Brewster of Maine, Capehart of Indiana and Bricker.

Civil Service Commission To Hold WNYC Job Exams

(Continued from Page 1) graduation and two years broadcast experience, or college graduation and six months experience or the equivalent. Applications should be addressed to the commission at 299 Broadway.



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!



W-I-T-H

Baltimore 3, Maryland

TOM TINSLEY, President

Represented by Headley-Reed

1948

Television's Year

# 1949 • KNBH

## makes it the West's Year in Television

A year ago this month, NBC announced the opening of Network Television with a report to the nation, published in newspapers from coast to coast.

Today, NBC announces the most significant development since then in its television expansion — the opening of its key West Coast station . . . KNBH, Hollywood.

KNBH will be the *exclusive* outlet in Southern California for NBC programs. The resources of the entire Network, the creative talent of all Hollywood, will be at the disposal of its experienced production and technical staff.

At the beginning, KNBH will serve the swiftly-growing audience in America's third-largest television area, its third-largest market area. It will also originate programs for viewers elsewhere — first through Kinescope recording facilities, later (as connecting links are completed) for a Western Regional Network, and ultimately for a Transcontinental Network.

In announcing the opening of the NBC Television Network a year ago, we invited advertisers and agencies to join with us in the development of the world's greatest means of mass communication — and the most effective sales medium yet devised. Today, in announcing the opening of KNBH, we repeat that invitation to all who recognize the importance of Southern California as a production center — and as a market.

OPENING JANUARY 16

# KNBH

## CHANNEL 4

*Studios:*  
Hollywood's Radio City, Sunset and Vine  
*Transmitter:*  
Mt. Wilson, Altitude 5,780 feet



The National Broadcasting Company  
A Service of Radio Corporation of America

## SOUTHWEST

**E**DDIE HYMAN has joined the staff of KCNY, San Marcos, and will take over as manager of the outlet's New Braunfels studios. Hyman was formerly with KYFM, San Antonio, as announcer and sportscaster.

Construction has been started on KCUL, Fort Worth, which is expected to be ready to go on the air in the spring. Outlet is licensed to the East-West Broadcasting Co., and will operate on 1540 kilocycles with a power of 5000 watts day and 1000 watts night. According to Bruce Chambers, president and general manager, KCUL will broadcast from 6 a.m. to midnight. He is former program director of KWBU, Corpus Christi.

The Keystone Broadcasting Co. has added two additional Texas outlets to its network. They are KELP, El Paso, and KGAF, Gainsville.

Ralph Wideman, sports director of WFAA, Dallas, aired a special half hour sports roundup on the Cotton Bowl game the preceding Thursday. An insight was given listeners on how the annual sports classic is planned and financed. The program then brought highlights by transcription of the season's games of both teams. Also in the airings were interviews of both coaches, announcement of the players by the members themselves. A roundtable discussion was heard in which the captains of the two teams participated.

Henry Lee Talor, San Antonio attorney, has filed application with the FCC for a new standard broadcast outlet to operate there with 250 watts on 1400 kilocycles with unlimited time. Cost of the outlet is set at \$24,255.

John Hicks is the new emcee for the "Hillbilly Hits" heard three mornings per week over a group of southwestern outlets including KABC, San Antonio, sponsored by the makers of Dickey work clothes. Hicks replaces the late Hal Horton.

Artells Dickson has been named minister of music at the Travis Park Methodist Church in San Antonio. Dickson is known as Art Dickson of the Melody Mustangs on the air, which features western music. He also was heard as Tom Mix for four years starting in 1936.



## Mainly About Manhattan. . . !

● ● ● Fred Allen tore into Hooper again Sunday nite. Asked by Portland what it is, Fred retorted that it's like a guy taking a bite out of a roll and then trying to estimate how many poppy seeds there are in the country. . . . Reason Admiral bought time on two video outlets (DuMont & NBC) was in order to get on the cable. . . . Several local outlets burning at the knock-the-other-station sales pitch being used by a local indie in its account-stealing attempts. . . . Bill Paley heading for the coast. . . . Radio won out over the legit theater this week when Herb Shriner turned in his notice to "Inside USA" that he's quitting the revue in order to continue his five CBS programs weekly. . . . Radio repairmen report biz slump attributed, they say, to low price of table models inducing new purchase instead of overhauls. . . . Looks to Judy Canova like the internal revenue dep't is trying to separate the Jack from Benny. . . . Fairbanks-Morse picks up the tab on "Capt. Al" Williams Fishermen's Guide jockey stanza 6 to 7 ayem daily on WMCA starting on the 17th. Williams, chief announcer at the indie, also handles several network commitments weekly. . . . J. Waller Thompson press dep't, which copped top honors in recent radio editors' poll, shows their slack muscles in current mag campaign on Fred Allen, including Cosmopolitan, Collier's and Woman's Day in one month.

★ ★ ★ ★

● ● ● Add to the list of publicists who have gone on to bigger and better things our pal, Franklin Small, who's now the guiding genius behind Prof. Quiz—Jane Barton, our favorite femme contributor, whose radio and public relations background qualifies her to be radio program director of New York State—Stanley Kaplan, who's now penning gags and witty sayings for the Skeltons and Hopes of our biz—Marty Rackin, now a well-established writer of films for RKO—Ned Williams, managing ed of Down Beat, and Jack Egan, columnist for the same sheet—K. K. Hansen, recently promoted to lieutenant-colonel in the regular army—Rod Reed, now in hiding upstate grinding out comic book continuity for Fawcett Publications—and, of course, Monte Proser, who needs no identification here.

★ ★ ★ ★

● ● ● WELCOME HOME! Nice to see our old sidekick, Al Steen, back on the home grounds again. For the benefit of those who are wondering what all the shouting is about, Al has just taken over the management of the H'wood office of RADIO DAILY and will be writing the coast version of this col'm every Monday. As the emcees will tell you, Al needs no introduction here. An alumnus of Box Office, he was associate editor of THE FILM DAILY for years and more recently on the editorial staff of the H'wood Reporter. Al, good luck with your new chores. We couldn't be happier if we had the job ourself!

★ ★ ★ ★

● ● ● AROUND TOWN: A real "sleeper" among local shows is WOR's quiz, "Share the Wealth," with emcee Bill Slater. Gimmick is that Slater chooses only the first contestant. From that time on, contestants choose themselves to continue the money chain and share the wealth. . . . Al Cirillo's "Bowling Headliners" on WJZ-TV Sunday nites about to wrap up a bank-roller. (Program is 'must' viewing for the 2 million or so bowlers in eastern area). . . . Eddie Dunn's platter waxing contract with Michigan Bell Telephone Co. renewed for 4th successive year. . . . "Inner Sanctum's" ace emoteur, Paul McGrath (he was a big click in "Command Decision") will have an important role in the new Clifford Odets play, "The Big Knife." (His wife is Lulu Mae Hubbard, currently being seen in "Goodbye, My Fancy").

## CHICAGO

By NAT-GREEN

**D**OROTHY REYNOLDS, Mutual Midwest sales service manager, back at her desk after being bedded by the flu bug during the holidays.

A new WBBM series, "Success Story," made its bow January 7 and will be heard each Monday, Wednesday and Friday from 10:30 to 10:35 p.m., with Fahey Flynn as the narrator. The story of Preston Sturges, famed playwright and movie director, was first on the series.

Dr. Hans Rosenwald, dean of the Chicago Musical College, was the guest speaker at the second in a series of monthly discussion forums held in conjunction with the "Promenade Concert" program aired on stations WMAQ and WMAQ-FM, on January 10. The non-broadcast forums, originated and conducted by George Stone, emcee of the broadcast, are held in the NBC Merchandise Mart studios.

Keyes Perrin has joined the production staff of WGN. Formerly with WOR, New York, Perrin produced such shows as the "Al Schacht Sports Show," "Grandstand Managers," and numerous musicals. Prior to that time he was associated with WTIC as a writer-director.

The Bing Crosby disc jockey show, "This Is Bing Crosby," made its debut on WGN Monday, 11:30 to 11:45 a.m., and will be heard five days a week.

More than 250,000 entries were received in the recent ABC "Sky King" Name the Plane contest before Jane Nancy Asjos of Kansas City, Mo., and Frank Kaminski of Manitowoc, Wis., were selected first prize winners.

John Erp, sports editor of the NBC Chicago news and special events department, is hospitalized with a stomach ailment.

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

**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

# Four Networks Present Arguments As FCC Spot-Sales Hearing Opens

## AGENCIES

(Continued from Page 1)  
Philadelphia, said his station would be concerned if Radio Sales were to take on a lot of clients, in an effort to convince the FCC and the National Association of Radio Station Representatives that the net does not plan to go into full competition with station representatives for each and every client. He said many broadcasters fear that their representatives have too many clients and have spread themselves too thin—but he could not say just where the line should be drawn.

**Brown Speaker for DuMont**  
Thad Brown, Jr., for DuMont, assured the Commission that DuMont "does not presently have, nor does it presently contemplate, a national spot sales division for the purpose of representing other than DuMont-owned stations in that sales capacity." His assurance, in the name of DuMont net director Lawrence Phillips, came after NARSR counsel James Lawrence Fly challenged TV affiliation contracts in general, charging that where they include non-interconnected stations they are not network contracts in a true sense, but rather spot sales. Judge Sam Rosenman for CBS, attorney William Perdue for NBC, and vice-president Joe McDonald for ABC all took issue with Fly, insisting that the matter should be taken up at some other time, since it is not germane to the present issues.

It was finally agreed that the TV contracts will be submitted for study.

McConnell maintained that "the degree of competition between national spot and network has been considerably exaggerated and the degree of competition between network salesmen and spot salesmen has also been considerably exaggerated.

"In reality," he said, "the spot salesman spends virtually all his time trying to sell the stations he represents to the radio department of an advertising agency which has already decided to use national spot. I do not mean to say that there never is any competition between spot and network. Cases do occur where an advertiser and the agency are considering one or the other or both of these media, but in such instances the competing salesmen have opportunity to influence the decision." NBC's plans, for radio and TV, are to keep in the spot sales picture.

**Gives Reasons for Operations**  
McConnell said, "We are in the station-representation business by virtue of the sale of national spot time for the NBC-owned stations, which represents an important source of revenue to NBC. We have, and intend to maintain, an adequate and well-trained staff for that purpose. We are fully equipped and

qualified to represent more than the NBC-owned stations and we are convinced that we can render a valuable service to independent stations of similar character. We therefore desire to be free to accept representation for some of these stations who may also desire us as their representative.

I say "some" because we do not want to dissipate our efforts and lower the quality of service by taking on stations of all types or too large a number. . . .

"As to the general field of representation, at the present there is a competitive situation where each station licensee has a full range of choice. The station may act for itself in the sale of national spot time without employing any representative; or it may employ as its representative any one of the many concerns engaged solely in this activity; or it may employ the spot sales department of one of the broadcasting companies. Prohibiting the broadcasting companies from engaging in this business would have the immediate result of limiting the choice of station licensees; of eliminating one of the groups competing for their representation business; of depriving the broadcasting companies of substantial revenue which is available for the development of radio and television; of diverting that revenue to the independent representatives; and of forcing a number of stations to terminate representation arrangements

with which they are satisfied."

Grabhorn stressed the importance of spot and network as business builders for broadcasters—each attracting the other. He said that in his experience, since 1935, "the competition between network broadcasting and national spot broadcasting is not nearly so intense as has been pictured here. In most cases the decision of whether the advertiser's dollar is going into network broadcasting or spot broadcasting has already been determined before the representative has an opportunity to make his sales argument in favor of the stations which he represents and which happen to be located in markets previously selected by that advertiser. Most spot business is placed through agency time buyers who have wide power of station selection but little power of budget or market determination.

**"Selling Techniques Differ"**

"My judgment, based on my experience in this field, is that a very high percentage of the spot accounts placed do not involve (a) competitive selling processes against network, or (b) actual creative selling by a representative of national spot advertising to any agency or client in which he, the representative, kindled the original spark—guided the thinking along national spot lines—and suggested and sold a profitable portion of his list.

"Therefore, in my opinion, the selling technique of the two opera-

**McCANN - ERICKSON** Buenos Aires office has been appointed by Refinerias de Malz, Argentine subsidiary of Corn Products Refining Company, to handle its advertising in that market of Maizena Durycorn starch and Karo corn syrup, as well as of corn by-products for industrial uses. McCann-Erickson's Buenos Aires office has for some time been handling that client's advertising for Maidex prepared dessert and Limit ironing starch.

**GEORGE E. BLECHTA**, Nielsen Radio Index account executive, has been elected vice-president, A. C. Nielsen has announced. Blechta joined the organization in 1936 and has been identified with the Nielsen Radio Index operation in New York since 1942.

tions differs substantially in many ways. For example, it is typical and not uncommon practice for the network competing with other media for the advertiser's dollar, to draw up elaborate easel presentations, tailor-made and pointed to a specific advertiser currently broadcasting on another network or advertising in other national media. After many interviews and careful study, the final presentation is made to the prospective client, or his agency, or to both. This is usually conducted in the highest echelon of the advertiser's executive group. If the same is made, the prize is high and well worth the time consumed in preparation and the effort expended on that single sale."

# 44 ADVERTISERS

*have been selling over WOY for an average of 9 years each. They know that on WOY RESULTS is the Buy-Word*

*Your WOY salesman will give you specific market information on each of 5 Audited Audiences. You too can take the guess out of buying.*



Wake Up New York  
1280 Club  
Band Parade  
Prairie Stars

Italian language market  
2,100,000 individuals  
larger than St. Louis and  
Kansas City combined.

Originators of

## Audited Audiences

RALPH N. WEIL, Gen. Mgr.

The Bolling Company,  
National Representatives

# WOY

NEW YORK

# Commission Budget Will Be Cut Slightly

(Continued from Page 1)

Wayne Coy was quite unsuccessful in his attempt to expand the Commission's budget—a fight in which he was engaged during several weeks of off-the-record conferences. Coy had sought at least an increase large enough to care for the increased salary payments resulting from recent pay-raise legislation for federal employes.

The budget for fiscal 1950 actually is smaller than that for the fiscal year ended last June, when the money involved in pay raises is taken into account. The total difference is reported to be \$438,436 for the current fiscal year and \$442,431 for the next fiscal year. The 1948 budget was \$6,240,202. With \$442,431 additional that total would have been \$6,682,633.

It is significant that the budget overall includes an estimate that expense of the FCC in fiscal 1949 will total \$6,687,270. There was in fiscal 1948 an unexpended balance of about \$100,000, and a slight balance is estimated for the current fiscal year.

A budget increase is called for the Federal Trade Commission—with the recommendation for fiscal 1950 \$3,739,000. Appropriation for 1948 was \$2,955,448, and for 1949 \$3,448,035—with an anticipated supplementary appropriation of \$198,000.

Although the overall recommendation for the State Department's International Information program is upped to an even \$36 million, from the present \$27 million figure, funds for the Voice of America face a cutback from \$11,600,349 to only \$8,603,104, with another \$1.6 million for broadcast facilities.

Slated for a sharp rise are the funds for the Army Signal Corps, with the 1948 appropriation of \$82,474,900 already going to \$153,000,000 in the current year and the Budget Bureau recommending \$207,390,000 for the fiscal year 1949.

Although radio manufacturers can look for a handsome slice of increased business from this source, the Treasury experts expect sales of radio receivers, phonographs and records to drop. The tax on these items brought in \$85,371,445 in fiscal 1948, but an income of only \$68 million is predicted for the current fiscal year and only \$58 million for fiscal 1949.

## Wedding Bells

Jack Grogan, production manager of WNEW, was married Saturday to Blythe Miller, of Phoenix, Ariz., in Phoenix. Couple is honeymooning in Bermuda.

## AVAILABLE

Writer, publicity director, major radio-television network outlet, desires immediate change. Radio and television, news, script copywriting, presentation experience. Agency work. Fine highest references. Write Box 204, 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 December 31, 1948-January 6, 1949

TITLE	PUBLISHER
A Little Bird Told Me.....	Bourne
Bella Bella Marie.....	Leeds
Bouquet Of Roses.....	Hill & Range
Buttons And Bows.....	Famous
By The Way.....	Bregman-Vocco-Conn
Clancy Lowered The Boom.....	Patmar
Cuanto Le Gusta.....	Southern
Down Among The Shelling Palms.....	Miller
Far Away Places.....	Laurel
For You.....	Witmark
Galway Bay.....	Leeds
Here I'll Stay.....	Chappell
I Love You So Much It Hurts.....	Melody Lane
It's Magic.....	Witmark
I've Got My Love To Keep Me Warm.....	Berlin
Lavender Blue.....	Santly-Joy
Little Jack Frost Get Lost.....	Henry Spitzer
Look Up.....	Patmar
Maybe You'll Be There.....	Triangle
Money Song.....	Crawford
My Darling, My Darling.....	E. H. Morris
On A Slow Boat To China.....	Melrose
One Sunday Afternoon.....	Remick
Powder Your Face With Sunshine.....	Lombardo
Pretty Baby.....	Remick
Pussy Cat Song.....	Leeds
Say It Isn't So.....	Berlin
So In Love.....	T. B. Harms
Tara Talara Tala.....	Oxford
That Certain Party.....	Bourne
Twelfth Street Rag.....	Shapiro-Bernstein
Until.....	Dorsey Bros.
What Did I Do.....	Triangle
You Were Only Fooling.....	Shapiro-Bernstein

## Second Group

TITLE	PUBLISHER
A Tree In The Meadow.....	Shapiro-Bernstein
Brush Those Tears From Your Eyes.....	Leeds
Green-Up Time.....	Chappell
Hold Me.....	Robbins
I Got Lucky In The Rain.....	Sam Fox
I Still Get A Thrill.....	Words & Music
I Wish Somebody Cared Enough To Cry.....	London
In The Market Place Of Old Monterey.....	Shapiro-Bernstein
It's A Big Wide Wonderful World.....	Broadcast Music
It's A Most Unusual Day.....	Robbins
Lillette.....	Jefferson
Mississippi Flyer.....	Mellin
My Own True Love.....	Paramount
Night Has A Thousand Eyes.....	Paramount
Rendezvous With A Rose.....	Jay-Dee
Senorita.....	Feist
Sunday In Old Sante Fe.....	Pemora
Sunflower.....	Famous
Too Much Love.....	Harms
You Call Everybody Darling.....	Mayfair
You Came A Long Way From St. Louis.....	Jewel

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

# Rump FM Convention Is Off, Says Zimmer

(Continued from Page 1)

administrative affairs of FMA. He said:

"I have called off the Rump Convention in Chicago for the time being, but the proposed changes still stand. I feel that we can accomplish more in the way of streamlining the FMA by bringing up our views at the next meeting when the entire membership is together."

Speculation in New York and Washington is that spokesmen for the FMA infiltrated Zimmer's lines and got him to see the light in the interest of unity.

## RRN Gets Sponsors For Horticultural Show

The Kelly Brothers Nurseries, Inc., and the Maloney Brother's Nursery Co., Inc., will sponsor broadcasts from the 94th annual meeting of the New York State Horticultural Society of Rochester, New York, over the Rural Radio Network of FM stations. Both sponsors, located in Danville, N. Y., supply root stocks for fruit growers.

The Horticultural Society meeting will run for three days, commencing Wednesday, January 12th, at Edgerton Park on the outskirts of Rochester, New York.



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

Section of RADIO DAILY, Tuesday, January 11, 1949 — TELEVISION DAILY is fully protected by register and copyright

## TV PAYOFF CUES NATIONAL DRIVE

### TELE TOPICS

**THE PHILCO PLAYHOUSE** production of "Cyrano de Bergerac" Sunday was a most enjoyable affair, but was marred somewhat by the worst commercial the show has carried to date. At the conclusion of the first of three acts, the cameras, as usual, returned to Bert Lytell in the "Green Room." Lytell then placed a recording (LP, natch) of a Beethoven violin concerto on the Philco phonograph. Who should make an appearance at this time, but a be-wigged gent who introduced himself as Antonio Stradivari, and who then went into raptures over the quality of the sound emanating from the LP disc. At this point, Lytell gave up and Bob Stanton took over the chores of explaining the wondrous features of the Philco player. As if this wasn't enough, the same trio did a repeat after the second act. We all know that Philco makes nice phonographs, fellas, so what say you let Stradivari—and any others you may be thinking of resurrecting—rest in peace?

**THE FABULOUS "Howdy Doody"** picks up another sponsor tomorrow—Mason candy bars, for a quarter-hour weekly on 14 stations. . . . Harvey Marlowe's first show since he checked out at WPIX has been set by United Cigar-Whelan Corp. on DuMont. Titled "Hotel Broadway," the weekly half-hour preems Jan. 20, 8:30 p.m. Harry Ranch, the Kernels of Korn and the Striders are featured. . . . Gene Bearden, Cleveland Indians World Series hero, has been signed by Jerry Fairbanks for a new series of Camel commercials. . . . Les Spencer, program director, and Nancy Hale, film director of WHIO-TV, Dayton, are in Atlanta learning the ropes with WSB-TV, the Cox station there. . . . Opening of the Salvation Army fund raising campaign will be scanned by ABC from the Rainbow Room tomorrow. . . . Virginia Roberts, beautiful WCAU-TV staffer, won the coveted "Miss Horning" crown in a 13-week contest carried by, of all people, WFIL-TV.

**JUSTICE ALLEN STEUER**, in New York State Supreme Court, yesterday denied a move for injunction by Screen Test, Inc., to knock "Hollywood Screen Test" off the air. Trial of the suit against ABC, Lester Lewis and Neil Hamilton by Robert Monroe and Latham Owens, owners of Screen Test, Inc., has been set for the 17th. . . . Bud Friert, formerly with WFBR, has been appointed sales rep. of WAAM, Baltimore. . . . WPTZ, Philadelphia, has signed Roy Neal to an exclusive producer's contract. Neal's current shows include "What Do You Want To Be?," sponsored by Chevrolet Dealers, and "Open House," bankrolled by Corn Exchange National Bank. He doubles in brass as emcee of the latter tanza.

### Half Of U. S. Homes To Have TV By '52

Syracuse—By the end of 1952, 17,000,000 families, or 50 per cent of the U. S. total, will have tele receivers in their homes, William S. Hedges, NBC veepee, predicted here yesterday at a meeting of the Syracuse Advertising and Sales Club.

He reported that, "The enthusiastic reaction of the American public to television is the greatest assurance of its success as an advertising medium. It will be medium of constantly expanding circulation." He also saw a growth of tele families from one to three million by the end of 1949.

Hedges said, in part: "No matter who you are and what you do, you will be affected by television. It may help you sell goods. It may be merely a source of entertainment. Although you may think you are ignoring it completely your life will be affected whether you realize it or not. Your social habits may be affected. Your school system may have to be revised so that there will be less dependence upon home work. Television may also find a usefulness in mass education. There will probably be a greater demand for mechanical aids to housework so that the housewife can have the leisure to enjoy the continued serial stories on television.

"Whether you are a producer or consumer of merchandise, sell a service of broad general use or are only a spectator, television somewhere along the line will tap you on the shoulder and make you aware of its potent force. If you are one who can profit from its mira-

### Boost In Fees For TV Rights Urged In Report To N.C.A.A.

San Francisco—Sizeable increase in the fees asked by colleges for tele rights to football games was recommended to the National College Athletic Association meeting here over the weekend. The recommendation was embodied in a report presented by H. Jamison Swarts, of the University of Pennsylvania, on a survey of the Eastern Collegiate Conference district.

According to the report, TV pickups in the East have hurt gate receipts, but representatives from the Mid-East and the Pacific Coast maintain that video has not made any difference in their areas. NCAA

### TV Box Score

On the air.....	51
CP's .....	73
Applications .....	310

### Toy Council Signs ABC Kiddie Show

Toy Guidance Council, through Reiss agency, will sponsor "Hooray For Play," a new half-hour weekly show over 20 ABC stations, beginning Mar. 6, at 6 p.m. EST. Stations receiving the show via kine-scope will begin airing it on Mar. 13.

Set in a toy shop, program will feature Ian and Inge Martin, and will stress instructional and functional toys selected by the Council as suitable for children between 3 and 12.

Two other shows, both sustainers, also were announced by ABC. "The Wren's Nest," a new domestic comedy series, will be aired Tuesdays, Thursdays and Saturdays, 7:15-7:30 p.m., EST, beginning Jan. 13, on the Eastern and Mid-Western nets. Program features Virginia Sale, daughter of the late Chic Sale, her husband, Sam Wren, and their 12-year-old twins.

The third show is "The American Minstrels of 1940," an Ed Wolfe Package featuring Pick and Pat.

culous qualities of being able to project your sales message into the homes of millions you will view it as an immensely valuable servant. If you are merely on the receiving end you will find a world of entertainment, information and culture being brought into your home."

is said to have paid \$5,000 for the survey.

The report stated that the present prices paid for TV rights are not commensurate with possible loss of attendance. It recommends that future tele contracts be made on a one-year basis only; that radio and video rights be kept separate, and that filming of games for newsreel shots or rebroadcast be limited to three minutes of action.

Fritz Crisler, athletic director of the University of Michigan, told the meeting that TV has not affected Michigan's attendance during the last two years.

### Spot Campaign Set By Curtain Firm For February

A nationwide TV spot campaign is planned by Cameo Curtains, Inc., as the result of a controlled test in Philadelphia which paid off for the sponsor to the tune of \$40,000. Consisting mainly of one-minute films, the new drive gets under way about Feb. 15 on stations in all major markets. Outlets to be used have not yet been selected.

The Philadelphia experiment, which ran from Sept. 23 to Dec. 1, consisted of three spots weekly on WFIL-TV demonstrating Cameo Shir-Back Curtains. With the exception of the spots, no advertising or promotion of any kind was permitted during the two-month period. Curtains were on sale in six major department stores.

**Sales Jumped Immediately**  
Sales showed an immediate increase, and the two-month total averaged \$40,000 at cost. Sales rose also in stores within a 50-mile radius of Philadelphia, with the boost attributed to the tele impact. Spots were aired at various hours of the day and were placed around movie, news and fashion programs.

The \$40,000 is the wholesale figure and represents sale of approximately 4,000 units. Before the test, curtains were sold in only one retail outlet, with average volume of about \$400. The tremendous sales increase was brought about by a total investment, for time, of \$912.

Agency for Cameo is William Lawrence Sloan, of New York. Tele activity is under the personal supervision of Sloan, with Diana Stark as TV coordinator.

The new drive is planned on a co-operative basis with retailers. R. H. Macy has plugged the curtains via WJZ-TV spots and probably will resume activity in a month or two. Initial cities to be used include Boston, Cleveland, Chicago, Akron, Cincinnati, Detroit, Los Angeles and St. Louis. Salt Lake City, St. Paul, Richmond, New Haven, Atlanta, Baltimore, Fort Worth, Syracuse and other areas also may be utilized.

### Duncan Quits WLWT

Cincinnati—J. R. Duncan has resigned as chief engineer at WLW-TV, it was announced yesterday by the Crosley Broadcasting Corp. Duncan, who has been with the firm since 1939, was responsible for much of the development work for WLW-TV. He plans to vacation for several weeks before assuming a new position elsewhere, the announcement added.

## New Record, Changer Demonstrated By RCA

(Continued from Page 1)  
of the Board of Columbia Records, announced late yesterday that "We do not see what additional advantage a 45 r.p.m. record can offer to compensate for the unfortunate conflict it appears to be creating in the minds of both the public and the industry."

### Had Turned Down Columbia

In admitting that Columbia has offered its 33-1/3 r.p.m. record to the entire industry before releasing it last June, Folsom declared that "We told Columbia and Philco we would not go along with them" and Columbia knew about our new record before they came out with their L. P.

"We told Columbia that we wouldn't do anything to upset the applecart. It is a normal commercial competitive job that everyone does in business. It was a question of what the technical people thought."

In declaring that L. P. "is not new," Folsom said, "We have engineering proof that we had L. P. microgroove records back in 1932 or 33."

"We are not just introducing a new record but a new system," Joseph B. Elliott, v-p in charge of the RCA Victor Home Instrument Department, said. "We have for the first time a 100 per cent distortion-free record. We have also the fastest changing mechanism in the industry."

### Explains Refusal

In explaining why RCA did not go along with Columbia with its 33-1/3 L. P. disc, Elliott said "We ended up with the 45 r.p.m. in order to get the quality we wanted. The 45 r.p.m. is the highest quality record we know of. We admit that the record industry has had problems and still has problems," he continued, "but our new instrument eliminates 75 per cent of those problems."

At the press preview, a complete automatic phonograph of a size smaller than the conventional 78 r.p.m. player; a combination console with radio, 45 r.p.m. player and a 78 r.p.m. player, and an automatic record player attachment were demonstrated.

The new 45 r.p.m. disc, which plays up to five minutes and 15 seconds, is grooved from 2 1/2 to 3 mils and the center spindle hole measures 1 1/2 inches in diameter. It is a light-weight, wafer-thin, non-breakable vinyl plastic disc. According to RCA engineers, the new record and its player are the result of ten years of research and refinement.

### Prices Not Yet Scheduled

Elliott said that prices for the records and player have not yet been scheduled but that they would be in line with competition. The 45 r.p.m. equipment and records are expected to be on the market by April 1.

"Manufacturers who have witnessed these demonstrations have ex-

# COAST-TO-COAST

### State Dept. Guests On WROW

Albany, N. Y.—The Bette and George program, heard weekdays from 11:45 to 12 noon over WROW, will feature guests from various state departments every Thursday, in co-operation with the N. Y. State Commerce Department. Jane Barton, program director of the N. Y. State Radio Bureau, arranged the series, which will feature interviews about the various jobs the particular guest fills for the people of the State, outlining how he or she can help individuals in almost every phase of life.

### Staff Addition At WMRN

Marion, Ohio — Don Brewer, WMRN's present program director, returned from AFRN in Munich, Germany, a year ago, and now another overseas radio man has joined the staff of the station. He is Kent Stoddard, news editor, who has just returned from radio duties with the American Samoan government in the Pacific. He was formerly associated with WCAU and WTIC.

### New Program Director At WSAV

Savannah, Ga.—Effective January 1st, Owens F. Alexander, former general manager of WOOF, was appointed program director of WSAV. Alexander has been identified in the radio world of Alabama for over seven years, having been affiliated with radio stations throughout the state as a sports announcer for the Alabama Football Network.

### WNJR Starts Youth Concerts

Newark, N. J.—On January 8th, a 55-minute music festival was started on WNJR and will be heard every Saturday afternoon at 3:05 p.m. The program, "North Jersey Youth Concerts" features outstanding young music students from the area who have distinguished themselves in recent recitals, concerts and competitions. The program is produced under the direction of Anne Benedict, former member of the Metropolitan Opera Company, and Newark vocal instructress.

### WFAA Early Bird

Dallas, Texas—WFAA went on the air recently with some new feathers for its daily program "Early Birds." The Billy Mayo Quintet replaced the old Early Birds Band. Mayo, musical director for the station directs, plays the clarinet and sometimes sings. Hugh Waddill joins Bert Noyd in two-piano harmony and is also heard solo on the organ. Charlie Goodwin is the new accordionist. Terry Lee continues as featured vocalist.

pressed enthusiasm," Elliott declared, "and many are now planning to adopt the new system, manufacturing rights to which are available to the entire industry in accordance with long-established RCA practice." The records and the players have been offered royalty free, Elliott indicated.

### TUNE-O Quiz On WJHP

Jacksonville, Fla.—A radio "tune quiz" game titled TUNE-O made its Jacksonville debut January 3rd on WJHP. The game is played with a specially lined scoring card, and offers to WJHP listeners prizes comparable to those given by network shows. Wayne Farrell, the disc jockey who sold \$6,000 worth of radios in thirty minutes on the air, announces the hour-long afternoon program.

### Godfrey In Connecticut

Hartford, Conn.—Arthur Godfrey will make his first public appearance outside of New York at Hartford, Conn., January 21, 22 and 23. His "Talent Scouts" program first roadshow will be at the State Theater in Hartford and he will be entertained by officials of WDRC at a reception and broadcast on the 21st. He will also appear at the Mile O' Dimes Booth during the visit.

### WISN Names AM-FM Sales Manager

Milwaukee, Wisc.—An announcement has been made to the effect that George E. Inghram, former vicepee and general manager of WMAW, the Midwest Broadcasting Co., of Milwaukee was appointed to the position of sales manager of WISN, AM and FM. Inghram replaces R. E. Shireman, who has resigned to go into business at Corydon, Ind.

### Air Force Music Series

Washington, D. C.—The initial broadcast of "Adventure in Music," the Air Force's new series, was heard January 6th on WOL. John Ball, who is featured in two daily WOL programs of popular and serious music, was invited to act as music commentator for the series which is heard over the coast-to-coast facilities of the Continental FM Network. Major George S. Howard and the Concert Orchestra of the U. S. Air Force Band, with Air Force Glee club are featured on the program.

### KXOK Jr. Town Meeting Praised

St. Louis, Mo. — KXOK's Junior Town Meeting of the Air, was lauded by the Audio-Visual Education Department of the St. Louis Public Schools. In a report to the Instruction Committee of the St. Louis Board of Education, Miss Catherine Dillon stated that radio is a very important educational device and specifically cited KXOK's program as the "kind of program that gets students to think."

### Rejoins Staff Of WAYS

Charlotte, N. C.—Claude V. Dunnagan has moved back into WAYS as continuity director and special shows script writer, with a background of seven years in radio, a free lance writer, skating rink operator and booking agent. Dunnagan replaces Haywood Meeks, who moved up to handle promotion and publicity.

## Top Agency Radio Billings Increase

(Continued from Page 1)

Dancer-Fitzgerald-Sample headed the list, its gross time billings running to \$20,935,510, very close to the figure in 1947. About two-thirds of D-F-S's total billing usually go into radio.

One of the leading agencies whose radio billings jumped more than two and a half million dollars in 1948 was BBD&O. Two of the outstanding accounts the agency picked up during the year were American Tobacco Co. and Rexall. Network billings for BBD&O came to \$9,245,141.

One surprise for some trade quarters is the fact that Foote, Cone & Belding, which resigned the American Tobacco account, increased its radio billings during the year \$641,380 above the 1947 figure. FC&B, with time billings of \$9,474,328, retained its position in third place. One source of additional revenue came from Toni Co. which expanded its network shows.

List of 20 leading agencies in the order of network gross time billed is as follows:

Dancer-Fitzgerald-Sample \$20,935,510; J. Walter Thompson \$10,399,023; FC&B \$9,474,328; BBD&O \$9,245,141; Young & Rubicam \$8,814,207; Benton & Bowles \$8,750,818; Compton \$7,774,349; Wade \$6,242,239; McCann-Erickson \$5,279,824; Newell-Emmett \$5,185,747; Duane Jones \$5,075,384; Ward Wheelock \$4,762,320; Biow \$4,347,299; Ruthrauff & Ryan \$4,240,810; William Esty \$4,209,235; SS&C \$4,045,096; Kenyon & Eckhardt \$3,094,580; Kudner \$2,773,602; Knox Reeves \$2,701,709; Ted Bates \$2,505,142.

## Sauter's Inaugural Com. Announced In Wash.

(Continued from Page 1)

of the committee. They are as follows: Allan Zee, Co-Chairman; Lester Isaac, Loew's, Inc.; Sidney Pierson, Loew's, Inc.; Hal Leyshon, Public Relations Counsel; Clarence Derwent, Actors Equity Association; George Heller, American Federation of Radio Artists; Ronald Reagan, Screen Actors Guild; Lawrence Tibbett, American Federation of Musical Artists; Noble Sissle, Negro Actors Guild; Henry Jaffe, American Federation of Radio Artists; Richard Walsh, International Association of Theatrical Stage Employees; Dewey Barto, American Guild of Variety Artists; Alan Corelli, Theater Authority; Robert Weitman, Paramount Theater; Arthur Knorr, Romy Theater; Joel Margolis, Loew's Capital Theater; William E. Bennett, Capitol Stage Lighting Company; Frank B. Hays, D. C. National Guard Armory; Fred McMullan, Warner Theater, Washington.

### "Air Force Hour" Moving

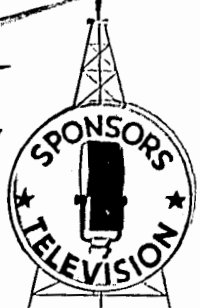
Beginning Jan. 25, "The Air Force Hour," will be aired over Mutual Tuesdays, 9:30 p.m.





# RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 46, NO. 8

NEW YORK, WEDNESDAY, JANUARY 12, 1949

TEN CENTS

## TV WEB JOINS EAST AND MIDDLE WEST

### Drug Co. Accounts Top Mutual Billings

Drugs and toilet goods topped the products advertised on Mutual Broadcasting System during 1948 by a wide margin with \$6,019,944 of the total industry expenditures of \$22,769,464 going for time for such products. Second ranking category was foods and beverages with a total expenditure of \$3,626,312. Cigars, cigarette and tobacco advertising ran third with \$3,217,909 spent for MBS time.

Cecil & Presbrey, Inc., topped the agency list in the placement of business during 1948 with \$2,049,850. Three years ago the agency's billing (Continued on Page 8)

### Mrs. Whiteman Recovers From Train Derailment

Mrs. Paul Whiteman is recuperating from the minor injuries she received in Monday's train derailment at Milford, Virginia. The band leader escaped injury.

The Whitemans were returning on the Orange Blossom to New York from Florida where they attended a Philco sales meeting. Other Philco execs, who were scheduled to return on the Orange Blossom, had made last-minute cancellations.

### Riggs Gets WMGM Spot Replacing Amsterdam

Tommy Riggs and "Betty Lou" will replace Morey Amsterdam on WMGM, New York, beginning January 17. Riggs will be heard Monday through Saturdays from 7:30 to 8 p.m. Other artists appearing on the new show will be Phil Goulding and Joel Herron and his orchestra. Arnold Michaels will be the director.

### Program Problem

Horace Heidt's days are numbered as the replacement for Jack Bonny on NBC, RADIO DAILY learned yesterday. Network is favorably trying to dig up a suitable replacement. Martin & Lewis, now comedy team, were rejected. Latest technique of NBC in trying to find a potential high rater is through analysis of polls, research services and surveys.

### Clearance Granted

ASCAP and BMI have granted clearance for all media for music to be heard during the inaugural events here, Chairman Melvin D. Hildreth said yesterday. Telegrams were released from Fred E. Ahlert of ASCAP and Robert J. Burton of BMI, granting the clearance.

### 'Spot' Hearing Ends; May Scan TV Pacts

Washington Bureau, RADIO DAILY  
Washington—The bitterly fought FCC hearing on network representation of affiliates for spot sales came to a close yesterday with a possibility that it might lead to a Commission study of TV affiliation contracts. ABC, CBS, NBC and DuMont all submitted samples of their contracts, as requested Monday when James Lawrence Fly, counsel to the National Association of Radio Station Representatives, argued that for non-interconnected stations such contracts were actually spot contracts.

Heard yesterday was Richard (Continued on Page 8)

### Sponsor Identification High On Winchell Show

Use of guest stars for the middle commercial on the Walter Winchell program for Kaiser-Frazer on ABC is credited by the William Weintraub agency with giving the first broadcast of the new series high sponsor identification. First sponsor (Continued on Page 2)

## Revision Of Commission Procedure Under Study

Washington Bureau, RADIO DAILY  
Washington—Division of the FCC into panels is a likely step for the very near future, Chairman Wayne Coy said yesterday, although no final decision has been reached. Coy said he is hopeful that a division of Commission responsibility may result in the saving of from half a day to one and one half days per week for most of the seven members of the FCC.

### Network Tele Reaches Approximately One-Third Of U.S. Via Co-Ax Cable; Hailed By Industry Executives

### Fourth Model Library Course Held By BMI

Fifteen program directors and librarians from nine different states were in attendance at the fourth session of Model Library Courses conducted by BMI at its headquarters in New York. Roy Harlow, station relations director for BMI, and Ken Sparrow of the field staff, presided at the two-day workshop which concluded yesterday.

Visiting program directors and (Continued on Page 3)

### General Sarnoff Sails For Points In Europe

Brig. General David Sarnoff, chairman of the board of Radio Corporation of America, sailed last night on the Queen Mary, in response to an invitation to appear before the British Arbitration Tribunal which will hold hearings in the case (Continued on Page 2)

### ASCAP Field Forces To Gather In New York

The first postwar convention of the ASCAP field staff will be held in New York during the week beginning Jan. 31, Fred Ahlert, president, announced yesterday. It will be the first convention since 1942.

Network television became a reality for about one-third of the United States last night when AT&T's coaxial cable link between Philadelphia and Cleveland was officially opened. The momentous event was marked by a special hour-and-a-half program prepared by ABC, CBS, DuMont and NBC, (Continued on Page 7)

### Pulse Survey Reveals Large Late Audience

Approximately 1,417,000 families or 2,494,000 persons in ten counties in the metropolitan New York area listen to the radio at least once a week after midnight, WNEW's Research Director Claire Himmel announced yesterday in commenting upon a post-midnight Pulse survey commissioned by the station.

"These figures are based upon the 1944 Radio Annual's 'radio homes' and the results of the present Pulse (Continued on Page 8)

### Quiz Kids Program Set With New Format For TV

Chicago—A new Quiz Kids classroom of the air will make its bow January 25 from 8 to 8:30 p.m., CST, when a regular video series will start on television station WNBQ. Although the new show will not em- (Continued on Page 3)

### Sorry, Wrong Number

A hosiery buyer for a Manhattan ladies specialties shop, at work on Sunday, kept getting telephone orders for three pairs of nylons for \$1.98. Checking into the mysterious matter, he found the calls were inspired by a commercial announcement on WINS. The hosiery man informed WINS it was inadvertently giving the number of Henri Bendel, Inc.



★ COMING AND GOING ★

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 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**

(January 11)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
ABC	9 1/2	9 3/8	9 3/8	- 1/8
Admiral Corp.	18 3/4	18 3/8	18 3/8	+ 1/4
Am. Tel. & Tel.	149 3/4	149 1/2	149 1/2	- 1/8
CBS A	24	23 3/8	24	+ 3/8
CBS B	23 7/8	23 3/8	23 7/8	- 1/8
Fornsworth T. & R.	7 1/4	7	7	- 1/4
Gen. Electric	39 3/4	39 1/4	39 3/4	- 1/8
Philco	40	38 3/8	39 1/2	- 1/2
RCA Common	13 7/8	13 3/8	13 7/8	- 1/8
Stewart-Warner	14	14	14	- 1/4
Westinghouse	25 3/4	25 1/2	25 3/8	- 1/8
Westinghouse pfd.	94 1/8	94 1/8	94 1/8	- 1/8
Zenith Radio	30 1/2	30 3/8	30 1/2	+ 3/8
<b>NEW YORK CURB EXCHANGE</b>				
Hazeltine Corp.	11 3/4	11 3/4	11 3/4	- 1/4
Nat. Union Radio	4 1/4	4	4 1/4	+ 1/4
<b>OVER THE COUNTER</b>				
DuMont Lab.		22	23 1/2	17 1/2
Stramberg-Carlson		15 3/4	17 1/2	2 1/2
U. S. Television		2 1/8	2 1/2	2 1/2
WCAO (Baltimore)		22 1/2	26 1/2	6
WJR (Detroit)		6	7	7

**Ziv Renews Tobacco Web**

Raleigh, N. C.—The Tobacco Network gets the nod for the second year to carry the F. W. Ziv production, "Old Corral," featuring Pappy Chesire. The contract was signed for William B. Reilly through its agency, Walker Saussy.

**INS has served**



**FOR 11 YEARS**

G. W. "JOHNNY" JOHNSTONE, director of radio and television for the National Association of Manufacturers, is back in New York from Washington, where he supervised last night's origination of "It's Your Business," NAM's current weekly series on the American network.

SID JONES and FRED CUSICK, Columbia network technicians, leave tomorrow for Cleveland, where on Saturday they'll be at the controls for the Vaughn Monroe program on the web.

JACK KENNEDY, commercial manager of WHAM, Rochester, N. Y., is in town for conferences with the national representatives of the station.

EARL WILD, concert pianist frequently heard on ABC, has arrived in New York on the maiden voyage of the new Cunarder, Caronia, after having been abroad since Nov. 16. He'll appear on the American network's Sunday broadcast of "Piano Playhouse."

DWIGHT COOKE, moderator on "People's Platform" and "Cross Section, U. S. A.," has returned from Washington, originating point of the shows last week-end.

**General Sarnoff Sails For Points In Europe**

(Continued from Page 1)

of the Cable & Wireless Company, private organization taken over by the British government under the nationalization bill. General Sarnoff will also visit other European countries in the interest of RCA and will return to the United States early in March.

**Wrigley Renews Autry For Another 52 Weeks**

Win. Wrigley Jr. Company, Chicago, has renewed its sponsorship of the CBS "Gene Autry Show" for another 52 weeks, the network announced yesterday. Series, featuring the singing cowboy, is aired Saturdays, 8:00-8:30 p. m., EST.

**Tommy Handley**

Tommy Handley, one of Britain's most renowned radio comedians, died suddenly Jan. 9 in London at the age of 55. Death apparently was caused by a heart attack. Handley conducted one of the most popular programs on BBC for many years, it's title being "ITMA," or "It's That Man Again." Ironically, news of his death reached BBC during a broadcast of Handley's recorded program. The comedian had been in radio for nearly 25 years. His type of material was puzzling for most American GIs during the war but to British listeners Handley was considered a top comedian.

**Max B. Marks**

Funeral was conducted last Sunday for Max B. Marks, 75, a co-founder and vice-president of Edward B. Marks Music Corp., who died Jan. 6 at his home in New York. Marks and his brother Edward, who died in 1945, published the first songs of Irving Berlin, Jerome Kern, Sigmund Romberg and Rodgers and Hart. Max Marks was treasurer of the company. The Marks firm is a BMI publisher.

MARK WOODS, president of ABC, heads the network contingent returning today from New Orleans, where a meeting was held with the web affiliates in that area. With him will be IVOR KENWAY, vice-president in charge of advertising, promotion and research; OTTO BRANDT, station relations manager, and AL BECKMAN and WILLIAM WYLIE, of the station relations department.

F. E. SPENCER, JR., manager of the New York office of the George P. Hollingbery Company, is in Washington for the spot sales hearing before the FCC.

ELSIE LATZKO, assistant to Goodman Ace at CBS, is spending this week in upstate New York.

A. E. KESSLER, public relations director of the United States Television Mfg. Corp., has returned from a business trip to Pittsburgh.

NAT ABRAMSON, director of entertainment at WOR, has returned from a two-week business trip to South America.

AL BENTSON, general manager of WINR, Binghamton, N. Y., conferred yesterday with officials of the station's national reps.

**Sponsor Identification High On Winchell Show**

(Continued from Page 1)

identification rating by Hooper gave Kaiser-Frazer 64.3 while the last rating under Jergens sponsorship was 67.8. Bing Crosby was the first guest star used for the K-F commercial. Winchell rated 29.7 for the first Kaiser-Frazer broadcast against a 23.6 for the last one under Jergens sponsorship.

**N. Y. "Communist" Trial To Be Aired Live On MBS**

Trial of 12 alleged communists which starts next Monday at the Court House in Foley Square will be aired live by the Mutual network. Broadcasting time has not been set, but New York trials ordinarily start at 10 a. m.

**FDR Documentary On WNYC**

"... rendezvous with destiny," a recorded sound-picture of the years preceding and during the second World War, as heard through the words of Franklin D. Roosevelt, will be heard on WNYC's Radio "X" Thursday, January 13, from 8:00-8:30 p. m., on the eve of the opening of the 1949 "March of Dimes" campaign.

**FOR RENT**

Desirable Office Space

NEW ELEVATOR BLDG.

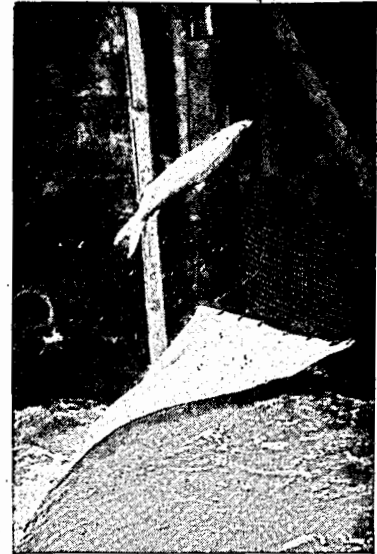
2 FLOORS — 2,300 FT. EACH

143 W. 51st St., N. Y. C.

1/2 BLOCK FROM RADIO CITY

Possession Feb. 1st

Circle 6-9400



**Upstream**

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

That's a fightin' species for you.

And that's the kind of persistence, aggressiveness and spirit that business is going to need when markets really open up.

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

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

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

**AM W-I-T-H FM**

**Baltimore 3, Maryland**  
 TOM TINSLEY, President  
 Represented by Headley-Keed

## Revised Procedure Studied By The FCC

(Continued from Page 1)

panel for each of these three divisions, the makeup of the second and third panels is slated to be the same, with the chairmanship shifting.

The plan presently under consideration—and it is still unfinished in some respects—points to selection of the three senior members of the Commission as chairmen of the three panels, with the chairman a member of none. Heading the panel which would handle special services and safety matters would be Commissioner Edward Webster, with Commissioners Paul Walker and Robert Jones serving with him. The same group would also handle common carrier matters with Walker as chairman.

### Hyde Broadcast Chairman

Chairman of the broadcast panel would be Commissioner Rosel H. Hyde, with Commissioners Sterling, former Commission chief engineer, and Frieda Henneck serving with him.

Division of the Commission was forecast nearly two years ago by former chairman Charles R. Denny, in testimony before the Senate Interstate Commerce Committee. But even though it has long been under study, Coy said yesterday, there are still many rough spots to be ironed out—one of the major problems being the devising of means whereby the decisions of the broadcast panel can be given sufficient weight so that they will not automatically be appealable to the full Commission.

## Joins NAB Legal Staff

Washington—Appointment of attorney Vail W. Pischke to the NAB legal staff was announced Friday. A one-time radio producer, he was from 1944 to 1946 associated with Louis G. Caldwell, of the Washington law firm of Kirkland, Fleming, Green, Martin and Ellis. From 1946 to 1948 he was with Norman M. Little, also in Washington. He has largely specialized in the practice of radio law.

While at Notre Dame he wrote a regular radio column for that university's weekly publication and participated in radio productions, which led to his appointment as radio director of Notre Dame. He has a staff member of the Notre Dame Law Review and had a number of radio articles published. In 1944 he won the annual ASCAP award by writing a dissertation on copyright law.

## Fourth Model Library Course Held By BMI

(Continued from Page 1)

librarians were given the opportunity to discuss station library and programming problems with various radio executives, including Harold Fair, director of NAB's program department; Eldon Park, general manager, WINS; Harrison J. Cowan, advertising manager, Longines-Wittnauer Watch Co.; Barry Wood, CBS-TV producer; Jack Sterling, WCBS; Addison Amore, NBC Radio Recording Division. Other talks were made by Carl Haverlin, BMI president, and Robert J. Burton, vice-president.

Discussion periods were broken up with visits to television stations and transcription plants. A laboratory session in BMI's Model Music Library climaxed the two-day course. Following is a list of those attending BMI's fourth workshop:

Program directors: E. M. Hoerner, WWL, New Orleans; Wendel Smith, KTTS, Springfield, Mo.; Thompson Mabie, KFEQ, St. Joseph, Mo.; Floyd M. Jackson, WPAY, Portsmouth, Ohio; Gear Parkinson, WBNS, Columbus, Ohio; Alex B. Richardson, WNYC, New York; and Virgil Sharpe, assistant manager and program director, KOIL, Omaha.

Librarians: Leona Weaver, WTAR, Norfolk, Va.; Mini Trepel, WLIB, New York; Charles Clerks, WHAM, Rochester, N. Y.; Dorothy Cochran, WUSJ-FM, Lockport, N. Y.; Doris Skrljack, WTCN, Minneapolis; George Hart, WCAM, Camden, N. J.; Bernice Cohen, WNYC, New York; Milly Soul, WMOH, Hamilton, Ohio.

## Quiz Kids Program Set With New Format For TV

(Continued from Page 1)

play the same panel of kids as the network radio program, a number of the mental moppets from the radio show will appear on the television series. Among them are Melvin Miles, aged 5; Joel Kupperman, 12; Naomi Cooks, 10; Mark Mullin, 8, and Ruthie Duskin, 14. Joe Kelly will be at his desk as quizmaster.

It is announced that a whole set of new techniques will be used for the television show. Cutouts, drawings, photographs, maps, charts and live actors will be used to add visual punch to the questions Joe Kelly will ask the kids.

The new show will be sponsored by Miles Laboratories, Inc., which has sponsored the radio "Quiz Kids" program since its inception on June 28, 1940. This will be the first venture into television for Miles Labs. Program will be produced by the Louis Cowan organization, under the supervision of John Lewellen, manager of the program.

## KWK Power Increased

St. Louis—Radio station KWK began nighttime operations on an increased power signal of 5,000 watts Jan. 6. Two new directional antennae at the KWK transmitter make it possible to reach thousands of new listeners.



## Right Out of the Horse's Mouth . . . and It Ain't Hay

While there are those who might claim that it's strictly off the cob, the fact remains that he's got 'em eating out of his hand, whether down on the farm or every week-day evening on the air.

Country gentleman or man-about-Washington, feeding livestock or ferreting out news, Fulton Lewis, Jr. goes about his chores with workmanlike capacity. The best measure of his success is his loyal audience.

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.

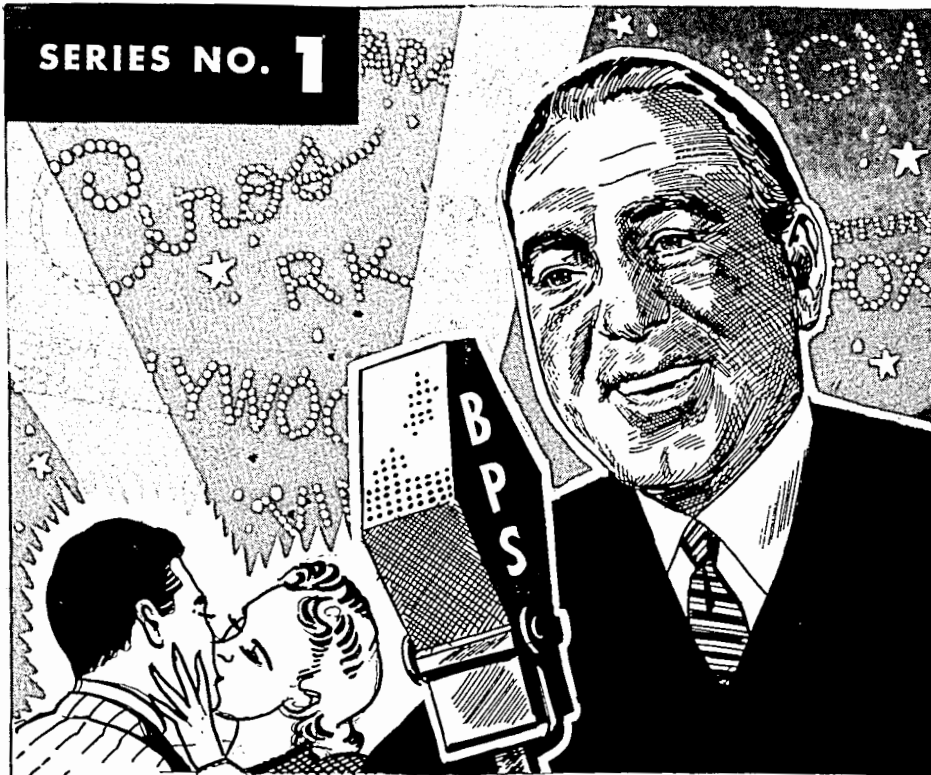
Since there are more than 500 MBS stations, there may be an opening in your city. If you want a ready-made audience for a client (or yourself), investigate now. Check your local Mutual outlet—or the Co-operative Program Department, **Mutual Broadcasting System**, 1440 Broadway, NYC 18 (or Tribune Tower, Chicago 11).

**KGW and KGW-FM**  
 PORTLAND, OREGON

COMPLETE SCHEDULE  
 MULTANEIOUS SERVICE

PRESENTED NATIONALLY BY EDWARD FEINRY & CO.

# Proof Positive! — BROADCASTERS PR



SERIES NO. 1

## "Pat O'Brien... From Inside Hollywood"

THE SHOW THAT AMERICA IS TAKING TO ITS HEART. Five quarter-hours per week of big-time programming. Humor... drama... pathos... guest stars... behind-the-scenes high-lights... told by radio's master story-teller.



SERIES NO. 2

## FRONTIER

..... STARRING TEX C...  
unanimous membership reaction...  
promised us the first authentic...  
radio. The auditions bowled us



Announcement of Series No. 3 brings to an ALL-TIME HIGH transcribed program values to be furnished stations for local sponsorship.

Syndicate station members holding exclusive area rights are already set to receive well in excess of a half-million dollars per year worth of the finest programs money and talent can produce... for a fixed weekly fee *not in excess* of their national one-time Class-A quarter-hour rate\*.

For a total of \$40.00 per week, WAPX, Montgomery, Alabama, for example, will receive *all three* of the above high-quality program series — plus every additional series produced by the (\*Minimum \$22.50)

Syndicate in the future — at not a penny extra! For his the subscriber receives the Syndicate's entire output grams; prices them as he pleases. As the subscription increases, additional program series are produced — each mum of 26 weeks.

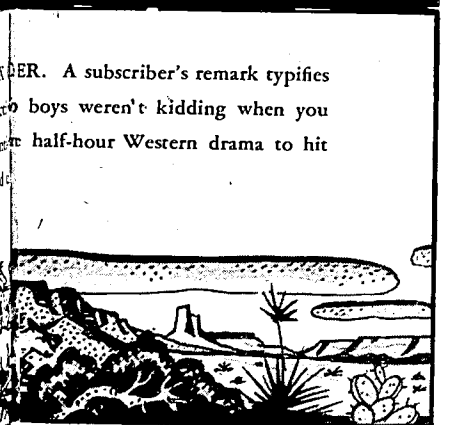
These tremendous values — unprecedented as they are easily made possible when stations work together, are 85% of all funds subscribed are devoted exclusively talent and production — the producers being confined. Thus, \$30,000 subscribed per week insures \$25,500 per in fine programs to *each* subscriber!

*Proof Positive!*

**and NOW**  
COMMENCING FEB. 20  
**SERIES NO. 3**



**FRONT TOWN**



ER. A subscriber's remark typifies  
boys weren't kidding when you  
half-hour Western drama to hit

*\* To furnish a half-hour Mystery-Adventure — to compare with or top the best network fare — was the promise we now fulfill with . . .*

**"The Adventures of FRANK RACE"**

FROM CASABLANCA TO NEW ORLEANS . . . from Cairo to Peoria . . . FRANK RACE, attorney, athlete, war-time O.S.S. intelligence officer, high-adventurer, seeks and finds his fill of romance, intrigue, and danger. His specialty: international frauds' involving high stakes and men who risk anything to win them.

No. 1 "PAT O'BRIEN... FROM INSIDE HOLLYWOOD"

No. 2 "FRONTIER-TOWN"

No. 3 "ADVENTURES OF FRANK RACE"

No. 4 A SITUATION COMEDY

No. 5 A MUSICAL-VARIETY

The B.P.S. family of stations invites broadcasters in unsubscribed areas to get on 1949's programming innovation—the Bandwagon built by broadcasters *for* broadcasters.



**BROADCASTERS PROGRAM SYNDICATE**  
(Cooperative Program Syndication Plan)

under Direction of  
**BRUCE EELLS & ASSOCIATES**

2217 Maraville Drive • Hollywood 28, California • Phone: HOLLYWOOD 5869

## SOUTHWEST

SAN ANTONIO'S newest quiz program has made its debut over KMAC and KISS (FM) San Antonio, and it will be heard each Tuesday and Thursday from Ciro's Restaurant. Titled "I'll Buy Your Dinner," program is emceed by Bud Whaley. Besides picking up the check of the diners at the restaurant for answering correctly his questions. Whaley will offer other prizes as well.

The FCC has granted the assignment of the license of KOLE, Port Arthur, to a new partnership of the same name and including two of the present four partners. Grady R. Harrower and Branch C. Todd sell their respective 25 per cent interest in KOLE to Soes N. Vratiss, general manager and Mary A. Petru, program director, for \$12,000 each. Outlet operates full time on 1340 kilocycles with 250 watts.

Norvell Slater, staff entertainer on WFAA, Dallas, will move from the "Early Birds" broadcasts to his own program on WFAA titled "Norvell Slater and His Ten Fingers" and will be heard for a quarter hour daily, Monday through Friday with his own brand of piano playing and chatter.

Jerry Lee, WOAI, San Antonio, program and production manager, has announced that a new 15 minute program will debut Saturday titled "Baby Talk" which is designed to appeal to women and children. The show has a decidedly novel twist; 100 per cent masculine discussion of tiny tots. Cast is composed of Lee and Perry Dickey with music to be furnished by Melvin Winters at the piano and organ. Theme is "Baby Face."

The oldest program on WFAA, Dallas, concluded last Sunday with the final broadcast made by Dr. David Lefkowitz. For the past 19 years he has appeared each Sunday morning in a 30-minute broadcast sponsored by the Brotherhood of Temple Emanu-El. Dr. Lefkowitz has been designated rabbi emeritus of the Temple.

### Stork News

Mr. and Mrs. Ernie Kovacs announce the birth of a daughter at Mercer Hospital, Trenton, N. J. Ernie Kovacs is the special events director of WTTM, in Trenton, N. J.



### Mainly About Manhattan. . . !

● ● ● Justin Miller, president of NAB, has been quietly moving around in New York broadcasting circles for the past few days ascertaining sentiment on Code enforcement, BMB, and the public relations policies of the industry's organization. (According to reports, Miller has been subject to criticism in some quarters because of administrative moves). . . . Look for a wave of sales in which record dealers will unload their stocks of so-called standard playing platters. (Prospect of revolutionary long playing record merchandising by major companies has prompted the unloading of old stocks). . . . Movie industry reported to be secretly financing experimental work of General Precision Labs in the field of theater television. Labs are perfecting equipment for theater installation at their Westchester research center. . . . CBS offering Edgar Bergen to prospective clients for next fall, indicating that he definitely will not return to NBC. . . . Last of the ten cent monthly mags to go shortly. . . . Fortune Pope's comments on WHOM and video in Ben Gross' News col'm Monday made a lot of sense. . . . Ralph Edwards' "Truth or Consequences" makes its tele bow on Jan. 20th via KNBH in H'wood. . . . NBC and Charles Boyer in a huddle regarding a Sunday p.m. deal? . . . Lambs Gambol (deal set by Marty Goodman) the most expensive half-hour in television today.



● ● ● AROUND TOWN: Bob Shepard, who's been doing such a terrific job co-starring on Ethel Thorsen's Fashion Page via DuMont (he's really cooking with Ethyl) won out on the announcer auditions for "Counter Spy". . . . Arthur Kurlan, exec producer of Radio Repertory Theater, in town from the coast. (That's the co-op venture owned by Joan Fontaine, John Garfield, Chas. Boyer, Myrna Loy, Fred MacMurray and Dana Andrews). . . . Great reports from Bert Wheeler's "The Short Man" which CBS auditioned last week. Script is by Aaron Ruben, who helped make Henry Morgan and Burns & Allen funnier than they were, and satirizes radio's "private eyes". . . . "H'wood Screen Test" isn't the only Lester Lewis package that's proving a good luck charm for its performers. Mary Patton, who's been featured on another Lewis show, "Tales of the Red Caboose," has just been signed for the new Odets show, "The Big Knife". . . . Ben Grauer landed the assignment of describing Presidential inauguration for NBC-TV.



● ● ● VIEWS AND REVIEWS: "My Favorite Husband" is a zingy, well-balanced script and star Lucille Ball really rings the bells. Show also stars Meredith Willson's Talking People on the Jello commercial—and this dept feels they're really something to talk about. . . . Ford Theater would be far better radio to our ears if Fletcher Markle (Orson Welles in short pants) stayed in the control room where he belongs. His "Please to begin" line is as adolescent and obnoxious as Welles' "Your obedient servant". . . . It's never too late to hand a sugar-coated plum to the N. Y. State Radio Bureau for its "Christmas in N. Y." platter that 45 state stations and three international outlets thought rated holiday programming. Shows how effectively entertainment and public service can be combined. . . . ABC's "Child's World" sets as fine a model for adult radio as the youngsters do for us adult listeners. Credit goes to the skillful questioning and direct approach of Helen Parkhurst. She makes no comments on the answers from the children—and most of the direct, fluent responses stand well on their own impact. (Last week's session with DP moppets was as powerful as other sessions have been charming).



● ● ● IMPressions: WWinchell: Kaiser-Phraser. . . . Mr. & Mrs. North: Goose-pimplications. . . . Dunninger and Paul Winchell: Mind over patter. . . . Vincent Lopez: PiaNOLA. . . . Sam Spade: Duff guy. . . . Dorothy 'n Dick: Breakfastinating.

## AGENCIES

HENRY R. TURNBALL, vice-president at Dancer-Fitzgerald-Sample, has resigned to join the Biow Co., effective immediately.

GENE WELK and POLLY POLZINE announce the formation of a personnel counseling service at 509 Fifth Avenue to be known as Welk and Polzine. They will specialize in the advertising, publishing, radio and allied fields. For the past 12 years Polly Polzine worked for Foote, Cone & Belding on the Lucky Strike account and before that was with NBC. Gene Welk was assistant to the publisher of Tide for more than five years and previously was with Lord & Thomas for seven years.

RADIO REPRESENTATIVES, Inc., has been appointed national representative of WMGM, the station's sales director, Bertram Lebar, Jr., announced yesterday. WMGM's own sales office will continue to handle accounts in the New York area.

HILARY A. SADLER, formerly with the advertising department of Swift & Co., Chicago, has become an account executive of the Bonsib Advertising Agency, Fort Wayne, Ind.



## ETHEL THORSEN'S FASHION PAGE

WABD—Wed.—4:45 P. M.

"A New Fashion In Fashion Shows."

Ed Sullivan, in Daily News:

"Video viewers oh-h-ing over DuMont eye-ful, Ethel Thorsen."

Ben Gross, in Daily News:

"Ethel Thorsen, famous robe designer, is one of the few women in her business who is glamorous enough to serve as a model for her own wares."

1906 1949

*Henri*  
CONFISEUR

FRENCH RESTAURANT  
LUNCHEON from \$2.00  
DINNER from \$3.00  
COCKTAIL BAR

Famous French Candies  
15 East 52nd St.  
AIR CONDITIONED

# TELEVISION DAILY

Section of RADIO DAILY, Wednesday, January 12, 1949—TELEVISION DAILY is fully protected by register and copyright

## EAST-MIDWEST COAX LINK OPENS

### TELE TOPICS

**W**ELL, THE GREAT DAY has finally arrived, and soon the terms Eastern and Mid-Western networks will disappear from these pages. The technical achievement which was celebrated last night is indeed a great one, but as Frank Stanton pointed out, the cable—and all of television for that matter—is only as good as the programs it carries. This is a point that has been made in many quarters before, but it is one that cannot be repeated too often. Let's hope that the joining of the two regional webs will serve as added inspiration to the entire industry in its search for new shows that are not merely re-hashed ideas of radio and other media. Video is still youthful and vibrant and deserves the type of programming worthy of these qualities.

**S**UCCESS STORIES about the rapidity with which tele sells a sponsor's merchandise are no longer uncommon in the industry, but here are a couple which bear repeating from WBEN-TV, the only station in Buffalo: "Since advertising GE clock radios on WBEN-TV," the General Electric Supply Corp. reports, "our sales have increased 221 per cent. Likewise, our sales of television sets more than tripled since our sponsorship of sport programs on the station." The other concerns National Television Co. which ran a series of four one-minute films on behalf of Polaroid filters. As a result of the spots, the firm sold 200 lenses, with a total retail value of \$1,200, or \$300 for each minute of advertising. No other media were used. Several releases have crossed this desk about "the full color and pageantry" of the Presidential inauguration being picked up on tele. Color video, we are told, still belongs to the distant, roseate future, and though this may sound like splitting crosshairs, I wish the drumbeaters would be a bit more monochromatic in their handouts.

**J**OHAN A. CAIRNS & CO. has come up with a neat report on video, which concludes as follows: "Likened in its persuasive power to door-to-door product demonstration—but enjoying the plus value of finding prospects in the proper mood to receive a sponsor's sales message—TV's sales impact is one of the strongest justifications for entry into the medium. Local advertisers, in large numbers, are experimenting with visual selling. Sales reflections and high responses which they have received to the smallest offers are direct rewards; indirectly, they have reaped benefits in publicity and in institutional good will which they themselves declare more than warrant the expenditure. The country's national advertisers in every classification . . . are today using TV generously.

**Web Executives Joined By FCC's Head In Tribute; Woods Asks Self-Support; Stanton Seeks Maximum Audience; DuMont Lauds AT&T; Trammell "Proud"**

(Continued from Page 1)

and featured the presidents of the four webs and leading artists of the four webs.

Approximately one million TV homes are located in the 14 cities joined by the hookup.

Hailing the new "electronic television highway from the Atlantic Ocean to the Mississippi River," FCC Chairman Wayne Coy said last night that interconnection of the seaboard and midwest TV relay links represented "a new wave of progress."

Excerpts from the talks of the four network presidents follow:

#### Woods Confident

Mark Woods, ABC: "In the true American tradition television, like radio, must be self supporting. The radio industry and American business must make it self supporting. Ours is not the way of special taxation or government subsidy. I am confident that television—the greatest medium for the display of products—will, in a few short years, be paying its own way. Already, many of our industries and businesses are sponsoring some of our finest programs. As this financial support increases, television, through the cooperation of the public, American business, and scientific ingenuity, will rise to its proper position in American life and culture."

Frank Stanton, CBS: "Television is already producing virtually every type of program known to radio—public service, comedy, drama, discussion and music. These programs already are pleasing the rapidly expanding television audience. But we know, as broadcasters, that continuing and untiring experimentation can make them still better."

#### Stanton, DuMont Enthusiastic

"And by making them better we also know that the broadcasters—in continuing partnership with the engineers—can ultimately win for television an audience as large as radio has today—which now comprises almost 95 per cent of the population."

"I wish in no way to minimize the tremendous importance of the technical marvel of communication we are celebrating today. But I do wish to say that this great cable can only be as good as the pictures it carries. There is no substitute for good programming. And it is to that end now that I can promise you we will direct our best talents and energies."

Dr. Allen B. DuMont: "I want to congratulate the American Telephone & Telegraph Co. for their achievements in building coaxial

cables connecting cities hundreds of miles apart. I know they are doing everything possible to hasten the day when there will be a coast to coast television link. I want to salute NBC, CBS and ABC for their contribution to this new medium. I want to extend friendly greetings to other manufacturers of television equipment. I want to extend appreciation to the performers on television programs who are providing such fine entertainment; to the research engineers who are continually endeavoring to improve the medium; to the men and women who actually run the stations and do such a magnificent job. To all these I want to say, 'You are the pioneers in this great field and you deserve credit for its sensational progress. You should justly share in the glory and pleasure of this historic occasion. We owe you all our sincere thanks'."

#### Trammell Views Future

Niles Trammell, NBC: "Today, network television becomes available to a quarter of the nation—and we look forward eagerly to the time when viewers from coast to coast will be able to see and hear programs and events from any point at the moment they are happening."

"We are proud of our part in bringing to Americans the greatest medium of mass entertainment, information and education that the world has ever known. The opening of this coaxial cable linking East Coast and Mid-western television networks is another tremendous stride towards better understanding among Americans, better communication, and a better way of life."

Leroy A. Wilson, president of AT&T, said in part: "The Bell Television System is working all the time to provide a courteous and ever improving television service to the people of America. The development of better long distance service has resulted in facilities which can carry television programs, and therefore enable us to help service the public in this field."

#### Poppele Congratulates Wilson

In a congratulatory wire to Wilson, J. R. Poppele, TBA prexy, said, "As television moves inexorably across the nation, it opens new avenues of enlightenment and widens the scope of man's knowledge. The Bell System is to be warmly congratulated for its contribution to this gigantic step forward in the progress of mankind."

### Reception In Chicago Good On The Co-Ax

Chicago—Local television stations personnel heaved a sigh of relief Tuesday night when the linking of east and midwest stations via AT&T coaxial cable was accomplished without delays or mishaps. Starting promptly at 8:30 p.m., midwest viewers were fed a steady stream of programs from the east coast, and Chicago reciprocated with one local origination, "Stand By For Crime." Chicago's mayor Martin H. Kennelly took part in the dedication and predicted that the Windy City would win a top rung in television.

Due to press time exigencies, RADIO DAILY representative had to duck to Western Union after observing the first 15 minutes of the telecast. During that time the reception was all that could be desired, pictures and sound coming through clear and distinct.

There was no special fanfare connected with the linking of east and midwest. Station personnel had been hard at work for some time re-arranging schedules and making technical arrangements for the link, and the transition was made smoothly.

### Brewery Will Sponsor 13 TOC Fights On CBS

P. Ballantine & Son, Inc., for Ballantine's ale and beer, has signed with CBS for sponsorship of the first 13 weeks in a new series of boxing bouts by the newly-reorganized Tournament of Champions. J. Walter Thompson is the agency.

Promotions will be staged in Manhattan Center. The first will be carried Jan. 19, beginning at 10 p.m. Feature bout will be between Rusty Payne and Curtis Sheppard, heavyweights.

Russ Hodges will be behind the mike for the series. No other sportscaster has yet been signed.

### SAG Officials To N. Y. To Implement TV Pact

West Coast Bureau, RADIO DAILY  
Hollywood—Two of Hollywood's top labor leaders now are en route to New York to implement a talent union agreement for organization and administration of the television field for actors and other performers. They are John Dales, Jr., executive secretary of the Screen Actors Guild, and Kenneth Thomson, video administrator of the Guild.

RADIO DAILY

Drug Co. Accounts Top Mutual Billings

(Continued from Page 1) with the network was less than half a million dollars. Ruthrauff & Ryan, Inc., was second with \$1,921,219. In third place is Sullivan, Stauffer, Colwell and Bayles with a total of \$1,523,587.

Other agencies placing over one million dollars in time billings on Mutual are: Wade Advertising Agency; Gardner Advertising Company; William H. Weintraub and Co.; Neal D. Ivey Co.; Kudner Agency, Inc.; Erwin, Wasey & Co.; and Roy S. Durstine, Inc.

Leading the sponsor list for the second successive year was the Ralston Purina Co., which spent \$1,407,855 with the network. The Ralston company has billed over a million dollars on Mutual every year since 1945.

Philip Morris & Co., Ltd., followed close behind in second place with \$1,401,402. Other sponsors over the million dollar mark are: Bayuk Cigars, Inc.; Miles Laboratories; Carter Products; Serutan Co.; and General Motors.

'Spot' Hearing Ends; May Scan TV Pacts

(Continued from Page 1) Dunning of KHQ, Spokane, Wash. KHQ, KGW, Portland, and KOMO, Seattle, were the three stations which last August received sharply worded wires from the NBC vice-president, Sidney Strotz, regarding a sponsored news show. Strotz had complained about their non-cooperation and wired "if you don't like our affiliation, we would like to know about it." This wire was a major point in NARSR testimony last month.

Dunning said he ignored the wire, since he knew Strotz as a "rugged, outspoken individual" and was sure the wire was sent in "a moment of anger."

MBS was excused from the proceeding, after explaining that it does not handle spot sales.

Briefs on the matter are due by March 1, with 10 days for reply.

Joins WOR Publicity Staff

Walter V. Bennett, Jr., of White Plains, N. Y., has joined the staff of the WOR publicity department, it has been announced by Robert Blake, station publicity director.

Before joining WOR, Bennett was a newspaper reporter for the White Plains Reporter Dispatch and a sales representative for the Society Pictorial, Miami, Florida magazine.

Books For VA Hospitals

In response to a four-broadcast appeal by "Author Meets the Critics" over WNBC, New York, 1,000 new books have been sent to the Veterans Administration for the entertainment of hospitalized veterans. The air appeal is being continued indefinitely.

Mutual Broadcasting System 1948 Advertiser Expenditures

Table listing advertiser expenditures for 1948, including Ralston Purina Co., Philip Morris & Co. Ltd., Bayuk Cigars, Inc., Miles Laboratories, Inc., Carter Products, Inc., Serutan Co., General Motors Corp., R. B. Semler, Inc., Kuiser-Frazier Corp., Pharmaco, Inc., Mutual Benefit Health & Accident Association of Omaha, Quaker Oats Co., General Foods Sales Co., Ronson Art Metal Works, Cudahy Packing Co., Williamson Candy Co., Wander Co., Helros Watch Co., Johns-Manville Corp., Shotwell Mfg. Co., Lutheran Lamen's League, Noxema Chemical Co., Trimount Clothing Co., Radio Bible Class, Gillette Safety Razor Co., Voice of Prophecy, U. S. Tobacco Co., Coca Cola Co., National Council of Protestant Episcopal Churches, Christian Reformed Church, Piedmont Shirt Co., Appalachian Coals, Inc., Revere Camera Co., Mail Pouch Tobacco Co., Musterole Co., Barbasol Co., Young Peoples Church of Air, International Milling Co., Phileo Corp., U. S. Army Recruiting Service, Armour & Co., Democratic National Committee, DL&W Coal Co., Fuller Foundations, Time Timers, Inc., Peter Paul, Inc., Continental Pharmaceutical Corp., Wilson Sporting Goods Co., P. Ballantine & Sons, United Electrical Radio Machine Workers of America, George A. Hormel Co., Volupte, Inc., First Church of Christ Scientist, Curtis Publishing Co., H. C. Cole Milling Co., Republican National Committee, E. J. Brach & Sons, Inc., Doubleday & Co., Progressive Party, Universal Carloading, R. J. Reynolds Tobacco Co., Conti Products Co., Inc., American Bird Products, Inc., Perfect Circle Co., Mississippi Tabernacle, ILGWU, U. S. Rubber Co., Pilot Radio Corp., Shipstad & Johnson, Penn. Committee for Stassen, C.I.O. Political Action Com., Grand Lodge of Free & Accepted Masons, Pepsodent Division—Lever Bros.

Mutual Broadcasting System 1948 Gross Billings

Table showing monthly and cumulative gross billings for 1948, with columns for MONTH, MONTHLY, and CUMULATIVE.

Mutual Broadcasting System 1948 Agency Expenditures

Table listing agency expenditures for 1948, including Cecil & Presbrey, Inc., Ruthrauff & Ryan, Inc., Sullivan, Stauffer, Colwell & Bayles, Wade Advertising Agency, Gardner Advertising Co., Wm. H. Weintraub & Co., Inc., Neal D. Ivey Co., Kudner Agency, Inc., Erwin Wasey & Co., Roy S. Durstine, Inc., Benton & Bowles, Inc., Grant Advertising Agency, Swaney, Drake & Bement, Inc., Aubrey, Moore & Wallace, Inc., Hill Blackett, Inc., I. Walter Thompson Co., Gotham Advertising Co., Inc., Sherman & Marquette, Stanley G. Boynton Advertising, Maxon, Inc., H. B. Humphrey, Western Advertising, Inc., D'Arcy Advertising, Inc., Evans Associates, Hachle Advertising, Roche, Williams & Cleary, Inc., Walker & Downing, Brown & Bowers, C. Wendel Muench & Co., BD&O, Crook Advertising Agency, Hutchins Advertising, Inc., Foote, Cone & Belding, Warwick & Legler, Inc., R. H. Alber Co., Platt-Forges, Inc., Arthur Meyerhoff & Co., Well & Thurber Associates, Moss & Arnold Co., Hirsch-Garfield, Inc., Alpha Advertising Agency, Geo. H. Hartman Co., Huber, Hoze & Sons, Fredrick Clinton Co., Raymond Spector, Inc., Wm. Esty & Co., Birmingham, Castleman & Pierce, Weston-Burnett, Inc., Henri, Hurst & McDonald, Marks & Neese, Furman & Heiner Co., Inc., Campbell-Ewald Co., Grey Advertising Agency, Smith, Bull & McCreery, Klingner Advertising Corp., Direct.

Mutual Broadcasting System Expenditures By Industry 1948

Table showing expenditures by industry for 1948, including Drugs & Toilet Goods, Foods & Food Beverages, Cigars, Cigarettes & Tobacco, Automobiles & Accessories, Religious, Confectionery & Soft Drinks, Jewelry & Silverware, Finance & Insurance, Laundry & Household Supplies, Clothing & Dry Goods, Building Materials, Miscellaneous, Lubricant, Petroleum & Fuel, Paints & Hardware, Sporting Goods, Radio & Phonographs, Stationery & Publishers, Wines, Beer & Liquor.

Stork News

Isadore Diamond, director of the logging department at BMI, and his wife are the parents of a girl born Jan. 10 at Beth Israel Hospital, New York. Child, number three in the Diamond family and the first girl, has been named Katherine. Mrs. Diamond is a practicing physician in Forest Hills, L. I.

Pulse Survey Reveals Large Late Audience

(Continued from Page 1) survey which shows that 39.3 per cent of the homes in the ten counties have radios turned on after midnight at least once a week," Miss Himmel explained.

"The present Pulse survey shows," she added, "that average sets-in-use between midnight and 1 a.m. to be 13.9 compared to 9.4 found in a similar Pulse survey conducted in April, 1947. This means that the average listening between midnight and 1 a.m. is about 48 per cent higher at the present time than it was during 1947."

Of the total number of homes tuned in at least once in a single week, the announcement said that 21.8 per cent have their dials set to "The Milkman's Matinee" with Art Ford on WNEW. The night-time program is listened to by 55 per cent of the individual persons who listen to the radio at least once each week.

Home Listeners Highest Home listening accounts for 89.5 per cent of all past-midnight audiences, the Pulse report indicated. In a breakdown between age groups, it was shown that 65.6 per cent are under 40 years of age. The 20-29 year old group constitutes almost one-fourth of the audience.

In commenting upon the survey, a spokesman for WNEW pointed out that "the results show the wide market, up to now unknown, which can be reached by advertisers during the post-midnight periods." The present Pulse survey, he believed, was the most comprehensive one conducted in recent years in metropolitan area counties, namely: Bronx, Kings, New York, Queens, Richmond, Nassau, Westchester, Bergen, Essex and Hudson.

The survey also showed that listening goes up at midnight. Sets-in-use were found to be 16.3 at midnight compared to 12.0 between 11 p.m. and midnight and 7.4 at 11:45 p.m., according to the regular Pulse figures for November, 1948, on a Monday through Sunday basis.

WTAG-FM On Full-Time

Worcester, Mass.—With the completion and testing of the new transmitter WTAG-FM, Worcester, now is in fulltime operation on a greatly expanded power of 20,000 watts. WTAG-FM duplicates all WTAG programs between 7:45 a.m. and 11:45 p.m. daily. The FM station has been on the air since 1940 with very limited power, operating from a unit in the present AM transmitter in Holden, Mass. With its increased power, the station will continue to operate at 96.1 megacycles, channel 241.

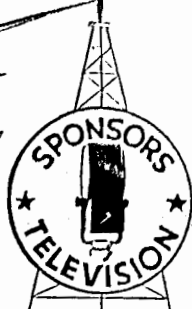
The 200-foot tower and the building itself include the latest innovations in transmitter construction. This includes electrically bonded metal framework for both building and tower, which dissipates the effect of lightning strikes during local storms.





# RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 46, NO. 9

NEW YORK, THURSDAY, JANUARY 13, 1949

TEN CENTS

## CHURCHILL RESIGNS BMB EXEC. POST

### Gov't 'Joker' Found In P. R. Agreement

Promise of the Puerto Rican government's station not to compete with private commercial stations on the island contains a "joker" whereby WIPR reserves the right to carry commercial announcements and programs of the government, its agencies and authorities, RADIO DAILY learned yesterday. The government station, slated to go on the air January 19, will operate under a full time commercial grant of the FCC.

R. Delgado Marquez, general manager  
(Continued on Page 3)

### Detrola Profits Up 24% For Fiscal Year

International Detrola Corp. and subsidiaries netted 24 per cent more profits during the fiscal year ending Oct. 31, 1948, than for the same period of 1947, although total sales dropped, Prexy C. Russell Feldmann reported yesterday.

Net profits of \$1,710,083.68 in 1948, equivalent to \$1.40 per share, Feldmann said, "reflect in part the increased profits from our Steel Mill Division which has become so dominant."

(Continued on Page 2)

### Mutual Names Feldman Special Events Director

Arthur S. Feldman of MBS has been named special events director for the network, effective Feb. 1, according to announcement by A. A. Schechter, vice in charge of news and special events. Feldman, now director of news operations for Mutual's Washington office, succeeds Jack Paige who was promoted recently.

(Continued on Page 2)

### Road Companies

First of the "Arthur Godfrey's Talent Scouts" stage presentations will open at the State Theater in Hartford, Conn., on Saturday, Jan. 22, for a two-day engagement. Following that appearance, the group is scheduled for stage performances at the Capitol Theater in New York. A second company will open at the Oriental Theater, Chicago, on Feb. 24.

### FM Rule Sticks

Washington—FCC yesterday told three FM stations that they may not have a waiver of the rules regarding minimum operation. FM has reached a stage in its development, Commission said, where operation for less than minimum hours can be permitted only for special reasons. Stations were: WENY-FM, Elmira, N. Y.; WHDL-FM, Allegheny, N. Y.; and KWK-FM, St. Louis.

### Retailers Interest In Radio Increases

The number of entries in the NRDGA "Best Radio Programs of 1948" was 50 per cent greater than last year and 300 per cent more than in 1946, Maurice Mitchell, director of broadcast advertising of the NAB, told a session of the NRDGA convention yesterday.

In announcing the winners of the contest, Mitchell said, "We are about to see a landslide into radio on the part of the retailers. The retailer has jumped on the radio bandwagon more enthusiastically than any other group of advertisers in history. In fact, it is the only group."

(Continued on Page 3)

### Cleveland Radio Groups Aiding March Of Dimes

Cleveland—Radio stations, newspaper critics and union leaders have banded together to produce a series of programs to raise funds for the March of Dimes drive. Pinky Hunter, program director of WHK heads the group.

(Continued on Page 8)

### Scophony Anti-Trust Action Results In Consent Decree

Paramount Television Productions, Inc., and General Precision Equipment Corp. have agreed to divest themselves of their stockholdings and exclusive rights in Scophony Corp. of America, under terms of an anti-trust consent judgment entered in Federal District Court yesterday. SCA patents for large-screen television projection systems will be made generally available to interested parties on a royalty basis.

### Quits As Research Director Following Executive Committee Meet In N.Y.; Baker Is Named As Successor

### South African 'Code' To Be Ready In Fall

When South African broadcasting launches its commercial programming service in the late fall, the S. A. Broadcasting Corporation will have a Code and in all probability it will contain a strong section regulating commercials and giveaways, Gideon Roos, director general of the S. A. Broadcasting Corporation, revealed in New York yesterday. Mr. Roos, who has been making a survey of radio in the United States and Canada, is returning to Johannesburg.

(Continued on Page 3)

### Continental FM Network Will Cover Inauguration

The Continental FM Network will completely cover the inaugural ceremonies on Jan. 20, beginning at 11:30 a.m.; the Inaugural Gala with its galaxy of stars on Jan. 19, beginning at 8:45 p.m., and the Inaugural Dinner on Jan. 18.

(Continued on Page 6)

### CCNY Announces Theme For Annual Conference

Theme for the annual radio-TV conference of the City College of New York will be "Expanded Opportunities of Radio and Television."

(Continued on Page 2)

John Churchill, director of research for Broadcast Measurement Bureau since its inception three and a half years ago, tendered his resignation yesterday following a meeting of the BMB executive committee in organization New York headquarters. The Churchill resignation, according to sources, is being handled as a resignation.

(Continued on Page 8)

### "Countering Drive" To Be Urged On NAB

Washington Bureau, RADIO DAILY — The NAB Sales Managers' Executive Committee will recommend to the NAB board, it said yesterday, that a "countering campaign" be launched against "unfair promotion and competition by other media."

The sales group also decided during a meeting here to recommend the expansion of the broadcast advertising department in any NAB office.

(Continued on Page 6)

### Mike Technique Taught To Airline Personnel

Network and station personalities in New York are teaching microphone and show biz techniques to American Airlines pilots and stewardesses at La Guardia Field in a series of courses which began yesterday. AA just spent \$25,000 installing a new microphone system.

(Continued on Page 6)

### Anniversary

Mutual's "American Forum of the Air" will celebrate its 21st air anniversary on Tuesday, Jan. 18, during which time the program will be televised on WOIC-TV in Washington. Theodore Granik will be moderator of the program from the Shoreham Hotel. The topic will be "Should the Un-American Activities Committee Be Abolished?"



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

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**WEST COAST OFFICES**  
 Al Steen, Manager  
 6425 Hollywood Blvd. Phone: 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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★ **COMING AND GOING** ★

**ROBERT C. EMBRY**, commercial manager of WITB, Baltimore, is expected in town today for conferences with the national representatives of the station.

**HARRISON WOOD**, American network commentator, left yesterday for Dallas, where he'll be the principal speaker at a luncheon to be given by his sponsor, the Fruehauf Trailer Co., on the occasion of the opening of their new branch in the Texas metropolis. He'll be back in time for his Sunday broadcast.

**EDGAR KOBAC**, president of the Mutual network, has returned from a business trip to Washington and a short holiday of leisure in the Southern states.

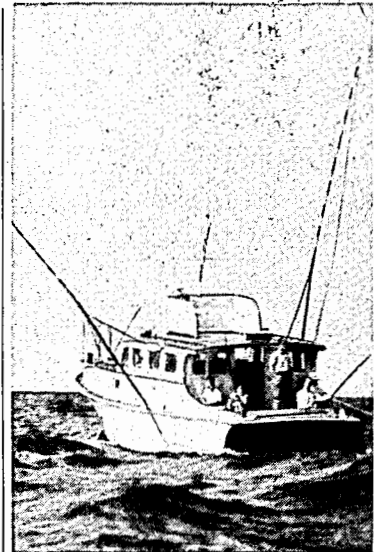
**RICHARD G. ROBBINS**, commercial manager of WHLD, Niagara Falls, N. Y., yesterday arrived in New York for conferences with the station's national reps. He'll be here the rest of the week.

**JOHN W. SUTPHEN**, commercial manager of WTRY, Troy, N. Y., a visitor yesterday at the New York headquarters of the station's national reps.

**BEN GRAUER**, who next week will report the Truman inaugural over the NBC television network tomorrow will stage a mock "warm-up" for the ceremonies on WNBT's "Howdy Doody" program. Ben will leave for Washington next week.

**ROGER BOWER**, senior producer at WOR, has returned from a two-week vacation spent at Passa Grille, Fla.

**JOE JORDAN**, vice-president and general manager of WKMO, Kokomo, Ind., to Logansport, Ind., where on Feb. 1 he will take up his new duties as general manager of the station soon to go on the air in that city. Call letters are not yet assigned.



**Mutual Names Feldman Special Events Director**

(Continued from Page 1)  
 cently to manager of program operations.

Hollis Seavey, now special events director in Washington, has been named to news and special events coordinator in the nation's capital.

Feldman joined MBS a year ago after working for BBC, ABC and NBC. He served as overseas news reporter for ABC during the war.

Seavey joined WOL, Mutual's Washington outlet, in 1945 as production manager and two years later switched to the network staff as coordinator of MBS programs in Washington. He was appointed director of special events last August.

**Shaw Opens Own Office**

Billy Shaw, former vice-president of Gale, Inc., has opened his own artist bureau in suite 1438, RCA building. Shaw, who specializes in orchestra bookings, was formerly associated with the William Morris agency and prior to that with Consolidated Radio Artists.

**Detrola Profits Up 24% For Fiscal Year**

(Continued from Page 1)  
 nant in the company's activities that a proposal will come before the stockholders at the annual meeting in February to change the company's name to Newport Steel Corporation."

Total sales, however, dropped from \$71,682,179.65 in 1947 to \$69,314,488.70 in 1948, the announcement added.

**Johnston Heads District On ABC Web SPAC Com.**

Henry P. Johnston, executive vice-president of WSGN, Birmingham, Ala., was elected to the ABC network's SPAC to represent District 4, with Harold Krelstein, general manager of WMPS, Memphis, elected the alternate for the district, Mark Woods, president of ABC, announced yesterday. District four represents the south central area and broadcasters from the district met the past weekend in New Orleans.

**FINANCIAL**

(January 12)

**NEW YORK STOCK EXCHANGE**

	High	Low	Close	Net Chg.
ABC	95 1/2	91 1/2	91 1/2	- 1/4
Admiral Corp.	18 5/8	18 3/8	18 1/2	- 1/8
Am. Tel. & Tel.	149 1/2	149 1/4	149 3/8	- 1/8
CBS A	24	23 3/8	23 5/8	- 3/8
Farnsworth T. & R.	7 1/4	7	7	- 1/8
Gen. Electric	39 3/4	39 3/8	39 3/8	- 1/8
Philco	39 5/8	39 1/4	39 1/4	- 1/4
RCA Common	14	13 1/2	13 1/2	- 3/8
RCA 1st pfd.	73	71	73	+ 2
Stewart-Warner	14	14	14	0
Westinghouse	25 7/8	25 1/2	25 7/8	+ 1/4
OVER THE COUNTER				
DuMont Lab.		Bid	Asked	
Stromberg-Carlson		15 3/4	17 1/4	
U. S. Television		2 1/8	2 3/8	
WCAO (Baltimore)		24	27	
WJR (Detroit)		6	7	

**CCNY Announces Theme For Annual Conference**

(Continued from Page 1)  
 Dr. Robert A. Love, director, announced yesterday. The conference will be held at the Hotel Roosevelt on March 29 and 30. Deadline for filing entries for the annual CCNY awards will be January 31, Dr. Love added.

**INS has served**

**FOR 11 YEARS**

**10 YEARS AGO TODAY**

From the Files of Radio Daily  
 Broadcasting rights to over 50 per cent of the professional baseball teams have already been set and the balance will be signed by March 1st. . . . Another meeting will be held between AFRA and the Radio Writers' Guild. The immediate problem facing the union executives is the enrollment of script writers in AFRA ranks on the Coast. . . . The RMA-NAB campaign to sell radio sets and the American system of broadcasting to the public is scheduled to get under way the third week in February, with weekly network programs, transcriptions for non-affiliates furnished each week, radio dealer window displays and newspaper ads plugging the central theme. NAB literature will be thumb-tacked in each of the 8,000,000 radio sets sold annually.

**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

**Gulf Stream**

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

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

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

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

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

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

**AM W.I.T.H. FM**

**Baltimore 3, Maryland**  
 TOM TINSLEY, President  
 Represented by Headley-Rood

## Gov't 'Joker' Found In P. R. Agreement

(Continued from Page 1)  
 ager of WIPR and director of the Authority on Communications at San Juan, is authority for the statement that the new government outlet will accept commercial business from the insular government. Marquez made the island's position clear in a letter to Tomas Muniz, president of the Puerto Rican Broadcasters Association.

"You may rest assured that this administration, and also the high officials of the new government, will maintain this policy of not accepting commercial advertisements of private concerns as long as our government has resources to do so," Marquez wrote.

"I wish to make it clear, nevertheless, that our services to the government itself and its agencies will be rendered on a strictly commercial basis."

The declaration on government operation has been placed in the hands of the NAB and the Inter-American Broadcasting Association by the Puerto Rican Broadcasters Association. The island's private broadcasters are expected to continue their fight to have the FCC's commercial grant to WIPR modified on the grounds that a U. S. possession is competing with private enterprise through the operation of such a station.

## South African Radio Plans Call For Code On Commercials

(Continued from Page 1)  
 soon to set up the commercial operational plan.

The South African plans for commercial radio call for the setting up of a third transmission or network with main studios in Johannesburg and program origination points in Durban and Capetown. The bi-lingual service of the A and B transmissions will be retained with one broadcasting in English and the other in African tongues. For the third, C network, or commercial programming, the operation will be exclusively for sponsored programs. Present program schedule is carrying transmission schedules from 7 a.m. to 11 p.m., with the service extended to midnight on weekends.

Questioned about the type of commercial programming which will be carried, Mr. Roos said that commercially sponsored shows such as Bing Crosby, Jack Benny, Fred Allen would be thoroughly acceptable as transcribed commercial shows. He added that the same luxury items commercially exploited in radio here are marketable there and that most of the leading American network sponsors are among exporters to South Africa.

There are 2,500,000 native whites or Afrikanders in South Africa. The colored population totals 11,000,000.

Radio families are licensed but not the individual sets. One paying a radio license to the government can use as many sets as he likes in his home.

Speaking of giveaway programs, Roos said: "I find very many Americans are worried about the giveaway craze. We will have to face the same problem in our commercial programming in South Africa."

Mr. Roos is amazed at how the sponsor, agency and networks in the United States rely on program ratings as a barometer of artists' popularity and his merchandising value. He doesn't know at this stage if ratings will become important in South Africa.

Right now the South African Broadcasting Corporation is operating eight radio centers and 22 transmitters. These will be augmented when the third or commercial network gets in operation. In addition the personnel of the corporation's staff will be increased to include key men versed in commercial radio.

### Joins D. C. & S. Art Dept.

Joseph Wallace, recently with Kenyon & Eckhardt, Inc., has joined the staff of art directors at Doherty, Clifford & Shenfield, Inc.

## Retailers Interest In Radio Increases

(Continued from Page 1)  
 1947, for example, retail radio forged ahead of all other classifications to become radio's chief source of income. Again in 1948, the retailer led all others in his use of this powerful medium."

The contest judging was based on programs originating from stores of three volume classifications and according to types of programs. The types of classifications were: general family, women's, children's, teenage, farm and men's.

Grand prizes were awarded as follows:

For general family programs, Class C stores: Hecht Co. of Washington, D. C. and Wieboldt Stores, Inc. of Chicago; Class A stores: Pomeroy's of Pottsville, Pa.

For women's programs, Class C stores: Ed. Schuster & Co. of Milwaukee, Wisc.

For children's programs: Zion Co-operative Mercantile Institute of Salt Lake City, Utah, and Lit Brothers of Philadelphia, and for teenage programs: John Shillito Co. of Toledo, Ohio.

### Stork News

Jim Resor, radio time buyer at McCann-Erickson, New York, became the father of a daughter, Robin Perry, born to Mrs. Resor on December 22nd.

# to quote...

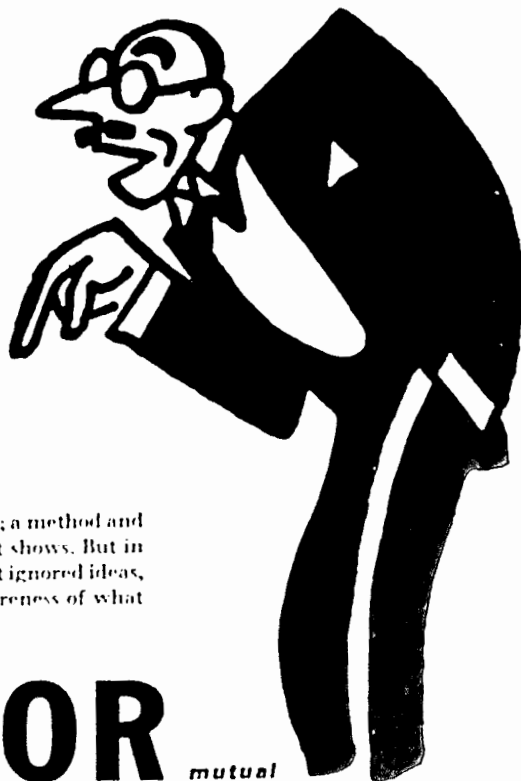
in which WOR repeats some things it said in 1948 as an underlined assurance of what it will continue to be in 1949.

"... what we've said attempts to mirror the warmth and humaneness of WOR's programming from day to day. It is these qualities, based on a skilled knowledge of what the public wants, that have made WOR one of America's great stations—and great selling forces—for more than a quarter of a century."

"... WOR is a powerful force in the lives of the majority of 36,000,000 people in 130 counties in 18 states on the eastern seaboard. From the windy reaches of Prince Edward Island, in the Dominion of Canada, to the pine-scented border of Southern Georgia, WOR's voice is a welcome and forceful one."

"... WOR's personality has always been a warm one; a method and technique of programming based on people, not just shows. But in evolving this form of radio broadcasting, WOR has not ignored ideas, nor the need for showmanship and day to day awareness of what the public wants..."


*It might as well as those devoted to it that make WOR the amazing selling force that it is, and that you — at a price that'll leave you gasping*



heard by the most people where the most people are

# WOR

mutual



# Leave us now join

*Before we wipe the old slate clean*

*Let's sing a song, let's pen a paean  
To everything in '48*

*Which we would like to celebrate:*

To Radio, first, a cup of cheer  
For winding up its biggest year,  
Knowing full well, while we're about it,  
That none of us could live without it.  
Hail to a year of glad relations  
Between this network and its stations  
From West Palm Beach to Puget Sound,  
And, boy, bring on another round  
For the nine-and-ninety million folks  
Who listen weekly to our jokes,  
Our songs and stories, news and dramas—  
Here's to them all, their pops and mamas,  
Their sisters, uncles, aunts and others  
Including *in the Lever Brothers*.  
To Pepsodent's *Irma*, Palmolive's *Brooks*  
To Phil and all the other Cooks,  
To Chesterfields and that old peachy  
Godfrey guy, and Don Ameche  
(The "Luucky" boy)—to Vaughn Monroe  
And Hawk from whom all Camels flow,  
To Johnny and to Philip Morris—  
You're all okay in our thesaurus.

Hasn't it been a dandy year

For all the theaters on our air!

The "15th straight" for champion Lux,  
Ford looking like a million bucks,  
Electric's show where Little Helen

Is standing 'em in the aisles, all yellin',  
While Armstrong, Hallmark and Prudential  
Just keep on being existential.

Three cheers, we say, and three more cheers  
For all those doughty engineers  
Who worked the night-long and the day-long  
To make those records that can play long;  
All of which just goes to prove  
We're always in that micro-groove.

Remember the day when General "Ike"  
Stood up before Columbia's mike  
To raise a cool three hundred grand  
For Europe's hungry kids? We stand  
Hats off to "Ike" and his Crusade  
And guys like him who make the grade!  
A pair of Sulka's best pajamas  
To grace the gams of Lowell Thomas.

And now let's pay our proper dues  
To Edward Murrow and his News



# hands

Than which there is no super-duper,  
 And let's salute our Average Hooper,  
 And all our shows—and there are plenty—  
 That broke into the tough "top twenty."  
 Hooray for Sunday's Peerless Tonic  
 Which millions call the Philharmonic.  
 (In this connection, shout hooray  
 For Standard Oil—that is, [N. J.])

We would be derelict in our mission  
 Did we not honor Television.  
 Man's glassy essence, thee we toast,  
 Now on your way from coast to coast  
 Toward new horizons. Hail TV!  
 There's more in you than we can see.  
 Rochester, Jack and Mrs. Benny  
 Of happy returns we wish you many,  
 And here's a cane all made of candy  
 For Lum 'n' Abner 'n' Amos 'n' Andy.  
 Shoot Roman candles to the sky  
 In praise of dear old NRI,  
 And while we're on the alphabet  
 A pox on us lest we forget  
 IBEW... RDG...  
 abracadAFRA and NAB,  
 Four fanfares and a furbelow  
 For Messrs. BBD & O.

Sullivan, Stauffer, Colwell, Bayles,  
 We know that you will never fail us,  
 And may the light of yon great Star  
 Shine gently on you, Y & R.  
 In Thompson's name we shout our skoals  
 And we're all yours in Benton & Bowles.  
 On, Procter! On, Gamble! On, Gallup and Roper!  
 Let bygones be bygones for each horoscoper.  
 Let's pin a sprig of holly on  
 The famous Crosbys, Bing and John,  
 And with another wreath adorn  
 The brows of Gould and Miss Van Horne.  
 For *Variety's* "mugs" and *Radio Daily*  
 A long locomotive and a willow-waley.

*Well... '48 was mighty fine,  
 Now looking out toward '49  
 We wish from electronic science  
 The best to all our friends and clients,  
 To everyone in Radio  
 A hug beneath the mistletoe,  
 We're only sorry we can't list 'em...  
 This is... The Columbia Broadcasting System.*



## "Countering Drive" To Be Urged On NAB

(Continued from Page 1)

reshuffling, with FM and TV given full status along with AM. A resolution was passed urging the collection of more sales success case histories on TV, "quantitative and qualitative" measurement of TV audiences, and standardizing of TV station and network rate cards.

The committee meeting's discussion of recommendations to the board studying NAB structure resulted in appointment of a sub-committee to study such expansions and to make a presentation to the board. Chairman of the sub-committee is Odin Ramsland, KDAL, Duluth. Other members are Ray Baker, KOMO, Seattle, and George Brett, the Katz Agency, Inc., New York.

The group also heard a report by NAB broadcast advertising director, Maurice B. Mitchell on the contest of the National Retail Dry Goods Association for the best retail radio programs.

### Resolutions Adopted

The sub-committee on sales practices adopted resolutions objecting to the practice of including two or more items in commercials of one-minute or less, except those offering a choice of items in retail stores; condemning the practice of granting local advertising rates to national advertisers, and urging TV networks and stations to scrutinize carefully the relationship between their local and network rates.

The FM sub-committee adopted a resolution urging that FM be recognized as a segment of the broadcasting industry with special problems; that FM stations be given special service on programming, research and sales, and that FM be allowed special time at the NAB convention.

Present at the two-day meet were Chairman Eugene S. Thomas, WOR, New York; Baker; Gordon R. Gray, WIP, Philadelphia; J. Robert Gulick, WGAL, Lancaster, Pa.; John W. Kennedy, Jr., WHAM, Rochester, N. Y.; Joseph B. Matthews, WIRK, West Palm Beach, Fla.; Frank E. Pellegrin, KSTL, St. Louis, and Ramsland.

Non-voting associate members present were Brett, H. Ringgold, of Edward Petry & Co., Inc., and Joseph H. McGillvra.

Board members present, but not as committee board liaison, were Campbell Arnoux, WTAR, Norfolk, and Howard Lane, WJJD, Chicago.

## Decca Names London Rep

Decca Records, Inc., has appointed Walter R. Moody of London as its representative in England, Prexy Jack Kapp announced yesterday.



## Windy City Wordage. . . !

● ● ● MCA has taken over the exclusive management of singer Jack Owens of the ABC "Breakfast Club" and will give him an extensive build-up in radio, movies, personal appearances, television and recordings. . . . Chief WLS announcer Jack Holden.

## Chicago

who was pretty badly banged up in an auto accident just before Christmas, is back on the job good as new. . . . Bandleader Ted Lewis has recorded a new song, "Paling Around With You," written by his attractive songstress Geraldine DuBois, and the tune is being given a big build-up. . . . Bev Dean, WBBM producer, has been invited to instruct a group of ministers from various rural sections in techniques of radio, during a conference at Green Lake, Wis., on February 4 and 5. . . . Lee Hon, recently named production director for WBBM, has been working toward his master's degree at the University of Chicago, and when his promotion prevented him from attending the university's night classes he hit upon an idea for continuing his studies. Now his wife attends the lectures, tape-records them, and Lee studies them on the play-back at his home.

★ ★ ★ ★

● ● ● Many and varied talents are represented in Mutual's midwest offices. Tom Henry of the promotion staff is attending De Paul commerce classes; Gwen Griffin, in Sales Service, is studying free-hand drawing at Northwestern; Pauline Sepesi, file supervisor, is wrapped up in ceramics, and Mary McCormick, secretary to the station relations manager, is delving into philosophy. Then there's salesman Bob Wilson, studying piano, and Jean Carson, artist, taking lessons on the guitar.

★ ★ ★ ★

● ● ● Arthur Churvis, recently account executive with the Churvis Advertising Co., has joined the video staff of WNBQ as an assistant production-director. . . . Comedian Jimmie James and the WLS Rangers have started an eight-week tour for International Harvester Co., furnishing entertainment for the firm's dealer meetings. . . . Tom Moore is taking a week off from emceeing "Ladies Be Seated" to take part in the National Water Ski Tournament at Cyprus Gardens, Florida, this week. Last year he won an award in the tournament. . . . William Connelley, of the NBC central division advertising and promotion department, has plighted his troth to Cornelia Jones of Miami, Florida. . . . Twenty-six-year-old Larry McDonald, who has been farm program director of WJZ, Tuscola, Ill., has joined WLS, Chicago, and last week took over "Farm Bulletin Board," aired six days a week.

★ ★ ★ ★

● ● ● WBKB has received approval from the FCC for a new five kilowatt RCA transmitter, which is to be erected immediately atop the American National Bank building. Total height from street level will be 700 feet—the tallest antenna in Chicago. The transmitter will have a guaranteed effective radius of 42½ miles with good reception promised for 60 miles. WBKB studios will remain in their present location in the State-Lake Theater building and programs will be piped to the transmitter site via a new type AT&T seven megacycle band with coaxial cable.

★ ★ ★ ★

● ● ● Bert Wilson, WIND sports director, left a few days ago with his wife for a two months' vacation at Catalina Island, California. Bert will fly back to Chicago to emcee the Sports and Travel Show at the International Amphitheater February 18 to 27, then resumes his vacation, returning to the mike at WIND on April 11 to start his fifth season as sportscaster for the WIND and Midwest Baseball Network broadcasts of the Cubs and National League games.

## Continental FM Web To Cover Inaugural

(Continued from Page 1)

Ball on Jan. 20, beginning at 10:15 p.m., the network's program manager Larry Carl announced yesterday.

Don Pryor will head the inaugural staff, assisted by Paul S. Green. Additional personnel to work on the project will be: James McManus and Frank Harms of WMAR-FM, Baltimore, Md., and Al Becker, Leonard C. Wright, Murray Minster and William Brooks of WASH-FM, Washington, D. C.

Technical arrangement will be handled by Leigh Kimball, chief engineer of WASH-FM. Additional technical equipment will be made available by WMAR-FM.

## Mike Technique Taught To Airline Personnel

(Continued from Page 1)

ling public address systems in its entire fleet of 50 DC-6's.

Ted Malone of ABC was the first instructor. Norman Brokenshire of WNBC and Patrick Kelly, supervisor of announcers at NBC, hold a class next Wednesday. In a practical workshop session, Brokenshire and Kelly plan to show AA pilots what kind of gab they would give the passengers if they were piloting.

With the installation of PA systems in its planes, airline pilots and stewardesses will use the equipment for capsule travelogues and interesting flight information for entertainment and comfort of passengers. Pilots, who pick up news items in flight by radio, can also pass along fast breaking news to airline customers. Idea has been used for some months by Eastern Air Lines and may spread to all companies.

## Newsboy-Award On CBS

The annual newsboy's Award for Heroism given by the "Dr. Christian" program was announced during the show last night. Recipient was Al Tidwell of California. The program is heard on Columbia network each Wednesday from 8:30-9 p.m.

## Hawthorne Moves

Jim Hawthorne, the West Coast radio novelty picked up by ABC, has been given an early evening half-hour on Saturday and now is heard at 7:30 p.m., EST. Web tried him out in the 11:30 p.m. EST, slot for about four weeks.



## 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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PLaza 5-1127

# TELEVISION DAILY

Section of RADIO DAILY, Thursday, January 13, 1949 — TELEVISION DAILY is fully protected by register and copyright

## CONSENT DECREE IN SCA ACTION

### TELE TOPICS

**BY FAR** the most interesting and entertaining feature—to East Coast viewers, at least—of the 90-minute gala-type show which marked the opening of the coax to the Mid-West Tuesday nite was the AT&T film explaining the workings of network television. The phone company is not in show business, but it did a better job of showcasing its products than did the participating networks. The film was excellent. Not once did it become bogged down in technical detail, and the use of a ballet troupe to illustrate the continuity of coax and microwave relay displayed solid understanding of the rigid requirements of visual entertainment. . . . There are bound to be speeches on any program of this sort, but the use of seven speakers, all saying pretty much the same thing, is overdoing it. Of the four web presidents, Woods and DuMont were on film, the ABC chief was the only one to be seen reading from a script.

**THE "ENTERTAINMENT" SEGMENTS** of CBS and NBC were old-hat to Easterners, and while the show was pegged for the hinterlands, most of those who saw it were on the East Coast. I think they deserved better treatment. . . . CBS featured its favorite son Arthur Godfrey and the crew of his morning show plus brief appearances by Doug Edwards and the "Lucky Pup" gang. The seg might have borne the subtitle "How informal can you get?" Godfrey's mugging is always funny, but it was barely visible at times behind a cloud of cigarette smoke. An unidentified gal sat beside Godfrey during the show and was on camera almost every time he was, but he never bothered to introduce her. . . . NBC's number one son, Milton Berle, occupied that web's portion of the show, and offered some of the oldest jokes he—or any one else, for that matter—has ever told. No one in the business can throw away a line as effectively as he can but twice in one nite was too much. Berle's blackface routine with Harry Richman also was old stuff here, and served only to demonstrate the alarming need for new material on video.

**DUMONT UNVEILED** the much-heralded "television band" (whatever that is) of Ted Steele, and it looks like the web has a valuable package on its hands. The band sounded fine, although it looked just like any other band, and Steele's personality should be a big help. Violinist Mac Ceppos' clowning was probably the funniest spot during the entire hour, and when he gets serious, Ceppos is an excellent musician. The brief bit by a young girl ballet dancer was simply and effectively handled through the use of two spots throwing her shadow on the wall behind her. Only fault was the over-long use of superimposition at the end.

### Anti-Trust Judgment In N. Y. Makes It Necessary For Para., GPE To Dispose Of Rights, Holdings In Scopphony; Patents Will Be Made Available

(Continued from Page 1)

cover the "supersonic" and "skiatron" transmission and reception systems which, it is claimed, provide large size projection pictures for home, theater or commercial use at low cost.

The complaint charged illegal cartel agreements dividing up world markets, with Scopphony, Ltd., given exclusive rights for the Eastern hemisphere and the other three defendants for the Western. It charged further that GPE and PTPI refused to exploit the patents and processes and prevented SCA from doing so.

The British firm, which, the Supreme Court ruled, is under jurisdiction of the Department of Justice in the case, failed to answer the complaint. The Anti-trust Division, it is understood, plans to move for a default judgment against the corporation, asking for divestiture and abidance by the injunctive provisions of the decree.

#### Owned All Class B Stock

Paramount and GPE owned all the Class B stock outstanding in SCA—Para holding 340 shares and GPE 660. They are to sign their holdings over to Arthur Levey, president of SCA, who will credit them with \$130,000 against earned royalties. Under the original setup, Levey owned 125 shares of Class A stock in SCA; Scopphony, Ltd., held 625 shares, and the remainder of the 1,000 shares outstanding were held by a Czechoslovakian syndicate in Britain.

Stipulations attached to the judgment dismissed action against Paramount Pictures, Inc.; Earle G. Hines, of GPE; Paul Raibourn, of Para, and Levey, all of whom had been named as defendants in the original complaint. Also dismissed were cross-claims of SCA against the other defendants and of Levey against the other corporations.

#### Negotiating for Plant

Judgment was signed by Judge Edward A. Conger. Case was handled by Sigmund Timberg, chief of the decree section of the Anti-trust Division, and Mervin Pollak, special assistant to the Attorney General. J. Francis Hayden is chief of the New York office of the Division.

SCA is now negotiating for a pilot plant, Levey said, and will issue manufacturing licenses on the broadcast royalty basis. He said also that it should be possible to obtain a natural color picture with the skiatron by a method similar to the subtractive process for Technicolor and Kodachrome.

#### Washington Bureau, RADIO DAILY

Washington — Assistant Attorney General Herbert A. Bergson hailed the Scopphony settlement as a major advance in the progress of television. It is, he said, "another step in the continuing program of the anti-trust division against patent abuse and illegal international cartel agreements. It deals with the particularly important industry of television."

## Press-Time Paragraphs

### Chi. Daily News-WENR-TV Contract

Chicago—Mutual promotion pact between ABC's WENR-TV and the Chicago Daily News was announced yesterday by Louis L. Pryor, promotion director of the paper, and John H. Norton, Jr., web veepee. First revealed on this page last October, the agreement provides for collaboration between the two parties in joint promotion and coverage of various promotional and special events activities.

### AMA Sets Video Meeting

Discussion titled "Television Information Please" will be held by American Marketing Association at a luncheon meeting at Hotel Commodore Jan. 25. Jay Jostyn will emcee. Speakers include Paul Raibourn, Paramount; Joseph A. Moran, Y&R; Mal Beville, NBC; Dr. Leo Handel, MGM; C. E. Hooper; A. E. Sindlinger; Ted Cott, WNEW; Allen M. Whitlock, General Foods, and Fred Coe, NBC.

### Parents-Teachers Award To KTLA

Los Angeles—The KTLA children's show, "Judy Splinters," yesterday received the 1948 Television Award of the California Congress of Parents and Teachers for "outstanding public service to the welfare of the family." Shirley Dinsdale, originator of the show, accepted the award, the only TV citation made by the organization.

## Screen Writers Form Video Co-Operative

West Coast Bureau, RADIO DAILY  
Hollywood—In a move which is expected to have far-reaching effects on every branch of the entertainment world, a number of the motion picture industry's best-known screen writers have incorporated Co-Operative Writers Theater for Television.

Organized "by and for writers," Emmet Lavery is president of the new creative organization. Other offices are held by John Larkin and Paul Radin, vice-presidents; Jerry Horwin, treasurer; and Allen Rivkin, secretary.

Negotiations are under way with a major television network for exclusive video rights to Writers Theater material. Only rights retained in material used by the theater are those for television, with writer retaining all other rights. Similar to the standard Broadway playwrights agreement, the group has incorporated in articles complete protection of the author's material in its original form and a continuing participation by the author in development and presentation of his material.

William Kester & Co., advertising agency of Hollywood, is representative of organization.

## Lion Executives On Coast To Close TV-Film Pacts

Hollywood—Jules Levey, executive vice-president of Lion Television, and Paul White, vice-president, are here from New York to close deals previously started by White for distribution of video films for producers. Neil Agnew and Bob Savini, members of board, also are here. Plan is to set up permanent headquarters and to line up associate production units as well as units of their own. Lion will handle full distribution and sales for its clients on an across-board basis for both 35mm and 16mm productions.

White was here last month and looked at all tele films available. Company will select better subjects for distribution and sales. Temporary headquarters are at Beverly Hills Hotel.

## Record Set Sales In D.C.

Washington—Set sales in Washington set a new record during December, when 6,000 units were sold. This brings the total for the area to 30,500 as of Jan. 1, the Washington Television Circulation Committee reported yesterday.

## Churchill Quits BMB; Succeeded By Baker

(Continued from Page 1)  
cording to reports, climaxed a spirited session in which the committee instructed Hugh Feltis, president, to devote his full time to the acquiring of new subscribers to the Second Study which is now underway.

Churchill's position will be filled by Ken Baker, NAB researcher in Washington. Baker in taking over the job will step into the middle of the audience sampling activities for the Second Study which is expected to be completed in the next few months.

Although the board announced a re-alignment of the executive staff of BMB recently, putting to rest rumors of impending resignations, it has been known in the trade that some of the board members have been gunning for both Feltis and Churchill. At one time it was rumored that A. D. Willard, executive assistant to President Justin Miller of NAB, would take the Feltis post. Another rumor had Robert Swezey, who recently resigned as v.p. of Mutual, taking the presidency of BMB.

**Miller Non-Committal**  
Judge Miller, president of NAB, left New York yesterday without commenting on the BMB status and executive changes. It is known, however, that the NAB president has been concerned about BMB finances and while here discussed with network officials additional pledges for financing in case an emergency arises.

Feltis, criticized in some quarters for administrative procedure, faces the thankless task of taking to the road to increase the BMB subscriber list to 1,000. Approximately 800 subscriptions have been received to date for the Second Study.

Churchill, according to reports, may consider an offer to set up a television research organization. Recognized as an authority in the research field he served as research director for Columbia Broadcasting System for 13 years before accepting the BMB post.

At the end of the two-day meeting, BMB's executive board issued a statement saying the 1949 survey of station and network audiences will proceed on schedule in March. The reports will be published in September.

Despite the plan to go ahead with the nationwide study, the executive committee officially disclosed that a checkup is being made to determine "whether to reorganize the bureau or establish a new structure that more clearly recognizes the changing needs of the industry." The committee said that each of the three



CHURCHILL

## COAST-TO-COAST

### WJMO News Scoop

Cleveland, Ohio—The alert action of Bill Cannady, WJMO staffer, enabled the station to scoop other local news services on a robbery and shooting which occurred in downtown Cleveland, January 6th. Newsman Cannady who was enjoying a leisurely lunch hour noticed a police cruiser in pursuit of a car. He immediately phoned police contact and was able to break the story to WJMO listeners within a very short time after the event.

### Re-broadcast WHAS Documentary

Louisville, Ky.—A rebroadcast of Time and Her Life was conducted on January 12th, in answer to widespread response for the WHAS documentary on a housewife's affliction with cancer. Dr. Guy Aud, Chairman of the Kentucky Division of The American Cancer Society said of the first broadcast, "There is no way of knowing how many lives may have been affected by this one broadcast. We feel that WHAS has contributed immeasurably to our education efforts."

### KFBC 'Voice' In The Darkness

Cheyenne, Wyoming—KFBC, ABC affiliate, was the "voice" in the darkness during the recent raging blizzard which swept southeastern Wyoming. KFBC, the only radio station in Wyoming's capital city, after receiving special permission from the FCC, started operating on an emergency basis to assist in locating persons stranded by the storm, to answer urgent pleas for food, medicine, help, etc., and to give vital information to those at home, such as, "no milk deliveries until the storm subsides." The station was praised for its untiring efforts in serving as relief headquarters until such time as the Red Cross could be set up in Cheyenne.

### WTTM Starts Radio Course

Trenton, N. J.—Under the supervision of Carl Mark, general manager, WTTM, a general course in all phases of radio work starts this month for the students of Rider College in Trenton. Plans are now under way to add the course to the journalism curriculum as an elective. Program Director William R. Giffin will be in charge of the courses.

member associations (NAB, AAAA, ANA) will be asked to analyze those of its research needs that can best be served by a tripartite cooperative organization. Recent consultation with industry leaders, the committee said, showed a conviction for the need of preserving the tripartite operation.

Members of the executive committee attending the session were Fred Gamble, AAAA; Leonard Bush, Compton Advertising; Paul West, ANA; J. Harold Ryan, Fort Industries; and Justin Miller, NAB.

### WIRL Signs Contract With WSIV

Peoria, Ill.—As a firm believer in the value of radio as an advertising medium, WIRL this week signed a 52-week contract with WSIV, Pekin, Ill., daytime, for their sign-off spot, advertising WIRL's night shows. The move was instituted by Manager Robert B. Jones, calculated to gain more listeners for Peoria's most powerful station.

### WCHS Makes Personnel Changes

Charleston, W. Va.—Berton Sonis, program director of WCHS, 5000-watt CBS affiliate, has been appointed manager of the station, according to a recent announcement. At the same time, Mort Cohn, assistant program director of WCHS has been appointed to the position of program director.

### WCAE Promotion Stunt

Pittsburgh, Pa.—Pittsburgh's top three hotels, the William Penn, Pittsburgher and Webster Hall have received attractive cards which list WCAE's top radio shows. These cards are attached to speakers and radio sets in the hotel rooms which total over 2,000. A time schedule of the stations news broadcasts has been added in addition to WCAE's outstanding listening entertainment.

## Cleveland Radio-ites Aid March Of Dimes

(Continued from Page 1)

the committee. Other members are: Reg Merridew, WGAR; Jake Hines, WTAM; Lawrence Webb, WJW; and Sam Sague, WSRS. Radio editors responsible for newspaper promotion are Robert S. Stephan, The Cleveland Plain Dealer; Stan Anderson, The Cleveland Press; and Elmore Bacon, The Cleveland News.

Union cooperation was assured by Lee Repp, president of the musicians union of Cleveland, and Al Henderson, president of Cleveland's AFRA.

### New Two-Way Unit

A new two-way mobile radio equipment which promises to double the available communication lanes and open new facilities to police, fire departments, and taxicab and trucking fleets, is now in production it was announced by the RCA Engineering Products Department. The equipment is designed to operate in the 152-174 megacycle band.

Taking advantage of special highly selective circuits, the new RCA equipment makes it possible to operate in channels between stations now on the air without "spillover" into the adjacent channels. This has not been possible heretofore because of the limitations of existing equipment.

## Bull Session

Want to gaze on some of the biggest, most beautiful prize bulls in the country? Do so, this week, at the mammoth Pennsylvania Farm Show in Harrisburg. Want to watch farm radio service at its best, in action? Stop at the KDKA booth. Here, for the benefit of 500,000 show visitors, KDKA stages on-the-spot farm broadcasts.. posts hourly weather reports and forecasts for various Pennsylvania points, so visitors can keep check on conditions back home. This is another example of the *personal relationship* between KDKA and its farm audience.. an audience that has kept growing for 28 years. "Farm Hour" availabilities through Free and Peters.

50,000 WATTS  
PITTSBURGH  
NBC AFFILIATE

# KDKA

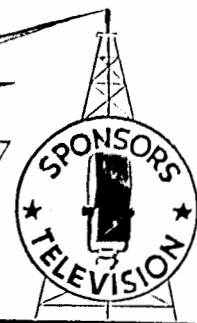
 WESTINGHOUSE RADIO STATIONS Inc  
WBZ • WBZA • WOWO • KEX • KYW • KDKA • WBZ-TV  
National Representatives, Free & Peters, except for WBZ-TV;  
for WBZ-TV, NBC Spot Sales





# RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 46, NO. 10

NEW YORK, FRIDAY, JANUARY 14, 1949

TEN CENTS

## S.E.C. REPORTS ON 3RD QUARTER SALES

### ABC's Gross Billings Increased In 1948

With total revenue of \$44,303,376, American Broadcasting Company's gross billings from the sale of radio time hit an all-time high during 1948, exceeding 1947's record billings of \$43,548,057, the network's statistical department announced yesterday.

General Mills, Inc., topped the list of sponsors during 1948 with gross expenditures for radio time of \$4,666,348. Second place went to Procter & Gamble Company with gross billings of \$2,879,348.

Topping the list of agencies buying  
(Continued on Page 5)

### McCann-Erickson Names European Manager

Election of Ben Wilkinson as managing director of McCann-Erickson Advertising Limited, London, was announced yesterday by Hugh Mitchell, the firm's European manager and chairman of its British company.

Wilkinson will assume his post on February 1 when Noel Godber, the managing director since 1940, retires. Wilkinson will bring 10 principal  
(Continued on Page 3)

### Church Installs Tele Set As Recreation Or Feature

The newly-acquired television set at the First Presbyterian Church, 12 West 12th St., New York, is expected to contribute educationally and socially to group meetings held afternoons and evenings throughout the week. Rev. C. E. Boyer, assistant minister, told RADIO DAILY yesterday.

"We expect our new television set  
(Continued on Page 2)

### Senator's Sideline

Fort Smith, Ark.—J. E. (Pat) Garner, veteran news editor and commentator for KFPW, Fort Smith, is now representing his home county of Sebastian as State Senator in the Arkansas Legislature. While at Little Rock, Senator Garner delivers a daily report at 6 p.m. of the happenings of the Arkansas Legislature. Origin point is Little Rock.

### Postal Predicament

Although 1,500,000 ballots for the Second Study of BMB are ready for mailing on March 1 under the name of John Churchill, research director, Churchill won't be on hand when the returns start coming in. Churchill's resignation from BMB on Wednesday came after the ballots were printed and return envelopes were prepared. Ken Baker of NAB will be on the receiving end of the mail.

### Radio Awards Scored By Critics Spokesman

Declaring that radio awards had reached a point where radio columnists regard most of them as being press-agent inspired, Paul Denis, representing the New York Radio Critics Circle, addressed members of the Radio Executives Club at the Hotel Roosevelt yesterday.

Denis, as the spokesman for the critics, not alone was critical of radio awards, but characterized current programming as lacking the quality of some of the wartime of-  
(Continued on Page 3)

### Major Edney Ridge Dies; Was President Of WBIG

Major Edney Ridge, president and general manager of the North Carolina Broadcasting Company, operating WBIG in Greensboro, N. C., died early yesterday morning.

Major Ridge was widely known in the broadcasting industry. He  
(Continued on Page 2)

### Miller Outlines BMB Policy; Report Ryan May Quit Post

Reports that J. Harold Ryan, chairman of the board of Broadcast Measurement Bureau, had tendered his resignation but would serve out his term as a board member and that CBS may resign membership in BMB, highlighted yesterday's developments in the affairs of the industry's audience measurement organization. In Washington, Justin Miller, president of NAB, issued a statement designed to clarify the

### Webs' Total Lower Than 2nd Quarter, But Networks, And Manufacturers, Showed An Increase Over 1947

### 'Voice of America' Expansion Praised

Washington Bureau of RADIO DAILY Washington—The Voice of America "has been improved and made more vigorous," two Senate subcommittees reported to the Senate yesterday. The two groups represented the foreign relations and the expenditures committees of the Senate, which last year undertook simultaneous studies to pin responsibility for "Know North America"  
(Continued on Page 3)

### Automotive Spot Drives Being Placed For Spring

Spring campaigns of station breaks and one minute spots are reported being placed by some of the leading automobile manufacturers. Among them are Kaiser-Frazer, Hudson Motor Company and Chevrolet.

### Web Executives Sell Blocks Of ABC Stock

Mark Woods, president of ABC, and two other top officials of the company traded large percentages of their ABC common stock last month, according to change in ownership reports on equity securities  
(Continued on Page 5)

Washington Bureau of RADIO DAILY Washington—Third quarter net sales for ABC, CBS and NBC for 1948 were all lower than their second quarter totals last year, the Securities and Exchange Commission reported yesterday, but so far as could be determined the totals looked better than in the third quarter of 1947. Diffi-  
(Continued on Page 5)

### NAM May Sponsor Half Hour Web Show

National Association of Manufacturers is definitely interested in sponsoring a weekly half-hour network program, it was learned yesterday, and an audition platter is being cut next Monday which features Andre Kostelanetz and Gladys Swarthout. If the idea proves acceptable to the sponsor, NAM will be on the air with a commercial show in February.

Benton & Bowles is the agency for  
(Continued on Page 3)

### WOR Blasts Police For Taxi Radio Ban

Through its 6 p.m. news, WOR is blasting away nightly at a New York Police Department regulation which says that radios are prohibited in the front seat of taxis because  
(Continued on Page 2)

### Human Interest

WWRL, Woodside, L. I., has scheduled a special 15-minute "March of Dimes" program for Jan. 17th, featuring 5-year-old Linda Brown, the national poster girl; 3½-year-old Craig Sheyon, the local Queens poster boy, and 17-year-old John Ferro, who composed and first sang the official "March of Dimes" song from an iron lung in 1947.



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

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**WEST COAST OFFICES**

Al Steen, Manager  
6425 Hollywood Blvd. Phone: 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

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**FINANCIAL**

(January 13)

**NEW YORK STOCK EXCHANGE**

	High	Low	Close	Net Chg.
ABC	9 1/8	8 3/4	9	1/8
Admiral Corp.	18 1/4	18	18 1/8	3/8
Am. Tel. & Tel.	149 1/2	149 1/4	149 1/4	1/4
CBS A	23 5/8	23 1/4	23 1/4	3/8
CBS B	23 1/2	23 1/2	23 1/2	3/8
Farnsworth T. & R.	7 1/8	5 1/8	5 1/8	1 7/8
Gen. Electric	39 3/8	38 3/4	39 3/8	3/8
Philco	38 7/8	38 5/8	38 5/8	5/8
Philco pfd.	86 1/2	86 1/2	86 1/2	+ 2
RCA Common	13 1/2	13 1/4	13 1/4	1/4
Stewart-Warner	13 7/8	13 7/8	13 7/8	1/8
Westinghouse	25 3/4	25 3/8	25 3/8	1/2

**OVER THE COUNTER**

	Bid	Asked
DuMont Lab.	15 3/4	16 3/4
Stromberg-Carlson	15 3/4	17 1/4
U. S. Television	2 1/8	2 3/8
WCAO (Baltimore)	24	27
WJR (Detroit)	6	7

**10 YEARS AGO TODAY**

From the Files of Radio Daily  
The CBS radio show, "Americans All-Immigrants All" aired under the co-operation of the U. S. Office of Interior, department of education, will be heard over 100 stations in the near future. . . A "State School of the Air" has been proposed for unrestricted experimentation by the N.Y. Regents' Inquiry in its latest study, "Motion Pictures and Radio."

**WRITERS**

Men or women, legal residents New York State, to create public interest announcements and programs. Opportunity to develop ideas. Civil Service minimum requirements: Two to four years' professional radio writings, depending on educational background. Starting salary \$4242. Apply to Miles Heberer, Director, New York State Radio Bureau, Department of Commerce, 112 State Street, Albany, New York.

★ **COMING AND GOING** ★

O. B. HANSON, vice-president and chief engineer at NBC, off for the West Coast to attend the opening of KNBH, Hollywood. En route to the film capital, he'll stop at Cleveland and Chicago for conferences with station officials in those communities. He'll be back at Radio City in about three weeks.

KAY W. PYLE, chief engineer at KFBI, Wichita, Kans., was welcomed yesterday at the New York offices of his national reps.

FRED C. MUELLER, general manager of WEEK, Peoria, Ill., paid a call yesterday at the headquarters of NBC, with which the station is affiliated.

DOUGLAS EDWARDS, radio and television newscaster for the Columbia network, will leave tomorrow for Washington, where he'll cover the opening of WOIC-TV, the CBS video affiliate in the Nation's Capital.

MIKE DANN, of NBC's press staff, is back from Miami where he spent the past week in conferences with Jerry Lewis and Dean Martin.

DAVIDSON TAYLOR, vice-president and director of public affairs at CBS, who spent the early part of the week in Washington, is expected back today.

ARTHUR GODFREY is in Durham, N. C. His CBS program this morning was heard from that point. He plans to return to New York next Monday.

ODIN S. RAMSLAND, commercial manager and sales director of KDAL, Duluth, Minn., conferred yesterday at the New York offices of his national reps.

LOWELL THOMAS, Columbia network newscaster, is in Washington, D. C.

VAUGHN MONROE and the members of his band are in Cleveland for tomorrow's CBS broadcast, which will originate at John Carroll University.

WILLIE BRYANT, disk jockey on WHOM, has returned from a short business trip to Boston.

**Major Edney Ridge Dies; Was President Of WBIG**

(Continued from Page 1)  
was famed for his public service programming and was particularly active in all civic drives such as the American Legion, Red Cross, Salvation Army.



MAJOR RIDGE

On his return from France after World War I, Major Ridge entered the newspaper business and became publisher of the Greensboro Record. In May, 1934, he became managing director of WBIG and in two years brought the station from a state of virtual bankruptcy to one of steady profits.

Funeral services will be held at 4 p.m., today, in Greensboro, N. C.

**Church Installs Tele Set As Recreation Or Feature**

(Continued from Page 1)  
to be more general in appeal than to only those who would be attracted by television at Greenwich Village bars and grills," Rev. Boyer said. By way of example, he cited the schedules which have been set up for young children who would be too young to visit taverns.

**"You And The President"**

To mark Inaugural Week, Dwight Cooke, over the Columbia network, will be host on the series, "You and the President," from Washington, D. C., and New York City, Monday, January 17, through Friday, January 21, 6:15 to 6:30 p.m., EST. An "ad lib" specialist, Cooke will chat with prominent guests in prepared but unrehearsed talks.

Authorities and their special points will be: From Washington, Monday, Sen. Scott W. Lucas, "The President and Congress"; Tuesday, columnist Thomas L. Stokes, "The

**WOR Blasts Police For Taxi Radio Ban**

(Continued from Page 1)  
they are "a menace to traffic." Station has aligned itself staunchly on the side of the League of Mutual Taxi Owners Guild, Inc., which has brought suit against the city.

Dave Driscoll, director of news and special events, said that WOR's campaign was started as a matter of principle. He commented, "What do you think newspapers would do if the Police Department said newspaper stands will have to be removed from street corners because they're a menace?"

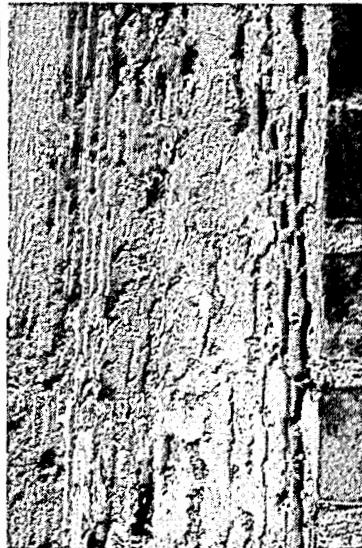
Last night newscaster Lyle Van talked about the "sudden interest" of the Police Department in the old regulation issued in 1934 which until now has never been enforced. Van wound up his story with the direct question, "What gives, Commissioner, what gives?"

Actually, there are only about 500 cabs in New York with radios up front where they are controlled by the driver. Hower, all cabs rolling off the assembly lines are so built that radios can be installed only in the front half of the vehicle. WOR contends that if radios can be barred from the driver's seat of a taxi a similar regulation can be issued to apply to passenger cars. Over the air last night Van said the rule was silly in 1934 and "it's silly now."

**Taking Time Off**

Maggi McNellis, who has never missed a broadcast for the past eighteen months from the Latin Quarter, will leave her noonday stint on WJZ for one day next Monday. Miss McNellis is going to Buffalo for a March of Dimes fashion show at which she will preside as mistress of ceremonies.

President and the People"; Wednesday, Judge Samuel I. Rosenman, "The President as a Policy Maker," From New York, Thursday, James M. Landis, "The President and the Supreme Court"; Friday, Professor John Krout, history department of Columbia University, "Men in the Presidency."



**Ever see a termite?**

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

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

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

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

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



**W·I·T·H**

Baltimore 3, Maryland

TOM TINSLEY, President

Represented by Headley-Read

**NEW BUSINESS**

WNBC, New York: New accounts and renewals on WNBC include The Metropolitan Life Insurance Company, which has increased its sponsorship of "News With Clyde Kiltell" at 8:30 a.m. from three times a week to a Monday-through-Saturday schedule through Young & Rubicam for 52 weeks. The Loft Candy Corporation has extended its participation schedule in the Mary Margaret McBride program from June until December through the Lawrence C. Gumbinner Agency. The Maltex Company has renewed its sponsorship of the Frank Luther program. The order was placed for 22 weeks through the Samuel Croot Company.

A contract for station break announcements at 11:30 a.m. on Sundays and 7:30 a.m. on Wednesdays until December 28th has been signed by the American Chicle Company, through Badger, Browning & Hersey. Procter & Gamble has renewed sponsorship of the 5:00 p.m. time signal, Monday through Saturday, for a 52-week period, for Oxydol. Agency is Dancer, Fitzgerald & Sample. Announcements in the Bob Smith Show on Mondays and Wednesdays have been purchased by the Emigrant Savings Bank. The contract, through July 1st, was placed by the Kelly Nason Agency.

Crowell-Collier Publishing Company will sponsor announcements in the Norman Brokenshire and Wally Butterworth shows for 52 weeks. Order was placed through the Kudner Agency. Announcements in the Bob Smith and Norman Brokenshire shows have been purchased by Colgate Palmolive Peet Co. for Ajax Cleanser. The 52-week contract was placed through Sherman & Marquette.

WMAQ, Chicago: American Home Foods Co. (Duff's baking mixes), through W. Earl Bothwell, Inc., one-minute participations in the five-a-week "Food Magician" program for 22 weeks starting January 7; Johnson & Johnson, through Young & Rubicam, Inc., "It's Your Life," daily health series, renewal for 13 weeks starting January 17; Shell Oil Co., through J. Walter Thompson Co., renewal of the John Holtman news show, five-a-week, for 52 weeks starting January 3; Crowell Collier Publishing Co., through Kudner Agency, renewal of four station breaks weekly for 52 weeks starting January 1; W. F. McLaughlin & Co., through Earle Ludgin & Co., five station breaks per week for 12 weeks starting January 7.

**McCann-Erickson Names European Manager**

(Continued from Page 1)  
accounts and about 20 staff members of the agency which he has been operating for several years with him to the McCann-Erickson organization.

**Miller Outlines BMB Policy; Report Ryan May Quit Post**

(Continued from Page 1)

his term as a member of the board. The CBS situation is reported to have stemmed from the resignation of John Churchill as research director of BMB. Churchill served the network as research director for 13 years and it was the basic CBS audience measurement plan that resulted in the formation of BMB. While no comment was forthcoming from CBS executives yesterday rumors were that the network might withdraw its BMB support.

**Miller Statement Issued**

Miller's statement in Washington on the status of BMB and the immediate plans follows:

"Every enterprise as large in scope and technical in nature as the Broadcast Measurement Bureau must survive occasional critical tests. Measurement devices employed by other media are replete with historical evidence confirming this fact.

"BMB, now four years old and presently engaged in preparing its second nationwide study, is not different from the others. The continued success of the operation depends largely upon these factors:

"1. A sound scientific plan of measurement. 2. Sufficient subscriber funds to carry out the job. 3. Full cooperation and understanding upon the part of the sponsoring groups.

"Last Tuesday, the Executive Committee of BMB reviewed carefully BMB's present situation. It found that the broadcasters who already have paid two thirds of their subscriber fees into BMB's treasury for the 1949 study assure the practical completion of that study, provided that they continue their financial support and presuming careful control of Bureau expenses, supplemented by a concentrated selling campaign.

**NAM May Sponsor Half Hour Web Show**

(Continued from Page 1)

NAM. According to a reliable source, the plan is for the show to tie in with music schools all over the country in search of promising singers and instrumentalists who will appear on the series. At the end of the year, or at fixed intervals, awards or scholarships will be given to the most outstanding talent.

**Audition On Jan. 20**

NAM officials are scheduled to hear the audition platter on Jan. 20. Commercials for such a show would feature cut-ins from various cities all over the country with local business officials telling of their own community activities.

No decision has been made yet as to which network would get the series but it may be either ABC or NBC. NAM currently does a weekly 15-minute series on ABC, dividing a half-hour of donated time with labor organizations.

"BMB must have additional subscribers if it is to grow and prosper. In order to obtain those subscribers, the Committee has asked Hugh Fellis, the Bureau president, to concentrate his efforts presently on a selling campaign among potential broadcaster subscribers, in addition to his managerial functions. It was Mr. Fellis who originally sold the service to broadcasters in 1945.

"The Executive Committee accepted the resignation of John Churchill, who had pioneered the BMB research plan. As a step toward insuring completion of the '49 study, in this circumstance, Dr. Kenneth H. Baker, NAB director of research, will be loaned to BMB to complete the current measurement.

**"Has Sufficient Vitality"**

"Those who already have subscribed to the service should be assured that BMB has sufficient vitality to do the job in 1949, and do it according to specifications, despite some unfounded reports to the contrary. Doing it depends upon careful management within the Bureau, intelligent selling and full understanding among the Bureau's sponsors.

"Every possible step is being taken by the Executive Committee and BMB management to accomplish these goals. The 1949 study will be even more satisfactory and useful than the last, according to present plans. Non-subscriber data will be available to subscribers. There will be full reports on average daily audience, as well as the total weekly audience.

"The BMB Executive Committee is so convinced of the importance to the entire industry of an accepted uniform measurement that it is exerting every effort toward successful completion of a valid 1949 study."

**Radio Awards Scored By Critics Spokesman**

(Continued from Page 1)

ferings on the networks. He spoke especially of the documentaries of Corwin, Oboler and others that were produced during World War II.

**Puerto Ricans Coming**

It was announced by President Carl Haverlin that the Puerto Rican Broadcasters Association had accepted an invitation to send a delegation to a Caribbean Matinee luncheon of the club which will be held Thursday, January 27. The invitation was accepted by Thomas Muniz, general manager of WIAC, San Juan, and president of the P. R. Association.

Jose Ramon Quinones, president of WAPA, San Juan, will speak in behalf of the visiting broadcasters at the luncheon. He will review the fight of the private commercial broadcasters against government commercial operation of WIPR at San Juan.

**BEHIND THE MIKE**

JIMMY WINCHESTER, King Feature's ace writer (he did that terrific yarn on the Greenland air rescue) penning the Lanny Ross daylimer.

Harvey Marlowe, former program manager at WPIX, has formed his own television package firm. His first show is "Hotel B'way" which preems Jan. 20th via DuMont.

WWRL, which permits students of NYU, Bklyn College and LIU to produce their own shows, is now readying another with Queens College.

Realtor Walter Shirley again planning to plug Mastic Acres, 8,000 acre realty development, via radio this summer after a two-year absence from the airwaves.

Radio publicist Herb Kadison departed Sunday for the Caribbean aboard a Navy destroyer for two weeks Naval Reserve training duty. (He's a Lt. in the reserve and was a navigator during the war).

Suggestion: Alfred Drake would be terrific for his own video show and H'wood should realize he'd be a terrific flicker bet.

Video viewers raving about Harvey Stone's guest on Ed Sullivan's "Toast of the Town" a few weeks ago with offers piling in for his own stanza.

With her Mocambo booking indefinitely postponed, Monica Lewis is getting ready for her Paramount opening in early Feb.

Benedict Bogeaus, the U. A. producer, has taken an option on six of Bob Monroe's "High Adventure" stories heard weekly via Mutual.

**"Voice Of America" Expansion Praised**

(Continued from Page 1)

broadcasts which drew sharp Congressional criticism.

Last year and again yesterday the two committees, chaired by Senators H. Alexander Smith of New Jersey and Homer Ferguson of Michigan, were sharply critical of both the State Department and NBC for the offending programs. They rejected the contention that responsibility was divided for the broadcasts. "What actually existed," they said, "was a dual responsibility which, if it had been exercised properly by both, should have doubled the supervision and have greatly lessened the possibility of such errors."

But since last summer they found much improvement in the Voice program. "Its new forcefulness," they said, "is borne out by the increase of listeners' mail from 480 letters a month in September to 9,000 letters in November."

The Senators concluded that "the State Department and its International Division officials have shown a sincere desire to accept constructive criticism. They have demonstrated considerable ability and have shown marked improvement in efficiency and administration of this most vital program."

**AGENCIES**

**L**eonard Blayer, formerly with William H. Weintraub, Inc., has joined Alfred Paul Berger Co., Inc., as head of the production department.

**HONOR TO FOUR** of its personnel whose combined years of service total 125 years, was given Monday at a luncheon held by the board of directors and officers of the Federal Advertising Agency, Inc., New York City. Honored guests, all of whom have been with this organization for more than 30 years included George F. Chatterton, production man; Harry M. Tax, assistant treasurer and manager of accounting; George F. Finley, vice-president and production manager, and Miss Sadie Lazarus, head of checking. Gold watches and engraved scrolls honoring the occasion and signed by the officers and directors, were presented to each guest. Gordon E. Hyde, president of Federal, made the presentation.

**BEN LA MASTER** has joined the creative staff of Erwin, Wasey & Company, Los Angeles. He was formerly a copywriter in the Los Angeles office of Lennen & Mitchell, and with Dan B. Miner & Co., same city. . . . David Rose has joined the art department of Erwin, Wasey & Co., Los Angeles. Rose was formerly with Weinberg agency.

**GEORGE KIRBY CULVER** has joined McCann-Erickson, Inc., as assistant account executive on the Puerto Rican Rum account which the agency was recently appointed to handle. Culver formerly was with Geyer, Newell and Ganger, where he had experience on liquor and tobacco accounts.

**THE SULFUR - 8 CHEMICAL COMPANY**, Brooklyn, N. Y., distributors of Sulfur-8 hair and scalp preparations, has appointed W. B. Doner and Company, New York, to direct its advertising. Radio, newspapers and magazines will be used.

**WILLIAM S. AHRBECK**, of the NRI eastern sales division of A. C. Nielsen Company, has been elected a vice-president. He has been a member of the Nielsen organization for the past 12 years.

**ARTHUR EDDY**

Public Relations — Publicity

812 Taft Building  
Hollywood

Gladstone 5305 — Gladstone 9082



**Mainly About Manhattan. . . !**

● ● ● Harry Hershfield sums it up this way: Television has only proven one thing. That some people who shouldn't have been heard before now shouldn't be seen. . . . Jack Benny taking a two-week vacation late this month or early in Feb. His shows will be recorded. . . . U.S. Army and the Air Force combining on the sponsorship of "So Proudly We Hail," a new dramatic series starting on Mutual Jan. 22nd. . . . The team of Sweeney & March has parted until they get a bid for their own show. Meanwhile, Hal March gets a spot on the Alan Young airer and Sweeney will tour with Jack Carson. . . . Irv (Life of Riley) Brecher tags M. Berle as "Mr. Coaxial Gable." . . . That indie station that went to so much expense taking a survey on nite-time listening should've saved their dough. They merely found out that Jack Eigen is boss man after midnite. . . . Irving Mansfield honored by Radio Best with Silver Mike Award for his part in creating Arthur Godfrey's Talent Scouts. (Now they owe him another for Morey Amsterdam, No. 1 challenger for Berle's comedy crown). . . . Morgan Browne, managing editor of Tide, resigning to take exec post with NAM.



● ● ● **MAIN STREET SEEN-ery:** Nat Abramson in his car on the way to his upstate farm, 10 Per Cent Acres, talking on the phone to his son, Paul, who's on the Nieuw Amsterdam heading toward So. America. . . . Henry Ford, III, the mobilionaire, entering the subway at Radio City. . . . Playbacker Howard Cullman, whose dough is spread among six smash B'way hits, reading another script at the Fireside Inn with every waiter in the joint watching his reaction.



● ● ● Why not a television school of the air? Television's leading contribution may well be the miracle of bringing education right into the home. A station or network which builds a television school or college of the air will really be performing a public service and create tremendous good-will. It's quite all right for the kids to know that the hero will head off the rustlers at Eagle Gulch, but it might also do the youngster some good if he knew how nature created that gulch. Oh, well, we've done our good deed for today, anyway.



● ● ● **LUV 'n' KISSES:** Sheila Reynolds' enchanteusing at the Casino Russe. . . . Yvonne Adair's comic-spoofing of the Charleston in "Lend An Ear." . . . Jack Gilford's clowning on the Phil Silvers TV show. . . . Messing's "Prize Party" on CBS-TV, geared at a laugh-a-minute pace. . . . Taylor Grant's capable manner behind a mike. (What a natural he'd be for the vacated emcee spot in "We the People"). . . . Charlotte Manson's announcing on the Johnny Desmond airer.



● ● ● **SMALL TALK:** In outtown showings of "Leaf and Bough," Alice Reinheart (formerly ChiChi of "Life Can Be Beautiful") stole most of the critical raves. . . . Marvin Drager has bought out Wayne Varnum's interest in their publicity firm. . . . Latest prediction is that by the end of 1952, half of the U.S. homes (17 million families) will have tele receivers. Wm. S. Hedges, NBC veepee, is the oracle. . . . One week after setting Bob Foreman's lyrics to music, Joe Hornsby's tune was on the Hit Parade as a new Lucky Strike jingle.



● ● ● Latest Hooper shows Jack Barry's "Life Begins At 80" is now tied for 1st place among all Mutual's sustainers. This rates a special mention because the program has only been on the air a short time. Barry is the same lad who made such a success of "Juvenile Jury."

**CHICAGO**

By NAT GREEN

**T**ED OBERFELDER, director of advertising and promotion for ABC, John H. Norton, Jr., vice-president in charge of the web's central division, and Gil Berry, sales manager for the network's Chicago office, left Tuesday for a few days of business in Minneapolis. Oberfelder and Ivor Kenway, vice-president in charge of ABC's advertising and promotion, attended the Pepsi-Cola Company's sales convention in Chicago this week.

W. C. Johnson, for the past two and a half years general sales manager of Admiral Corporation, has been advanced to the newly created post of vice-president in charge of sales.

Newest talent member of the WLS "National Barn Dance" staff is 18-year-old Phyllis Brown, vocalist who won recognition through an amateur radio and television show.

"Friday Night Frolics," television's first full-scale Broadway musical revue, will be telecast regularly on WGN-TV starting January 28, 7 to 8 p.m., as well as on the combined facilities of the east and midwest DuMont and NBC television networks. Show is sponsored by Admiral Corporation.

Recent NBC Chicago visitors were Ernest de la Ossa, director of personnel for NBC, and Joseph Arnone of the NBC New York engineering department.

WBBM's documentary series, "To Be Continued," returned to the air January 8. Show is written and produced by Ruth Moore and presented by the Chicago Council of Social Agencies and the Community Fund in cooperation with WBBM's department of education. Roles are enacted by members of the Junior League Radio Theater.

**TELEVISION  
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We have a number of exceptionally well trained and qualified graduates who having completed advanced training in F.M. and Television and hold first class radio-telephone licenses are available for immediate employment. For information, write, wire or call Employment Director.

"operated by leaders of the radio and television industry"

Visit the School or write for free catalog  
**RADIO-ELECTRONICS SCHOOL  
OF NEW YORK**

52 BROADWAY, NEW YORK 4, N.Y.  
Bowling Green 9-1120

ABC's Gross Billings Increased In 1948

(Continued from Page 1) ing time on web was Dancer-Fitzgerald-Sample, Inc., with gross billings of \$5,361,292, followed by J. Walter Thompson Company in second place with gross billings of \$3,891,292. These two agencies have held the same position on ABC since 1946.

Foods and food products again headed the list under industrial classifications with gross billings of \$15,981,823, followed by the drug and toilet industry with gross expenditures of \$8,323,749 in 1948. Third place went to the radio, refrigerator, phonograph-electrical appliances.

Web Executives Sell Blocks Of ABC Stock

(Continued from Page 1) listed on the New York Stock Exchange.

In December, Woods sold 30,500 shares, reducing his holdings to 6,500 shares. Robert E. Kintner, executive vice-president, disposed of 17,300 shares and retained 16,000. C. Nicholas Priaulx, vice-president and treasurer, liquidated 4,000 shares of common stock and now owns 1,000.

Coincidental with this announcement was the report from the Securities and Exchange Commission in Washington that the network had entered into new five-year employment contracts with Mark Woods, president, and Robert E. Kintner, executive vice-president. By the terms of the new pacts, which expire Dec. 31, 1953, Woods will receive \$75,000 yearly and Kintner \$50,000. If consolidated annual income, before Federal income and excess profit taxes, exceeds \$1,000,000, each will receive \$5,000 additional on each \$250,000 of such excess. Maximum salary, however, will be \$100,000 for Woods and \$75,000 for Kintner.

American Broadcasting Co. 1948 Sponsor Expenditures

Table listing 1948 Sponsor Expenditures for American Broadcasting Co. with companies like General Mills, The Procter & Gamble, and various food and industrial products.

American Broadcasting Co. 1948 Agency Expenditures

Table listing 1948 Agency Expenditures for American Broadcasting Co. with agencies like Dancer-Fitzgerald-Sample, J. Walter Thompson, and McCann-Erickson.

SEC Reports Sales For Third Quarter

(Continued from Page 1) culty is that there is no breakdown to show how much of the RCA income is accounted for by NBC, and how much by the company's other branches. Thus CBS reported for the third quarter of 1947 net sales of \$23,146,000, for the second quarter of last year \$16,087,000 and for the third quarter of last year \$15,772,000. In the same order RCA reported \$70,230,000, \$87,701,000 and \$80,733,000. ABC reported \$9,692,000 and \$7,376,000 for the second and third quarters of last year.

Manufacturers Report A group of 13 manufacturers of radio and television receivers and equipment reported third quarter sales of \$249,651,000, compared with \$262,021,000 for the previous three-month period and \$217,424,000 in the third quarter of 1947.

Eight radio and television parts makers reported third-quarter sales of \$13,207,000, compared with \$15,042,000 in the previous quarter and \$14,702,000 in the third quarter of 1947.

Among the manufacturers, Philco reported sales amounting to \$69,539,000 in the third quarter. Figure for 1947 was \$49,267,000. This was the greatest sales increase, in dollars and in proportion, shown by any manufacturer.

Send Birthday Greetings To - January 14 George Ansbro, Spencer Bentley, George McCoy, Ken McKenzie, Jeanne Poli, Bill von Zehle, George Herman.

January 15 H. S. Goodman, Alvin Robinson, Thomas B. Smith, Kathleen Wilson, Goodman Aco. January 16 John B. Kennedy, Ethel Merman, Irving Mills, Babs Ryan, Charles Stark. January 17 Elizabeth R. McKean, Frank Foster, Warren Hull, Halsey Barrott, Bob Davis, Edward Saxo.

American Broadcasting Co. 1948 Industrial Classifications

Table listing 1948 Industrial Classifications for American Broadcasting Co. with categories like Foods and Food Products, Drugs and Toilet Goods, and Electrical Appliances.

American Broadcasting Co. 1948 Gross Monthly Billings

Table listing 1948 Gross Monthly Billings for American Broadcasting Co. by month, showing a total of \$44,303,376.

# ★ ★ ★ COAST - TO - COAST ★ ★ ★

## WPRO Has Stamp Club

Providence, R. I.—WPRO's Stamp Club tees off January 15th at 10:30 a.m. with Morton Blender, announcer and long-time collector at the helm. A specially prepared handstamp, known to collectors as a "cachet" has been in constant use in preparation for the opening broadcast. Radio and agency people who collect these specially treated "firsts" may send any number of stamped, addressed envelopes to WPRO for the special handstamp and postmarking on the first day of broadcast. Included in the program's format will be quiz sessions with younger philatelists as well as commentary on the weekly trend in the philatelic world.

## News Staff's Special Features

Fargo, N. D.—WDAY's news staff marked the end of 1948 with three special features which included the selection of annual man of the year in the listening area. Nine men who read and write WDAY newscasts selected Senator Hubert Humphrey of Minnesota as man who "accomplished most for his area during 1948." On newsroom's weekly "Newsreel of the Air" last program of the year was "Review of '48" and first of 1949 was "Preview of '49." Jack Swenson, station's news director, wrote the scripts.

## Mid-America Sings on KCMO

Kansas City, Mo.—The newest half-hour program originated and broadcast by KCMO is "Mid-America Sings." The 2:30 p.m. Sunday show will be a direct pick-up from colleges and universities in Mid-America and will feature the choral group from one specific college or university each Sunday. The premier broadcast was heard on January 9th when the mixed choir from the "U" of Kansas City was aired.

## New FCC Application

Toledo, Ohio—Radio Corp. of Toledo has been formed and has applied to the FCC for a new standard radio station. The hearing is scheduled for January 24th. The firm wants the 1470 kilocycle wavelength. Arthur Reichert, executive vicepee of Beeson-Faller-Reichert, Inc., ad agency is president of the Radio Corp. of Toledo. Kenneth E. Rennekamp, owner and manager of WKRZ, Pa., George L. Young of James H. Matthews & Co., are among the directors of the newly-formed radio firm.

## WIDE Has Large Mail Count

Biddeford, Maine—"Requestfully Yours" a nightly request program heard on WIDE, Maine's newest radio station, pulled in a mail count of over 2,500 cards and letters during the first month of broadcast. The station asked for requests on the program during this period and received along with the mail hundreds of phone calls from all sections of the WIDE coverage area. Staff announcer Merrill Smith emceed the show.

## WRNL Two Alarm Fire

Richmond, Va.—WRNL is preparing to occupy a million-dollar new building this Spring, but almost lost the old one when a two-alarm fire started in the basement and threatened the second floor studios. The blaze caught at 10:30 p.m. was brought under control after midnight while broadcasting was carried on from the transmitter during the fire, which was resumed from the studios with an on-the-spot interview with the Fire Chief of the City of Richmond.

## "U" of Miami On Five Stations

Miami, Fla.—With the conclusion of arrangements with WMIE for a series of three half-hour programs a week the "U" of Miami Radio Department will be heard regularly on five of Miami's commercial stations. Programs originate from the campus studios where the stations maintain wires. WMIE series include a drama, a campus quiz and a good neighbor program in Spanish and English. WBAY and WVCG, WGBS and WLRD currently are carrying the University shows. WIOD and WQAM both Miami at present are carrying occasional one-time shots.

## Air Force Music On WASH-FM

Washington, D. C.—The Air Force's new series, "Adventure in Music," is presented over the Continental FM Network coast to coast and through station WASH-FM, 97.1 megacycles. The program features the Air Force Orchestra under the direction of Col. George S. Howard.

## WNJR Airs Golden Gloves

Newark, N. J.—The six matches and the final play-off of the Golden Gloves Amateur Boxing Tournament direct from the Sussex Avenue Armory in Newark will be aired on WNJR each Wednesday evening until the finals are broadcast on February 23rd. The Golden Gloves competition was instituted in 1942 as a measure to combat juvenile crime.

## WSM Names Pub.-Promotion Dir.

Nashville, Tenn.—A recent announcement has been made to the effect that Tom Stewart, formerly on the production staff has been named publicity and promotion director for WSM. Stewart joined the station in 1935, serving in many capacities, ranging from announcer to producer and director of FM operations. He was in advertising agency for a number of years prior to his connection with the Nashville station.

## Joins KHAS As Time Salesman

Hastings, Nebr.—A recent announcement has been made to the effect that Ted Cooper has joined KHAS staff in the advertising sales department as a time salesman. In 1938 he was manager for Frankie Master's orchestra and later joined Fred Waring's aggregation serving in the capacity of professional manager of "Words and Music," Waring's publishing house. Cooper began his duties at KHAS the first of the year.

## KROW News Chief Cited

Oakland, Calif.—KROW's news chief, John K. Chapel, has been presented with an embossed certificate giving him life membership in the Shrine Hospital for Crippled Children. Chapel was honored by the Shriners for his many years of service through radio to the Shrine Hospital.

## WKNA Names Provence Director

Charleston, W. Va.—The appointment of Bob Provence as public service director of WKNA, ABC affiliate, has been announced. In his new position, he will supervise all news and sports broadcasts on the station and will co-ordinate public service, educational and special events programs. He is vice-president of the West Virginia Sportcasters Association.

FAMOUS FOR OVER 75 YEARS



# STEIN'S

THEATRICAL — TELEVISION  
MOVIE Make-up

AT LEADING DRUG STORES  
AND DEALERS EVERYWHERE

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

FREE

Your complete personal make-up analysis! If you have a professional make-up problem, write for free personalized advice. Just send a description of your coloring. Also, write for Stein's free new illustrated booklet of make-up hints and suggestions.

## STEIN'S Professional MAKE-UP

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

## FILMS FOR TELEVISION

# FOR SALE OR LEASE

### Over 1000 Old-Time Silent Movies

FEATURES AND SHORTS . . . .  
ORIGINAL 35MM NEGATIVES

Starring—

Chaplin — Arbuckle — Mabel Normand —  
Mack Sennett — Wm. S. Hart — Slim Sum-  
merville — Chas. Ray — Lillian and Dorothy  
Gish — Polly Moran — Louise Fazenda —  
Mack Swain — Gloria Swanson — Norma Tal-  
madge — Hank Mann — Charles Murray —  
Ben Turpin

AND MANY, MANY OTHERS

WRITE OR WIRE

BOX 205

## RADIO DAILY

1501 Broadway

New York 18, N. Y.

# TELEVISION DAILY

Section of RADIO DAILY, Friday, January 14, 1949 — TELEVISION DAILY is fully protected by register and copyright

## GM GOING ALL OUT FOR VIDEO

### TELE TOPICS

**THE APPEALING CHARM** of Arthur Godfrey has never been demonstrated to greater effect than on the debut of his Chesterfield show Wednesday nite over CBS. His every line and every gesture made the hour go very fast and made the entire production the most pleasant and relaxed bit of entertainment currently available on television: Whether he was introducing his cast and cameraman, mugging his way through a song, displaying his "office" or taking off his coat to play the piano, it was all Godfrey at his best. . . . Most outstanding member of the cast is young crooner Bill Lawrence. The lad has an excellent voice for that type of singing and his handsome personality should put him on top very soon. Janette Davis and the Mariners added mightily to the proceedings, and even members of the band got into the act. Trombonist Cy Shaffer joined Godfrey in a hilarious version of a new comedy song and then got together with clarinetist Johnny Mince and leader Archie Bleyer in a sock take-off on "Tea For Two." Even the fact that a camera was occasionally seen on the screen (perhaps intentionally) contributed to the air of informality. I'd better cut this short—the show was great and that's all there is to it.

NBC yesterday scored a beat on coverage of the three alarm fire that destroyed the First Baptist Church in Philadelphia. About an hour after the fire broke out in the basement of the building, WPTZ had a camera on the scene. At 12:15, the cable had been cleared and the pickup was fed to the Eastern net for an hour and a quarter. The church was directly across the street from WPTZ offices. The remote crew was not in yet, so camera men took an orthicon from the studio, chief engineer Ray Bowley became video operator, Cal Jones directed and Roy Neal handled the mike. Art department staffers helped lay the cable to the camera which was mounted between two fire engines. One mike was lost in hose spray. . . . The WOIC kickoff Sunday will be highlighted by a half-hour digest of the station's regular program fare. A seven-day a week sked, 6:30-10 p.m., is planned. . . . Harry Levine and Rita L. Garner have been upped to flack chief and feature continuity writer, respectively, at Tel-Pic Syndicate. . . . According to a phone co-incident made by Western Reserve University's Bureau of Business Research, 86 per cent of the sets in the Cleveland-Akron area were in use for the cable inaugural show Tuesday nite, with 58 per cent of these tuned to WEWS. The figure topped even Election coverage and climaxed a vigorous promotion campaign by the station. . . . Tax expert J. K. Lasser will guest on Gordon Fraser's ABC news show every Friday, beginning tonite, to give the lowdown on income tax returns.

### Nine City Nose Count Planned By Hooper

Evening audience measurements for TV stations in nine cities will be available Feb. 10, C. E. Hooper, Inc., announced yesterday. The cities are: Los Angeles, Chicago, Detroit, Philadelphia, Washington, Boston, Cleveland, Baltimore and St. Louis. Firm has been publishing New York City reports for the past year.

Reports, which will be published as a second section of each regular "City Hooperatings" report, will be based on the regular random telephone coincidental sample. They will include "station audience indexes" and "station Hooperatings" by hourly and 30-minute periods.

Video's share of audience in New York during evening hours, Hooper reports, has increased from 11.3 per cent in August to 16.4 per cent for the most recent tally, November-December. In the daytime, TV's share is about six per cent.

### Multi-Screen Receiver To Be Shown In Chicago

New receiving system for commercial use whereby as many as ten remote-controlled viewing units centrally connected to one master tuner can be placed in one or more public rooms will be unveiled in Chicago's Hotel Morrison Jan. 17 through 19. Designed and engineered by Raytheon-Belmont, the system is being introduced by Trans-Vue Corp., of Chicago.

Viewing units are planned in two sizes, 77 and 134 square inches, and are connected to the master tuner by coaxial cable. The entire system can utilize existing amplification

## Inauguration Coverage Film Available To All Stations

In addition to pooled live coverage of the Presidential Inauguration next Thursday, the four networks will kinescope-record the proceedings and make the film available to stations in every TV city in the country within 24 hours.

The entire operation will be a co-operative venture. CBS is handling the selling; DuMont will be responsible for packaging and distribution via air mail; NBC will make the master negative and will order the prints; and ABC will make a stand-by negative and will handle the

### Family Affair

"WPIX Open House" which bows in on The News station Sunday, is the brainchild of announcer Joe Bolton, who will be host on the show. Two other Boltons on the WPIX staff will work on the program. Clint Bolton, of press, has been assigned to the show, and Whitney Bolton, Jr. of guest relations will handle the red carpet department. None of them is related.

### Meredith Files Bid For Raytheon Outlet

Washington Bureau, RADIO DAILY

Washington—The Meredith Publishing Company, publishers of "Better Homes and Gardens," and licensee of TV station WHEN, Syracuse, N. Y., has matched the CBS bid for the TV permit in Boston now held by Raytheon Electric. CBS has applied to the FCC for permission to buy the Raytheon property for about \$242,000.

The Meredith bid was entered this week, as the 60-day AVCO period expired. Meredith has also applied for TV in Albany and Rochester, N. Y., but has withdrawn from participation in an applicant corporation in Des Moines.

equipment or a new Trans-Vue remote amplifier. System features automatic synchronization, signal control tuning and an inter-carrier sound system.

R. R. Greenbaum is president of Trans-Vue. Vice-presidents are Fred A. Mann and Ben D. Palastrant. Morris Alexander, Chicago attorney, is secretary.

bookkeeping. Prints go to stations at cost. Maximum rate is estimated at \$140 per hour, for a minimum of nine stations. As the number of stations, over nine, ordering the film increases, the price to each one will drop.

In charge of the operation for the four networks are Larry Ruddell, director of recording, ABC-TV; Robert Wood, operations manager, CBS-TV; Edward Carroll, manager, DuMont Teletranscription department, and N. Ray Kelly, assistant director, NBC film division.

### Will Make Special Auto Show Film For Scanning

If you can't bring the public to an automobile show, bring the show to the public. . . . That's the philosophy behind a double-barrelled television promotion planned by General Motors on behalf of its first major post-war showing, "Transportation Unlimited," which opens at the Waldorf-Astoria next week.

Showing will have the widest circulation in automotive history via a special half-hour film to be shot at the exhibition especially for airing on between 20 and 24 stations. Program is being handled by the Campbell-Ewald agency, with Universal-International doing the shooting.

Musical background for the film by the Dave Lambert chorus has already been recorded. Shooting will get under way on the 19th, a day before the official opening, and will continue through the 21st. Processing will begin on the 20th, carrying on through the 22nd. From the 22nd through the 24th, the commentary will be recorded and the entire sound track dubbed in. First scanning of the film is slated for the evening of the 24th, at 9 o'clock, over CBS and it will eventually be aired in other cities across the country.

Cost of the project was not revealed, but it is believed to be well in excess of \$50,000.

Supervising the operation for Campbell-Ewald are veepee Winslow Case, Leo Langlois and Ray Mauer.

Another facet of GM's video promotion of the show is a special one-shot musical to be aired on the CBS Eastern web Jan. 21, 8-8:30 p.m. sponsored by the Pontiac division through MacManus, John & Adams agency of Detroit. Preview of the 1949 Pontiac will be featured via a remote pickup from the Waldorf.

Headlining the show will be Dick Haymes, Dorothy Shay, Gene Sheldon, Betty Bruce and Ray Bloch's ork. Program is a Mildred Fenton package, originating from CBS studio 51. Bill Gillett will direct, with sets by Richard Rychtarik. Waldorf pickup will be directed by Frank Schaffner.

### British Movie Firm Sells

London (By Cable)—Ealing has completed a deal with BBC for 12 pre-war features for video, including three starring Gracie Fields and three with George Formby. local comedy headliner, it was learned recently.

## 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.

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

RYTVOG, Inc. 1585 Broadway, N. Y.

Climbing Fast!

## "JANIE and ME"

by Thomas G. Meehan

JAMES MUSIC, Inc.

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

The Ballad Beautiful!

## "REMEMBER SEPTEMBER"

CECILLE MUSIC CO., Inc.

580 Fifth Ave. New York City

ENCORE Material

## "IT'S MY LAZY DAY"

On VICTOR by Vaughn Monroe  
On DECCA by Evelyn Knight  
On BULLET by Smiley Burnette  
Encore Music, 1674 B'way, N. Y. C.

ISHAM JONES'

Latest and Greatest Ballad!

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

MILLER MUSIC CORPORATION

## WORDS AND MUSIC

By PINKY HERMAN

● ● ● TIN PAN ALLEY OOPS: Some few weeks ago we reviewed a DeLuxe recording by Bruce Hayes of a novelty "Beautiful Eyes" and tossed in a rave about the disk . . . yesterday George Levy, veepee at Duchess Music corralled us into his office to 'hear a great song' . . . the song was an MGM recording by Art Mooney of the number . . . chalk up a smash hit for Duchess 'cause "Beautiful Eyes" has a beautiful future. . . . ● Maestro Paul Lavalle is doing a fine job in making America conscious of March Music via his Friday nite NBCcasts of "Band Of America" for Cities Service. . . . ● Television execs should visit the Penthouse Club and thrill to Monica Boyar's thrushing . . . she's a natural for video. . . . ● Hamilton Music has a possible successor to the "Anniversary Waltz" in "The Song Of Long Ago," clefled by Milton Berle, Ted Fetter and Abner Silver . . . Prexy Ben Barton has added Al Pollak to his New York staff and Rocky Carr to head the coast office. . . . ● Tunesters Al Rainy, Joe Turrano and Harry Stride have placed their commercial ballad, "Gather Your Dreams," with Porgie Music. . . . ● To personally express their thanks to WLEE Deejay Harvey Hudson for plugging and helping make a hit of their tune "Walkin' With My Shadow," songwriters Bernie Wayne and Ben Raleigh travelled to Richmond, Va. last week. . . . ● Dick Sanford, native of Gloversville, is back in town with glowing accounts of the popularity there of Alix Blake, platter spinner at WENT. . . . ● A new cross the board series to be heard at 1 p.m. via ABC tees off Monday . . . program features Bert Parks, Kay Armen and Buddy Weed Trio, produced by George Weist for Old Gold Ciggies.

★ ★ ★ ★

● ● ● Looks like the stem's hottest team of tunesters, Bob Hilliard and Carl Sigman, whose songs last year included, "There's An Awful Lot of Coffee in Brazil," "Ballerina," "Civilization" and the score for the hit musical, "Angel In The Wings," have another money-maker in "Careless Hands," published by Melrose Music. . . . ● Jerry Vogel is reviving the great American favorite "Some Of These Days," penned by Shelton Brooks . . . this number doesn't need reviving . . . it's been a standard for years. . . . ● After 31 years as songplugger for Leo Feist, Benny Alpert moves to promote ditties published by Miller Music . . . however, Benny hastily assures us that he still remains in the Big Three family. . . . ● Things we like:—Prescott Robinson's breezy and informative "Eleven O'Clock Newscasts" daily over WOR . . . Rey Rodel's nitely at 6:30 baritoneful ballads via WNBC. . . . Announcer Joe Givens' and deejay Freddy Robbins' free and easy splicing on WOV. . . . Laurel Music's "Far Away Places." . . . Rudy Vallee at the Latin ¼. . . . Guy Lombardo's great Decca platter of the European smash, "Mademoiselle Hortensia." . . . Red Ingle's comedy group currently heard on radio and television from the Village Barn in Gotham. . . . ● And Winnie Garrett notes: "Now that the recording ban has been lifted it's now called Grin Pan Alley." . . . ● Disk Jocks who feature Jefferson Music's latest ditty, "A Strawberry Moon In A Blueberry Sky," will be treated to fresh-baked (by local bakeries) blueberry pies topped with whip-creamed strawberries.

★ ★ ★ ★

● ● ● ON AND OFF THE RECORD: Easily one of the best of the current crop of rhythmic instrumentals is Harry James' latest Columbia waxing of "Redigal Jump" . . . reverse features thrush Marion Morgan in fine voice with the old ballad, "Love Your Magic Spell Is Everywhere" . . . made to order for deejays and juke boxes. . . . ● Marvin Adler, formerly with Rocking Horse children's records, is now sales manager for Signature Records. . . . ● Pubberies are beginning to send their waxings to Will Groff whose Saturday Nite platter WJEI've in the Nation's Capital has won him a huge listening audience. . . . ● Victor jumped the gun with a fine Perry Como platter of the new Leeds novelty "The Pussy Cat Song." . . . ● Bing Crosby's Decca platter of "Tara-Talarra-Tala" flipped with "Far Away Places," is the groaner's best waxing in months. . . . The Ken Darby Choir lends smooth assistance.

## PLUG TUNES

A H-I-T!

## "FAR AWAY PLACES"

LAUREL MUSIC CO.

1619 Broadway, New York 19, N. Y.

Eddy Howard Is Playing

## BELLA BELLA MARIE

LEEDS MUSIC CORPORATION

To You, You and You!

## "MY BEST TO YOU"

FORSTER MUSIC PUB., Inc.

1619 Broadway, New York 19, N. Y.  
216 S. Wabash Avenue, Chicago 4, Ill.

A Great Ballad!

THEN I TURNED AND  
WALKED SLOWLY AWAYADAMS, VEE & ABBOTT, Inc.  
216 S. Wabash Avenue, Chicago 4, Ill.

## "UNTIL"

DORSEY BROS. MUSIC, INC.

1619 Broadway, New York 19, N. Y.

"I GOT LUCKY  
IN THE RAIN"By Harold Adamson & Jimmy McHugh  
From Michael Todd's Hit Musical  
'AS THE GIRLS GO'  
SAM FOX PUB. CO.  
RCA Bldg. New York City

New Ballad Sensation!

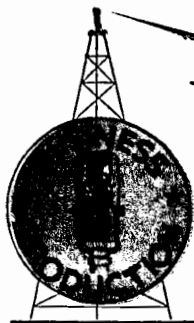
## "THE BRIDE WORE BLUE"

By Leonard Whitcup, Sy Lefco &  
Dale Wood

CECILLE MUSIC CO., Inc.

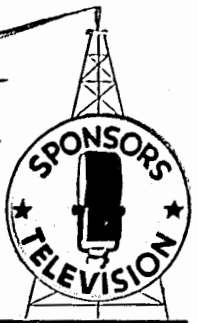
580 FIFTH AVENUE  
NEW YORK CITY





# RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 46, NO. 11

NEW YORK, MONDAY, JANUARY 17, 1949

TEN CENTS

## MULTIPLE OWNERSHIP HEARING TODAY

### Anti-Trust Suit Filed Against AT&T, W.E.

Release of sound and other electronic patents for unrestricted licensing by manufacturers is one of the prime objectives of the anti-trust suit filed Friday against the American Telephone & Telegraph Company and Western Electric by the Department of Justice.

The government maintains that a favorable judgment in this suit will mean that the cost of wire circuits and other facilities for network sound and TV operation will be cut down. In addition, it is said

(Continued on Page 2)

### Three AM, 2 FM Stations OK'd; Other FCC Activity

Washington Bureau of RADIO DAILY Washington—The FCC announced Friday that it has issued construction permits for two new FM stations and three daytime AM stations. The new FM permittees are Rollins Broadcasting Inc., Georgetown, Del., for Channel 268, and Bloom Radio, Inc., Bloomsburg, Pa., for Channel 293.

The new daytime AM permittees, all to operate with one kilowatt, are the Kentucky Mountain Broadcast-

(Continued on Page 8)

### Woods Will Be Chairman Of Heart Assoc. Drive

ABC Proxy Mark Woods will head the public relations committee in the \$5,000,000 American Heart Association drive, Harold E. Stassen, chairman of the 1949 Heart Campaign, announced yesterday.

The public relations group includes Dr. Frank Stanton, president of CBS; Niles Trammel, president of

(Continued on Page 2)

### Mestre Invited

Goar Mestre of CHQ, Havana, Cuba, president of the Inter-American Association of Broadcasters, has been invited by President Carl Haverlin of the Radio Executives Club of New York to be a guest at the luncheon honoring Puerto Rico, Jan. 27. Mestre aided P.R. broadcasters in their fight against a government commercial station.

### On The Beam

San Francisco—The broadcast beam of KGO, owned and operated station of the ABC, was used by flier Bill Odom for a homing beam as he set a new distance record for light planes last Thursday.

KGO chief engineer A. E. Evans explains the process this way: Odom picked up the ABC station's 50-thousand watt transmission on his radio compass, which is a loop atop the plane. This loop can be rotated, and as Odom turned the loop, he hit a "null" which told him that he was pointing directly toward the KGO transmitter. Then, by checking his compass, he ascertained the correct heading to follow to reach San Francisco.

### Swezey Accepts Post As WDSU Executive

Robert D. Swezey, formerly vice-president and general manager of the Mutual Broadcasting System, Friday was elected executive vice-president and a member of the board of directors of WDSU Broadcasting Services, Inc., New Orleans, Edgar

(Continued on Page 5)

### Para-DuMont Deadline Extended By Commission

Washington Bureau of RADIO DAILY Washington—The FCC announced Friday that Commissioner Robert F. Jones, serving as motions commissioner, had okayed the request of Paramount Pictures for another

(Continued on Page 6)

### NBC's Premiere Of KNBH Gets Hollywood Spotlight

By AL STEEN  
West Coast Bureau, RADIO DAILY  
Hollywood—Town turned out last night (Sunday) for formal dedication of Southern California's newest television outlet—NBC's KNBH on channel four which began commercial operations with all trimming that accompany Hollywood movie premieres. Invited guests saw three hours and 40 minutes of programming, carefully mapped out by

### Paramount Slated To Lead The Fight Against FCC Limitation Of Both AM And Video Stations

### 250 CBS Executives To Attend N. Y. Clinic

More than 250 radio and TV station execs are expected to attend the 2nd nation-wide CBS Television Clinic on problems of operating a TV station on Jan. 21, 22, and 23, J. L. Van Volkenburg, CBS v-p and director of television operations, announced yesterday.

CBS v-p Adrian Murphy will preside at the sessions. CBS Proxy Frank Stanton will open the clinic

(Continued on Page 7)

### Comm. Changes Rule On 'FM' And 'TV' Suffix

Washington Bureau, RADIO DAILY Washington—The FCC has declared that hereafter it will assign call letters of present stations with "FM" or "TV" attached only where the AM stations and the FM and/or the TV stations are commonly own-

(Continued on Page 5)

### Gilman Named Vice-Pres. Of Colgate-Palmolive Co.

John R. Gilman has been appointed v-p of Colgate-Palmolive-Peet Co. to work with proxy E. H. Little, it was announced late last week. The nature of his new work, be-

(Continued on Page 2)

Washington Bureau, RADIO DAILY Washington—The FCC hearings on its controversial multiple ownership regulations get under way this morning, with Paramount Pictures prepared to lead the fight against the limits on station ownership proposed by the FCC. The Commission has proposed to limit to seven the number

(Continued on Page 6)

### Emergency Service Arranged By WNYC

Full arrangements for coordination of radio during emergencies have been made between WNYC, WJZ, WCBS, WNBC and WOR at a meeting last week, WNYC director Seymour N. Siegel, reported to RADIO DAILY.

Complete mobile facilities, including police cars, harbor launch and phone lines, have been earmarked for the exclusive use of WNYC dur-

(Continued on Page 5)

### AP Radio Membership Reaches Total Of 977

AP's total radio membership has been raised to 977 with the recent election of 42 stations. Oliver Gramling, assistant general manager, announced late last week.

The stations elected by the AP's

(Continued on Page 2)

### Denial

CBS denied late Friday that it might withdraw its membership in Broadcast Measurement Bureau. From Oscar Katz, director of research, came the following statement: "There has been a published report that CBS was withdrawing from BMB. This report is erroneous. CBS continues to endorse the purposes and principles of BMB."

# RADIO DAILY



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FRANK BURKE : : : : Editor

MARVIN KIRSCH : : Business Manager

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**WEST COAST OFFICES**  
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**WASHINGTON BUREAU**  
Andrew H. Older, Chief 6417 Dahlonega Rd.  
Phone: Wisconsin 3271  
**CHICAGO BUREAU**  
Nat Green  
1417 Ashland Bldg. 155 No. Clark St.  
Phone: State 2332

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## FINANCIAL

(January 14)

### NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Admiral Corp.	9 1/4	8 3/4	9 1/4	+ 1/4
Am. Tel. & Tel.	149 1/4	147 3/4	148 1/4	- 1
CBS A	23 1/4	22 7/8	22 7/8	- 3/8
Farnsworth T. & R.	5	4 1/2	4 3/4	- 1/4
Gen. Electric	39 3/4	38 1/2	38 1/2	- 1/2
Philco	38 1/2	38	38	- 5/8
Philco pfd.	85 1/2	85 1/2	85 1/2	0
RCA Common	13 1/2	12 7/8	13	- 1/4
RCA 1st pfd.	72 3/4	72 3/4	72 3/4	0
Stewart-Warner	13 3/4	13 1/4	13 1/4	- 3/4
Westinghouse	25 1/2	24 1/2	24 3/4	- 5/8
Westinghouse pfd.	100 1/4	100	100 1/4	- 1/4
Zenith Radio	30 5/8	29 1/4	29 3/4	- 1/2

### OVER THE COUNTER

	Bid	Asked
DuMont Lab.	15 1/2	16 1/2
Stromberg-Carlson	15 3/4	17 1/4
U. S. Television	2 1/8	2 3/8
WCAO (Baltimore)	24	27
WJR (Detroit)	6	7

## Woods Will Be Chairman Of Heart Assoc. Drive

(Continued from Page 1)  
NBC; Edgar Kobak, president of MBS; Thomas D. A. Brophy, president of Kenyon & Eckhardt; Gardner Cowles, publisher of Look Magazine; B. C. Duffy, president of Batten, Barton, Durstine & Osborn; Don Francisco, v-p of J. Walter Thompson; Sam Fuson, v-p of Kudner Agency; James Linen, publisher of Time; Charles Luckman, president of Lever Brothers; Sylvester L. Weaver, Jr., v-p of Young & Rubicam; Raymond Rubicam, publicist.

### WRITERS

Men or women, legal residents New York State, to create public interest announcements and programs. Opportunity to develop ideas. Civil Service minimum requirements: Two to four years' professional radio writing, depending on educational background. Starting salary \$4242. Apply to Miles Hebrer, Director, New York State Radio Bureau, Department of Commerce, 112 State Street, Albany, New York.

## ★ COMING AND GOING ★

RAYMOND F. GUY, manager of radio and allocations engineering at NBC, will return today from a business trip to Washington, D. C., and Cleveland.

W. R. ALFORD, Jr., commercial manager of WSYR, Syracuse, N. Y., is expected in New York today for conferences with the national representatives of the station.

RAY HEATHERTON, master of ceremonies heard on CBS, on Saturday was in Des Moines, Iowa, where he served as emcee at the National Guard Military Ball.

WALTER M. KOESSLER, general manager of WROK, Rockford, Ill., will be welcomed today at the local quarters of the station's national reps.

G. RICHARD SWIFT, assistant general manager of WCBS, and DON MILLER, sales manager of the station, today will go down to Atlantic City, where for the next four days they'll attend the Tanners Convention.

HORACE SCHWERIN, president of the research organization bearing his name, off to Chicago to confer with Midwest clients and also to inspect the new Schwerin offices in the Tribune Building.

WILLIAM S. PIRIE, Jr., director of national sales for WFBR, Baltimore, is expected in town today, with stops scheduled at ABC and the offices of his station reps.

HARRY COYLE, director of mobile operations for DuMont, leaves today for a two-week vacation in St. Petersburg, Fla.

PAT HURLEY, who had been away on a seven-month leave of absence, has returned to her chores as director of press information for WQXR.

JAMES A. HAGAN, sales manager of WWNC, Asheville, N. C., today will pay a call on his national reps. in New York.

JACK WHITE, assistant news editor at WJR, Detroit, is leaving this morning on the General Motors "Train of Tomorrow" to cover the GM preview of "Transportation Unlimited" in New York.

JOHN SHEA, night supervisor for the American network, will leave today for a vacation in Mexico.

HARRY B. SHAW, sales manager of WSJS, Winston-Salem, N. C., today will arrive in New York on a short business trip. It's expected that he'll sit in at once with executives of his national reps.

DAN E. JAYNE, manager of WELL, American network outlet in Battle Creek, Mich., is in Gotham on business.

GORDON GRAY, vice-president of WIP, Philadelphia, is back in the Quaker City following a short trip to New York.

## Anti-Trust Suit Filed Against AT&T, W. E.

(Continued from Page 1)

that patents of value in radio transmitting and receiving equipment will also be made available.

### Restraints Listed

Among the restraints charged by the government is one whereby W.E. agreed to protect AT&T "by securing the exclusive right to furnish wire facilities essential to radio program transmission service by agreeing with others not to engage in the manufacture and sale of radio equipment." Another means of protection, the complaint charges, is "by controlling the coaxial cable which is essential to the efficient and economical transmission of television as well as multiple telephone and telegraph messages over long distances."

## AP Radio Membership Reaches Total Of 977

(Continued from Page 1)

board of directors at a recent winter meeting at Corpus Christi, Texas, are:

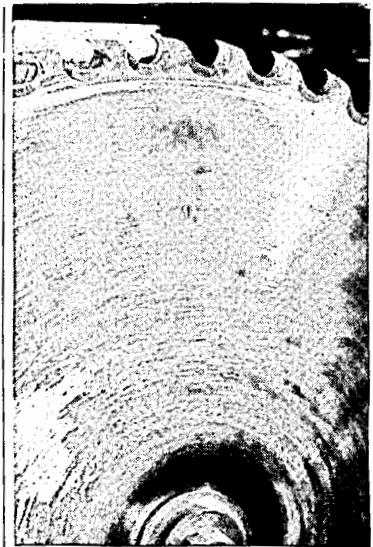
- Alabama—WBRC, Birmingham.
- Alaska—KIBH, Seward.
- California—KERN, Bakersfield; KMJ, Fresno; KBEE, Modesto; KFBK, Sacramento; KWG, Stockton; KGER, Long Beach; KUSN, San Diego; KTTV-TV, Los Angeles.
- Colorado—KLMR, Lamar.
- Indiana—WWNI, Wabash.
- Iowa—KCOG, Centerville; KAYL, Storm Lake.
- Kansas—KGGF, Coffeyville; KNEX, McPherson.
- Louisiana—KPLC, Lake Charles; KRMD, Shreveport.
- Maryland—WMCP, Baltimore.
- Massachusetts—WEIM, Fitchburg.
- Michigan—WDET, Detroit; WLDM, Oak Park.
- Mississippi—WSLI, Jackson.
- Missouri—KFRU, Columbia; KSMI, Sikeston.
- Minnesota—KSTP, Minneapolis-St. Paul.
- Nebraska—KITH, Alliance.
- Nevada—KOH, Reno.
- New Hampshire—WLNH, Laconia.
- New Mexico—KENE, Belen.
- North Carolina—WMIT, Charlotte; WHNC, Henderson; WIRC, Hickory; WPAQ, Mount Airy.
- Ohio—WONE, Dayton.
- Oregon—KWRO, Coquille.
- Pennsylvania—WQAN, Scranton.
- South Carolina—WGCD, Chester.
- Texas—KIMP, Mt. Pleasant; KEYE, Perryton; KTAN, Sherman.
- West Virginia—WSAZ, Huntington.

## Gilman Named Vice-Pres. Of Colgate-Palmolive Co.

(Continued from Page 1)  
ginning Feb. 15, was not disclosed. He recently resigned as v-p in charge of advertising and a director of Lever Brothers Co.

### Stork News

Mr. and Mrs. Stanley Jasinski, proudly announce the arrival January 3, 1949 of a daughter, Marie Grace, weighing 3 lbs. 8 ozs., in Children's Hospital, Buffalo, New York. Mr. Jasinski is general manager of radio station WWOL.



## Cutting Edge

Some product stories are fortunate. They have a cutting edge. The facts are crisp, alert. And usually right down the alley of potential buyers.

We think W-I-T-H has a story that's so sharp in radio, if you touched it, it would cut you. Just listen:

WITH is in Baltimore, the 6th largest city in the country.

And, in that big city there are seven AM radio stations.

But WITH delivers more listeners-per-dollar spent than any other station in town.

So when you make up that list . . . take a good look at WITH, the successful independent. An amazing number of smart advertisers have . . . and it pays off.



# W·I·T·H

Baltimore 3, Maryland

TOM TINSLEY, President

Represented by Headley-Reed



# MICHIGAN'S GREATEST ADVERTISING MEDIUM\*

# WJR

C. B. S.

**50,000 WATTS**

**760 ON YOUR DIAL**

\*Attention Time Buyers and Advertising Managers:  
Talk about **POWER AND RESULTS**—one program pulled  
17,129 letters at one o'clock in the morning. We would  
be glad to give you the particulars. Write to us.

Represented  
by  
**PETRY**

**THE GOODWILL STATION, INC.**  
**G. A. RICHARDS**  
Chairman of the Board

**FRANK E. MULLEN**  
President

FISHER BLDG.

**DETROIT**  
**HARRY WISMER**  
Asst. to the President

## EQUIPMENT

### Philco Engineers Promoted

The appointment of Palmer M. Craig as director of engineering, electronics division of the engineering department, Philco Corporation, as well as six chief engineers responsible for major product development in this division, was announced by David B. Smith, vice-president — research and engineering, Craig, who has been with Philco for 15 years, served as chief engineer in charge of radar and military radio development during the war and was named chief engineer of the company's radio division in 1943.

To handle the expanding work in television receiver development, Sterling C. Spielman has been made chief engineer. He has had 15 years of radio, radar and television engineering experience with Philco. Reporting to him will be three basic groups, including a television receiver design section, an advanced development section and a field engineering group.

In the field of home radio, Luke E. Closson has been named chief engineer. Also credited with 15 years of engineering experience with the company, he has made important contributions in auto radio and radar design as well as in home set development.

Responsible for the development of auto radio, another field in which Philco has pioneered for many years, is Arthur V. Nichol as chief engineer. He has been with Philco for 18 years and developed the first practical radios for automobiles.

### Field Appointments

The appointment of four additional field sales representatives for RCA broadcast and television sales was announced last week by C. M. Lewis, manager of broadcast field sales of the RCA Engineering Products Department. New sales representatives and their regional headquarters are Russell C. C. Dubois, Jr., Cleveland; John W. Hillegas, Atlanta; Walter Varnum, Dallas; and John P. Riley, Jr., Seattle.

### Will Air Documentary

"Mind In The Shadow," CBS Documentary Unit drama on mental health to be aired Wednesday, Feb. 2, has been selected, in advance of the program's date, as one of the "Best One-Act Plays of 1948" by Marjorie Mayorga, who edits Dodd, Mead's annual volume. "Mind In The Shadow" was written by Arnold Perl.

### Shriner Show Going C. to C.

CBS comedian Herb Shriner's 15-minute, Monday through Friday show "Herb Shriner Time" becomes a coast-to-coast program beginning today, January 17th. The Shriner show, which up to now has been a network program, will follow the Arthur Godfrey show on the coast at 4 p.m. It is heard in New York from 6:30 to 6:45 p.m.



### California Commentary . . . !

• • • Lew Blumberg, whose father is president of Universal-International, is here looking over the television setup with an eye toward making the U-I studios available for video film production. Lew says the company is going to move cautiously to make sure that the dollars spent will be justified, so that at the beginning the studio will be able to at least break even. U-I already is making tele films in the east for General Electric, having produced the "Riddle Me This" series, originally with Paul Gallico as interlocutor and currently with Conrad Nagel. . . . The Hollywood Ad Club held its seventh television roundtable on Monday and the gist of the sessions was that TV films were preferred to the telecasts coming over coaxial cables, the reason being that the cabled video shows were not so clear. . . . As of Dec. 31, the number of television receiver sets in the Los Angeles area reached a total of 79,647. . . . Television has been drawing customers away from the theaters out here, but the weather has been competing with television. For the first time in years and years, Los Angeles had snow last Monday night and video set owners deserted their home screens to throw snowballs. And Maurice Hart, announcer-producer-narrator for KFVB's day-timers, who says he thinks up something bright every 13th Monday, came up with the observation that this cold weather makes him homesick for California. . . . Kay Starr has been signed by Standard Transcriptions to a year's contract to disc 100 songs.



• • • Haven MacQuarrie is nursing two broken ribs, having fallen into an excavation for an addition to his home. . . . Ken Carpenter has been signed by Jerry Fairbanks to narrate "Hocus Pocus," newest of the "Speaking of Animals" shorts for Paramount. . . . Television cameras may be moved into CBS' studios shortly to film the "Lum and Abner" show now that a set depicting their Pine Ridge store has been installed on the stage of Studio B. . . . Louise Erickson has been spotted as the femme lead on the new Alan Young show. . . . Chet Huntley's Columbia Pacific Network news co-op was sold to six sponsors last month, giving the program a total of 17 sponsors on 15 CPN stations. . . . We had an advance look at the first of a series of television films for a big national sponsor the other day. The picture was well done, but at about the one-third mark a commercial was inserted that was so bad that it very easily could influence set-owners to switch off their receivers. In other words, radio technique is not necessarily television technique.



• • • Associated Filmmakers, which has been making commercial pictures for years for Armour Packing Co., is preparing to make video films for the same outfit. The producers have opened West Coast headquarters on the Hal Roach lot. . . . The ad agency of Smith, Bull & McCreery, whose activities include radio and television, is planning to open a branch office in Chicago. Robert Selby of San Francisco and Mayfield Kaylor of New York have been appointed vice-presidents. . . . David Rose—not the band leader and not the film producer, but formerly with the Weinberg ad agency—has joined the art department of Erwin, Wasey. . . . California Congresswoman Helen Gahagan Douglas has started a series of weekly broadcasts on the Washington picture over KFMV. The broadcasts will be recorded in Washington and flown west to make the Tuesday deadline. . . . Steve Gibson's "Red Caps," now at Larry Potter's Supper Club, will make two more Vallee-Video films before heading East.

## CHICAGO

By NAT GREEN

THE CBS "Gene Autry Show" will be broadcast from Chicago Civic Opera House on January 29, giving 3,700 fans a chance to see their favorite. Autry and his Melody Ranch hands are making their annual winter tour with the show appearing in Little Rock, Ark., January 15; Kansas City, January 22; Chicago, January 29; New York, February 12; Louisville, February 19, and St. Louis, February 26.

John Mitchell, recently appointed business manager of the Balaban & Katz video station WBKB, has been moved up to general manager, it is announced by John Balaban, director. Mitchell has been with B & K since 1931 and joined the television station last July.

A new television program, "Contrasts," the first to be screened from NBC's newly completed video studio in Chicago, made its initial appearance before WNBQ cameras Sunday, 7:30 to 8 p.m., with Dave Garroay as emcee. Show features the Art Van Damme Quintet, instrumental group using jazz tempo, and the Melomodes, a chorus of 11 singing models offering songs on the sweet and ballad side.

James R. Taylor and John Alexander have joined WBKB as assistant directors.

Columbia's "County Fair" program will be broadcast from Medinah Temple, Chicago, on January 19. Gladys Skelley, WLS - Prairie Farmer homemaking editor, will hold her annual homemaking conference with eight members of her research staff January 20-22, in Chicago.

"Behind Your Radio Dial," the film produced by the NBC advertising and promotion department, is now being made available in 16mm size for showing before schools, clubs and civic or business groups in the Chicago area.

McCann-Erickson, Inc., has signed a three-year agreement for the national NRI class A service.

Songstress Patsy Lee of the "Breakfast Club" appeared as guest star at the Old Timers' Club of Spartan Radio at Jackson, Mich., last week.

George E. Blechta, Nielsen radio index account executive, has been elected vice-president of the Nielsen company. He joined the organization in 1936.

### Strouse Forms Partnership For Production Firm

Irving Strouse, former press agent and recently investor in "Finian's Rainbow," and Felix Brentano, director of several New Opera Company productions, have formed a partnership for production of plays, motion pix and TV shows.

A revival of Henry Myer's "The First 50 Years" and Brentano's adaptation of Augustin Eugene Scribe's "A Glass of Water" will be their first two ventures.

## Swezey Accepts Post As WDSU Executive

(Continued from Page 1)

B. Stern, Jr., president of WDSU, announced.

In assuming his new post February 1, Swezey will take over the administrative duties in connection with WDSU, WDSU-FM and WDSU-TV, succeeding Fred Weber, general manager, who is reported resigning to devote all his time to radio interests in Houston. Weber, at one time general manager of Mutual, has been credited with developing WDSU to its present position of prominence in the industry.

Commenting on the election of Swezey, President Stern of WDSU said: "Mr. Swezey's outstanding record in the broadcasting industry will be of invaluable benefit to us. We feel that we are operating the most modern radio, FM and television properties in the South and Mr. Swezey's background, training and experience with the leading networks of the country places us in a position to provide greater entertainment and public service to our listeners in both radio and television."

Swezey, a native of Massachusetts and a graduate of Harvard Law School, joined the National Broadcasting Company as an attorney in 1939. In 1942 he was named general counsel and secretary of the Blue Network, now the ABC. In 1944 he became vice-president and general manager of Mutual.

## Comm. Changes Rule On 'FM' And 'TV' Suffix

(Continued from Page 1)

ed and located in the same community. Where an AM station is located in one of several cities comprising a metropolitan district, the Commission explained, and the FM or TV station in another city, even though a part of the same metropolitan district, common call letters will not be permissible.

In the very few cases where this rule will force changes, the licenses or permits are given until July 1 of this year to make arrangements to change, the Commission said.

## FCC Okays WRRN Sale To Warren (O.) Tribune

Washington—Dropping its plan to hold a hearing on the matter, the FCC yesterday announced it has granted without a hearing the application for approval of the sale of WRRN and WRRN-FM, Warren, Ohio, by Nied & Stevens, Inc., to the Warren Tribune. Price is an even \$300,000.

## Cossel Leaving McGillvra

Clayton J. Cossel, vice-president of the Joseph Hershey McGillvra company, station rep., resigns as of February 15th. His future plans will be announced at that time.

## RADIO'S PUBLIC SERVICE ROLES

*Editor's Note: Too often radio's public service roles pass unnoticed in the work-a-day world of communications with stations given little or no credit for emergency service in time of disaster. During the past week two reports reached RADIO DAILY emphasizing public services in two widely different areas. One covers a flooded section of New England and another a tornado in Arkansas. The report follows:*

By J. GORDON KEYWORTH  
General Manager, WMNB,  
North Adams, Mass.

"WMNB-WMFm, North Adams, has good reason to be proud of its part in preventing a major catastrophe during the recent floods in northern Massachusetts. North Adams, hardest hit of all the cities in New England, had practically constant service from WMNB from shortly after 4 a.m. Friday morning, December 31, until after local authorities declared the emergency to be over.

"Complete details of all developments were broadcast from WMNB-WMFm from the radio news desk at the North Adams Transcript, local newspaper whose offices were the focal point during the disaster, and the station broadcast, in addition, a constant stream of official disaster relief announcements and emergency appeals received at the WMNB telephone switchboard and relayed immediately to the microphone. All regular programs were cancelled during the emergency, so that the station would be available for use by local authorities.

"WMNB personnel worked under terrific handicaps. Staff members waded through hip-deep water to open the station two and a half hours before regular sign on. Station is located on Curran Highway, one of the lowest points in the city. During most of the day, staff members worked in a foot of water on the floors of the offices and studios. In the vital control room, the water level was kept as low as possible by a bucket brigade of staff members, until electric pumps were obtained by a radio appeal. The pumps were supplemented by continued hand bailing. When the water in the control room flooded the audio circuits under the floor, and disabled the console, the station was forced off the air until a remote amplifier could be installed to replace the console. Persons entering or leaving the control room were able to do so only by going through a window to a boat waiting outside—then row to another window and re-enter the building. The control room water level was maintained considerably lower than other parts of the plant.

"Source of puzzlement to station engineers was the fact that no serious shorting effects were noticed when the water level reached, and crept far above, the base of the antenna tower. No serious loss of signal strength was reported by outside listeners. Station's 'doghouse' at the foot of the tower, was completely inundated; yet no serious reactions were noted in spite of the fact that tuning apparatus was under water."

By AL GODWIN

Manager, KFPW, Fort Smith, Ark.

"At approximately 6:30 p.m. on Monday, January 3rd, one of the worst tornados to hit Arkansas, spent its fury upon the little town of Warren, Arkansas—population of 7,500. Fifty-five people were killed and approximately six hundred injured. Two hundred homes were completely destroyed and approximately six hundred homes suffered damage bad enough to be classified as severe. John A. England, president of KFPW, Pat Garner and myself, got together later that night with Reminel Young, manager of the Malco Theaters in Fort Smith and made plans to help the town of Warren. We called a meeting for 10:00 o'clock the next morning at the Chamber of Commerce, invited the other radio stations and newspapers and set up a disaster committee. Rather than be accused of capitalizing on such a misfortune to promote KFPW, we arranged to name Mr. Young as chairman of the Disaster Committee with myself as vice-chairman. Pat Garner broke the story of our appeal for food, clothing, shelter, kitchen utensils, etc., on his 12:00 noon newscast. We had planned to open one of our down town theaters as a collection depot at approximately 1:00 o'clock. Five minutes after Pat ad libbed the appeal of the hastily formed committee, our first bundle arrived.

"Within 10 minutes we had to send out an emergency call for volunteers to handle the flow of goods coming into this theater (Hoyts, by name). We immediately opened the theater and with the aid of the Red Cross workers, several volunteers and some ushers from other shows in town, had more than ten or twelve of us could handle in collecting and sorting the donations. We called Camp Chaffee, which dispatched four army trucks and fifteen men to help us. We then had to call the police department to direct traffic, which had jammed all streets leading to the Hoyt theater. Our drive finally closed officially at 12:00 noon the next day, although donations continued to come in and at this writing are still coming in. Along with several other volunteers, I spent the entire night at the theater, finally leaving at 6:30 a.m. Wednesday morning, returned at 10:00 and we had to work straight through until 1:00 the next morning, to direct the handling of all the contributions. At no time did we ask for money, because we didn't want to conflict with the Red Cross, and yet, we received unsolicited funds in excess of \$600.00. Where we had planned on sending down one large truck load of goods, we had to make arrangements to

## Emergency Service Arranged By WNYC

(Continued from Page 1)

ing city emergencies. Siegel explained. Agreement for a WNYC feed to all stations of municipal emergencies and public notices was reached at last week's meeting.

At the meeting called by Siegel were: ABC v-p Thomas Velotta; Mike Roshkind in charge of ABC special events; Dick Swift of WCBS; Clancy Worden, director of WCBS special events; Thomas McFadden, general manager of WNBC and WNBT; Fred Hayward, director of special events of WNBC and WNBT; Robert Wood, WOR director of special events, representing Dave Driscoll and John DeProspro, executive officer of the Municipal Broadcasting System.

## WNYC's Music Director To Make European Tour

Herman Neuman, music director at WNYC and WNYC-FM, will leave at the end of March for a four-month "good will" tour of Turkey, Italy, Switzerland, Belgium, Norway, France and possibly England where he will conduct local orchestras in American compositions, Seymour N. Siegel, managing director, announced last week.

Although Neuman is financing the trip on his own, the Municipal Broadcasting System of the City of New York will grant him the necessary leave of absence. The mayor and other officials have given their formal recognition of the tour and will present him with official introductions in the various countries on his itinerary.

## Canada Army Announces Sixth Station In The North

Montreal—The Canadian Army announces that it now has a sixth radio broadcasting station operating in the north, presenting entertainment for military personnel and civilians in isolated areas. It is the 100-watt station, CFHR, at Hay River, Northwest Territories, which takes its place with four other stations of the Royal Canadian Corps of Signal's Northwest Territories and Yukon radio system. Others are at White Horse, Dawson City, Aklavik and Norman Wells. Another at Fort Churchill, Man., although serving the north, is not actually part of the system.

send four ten-ton trucks loaded to capacity. All in all, we sent down approximately forty-six tons of food, clothing, bedding, flash lights, etc.

"While spending the night at the Hoyt theater, I called Irving Victor of KMOX and Dick Bruce of WDSU in New Orleans. They plugged what we were doing on their all-night disc shows and to date packages are coming in from all over the country."

## Multiple Ownership Hearing Is Opening

(Continued from Page 1)

of AM stations which may be licensed to a single individual or group, with the corresponding numbers for FM six and TV five.

In addition, it would permit minority interests in greater number. For instance, a single party or corporation might hold minority interest in as many as ten TV stations if it does not control any—or it might be listed for a combination. For instance, it could control two stations and have minority interest in six; or it might control three stations and minority interest in four.

A single individual or corporation might own up to the maximum in each classification before further licenses would be refused on that score.

Hogan and Hartson, attorneys, will appear for Paramount and affiliated companies seeking TV licenses. Gustav B. Margraf will appear for NBC, and Dow, Lohnes and Albertson, attorneys, are slated to represent Fort Industries company.

Pierson and Ball will represent Johnson-Kennedy Radio Corporation, and Haley, McKenna & Wilkinson will appear for KMMJ, Inc., Salt Lake City Broadcasting, Trans-American Television and Universal Broadcasting.

Also to be heard, the FCC said Friday, are CBS, Attorney Arthur W. Scharfeld and Pacific Northwest Broadcasters.

## Para-DuMont Deadline Extended By Commission

(Continued from Page 1)

30-day extension of the date by which its exceptions to the FCC's proposed decision finding Paramount to control DuMont are due. The deadline now is February 21.

The Commission also announced that CBS will not be required to withdraw its application for a TV station in Boston, even though it has also applied to purchase the Raytheon station there. Ordinarily, the Commission said, with Jones dissenting, withdrawal of one or the other application would be in order—but the rule on this point seems not to apply here because of the present freeze on processing of TV applications. It is stressed that CBS is in no way responsible for the freeze.

Should the application of purchase of the Raytheon station be granted, of course, the other CBS application would have to be withdrawn—and should the freeze be lifted, CBS would then have to drop one of its two applications.

Commissioner Rosei H. Hyde dissented in part from this action. He agreed that CBS should not be required to withdraw either application now, but said he did "not want to express a view at this time as to what Commission action should be at such time as it resumes processing applications."

## CBS-TV Registration

Registration of radio and TV station executives for the three-day CBS Television Clinics, beginning Jan. 21, include:

Harold E. Fellows, manager of New England operations for CBS and general manager, WEEL, Boston; Wilbur Edwards, assistant general manager, WEEL; Earl Gammons, v-p in charge of CBS Washington office; G. Richard Swift, assistant general manager, WCBZ; Arthur Hull Hayes, v-p in charge of San Francisco office; Merle Jones, general manager, WCCO, Minneapolis-St. Paul; Harry Witt, general manager of KTTY, Los Angeles; Frank Falkner, assistant general manager, WBBM, Chicago; Eugene Thomas, general manager, WOIC-TV, Washington, D. C.; James G. Harrah, general manager, WEWS-TV, Cleveland; W. A. Lee, president, KLEE-TV, Houston; Palmer K. Leberman, president and owner, KRSC-TV, Seattle; James T. Milne, general manager, WNHC, New Haven; Vernon Brooks, director of operations, WGN-TV, Chicago; T. A. Brooks, Hearst Radio Service, owners of WISN, Milwaukee; Edward Lamb, general manager, WICU-TV, Erie, Pa.; Hugh Terry, general manager, KLZ, Denver.

G. Bennett Larson, v-p and director of television, WCAU-TV, Philadelphia; E. K. Jett, v-p and general manager, WMAR-TV, Baltimore; Hulbert Taft, president, WKRC-TV, Cincinnati; Harry Wismer, assistant to the president, WJR, Detroit; Robert Moody, general manager, WHIO, Dayton, O.; George B. Storer, president, Fort Industry Co.; William Quarton, general manager, WMT, Cedar Rapids, Iowa; Gunnar Wiig, general manager, WHEC, Rochester; Phil Lalonde, general manager, CKAC, Montreal; Lawrence Leonard, president, WFMD, Frederick, Md.; J. P. Wilkins, president, KPBB, Great Falls, Montana; C. T. Lucy, general manager, WBVA, Richmond, Va.; J. C. Kellam, v-p and general manager, KTBC, Austin, Tex.; G. E. Gatchell, station manager and publicity director, WGAN, Portland, Me.; William T. Knight, president, Savannah Broadcasting Co.; Samuel Woodworth, general manager, WFBL, Syracuse; Richard Wolfe, president, WBNS, Columbus.

Edward Craney, president, KXLY, Spokane, Wash.; Thad Holt, president-general station manager and sales manager, WAPI, Birmingham, Ala.; Cecil Mastin, general station manager, WNBZ, Binghamton, N. Y.; George D. Coleman, general commercial-sales promotion manager and publicity director, WCBT, Scranton, Pa.; Ben Ludy, general-station and commercial manager, WIBW, Topeka, Kan.; K. G. Marquardt, chief engineer, WIBW, Topeka, Kan.; Lee P. Loomis, president, KGLO, Mason City, Ia.; F. E. Lackey, general-station-commercial-sales promotion manager, WHOP, Hopkinsville, Ky.; Louis Saiff, Jr., general-commercial manager, WWTN, Watertown; John Kennedy, president, WCBZ, Charleston, W. Va.; G. W. Covington, Jr., president-owner, general station manager, WCOV, Montgomery, Ala.; L. W.

Milbourne, executive vice president-general station manager, WCAO, Baltimore; Merrill Lindsay, general station manager, WSOY, Decatur, Ill.; Allen L. Haid, station manager, WMMN, Fairmount, W. Va.; John Fetzer, president-owner-general station manager, WKZO, Kalamazoo, Mich.; Joe Bryan, president, WBT, Charlotte, N. C.; C. Crutchfield, general manager, WBT, Charlotte, N. C.; G. Pearson Ward, general station manager, KTTS, Springfield, Mo.

J. C. Burwell, commercial-sales-promotion manager, WMBS, Uniontown, Pa.; Henry B. Clay, general manager, KWKH, Shreveport, La.; Earl W. Winger, v-p, WDDO, Chattanooga, Tenn.; Harry M. Bittner, chairman of the board-general manager, WFBM, Indianapolis, Ind.; R. B. Westergaard, general station manager, WNOX, Knoxville, Tenn.; Harry Burke, general station-commercial manager, KFAB, Omaha, Neb.; W. P. Williamson, Jr., president-general manager, WKBN, Youngstown, O.; Robert G. Magee, v-p and general station manager, WHUM, Reading, Pa.; Ike Lounsberry, president-general station manager, WGR, Buffalo, N. Y.; William E. Rine, v-p in charge of operations, WVVVA, Wheeling, W. Va.; A. R. Hebenstreit, president-station manager, KGGM, Albuquerque, N. M.; Joe Bernard, general station manager, KOMA, Oklahoma City, Okla.; Wilton E. Hall, president-owner-chief executive, WAIM, Anderson, S. C.; Harry Bueckendahl, general station manager, KOIN, Portland, Ore.; Marshal Field, Jr., president-owner, KOIN, Portland, Ore.; L. S. Mithell, general station-commercial-sales promotion manager, WDAE, Tampa, Fla.; David E. Smiley, president, WDAE, Tampa, Fla.; Frank King, president-general manager, WMBR, Jacksonville, Fla.; John M. Rivers, president-owner-general station manager, WCSC, Charleston, S. C.; Leo Fitzpatrick, chairman of the board, WGR, Buffalo, N. Y.; Ray P. Jordan, general manager, WDBJ, Roanoke, Va.; Ralph B. Brunton, president, KQW, San Francisco, Howard Lane, radio director, Marshall Field Enterprises.

Among the CBS officials who will attend are: Frank Stanton, president; Adrian Murphy, vice president and general executive; Howard McGeahan, vice president and general executive; Lawrence Lowman, vice president and general executive; J. L. Van Volkenburg, vice president and director of television operations; Herbert V. Akerberg, vice president in charge of station relations; William C. Gittinger, vice president in charge of sales; J. Kelly Smith, vice president in charge of station administration; William Lodge, vice president in charge of general engineering; Victor Ratner, vice president in charge of sales promotion and advertising; David Sutton, television sales manager; George L. Moskovich, manager of television sales development; Charles Underhill, director of television programs; William A. Schudt, Jr., director of station relations; Edward E. Hall, Eastern Division manager, station relations; Edward DeGray, assistant to the vice president in charge of station administration.

## Counter-Spy Sponsorship For Pepsi-Cola Co. Set

A \$1,800,000 deal has been made with ABC by the Pepsi-Cola Company and its bottlers and dealers throughout the country to sponsor "Counter-Spy" over the full network every Tuesday and Thursday night, 7:30-8 p.m., EST.

Program is produced by Phillips H. Lord, Inc., and Don McLaughlin plays title role. Agency is Biow.

Walter S. Mack, Jr., president of Pepsi-Cola, said that "Counter-Spy" performs a "benefit for the public by bringing realistically before it espionage and counter secret-service work showing the dangers within the country's own borders, and thus exposing forces that may seek to divide our American people."

"Counter-Spy" has been off the air in recent weeks but it was previously heard on Sunday night, On

## WNYC Plans Welcome For French Friend Train

WNYC has scheduled an on-the-spot broadcast of the harbor welcoming festivities for the "Merci Friendship Train." France's 49-boxcar reciprocation for the "Friendship Train," when it arrives on Feb. 2, probably at 10 a.m., it was announced by Seymour N. Siegel, chairman of the committee.

The municipal station will also cover the City Hall ceremonies to be attended by French Ambassador Henri Bonnet, Vice-President Alben Barkley, Mayor William O'Dwyer and Drew Pearson on Feb. 3, 12:15-12:45 p.m.

Thursday night it will go into the slot now occupied by "Theater U. S. A." which will be moved to 8:30 p.m., EST, the same night, starting Jan. 13.

## Hollywood Spotlight For KNBH's Debut

(Continued from Page 1)

newsreel review of 1948, followed by station's first live program, Pickard Family, and a film version of "One Man's Family," plus Philco television playhouse production of "Ramshackle Inn," with Zasu Pitts.

Then came Disney Hats' review of news and Arturo Toscanini conducting NBC Symphony orchestra in a film version of "Hymn of the Nations." In dedication ceremonies were Governor Earl Warren, Mayor Brown, NBC executive vice-president Charles Denny and Ed STROTZ Murray, managing editor of Los Angeles Mirror. For the time being KNBH will not be on air Fridays and Saturdays.



Transmitter On Mt. Wilson KNBH's new studios are located in the network's Hollywood radio and television city at the corner of Sunset Boulevard and Vine Street. The transmitter is atop of Mt. Wilson, and the station operates with video power of 27,500 volts and audio power of 13,750 watts. A special night club set was built for last night's broadcast on the stage of studio F.

## Bill In Senate Opposes 50 Kw. Stations, 'Clears'

Washington Bureau of RADIO DAILY

Washington—Sen. Edwin C. Johnson of Colorado, new chairman of the Senate Interstate Commerce Committee, has tossed into the Senate hopper a slightly altered version of his bill of last year to limit the power of AM stations to 50 kilowatts and to break down clear channels by assignment of additional stations. The bill, on which there is no indication of immediate action, differs from last year's version only in technical details.

*Adam J. Young Jr.*

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

**RADIO & TELEVISION REPRESENTATIVES**

New York • Chicago • Los Angeles • San Francisco

# TELEVISION DAILY

Section of RADIO DAILY, Monday, January 17, 1949 — TELEVISION DAILY is fully protected by register and copyright

## NAB REPORT ANALYZES TV COSTS

### TELE TOPICS

**THE WEEK'S WASH:** Although owned and operated by DuMont, WDTV, Pittsburgh, will take top shows from the other webs. Reason for the unusual setup is simple and very sound. The station is the only one in the area and will be for some time to come because of the freeze. . . . Beginning Feb. 13, Edelbrew Brewery picks up the tab for the 10:30-10:45 seg of "Bowling Headliners" over four ABC outlets. . . . Charlie Ventura and Shelly Manne will receive their Metronome awards from editor George Simon tonight in the WPIX "Jazz Concert" seg. An all pop crew will be on hand, natch. . . . the gimmick on Ford Bond's "Treasure Island" strip is that the sound portion of the show in itself makes a complete radio program, he sez.

**TOM HUTCHINSON,** former director of the Swift show, has been named director of the new TV studios being built by the School of Radio Technique in the old West Side YMCA building on 57th Street. The school's new setup, occupying two floors, includes a complete closed-circuit station. . . . At the January meeting of the American Society of Cinematographers, NBC's Ed Sobol, Robert Brown, Bob Clarke and William States said they hope that tele will soon be able to afford the services of Hollywood's top lensmen. (Ed. Note: Why?). . . . According to Dr. F. Green, consulting engineer for GE and an expert on guided missiles, it is theoretically feasible to shoot six tiny bombs into outer space to provide worldwide tele coverage. Admitting that costs such a project would be "terrific," Dr. Green said that six such stations cruising in orbits around the earth could give the same coverage as 6,000 ground stations. How many transmitter engineers looking for jobs?

**DON'T BE SURPRISED** if NBC gives Evelyn Knight a terrific TV buildup as a preliminary to giving her a top spot in the web's radio lineup. Another recent ABC acquisition, the Dean Martin-Jerry Lewis team, will go before the ikes in New York soon after the boys finish their stint on the Coast. . . . Sylvia St. Clair, recently returned from France, brings a Gallic atmosphere to DuM via a thrice-weekly show titled "Cafe de Paris." The Stan Free trio provides the musical background for the stanza, which hits Wednesday eve. . . . Patsy Kelly, TV on the comeback trail via a N. Y. stint, has been signed by ABT Productions for a new series of video films. . . . The next big development in the receiver field probably will be the widespread introduction of sets that don't require outdoor installations. All the major manufacturers are working feverishly on the problem.

### 250 CBS Executives To Attend N. Y. Clinic

(Continued from Page 1)

with an outline of the objectives of the three-day sessions.

The New York Daily News station WPIX has invited participants to check its operations on Jan. 23. Similar invitations have been extended by WCAU-TV, Philadelphia, and WMAR-TV, Baltimore, for Jan. 24 and 25.

Speakers at Friday sessions include William B. Lodge, CBS v-p in charge of general engineering; J. L. Van Volkenburg; George Storer, president of Fort Industry Company; G. Bennett Larson, director of television of WCAU-TV, Philadelphia; E. K. Jett, v-p and general manager of WMAR-TV, Baltimore; FCC chairman Wayne Coy; Charles Underhill, CBS-TV director of programs, and Herbert V. Akerberg, CBS v-p in charge of station relations.

### Paris Buys Sports Quiz Over 12 ABC Stations

Chicago—"Identity," a sports quiz with Bob Elson as emcee will bow over 12 ABC stations Monday, Feb. 14, 9-9:15 p.m., EST, sponsored by A. Stein & Co., for Paris garters, suspenders and belts. The 52-week contract was placed through Louis A. Smith agency.

Program will feature a panel of three sports personalities who will

### TV Box Score

On the air.....	52
CP's .....	72
Applications .....	310

### WOIC In Operation As Fourth D.C. Station

Washington Bureau of RADIO DAILY

Washington—WOIC, the fourth station in the nation's capital, began commercial operations yesterday on Channel 9. Affiliated with both CBS and Mutual, the station is owned by WOR, New York.

First program to be aired was "Lamp Unto My Feet," a CBS religious show, at 4:30 p.m. A special inaugural stanza featuring highlights of the outlet's first week sked was broadcast at 7 p.m.

WOIC's tower and transmitter are located at 40th and Brandywine, N.W., on the highest point of ground in Washington, 410 feet above sea level. Tower is 300 feet high.

Eugene S. Thomas, former sales manager of WOR, is general manager of WOIC.

be asked to identify, from films, drawings or stills situations famous in sports history.

Show will be carried live by ABC outlets in New York, Philadelphia, Washington, Baltimore, Boston, Chicago, Detroit, Milwaukee, Toledo, Cleveland and Buffalo and by video recording in St. Louis.

### The Week In Television

#### AT&T Opens East-Midwest Coaxial Link

The coaxial cable link between the East and the Mid-West was opened with a special four-network show carried in all 14 cities connected by the hookup and the following day the commercial webs began feeding their top shows in both directions. . . . Under terms of an anti-trust consent judgment, Paramount Television Productions, Inc. and General Precision Equipment Corp. must divest themselves of their holdings and exclusive license rights in Scopphony Corp. of America. Latter firm's patents for large screen tele systems will be made available to all on a reasonable royalty basis. . . . FCC warned holders of video CP's to proceed with construction plans or risk losing their permits. . . . General Motors planning a double-barrelled video promotion on behalf of its first major postwar auto show. . . . A nationwide spot campaign was planned by Cameo Curtains, Inc., after a controlled TV test in Philadelphia paid off to the tune of \$40,000. . . . Four nets will make off-the-tube film recordings of the Presidential Inauguration and sell the film to all stations at cost. . . . Co-operative Writers Theater For Television was organized by a number of top-flight Hollywood writers. . . . Meredith Publishing Co. filed a competing bid, matching CBS' offer, to buy the Raytheon CP in Boston. . . . Sizeable increase in fees asked by colleges for tele rights to football games was recommended in a report to the NCAA meet.

### Average Operating Expense Per Yr. Is \$356,000

Washington Bureau of RADIO DAILY

Washington—Average minimum operating costs of \$356,000 per year for a metropolitan TV station using film, network and remote program sources 31 half-hours per week and test pattern transmission for another 18 half-hours were calculated yesterday by NAB's TV expert Charles Batson. Batson presented a new formula for figuring annual operating costs in the third chapter of his "Television: A Report On The Visual Broadcasting Art."

Cost components for two types of transmitters and four program sources are detailed. This formula can be used to get a figure almost as low as \$100,000, NAB pointed out, "but this is a severely restricted operation with a community-class transmitter and no programming but network."

Batson's specimen calculation, by which he arrived at the \$356,000 figure, includes the following entries:

Transmitter (50 hrs. per week)	\$55,000
Studio-transmitter link	3,000
Program nucleus	13,000
Network (14 hrs. per week)	80,000
Film (7 hrs. per week)	65,000
Remote (7 hrs. per week)	60,000
Studio (31 1/2 hrs. per week)	80,000

Annual total.....\$356,000

### WNBT To Start Daytime Programming On Feb. 1

NBC flagship, WNBT, begins regularly scheduled daytime programming Feb. 1, manager Thomas B. McFadden, announced Friday. Station will go on the air at 3 p.m. instead of the present 5:30 sign-on and shortly afterward will begin programming at noon.

New shows sked include a physical culture seg with Claire Mann; a women's club show with actress Bess Johnson and a children's program with Maria Cimino, of the New York Public Library. Exact times for the programs will be announced.

### Earle, Marques Named By Tele. Features, Inc.

Election of Dudley D. Earle as vice-president in charge of sales and Paul Marques, as vice-president in charge of production of Television Features, Inc., was announced Friday by Larry Gordon, president of the firm.

## THE WEEK IN RADIO

### Churchill Leaves BMB

By VAL ADAMS

**J**OHNS CHURCHILL resigned as director of research for BMB. Development climaxed a spirited two-day meeting held by the executive committee. Ken Baker of NAB taking over the job. J. Harold Ryan offered his resignation as BMB board chairman but would continue as a board member. Resignation first must be taken up by the board. BMB going ahead with Study No. 2 which is to be published in September.

Columbia Records introduced new 7 inch LP record. Next day RCA announced its own revolutionary 45 rpm record and new type platter changer. Mercury now producing 7, 10 and 12 inch LP records spinning at 33 1/3 rpm.

Securities and Exchange Commission reported third quarter net sales for ABC, CBS and NBC in third quarter of 1948 were lower than second quarter totals. But '48 third quarter totals looked better than similar period in 1947. . . . ABC's gross billings in 1948 were \$44,303,376, about three-quarters of a million better than '47. . . . Mutual's gross for '48 was \$22,769,464.

Graeme Zimmer called off plans for rump FMA convention. He said proposed changes still stand but that more can be accomplished inside of FMA. . . . East and Mid-West now joined by TV network. . . . FCC will lose \$84,270 from its current budget according to estimates for fiscal 1949 released by President Truman.

Division of FCC into panels is a likely step in near future, Chairman Wayne Coy disclosed, but no final decision has been set. . . . FCC ended hearings on network representation of affiliates for spot sales. There is possibility that Commission may study TV affiliation contracts. . . . Tommy Riggs and "Betty Lou" picked as replacement for Morey Amsterdam on WMGM, New York.

National Association of Manufacturers considering a network show with Andre Kostelanetz and Gladys Swarthout. . . . Auto manufacturers readying station break and spot announcement campaigns for next Spring. . . . Philco sales reached record total of \$270,000,000 in 1948. Net worth of the corporation is now \$51,000,000.

Charles R. Denny, NBC executive vicepresident, elected a director of the company. . . . Don Lee asked FCC to renew its various station licenses and okay pending applications for construction permits. . . . AM radio service was extended in last three years to more than 400 communities with less than 5,000 inhabitants. FCC reported. There is at least one station in every city with a population above 25,000.

Daneer-Fitzgerald-Sample headed the list in '48 for agencies with top

## COAST-TO-COAST

### WTOL Canary Note

Toledo, Ohio — Charles Baxter, disc jockey at WTOL, received a thank you letter from a listener thanking him for "some music." It seems that the lady's pet canary had never sung a note until he listened to a record Baxter spun on his "1230 Record Club" show. The canary started to warble and has continued to do so when certain records are played. Incidentally, the record was one by Arthur Godfrey, a disc jockey in his own right.

### March Of Dimes Day On WLNH

Laconia, N. H.—WLNH's entire local broadcast day on Monday, January 17th will be devoted to the March of Dimes. Special programs are in preparation, including a special presentation by the local high schools. Sponsors of spots and programs have agreed to donate their regular periods for the annual cause. Albert A. Parmentier, Laconia's Mayor, will appear as a disc jockey whose main job will be to "sell" the March of Dimes.

### Dale Carnegie Course On WBIG

Greensboro, N. C.—The Dale Carnegie course in effective speaking, personality development and the art of winning friends and influence people begins next week on WBIG. The station is sponsoring the course which is limited to 40 students and those interested, may send a postcard to WBIG for a brochure.

### Ind. Radio Ass'n. First Meeting

Indianapolis, Ind.—The first meeting of the Indiana Association of Radio News Directors which was formed at the NARND meeting held in St. Louis a few months ago, was held at WIRE in Indianapolis on January 16th. The association consists of radio news writers and newscasters from various Indiana stations who attended the national convention and decided to form a state organization.

radio billings. . . . Maj. Edney Ridge, president and general manager of WBIG, Greensboro, N. C., died Jan. 13. . . . FCC adopted rule governing contracts for reservation of time which may be honored when control of the station is to be sold.

WINX, Washington, sold by Washington Post for \$125,000 to William Banks, head of WHAT, Philadelphia. Sale is subject to FCC approval. . . . Kirk Torney resigned as sales manager for KGO and ABC's spot sales office in San Francisco. . . . South African Broadcasting Corp. will set up a code when it goes commercial in the late Fall. . . . Entries in National Retail Dry Goods Association's "Best Programs of 1948" were 50 per cent higher than 1947 and 300 per cent greater than 1946.

Approximately 2,494,000 persons in 10 counties in the metropolitan New York area listen to the radio at least once a week after midnight, according to a Pulse survey made for WNEW. . . . Radio stars teach-

### WMTR First New Announcer

Morristown, N. J.—Ed A. Condit, Jr. is the first addition to young WMTR's announcing staff. His announcing career started at the N. Y. World's Fair and for the past 20 months he has been associated with WCAX. Condit has done a disc show, news comment and a man in the street quiz stunt in addition to staff announcing duties. He will serve WMTR in the capacity of a general staff man.

### Sponsors Industrial Series

Youngstown, Ohio—A series of sponsored broadcasts from industrial plants in the WKBN area, titled "This Is Our Story," is being conducted by the station. News Editor Don Brice takes the microphone into mills and factories and interviews workers concerning their jobs and the products being manufactured. The program is recorded and edited, and aired on Sundays from 4:30 to 5:00 p.m.

### WDAY Staff Changes

Fargo, N. D.—Recent changes in staff have resulted in some shifting of personnel at WDAY. Bill Burn has moved to the continuity department from the announcing staff; after a stint as newsroom writer-announcer, Bob Bradley returns to full air work with the return of his "Patter and Platter Time" and Georgiana Arden will devote full time to work as Women's Program Director having left the continuity department.

### App'td. Sports Dir. of WJR

Detroit, Mich.—The appointment of Van Patrick as Sports Director of WJR has been announced. As sport director of the 50,000 watt, he will handle the key sports assignments, and represent the station at athletic conferences and meetings. Patrick also started a sports summary on WJR which will be heard Monday, Wednesday and Friday at 6:30 p.m.

ing mike and show biz technique to American Airlines personnel. AA installed PA systems in DC-6's.

NAB sales managers' executive committee recommending "countering campaign" against "unfair promotion and competition by other media." . . . Use of guest stars for middle commercial on Walter Winchell show making for high sponsor identification. . . . Quiz Kids starting television program over WNBQ, Chicago, on Jan. 25.

BMI completed fourth two-day session in its series of Model Library Courses. Program directors and librarians from nine states attended the fourth course. . . . First Presbyterian Church in Manhattan installed television set to contribute educationally and socially to group meetings. . . . Mark Woods, Robert Kintner and C. Nicholas Prialux of ABC disposed of considerable common stock holdings in the company. Tradings were made on the New York Stock Exchange.

## AGENCIES

**A**RTHUR HAWKINS, JR., former art director of Alley & Richards, Inc., and Platt-Forbes, Inc., today will speak before the Advertising and Selling Course, conducted by the Advertising Club of New York. His subject will be "Advertising Layouts and Illustrations." This meeting will be held at the Engineering Societies Building at 6:15 p.m.

**G**EORGE P. HOLLINGBERRY CO. has been engaged as national representatives by WJAS, 5,000-watt affiliate of the Columbia network in Pittsburgh, Pa.

**W**EXL and WEXL-FM have engaged the Friedenbergs Agency, Inc. as their national representatives.

**O**LNEY & CARPENTER, Inc. has scheduled through Fuller & Smith & Ross, Inc., New York, a newspaper and radio campaign in eastern cities for O & C brand potato sticks, cheese coated sticks and French fried potatoes. Live and transcribed radio spots will be used in Hartford, Rochester, Syracuse and New York plus the Marjorie Mills program on the five-station New England Regional Network.

**A**DVERTISING FEDERATION OF AMERICA has elected to membership: Michigan Mutual Liability Company, Simons-Michelson Company, Charles M. Gray & Associates, and Karl G. Behr Advertising Agency, all of Detroit; The Biddle Company, Bloomington, Illinois; and Fred J. Stauffer, Advertising, York, Pennsylvania.

## Three AM, 2 FM Stations OK'd; Other FCC Activity

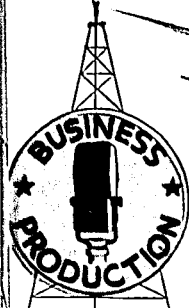
(Continued from Page 1)

ing Company, Prestonburg, Ky., 960 kc.; Comal Broadcasting Company, New Braunfels, Texas, 1420 kc.; and Twin Valley Broadcasters, Inc., Coldwater, Mich., 1590 kc. Estimated cost of construction, in the same order, was \$17,500, \$28,873, and \$26,750.

The Commission also announced that it has rejected the bid of Caguas Radio Broadcasting, Inc., for a new station in Caguas, P. R., in favor of the application of the Jorama-Fer Radio Corp. for a new station to operate in the same city. Assignment is to the 1240 band with 250 watts unlimited when WKVM, Arecibo, P. R. completes its frequency shift from 1230 kc. to 1070 kc.

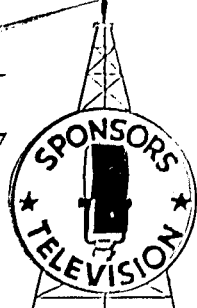
Also denied was the application of San Joaquin Broadcasters for a new station at Fresno, Calif., to operate with 100 watts, unlimited on the 1230 band. Instead the Commission elected to grant the application of KRDU, Dinuba, Calif., for a shift from 1130 kc., 250 watts day time to 1240 kc. with 250 watt unlimited.





# RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 46, NO. 12

NEW YORK, TUESDAY, JANUARY 18, 1949

TEN CENTS

## DEFEND MULTIPLE OWNERSHIP AT FCC

### CCNY Names Judges For Annual Awards

Seven trade press editors and Dr. John Gray Peatman, Associate Dean of the City College of New York, have been named to serve as the Judges' Committee for CCNY's fifth annual radio and television awards.

Radio entries, to be considered in eight categories, must be postmarked not later than Jan. 31. This year's CCNY Radio-Television and Business Conference also will introduce television awards to be given in three categories of their own.

Judges' Committee includes Victor Dallaire, radio editor, Printers' Ink; John H. Caldwell, assistant (Continued on Page 3)

### UN Spokesman To Talk At Luncheon Of Adv. Women

Today's luncheon of the Advertising Women of New York will feature Benjamin Cohen, Chilean representative to the UN, as guest speaker; a film on the UN in action, and the WNEW recorded series, "Little Songs on Big Things."

Cohen will attack the way peace stories are treated in the press at the luncheon to be held at Hotel Astor, Nan Mastin, chairman of the club's luncheon committee, announced yesterday. Grace Johnsen, club prexy, will preside.

### IFC Committee Of House Gets 9 New Democrats

Washington Bureau of RADIO DAILY Washington—Nine new Democrats were yesterday assigned to the House Interstate and Foreign Commerce Committee, bringing to 17 the Democratic membership on the (Continued on Page 2)

### Returns To Radio To Aid His Church

Dallas—Texas radio listeners will soon hear a familiar voice again, that of the Rev. James McClain, better known as "Dr. I.Q." McClain, who in 1946 gave up his \$50,000 a year radio position for \$225 per month as an Episcopal priest, will return to the air Jan. 31 to help pay for the church he leads at Eastland. He will act as announcer on a transcribed series of programs to be sponsored by a shortening company to pay off a \$12,000 indebtedness on the church. McClain said that all the money he makes from the broadcasts will go to the Eastland church and his other parish at Breckenridge.

### "Harvest Of Stars" Moving Back To NBC

International Harvester Co. is switching its "Harvest of Stars" with James Melton and Frank Black's orchestra back to NBC (from CBS) in April, it was learned yesterday. Show will be aired by NBC on Sunday afternoon.

"Harvest of Stars" is broadcast by (Continued on Page 2)

### Food Products Client Buys ET Participation

Chicago — Walter Schwimmer, president of Radio Features, Inc., announces that Hygrade Food Products Corporation, of New York, has (Continued on Page 2)

### Broadcaster Should Get FM And TV Wherever He Has AM Facilities, Plea Of Web, Fort Industries

### Madigan Will Direct ABC Network News

Promotions of John T. Madigan to ABC director of news and Paul Scheffels to assistant to the v-p in charge of news and special events were announced yesterday.

Madigan's former position as national news editor will remain vacant under the realignment of executive duties. Scheffels will continue his duties as New York news room manager in addition to his new appointment.

### Drew Pearson Renewed On ABC By Lee Hats

The Frank H. Lee Company has renewed the ABC broadcasts of Drew Pearson for another 52 weeks, effective February 27. The renewal contract was placed through William H. Weintraub & Company, Inc., the client's agency, covering 259 ABC stations.

### Columbia Records Buys 30% Benny's AE Stock

CBS is paying for Jack Benny's Amusement Enterprises in three equal installments (after a down payment) which run to 1951 and (Continued on Page 8)

Washington Bureau, RADIO DAILY Washington—Broadcasters should be permitted to apply for FM and TV stations wherever they have AM facilities, the FCC was told yesterday by NBC and Fort Industries. The present proposed ruling would permit control by a single individual or group of seven AM, six (Continued on Page 7)

### New Admiral Model To Feature LP Unit

The new, 36-inch-wide Admiral console, incorporating TV with a 52-sq. inch screen; FM and AM radio; and an automatic phonograph playing, at both 33 1/3 and 78 r.p.m., all standard records and all new Columbia discs will be on the market within a week at a retail price of \$399.95, it was announced yesterday by E. R. Glauber, Admiral's New York general manager.

The record-playing unit utilizes a (Continued on Page 6)

### May Continue Winchell Guest Star Commercials

Kaiser-Frazier commercials voiced in recorded form by big name guests on the Walter Winchell show over ABC have been so successful that the idea may be continued indefinitely (Continued on Page 3)

## Dr. Baker's Patient-BMB Is Challenging Charge

Dr. Kenneth H. Baker, NAB's research practitioner, moved into the Broadcast Measurement Bureau offices in New York over the weekend to prescribe for an ailing patient and to consult with the retiring research director, John Churchill.

Dr. Baker, who, as a specialist, must retain offices in both Washington and New York, knows his patient—BMB—well. He has administered wordly statistical trans-

fusions at many of the NAB regional meetings and knows of BMB's sinking spells.

Yesterday's arrival of the doctor found President Harold Feltis and Mr. Churchill on hand to give him all the details on the patient's erratic behavior. The patient's pulse count 802—648 AM, 133 FM and 13 TV—was given Dr. Baker by the attendants. He in turn, hurriedly pres-

(Continued on Page 3)

**Thomas Touring**  
CBS newscaster Lowell Thomas, his wife and son left yesterday on a four-month western tour through 12 states, including an extensive stay in California. The two-car motorcade which is carrying the Thomas family, his secretary and an engineer will stop off at cities with Columbia Broadcasting System outlets for his two daily broadcasts.

**Ringside Seats**  
Washington—Luckiest radio station in jammed Washington is WTOP at 13th and Pennsylvania. Only station whose offices overlook inaugural parade. Window-sill space in vice-president Earl Gammons' office on eighth floor is at a premium but popcorn concessions there is not yet sold. President Truman's inauguration will take place Thursday.



Vol. 46, No. 12 Tues., Jan. 18, 1949 10 Cts.

JOHN W. ALICOATE : : Publisher

FRANK BURKE : : : : Editor

MARVIN KIRSCH : Business Manager

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WEST COAST OFFICES

Al Steen, Manager
6425 Hollywood Blvd. Phone: Granite 6607
WASHINGTON BUREAU
Andrew H. Older, Chief 6417 Dahlonega Rd.
Phone: Wisconsin 3271
CHICAGO BUREAU
Nat Green
1417 Ashland Bldg. 155 No. Clark St.
Phone: State 2332

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

FINANCIAL

(January 17)

NEW YORK STOCK EXCHANGE

Table with columns: High, Low, Close, Net Chg. Lists various stocks like ABC, Admiral Corp., Am. Tel. & Tel., CBS A, CBS B, etc.

NEW YORK CURB EXCHANGE

Table with columns: Bid, Asked. Lists various items like Nat. Union Radio, DuMont Lab., Stromberg-Carlson, etc.

Benny, Other CBS Shows Gain In Sunday Ratings

Three CBS Sunday night programs—Spike Jones, Jack Benny and Amos 'n' Andy—hit their highest ratings of the current season last Sunday night, according to a special Hooper check released by Columbia. The ratings are as follows for Jan. 19: Spike Jones 10.9, Jack Benny 28.9, Amos 'n' Andy 19.8. Benny's rating was up 1.6 over the previous broadcast while the other two went up fractions of a point.

WRITERS

Men or women, legal residents New York State, to create public interest announcements and programs. Opportunity to develop ideas. Civil Service minimum requirements: Two to four years' professional radio writing, depending on educational background. Starting salary \$4242. Apply to Miles Heberer, Director, New York State Radio Bureau, Department of Commerce, 112 State Street, Albany, New York.

★ COMING AND GOING ★

LOWELL THOMAS, Columbia network commentator, is in Chicago and is broadcasting his programs from WBBM. He'll be in the Windy City through Thursday.

FRED ROBBINS, disk jockey on WOY, accompanied by MRS. ROBBINS, left Saturday for a vacation in Florida.

JOHN O'CONNELL, account executive in the station relations department of Associated Program Service, is on a three-week business trip that will take him to Delaware, Maryland, West Virginia, North Carolina and Virginia.

MARUSIA, fashion designer and wife of Don Wilson, radio announcer, is expected in New York Thursday. She'll spend a few days here before flying to Nassau in the Bahamas for a winter vacation.

FRITZ BLOCKI, West Coast movie, television and radio writer, is in town for huddles with Joe Glazer, of Associated, regarding a television series on the "Hoosier Hot Shots."

JACK BANNER and ED GREIF, publicist duo of radio and other fields, have returned from Philadelphia, where they took care of press relations for the recent Materials Handling Show.

JANE BARTON, program director of New York State's radio bureau, is spending two days in Saratoga Springs for conferences on the radio-educational program for the state-owned spa and the forthcoming musical festival to be held there.

J. DONALD WILSON has arrived in New York to assume his new duties as vice-president of the American network in charge of programs. For many years, he had been stationed on the West Coast, where he was director of programs and production for the network.

ERNEST LEE JAHNCKE, JR., vice-president of ABC in charge of station relations, who last week was in New Orleans conferring with network officials, is back at his desk in Radio City.

IFC Committee Of House Gets 9 New Democrats

(Continued from Page 1)

body, which handles radio legislation for the House. There are 11 Republican members—all of whom served on the committee last year.

The newcomers are Reps. Arthur Klein of New York, Thos. B. Stanley of Virginia, John B. Sullivan of Missouri, William T. Granahan of Pennsylvania, Andrew J. Biemiller of Wisconsin—all veterans of previous House service—and newcomers John A. McGuire of Connecticut, George H. Wilson of Oklahoma, Neil J. Linehan of Illinois and Thomas R. Underwood of Kentucky.

Committee chairman is Robert Crosser of Ohio, with Maj. Alfred Bulwinkle of North Carolina, ranking majority member, probably to carry the ball so far as radio legislation is concerned.

Other Democrats include Lindley Beckworth of Texas, House whip J. Percy Priest of Tennessee, Oren Harris of Arkansas, George Sadowski of Michigan, Dwight Rogers of Florida and Eugene Keough of New York. Priest and Harris were members of the Harness select committee investigating the FCC last year—and four years ago Priest was a member of the Lea committee investigating the FCC.

"Harvest Of Stars" Moving Back To NBC

(Continued from Page 1)

CBS on Wednesday at 9:30 p.m., EST. It was formerly heard on NBC on Sunday afternoon and rating-wise the program has not done as well on Columbia as it did on the former network, the time slot being a big factor.

Various reasons are said to be involved in the switch back to NBC. For one thing, the Borden Co. recently replaced the musical, "Your Song and Mine," which was slotted just ahead of "Harvest of Stars," with the audience participation show, "County Fair." It's understood that International Harvester did not feel that this move strengthened its own program position. McCann-Erickson is the agency handling the account.

Food Products Client Buys ET Participation

(Continued from Page 1)

purchased sponsorship of the "Deems Taylor Concert," beginning January 16, for the New York, Philadelphia, Boston, Detroit and Buffalo markets. Agency on the account is Maxwell Danes, Inc.

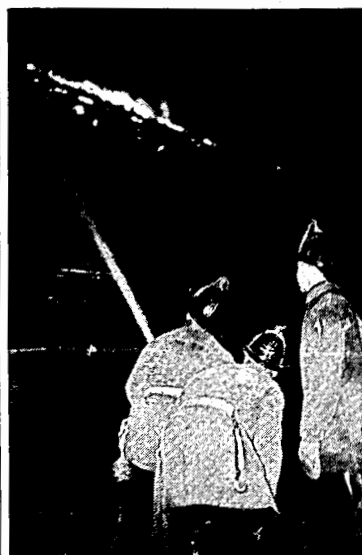
Additional sales on this feature have recently been consummated with KQV, Pittsburgh; WWDC, Washington; KOA, Denver; WHBQ, Memphis; KGB, San Diego; WITH, Baltimore; WXXW, Albany, and 12 smaller markets.

10 YEARS AGO TODAY

From the Files of Radio Daily

A new system of frequency modulation invented by Major Edwin H. Armstrong, will be put into operation this Spring via Columbia's W2XMN at Alpine, N. J. It has been announced by the University. . . Representatives of broadcasting stations located in foreign countries have formed an association called the "Assn. of Representatives for Foreign Broadcasting Stations." Headquarters of the new organization are located in New York City.

Advertisement for WIBW featuring a map of Kansas and the text: For SALES MAGIC in the "MAGIC CIRCLE" Hire WIBW The Voice of Kansas TOPEKA BEN LUDY, General Manager



All fires start small

A cow kicked over a lantern and Chicago almost burned down.

A passenger tossed a cigarette over the side . . . and the Morro Castle burned.

A careless camper leaves a fire . . . and half of Oregon's forests are destroyed.

Firefighters are taught . . . don't try to put out a fire when you see it getting started. Turn in the alarm . . . and then go back to the fire.

If competition is building a fire under your markets . . . turn in the alarm. In Baltimore it's W-I-T-H that brings on the people who'll pull you out of trouble.

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

Advertisement for W-I-T-H Baltimore 3, Maryland. Features a stylized face logo and text: TOM TINSLEY, President Represented by Headley-Rood

# CCNY Names Judges For Annual Awards

(Continued from Page 1)

Managing editor, Sales Management; Joe Koehler, editor, Sponsor; Lawrence M. Hughes, executive editor, Advertising Age; Frank Saunders, associate editor, Tide; Bruce Robertson, senior associate editor, Broadcasting; Val Adams, associate editor, RADIO DAILY.

# May Continue Winchell Guest Star Commercials

(Continued from Page 1)

ately by the William H. Weintraub agency. Bing Crosby was the first to be heard, followed by Joan Crawford and Charles Boyer and Jane Bryan, will do the middle commercial next Sunday night. Originally the agency planned to use the personality plugs for only the first four broadcasts of Winchell's K-F sponsorship. Guest stars were paid \$1,000 for each commercial which is turned over to the Damon Myron Cancer Fund. Plan almost got killed off in the beginning because of a tax problem but this has finally worked out successfully. Incidentally, Winchell is leaving New York today or tomorrow to return and complete his normal winter stay in Miami. The news-ster suddenly turned up in New York a week ago on personal business.

# Stork News

Malcolm "Mike" O'Mara, executive with Ra-Tel, Inc., is the father of a girl born to Mrs. O'Mara Jan. 1. Baby weighed seven pounds, 14 ounces at birth and was named Florence Ellen.

# NETWORK SONG FAVORITES

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

Survey Week of January 7-13, 1949

TITLE	PUBLISHER
A Bluebird Singing In My Heart.....	Advancod
A Little Bird Told Me.....	Bourno
Bolla Bolla Mario.....	Loods
Bouquet Of Rosos.....	Hill and Rango
Brush Those Tears From Your Eyos.....	Loods
Buttons And Bows.....	Famous
By The Way.....	Brogman-Vocco-Conn
Cuanto Le Gusta.....	Southern
Down Among The Sheltering Palms.....	Miller
Far Away Places.....	Lauro
For You.....	Witmark
Galway Bay.....	Loods
Here I'll Stay.....	Chappoll
Hold Me.....	Robbins
I Got Lucky In The Rain.....	Sam Fox
I Love You So Much It Hurts.....	Molody Lane
In The Market Place Of Old Monterey.....	Shapiro-Bornstein
Lavender Blue.....	Santly-Joy
Little Jack Frost Get Lest.....	Henry Spitzer
Look Up.....	Patmar
My Darling, My Darling.....	E. H. Morris
On A Slow Boat To China.....	Melrose
Powder Your Face With Sunshine.....	Lombardo
Rendezvous With A Rose.....	Jay-Dee
Say It Isn't So.....	Berlin
So In Love.....	T. B. Harms
Tara Talara Tala.....	Oxford
That Certain Party.....	Bourne
Until.....	Dorsey Bros.
What Did I Do.....	Triangle
You Were Only Fooling.....	Shapiro-Bornstein

# Second Group

TITLE	PUBLISHER
Beyond The Purple Hills.....	Goldmine
Down By The Station.....	American Academy
Girls Were Made To Take Care Of Boys.....	Remick
Hair Of Gold, Eyes Of Blue.....	Robert
It's A Big Wide Wonderful World.....	Broadcast Music
I've Got My Love To Keep Me Warm.....	Berlin
Lillette.....	Jefferson
Maybe You'll Be There.....	Triangle
Money Song.....	Crawford
My Own True Love.....	Paramount
Night Has A Thousand Eyes.....	Paramount
One Has My Name The Other Has My Heart.....	Southern
One Sunday Afternoon.....	Remick
Pretty Baby.....	Remick
Say Something Sweet To Your Sweetheart.....	Mills
So Dear To My Heart.....	Santly-Joy
Sunday In Old Sante Fe.....	Pemora
Sunflower.....	Famous
Too Much Love.....	Harms
You You You Are The One.....	Campbell

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

# Dr. Baker In N. Y. C. At Bedside Of BMB

(Continued from Page 1)

cribed, that for a normal healthy BMB a total count of 1,000 subscribers was necessary.

Has No "Cure-all"

Dr. Baker has no cure-all. He believes that time and the patient's reaction to both financial and ballot hypos will tell the story. In the meantime he will work to the end of protecting his own good health as he commutes from NAB, Washington, to BMB, New York, as his widening field of professional ministrations taxes his time.



more delicious than on any other airline!

"the Hollywood"

fly

# UNITED

DC-6 Mainliner 300s,  
11¼ hrs. onestop to

# LOS ANGELES

2 other DC-6 Mainliner 300s daily to Los Angeles

**IN LOS ANGELES**

**GET ON THE BEAM!**

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

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

RESPONSIVE AUDIENCES IN ADDITION TO 3 MILLION ENGLISH SPEAKING LISTENERS

**KOWL** 5000 WATTS CLEAR CHANNEL

Owned and Operated by ART CROGHAN & GENE AUTRY

long term

gains

— or →

short term

gains

## **HOW TO MEASURE A NETWORK**

As radio has grown, so have the techniques of measuring a network's advertising efficiency...

And with each refinement of survey technique, NBC's No. 1 position in radio becomes *more* impressive:

**More total audience**—a weekly total of 3,700,000 more radio families in the evening than any other network, 2,900,000 more in the daytime. BMB—ADJUSTED TO DATE

**More average audience**—On a *national* basis, the average sponsored evening program on NBC attracts a 44% larger audience than on any other network. In the daytime, NBC's audience advantage is 22%. U S HOOPERATINGS

**More popular programs**—In spite of numerous program shifts throughout the years, NBC continues to have the largest number of the most popular programs on the air. The present score—15 of the first 25. PROGRAM HOOPERATINGS—DECEMBER 15-21

**More advertising dollars**—Advertisers in 1948 spent over seven million dollars more for facilities on NBC than on any other network. BASED ON PIB

**More advertising efficiency**—Using both time and talent costs, NBC delivers 11% more homes per dollar than any other network in the daytime and 10% more in the evening. U S HOOPERATINGS

*Such are the proportions of...*

**NBC...America's No.1 Network**



THE NATIONAL BROADCASTING COMPANY—a service of Radio Corporation of America

## AGENCIES

**GREEN-BRODIE** is now handling the advertising for the publishing firm of Farrar, Straus and Company, Inc., the agency has announced. As its initial assignment for its new account, Green-Brodie has prepared a campaign for the publisher's first 1949 book, *The Information Please Almanac*, edited by John Kieran.

**MARTIN RUDWICK**, vice-president of Gordon Mottorn Advertising Agency, announces that he has signed a contract with WJZ-TV for a quarter-hour for the Edelbrew Beer on the Bowling Headliners Show starting February 6th.

**WILLIAM VON ZEHLE & CO., INC.**, has expanded from the eighth floor into four new offices on the ninth floor at 25 W. 43rd St., New York.

**PIERCE SCHOOL OF RADIO AND TELEVISION** has just signed a 13-week contract for participation three days a week on WNEW's "Anything Goes," featuring Finch and Rayburn. William Warren Agency handles the account.

## New Admiral Model To Feature LP Unit

(Continued from Page 1)

single tone-arm with two needles, one for the 33 1/3 discs and the other for the standard speed records, a spokesman for Admiral explained.

The fully-loaded phonograph will automatically play LP records for a period of four hours. The single motor with two speed adjustments and the special arm make it possible to play automatically three different types of discs, i.e., the seven-inch, ten-inch and twelve-inch records.

Admiral dealers will be shown the new combination at a three-day exhibit, opening today, in the Roof Garden of the Hotel Pierre. Included in the presentation will be a new table model automatic radio-phonograph which plays all LP and standard discs. The table model, the announcement said, will retail at \$69.95.

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



## Mainly About Manhattan. . . !

● ● ● CBS now stands for Catch Bing Soon. Deal for the Bing Crosby-Philco sponsored package has been completed and the web is expected to announce El Bingo's moving over from his Wed. nite ABC spot shortly. . . . Jack Kirkwood pacted to toil on the Bob Hope show. . . . Frank Stanton won the pool they had at CBS guessing Jack Benny's opening Hooper. (He came very close to tapping the actual figure). . . . Heinz giving Roberto Q. Lewis serious consideration. . . . Hugh Feltis, BMB prexy, aiding NBC's exploitation of their radio movie by making a personal appearance with the film at a Westchester school the other nite. . . . Nets again being urged by several charities to charge admission for studio audiences and turn over collected funds to them. . . . Lowell Thomas off for a four-month tour throughout the west, covering 12 states and including an indefinite stay in Calif. . . . Pete Donald's TV opus via DuMont preems tonite at 9 p.m. . . . Ely Culbertson readying a video show explaining the tricks of bridge. (Maybe he'll show us the trick of kicking our partner's shins under the table without rocking our chair). . . . Dick Kollmar, who plays the title role in "Boston Blackie," was the victim of a burglary which took place in his private office in the Times Sq. district on the same evening he was doing some high-class sleuthin' on WOR. Peggy Wood cancelled out her scheduled appearance on Radio City Playhouse last nite where she was supposed to do "I Remember Mama" because the producer, Carol Irwin, refused to "accept network distortion of the script."

★ ★ ★ ★

● ● ● No truth to the report that Dennis James (just voted top sports announcer of '48 in Television Guide poll) is giving up his sports assignments. Fact is that Dennis' four-a-week boxing and wrestling shows from the Park and Jamaica arenas have been suspended until the dispute with the Boxing Managers Guild over a larger share of TV receipts is settled.

★ ★ ★ ★

● ● ● **SMALL TALK:** Eddie Dunn taking his "True or False" show to Florida for a one-shot. . . . Paul McGrath bowing out temporarily from starring roles in "Big Sister," "FBI in Peace and War," "Young Widder Brown," etc., in order to go out of town with "The Big Knife," new Clifford Odets legit. . . . Bev Kelley will introduce a historic old steam calliope in the Inaugural parade Thurs. playing "The Missouri Waltz" and "I'm Just Wild About Harry." Stunt is a tie-in with Cole Bros. circus which winters in Louisville, Ky. . . . Mike Jablons writes from N'Orleans that "Big Joe's Happiness Exchange" on WNOE is the best public service program he has encountered since leaving New York. Program champions the needs of the under-privileged and provides free milk and medical care wherever needed. . . . Sylvie St. Clair back on DuMont as of this week. (Her manager, Jacob Ziff, a newcomer in the field, already has five shows lined up in video). . . . Doug Edwards' video newscasts over CBS, now telecast on web's east coast chain, will also be fed to the midwest link. . . . Bob Emery has the first kiddie show sponsored every day by General Foods and Kolynos tooth paste. . . . John Harvey has the lead in Colgate Tele Theater production of "A Husband's Rights" skedded for Jan. 31st on WNBT.

★ ★ ★ ★

● ● ● Who says press agents don't have a heart? Publicist Walter Kaner read in the papers that an Air Force vet and his seven children (from 8 months to 8 years) were evicted onto the street for lack of funds. Kaner, who's also commander of a vet post, swung into action pronto. He rented a 3-room hotel suite, moved the family in, bought baskets of food, secured \$150 worth of children's clothing, found a permanent apartment for the family and got the Dep't of Welfare interested. Nice goin'.

## CHICAGO

By NAT GREEN

**PHYLLIS FRANCKUE**, of Moline, Ill., has joined the WIND music department.

Lowell Thomas, CBS newsman, is broadcasting nightly from the WBBM studios January 17 to 20, inclusive, while he is in Chicago on a lecture tour.

Spencer Allen, head of the news-reel division of WGN-TV, and Robert Hibbard, assistant director of operations, spoke before the Publicity Club of Chicago at its bi-monthly luncheon last Thursday, on "News and Its Applications to Television."

Herb Landon of the Kenyon-Eckhart Agency in New York, is in Chicago assisting in arrangements for the "County Fair" broadcast from Medinah Temple on January 19.

Fran Allison, the Aunt Fanny of ABC's "Breakfast Club," made her debut in a new weekly television show called "The Fran Allison Show" January 16 over the eastern and midwestern television network of ABC. Appearing with Miss Allison will be the Jack Fascinato Trio featuring a piano, guitar and bass. Show, to be heard 6:45 to 7 p.m., will be directed by Greg Garrison.

Jeanne MacKenna and George Ramsby, vocalists, are heard in a new series titled "Meet Jeanne and George" to be heard over WBBM Monday through Friday, 3:45 to 4 p.m. Another new WBBM series is "The 10:30 Story," presenting stories of people and places 10:30 to 10:35 p.m. Monday, Wednesday and Friday. Formerly known as "Success Story," the program presents Fahey Flynn as narrator.

WGN-TV shows, "Chicagoland Newsreel" and "Individually Yours," formerly quarter-hour shows, have been expanded to 30 minutes each.

The "Morris B. Sachs Amateur Hour," heard Sundays on WENR, will be devoted entirely to the March of Dimes campaign on January 23.

## NOW SELLING

(And we do mean SELLING)

## LIVING PAGES FROM THE LIFE OF JESUS

13 Exquisite 1/2-Hr. Dramas

At a Time-Ratio Low Rate  
LENT—HOLY WEEK—EASTER

NEW VINYLITE SAMPLE AIR  
EXPRESS PREPAID. \$5 c.o.d.

Deposit refundable or  
applicable on contract.

**GEORGE LOGAN PRICE, INC.**

946 SO. NORMANDIE, L. A. 6  
PHONE (Nite & Day) FE 7372

# TELEVISION DAILY

Section of RADIO DAILY, Tuesday, January 18, 1949 — TELEVISION DAILY is fully protected by register and copyright

## MULTIPLE OWNERSHIP IS DEFENDED

### TELE TOPICS

**TAKE CIRCUS ACTS** and circus atmosphere, let a few children get in some of the acts and you have a virtually unbeatable combination. That's the formula behind ABC's "Super Circus," a WENR-TV origination which was seen in the East for the first time Sunday evening. There were several things wrong with the show production-wise, but these can be straightened out in time; the basic ingredients should give the stanza almost universal appeal. . . . Seen as an hour-long unit, the show lacked cohesion, primarily because of overlapping chores of ringmaster Claude Kirchner and clown Cliff Soubier. There were a couple of solo band numbers conducted by majorette Mary Hartline. Miss Hartline is as pleasant a sight as any one can hope to see, but a screen occupied solely by a pretty girl waving a stick gets boring after a while. Then too, some of the acts were overlong. . . . On the plus side, the participation of several youngsters from the studio audience was outstanding showmanship. The kids bounced around on the trampoline, vied with each other in a bubble-blowing contest and, in general, had a wonderful time. For prizes, they were given all the pennies they could scoop up in one handful from a large bowl. It was great fun all around. . . . Direction by Jack Gibney, who also produces, was adequate. Nancy Goodwin writes the script.

**THE PREMISE** that television should educate as it entertains was given added impetus by DuMont yesterday when Bob Emery's "Small Fry Club" aired the first in a new film series featuring a marionette named "Pirro." According to Emery and DuMont officials, "Pirro" symbolizes child curiosity, and as he learns about such subjects as time, temperature, and other household subjects, his young audience also will learn. It's an ambitious project, but if it works, it will be no less than great. Plans for the series were worked out by Emery and Alvin Gordon, visual education director of San Francisco State College. Films are produced by Gateway Productions, and Pat Patterson, who created the doll, handles the strings and supplies the voice. . . . Guy Lebow, WPIX sportscaster, has been appointed N. Y. tele sports director for the March of Dimes by Grantland Rice, who heads the National Foundation's sports division. . . . A special hour-long benefit on behalf of the drive will be produced by CBS Saturday night, with a host of Broadway talent skedded to appear. Already committed are Henry Fonda, Shirley Booth, David Atkinson, Betty Jane Watson, Bill Skipper and Sandra Deel. Ray Bloch will front the ork. Barry Wood is producing, with Kingman Moore calling the shots. . . . Josef Somlo, one of the top brass in the J. Arthur Rank production setup, has arrived from London to give U. S. video the o.o.

**License In One Field Should Include All, Says NBC; CBS Would Permit 8 AM and FM; Silent Re Tele; Paramount Doubts FCC Has Authority In Matter**

(Continued from Page 1)

FM and five TV stations—or minority ownership in twice as many.

Attorney Gustav Margraf, for NBC, urged that licensee be permitted to engage in all three fields wherever he is licensed in one. He pointed to the close interrelationship between them, arguing that "the joint use of plant, equipment, personnel and programming sources makes it possible for the broadcaster to provide a better total service to the public."

Paul O'Brien, for Fort Industries, made the same point, only to hear FCC Chairman Wayne Coy suggest that perhaps the solution would be to limit AM and FM ownership to five, rather than raising FM and TV to seven, as O'Brien was suggesting. O'Brien said he would hate to see that step taken, but that his principle would at least be met by such a change.

Attorney Thomas Dowd, for WIND, Chicago, said his client and CBS had suffered unjustly in Chicago because of the multiple ownership rule. H. Leslie Atlass holds a 19.2 per cent interest in WIND, and is a CBS vice-president in charge of the network's Chicago station, WBEM. Both WIND and CBS filed for TV stations in Chicago in the summer of 1947, at a time when there were channels for both.

These applications, Dowd said,

were not processed solely because of Atlass' connection with both companies. Now a third application is on file, automatically requiring a hearing.

Paramount Pictures argued that the Commission has no authority to make the rulings, since it is "not primarily an agency designed or intended by the Congress to deal with monopoly or anti-trust." Questions combatting bigness should be the task of the Department of Justice, Paramount said.

Duke Patrick, for Paramount, argued that it was not enough to show that Congress is opposed to monopoly, and that the Commission's proposal is in the public interest. "Statutory authority must be shown," he argued.

CBS vice-president, Joseph H. Ream, declared that network-owned stations are the backbone of the networks. In the case of CBS, he said, the stations it owns are far more profitable than the network operation. He pointed to a profit ratio of 29.8 per cent for its seven owned stations—\$2,707,000 as against \$4,458,522.

Ream urged that the limits be expanded to eight each for AM and FM stations, but said the TV channel situation is today so uncertain that he could not recommend a figure which would be fair.

### Six House Packages Bow On WNBQ, Chi.

Chicago—Six NBC-produced programs, together with several new network commercial shows are being added to the schedule of WNBQ to increase the station's operations to over 20 hours weekly as it swings into its third full-time week on January 23. Ted Mills, NBC central division tele program manager, announced the scheduling of four hours of locally built and produced programs for WNBQ presentation, with additional programs to be announced shortly.

The new productions are as follows: "These Are My Children," a five-a-week program created by Irna Phillips starting January 24, from 4:15 to 4:30 p.m., CST, with Norman Felton as director; "Walt's Workshop," sessions in home handicraft, conducted by Walter E. Durbahn, director of vocational education in a suburban Chicago high school; a news and commentary program featuring Clifton Utley, NBC commentator, beginning January 24, 9 to 9:15 p.m., Mondays through Thursdays; "The Weatherman," five-a-week five-minute spot, 6:45 to 6:50 p.m., started January 17 with Clinton Youle presenting visual weather reports; and "Take a Dare," an unrehearsed audience participation show, starting January 19, 7:30 to 8 p.m., with John Conrad, NBC staff announcer and originator of the program, as emcee, assisted by announcer Hugh Downs.

The "Quiz Kids" telecast, patterned after the NBC network program, will start on WNBQ January 25, 8 to 8:30 p.m., under sponsorship of Miles Laboratories, Inc.

### Bud Barry To Speak At Closed ITPA Meet

Charles "Bud" Barry, vice-president of ABC in charge of tele, will discuss the web's programming plans tomorrow night when he addresses a closed meeting of the Independent Television Producers Association at the Savoy Plaza.

The second in a monthly series of off-the-record talks, the meeting will be thrown open to discussion from the floor following Barry's talk.

### Wedding Bells

Jean Rapaport, CBS-TV program assistant, was married Saturday, Jan. 15, to Al Hollander, DuMont television program coordinator, at the Hotel Alden, New York.

## deRochemont Sees TV Causing Destruction Of Pix Industry

Destruction of "the motion picture industry as we know it today" at the hands of video was predicted over the weekend by movie producer Louis deRochemont, co-founder of "The March of Time," at the fourth annual convention of the Screen Directors Guild. "No one fears this destruction except those who have risen to positions of power and hold those positions through the control of capital, facilities and theater chains," he said.

"In place of the Hollywood we have known," deRochemont continued, "the motion picture industry will be rebuilt along healthier, sounder lines, with larger rewards going to those who contribute to the creation of the product rather than to the administrative hierarchy."

"I believe New York will become the center of motion picture produc-

tion, particularly of films made for television. By 1950, television will be consuming more film footage each month than Hollywood today produces in a year. Already we know that the traditional Hollywood cost pattern cannot be used in making television films. Many of these films will have to be made on location, for reasons of economy, and the East offers a wide range of natural locations which are lacking on the West Coast. The East also offers a great pool of genuine performing talent and a large number of directors, who while not widely known, are far ahead of the field in advanced thinking about motion pictures.

"Today the slogan in Hollywood is 'Go East, young man, if you want to be in on the progressive end of the motion picture business,'" deRochemont concluded.

## The Mailbag

### Claims To Be First

"This sales-promotion man, also deep in the Southwest, takes exception to the little item appearing in a recent issue of RADIO DAILY. The issue in the 'Southwest' column about the first 'All-Spanish Disc Jockey.'

"Our Senor Jacinto Orozco is now in his 11th year on KVOA, NBC, in Tucson with his daily (4:55 a.m. to 7:00 a.m.) 'La Hora Mexicana' (The Mexican Hour). Don Jacinto spins the popular recordings of South of the Border artists along with his chatter about the weather, news, his people and, of course, those commercials that are most sought after by merchants trying to appeal to the Spanish American population in our area.

"Please forgive us, but we think we were first."

Cordially,  
Fred J. Gerletti,  
Sales Promotion Manager,  
Radio Station, KVOA

### Disc Jockey Theme Plugs Lacey's Name 7 Times

A new disc-jockey theme song that rivals most commercial jingles will introduce Jack Lacey's show on WINS beginning this week.

The "Listen to Lacey" theme, with vocals by Patsy Garrett and melody by Nicholas Alexander, mentions Jack's name seven times.

In comparison, name mention in WMGM's "Ted Husing's Band Stand" totals six times in the opener and four times in the closing theme. Martin Block's name is not mentioned even once in his theme song although the name of his WNEW program, "Make Believe Ballroom Time," is plugged four times.

WMCA's Bea Wain and Andre Baruch are mentioned only once in the theme of their "Mr. and Mrs. Music," although the program title is used twice. Fred Robbins of WOV's "The 1280 Club," is named four times in his introduction, "Robbins' Nest."

### Columbia Records Buys 30% Benny's AE Stock

(Continued from Page 1)

Columbia Records, Inc., is taking 30 per cent of the stock, according to a report filed by CBS with the Securities and Exchange Commission.

Last Dec. 30, CBS made the initial cash payment of \$508,500, or 22½ per cent of the \$2,260,000 purchase price. On Jan. 3 the network paid one-third of the balance. The next one-third payment is due Jan. 2, 1950, and the final on Jan. 2, 1951.

Amusement Enterprises consists of 5,000 shares of capital stock. CBS is buying 70 per cent, or 3,500 shares, and Columbia Records is purchasing 30 per cent, or 1,500 shares.

## COAST-TO-COAST

### Staff Shows On WDRG

Hartford, Conn.—Walter Haase, station manager has put 15 minutes a week at the disposal of any station worker who wants to put on a show. The second in this series of "dream" shows put on by personnel at WDRG, featured receptionist Barbara Nelson who sang and played the piano on January 15th at 1:15 p.m. Prominent citizens in the area will also be invited to put on their own shows, in the future.

### WKBH Names Promotion Dir.

La Crosse, Wis.—An announcement has been made to the effect that Leonard G. Anderson has joined the staff of the 5 kw. NBC affiliate, WKBH. He was former audience and sales promotion director for the six-station Arrowhead network.

### WIL Appeals For Xmas Cards

St. Louis, Mo.—Ray Manning, disc jockey at WIL, recently appealed to St. Louisans to send him the 1948 Christmas cards which they no longer wished to retain, in order that he in turn, could forward them on to the Occupational Therapy Department of Koch Hospital, that city. In the ten days following Manning's four appeals, over 70,000 cards poured into the station. The hospital patients use designs and drawings on the Christmas cards for other artistic leisure-time pursuits.

### Airs Legislature Series

Salt Lake City, Utah—A series of programs in the form of panel discussions began January 12th on KDYL. The series of weekly quarter-hour programs is entitled "Your Legislature" which endeavors to enlighten the people of Utah on matters currently before the Utah legislature. A special line has been installed to pick up the broadcasts from one of the committee rooms at the State Capitol. Newell Knight, State Senator is the moderator and has as his guests on each program two Republican and two Democratic senators.

### KNBC Presents Documentary

San Francisco, Calif.—"The Mighty Midget" a special documentary program on the subject of the continuing fight against poliomyelitis was aired over KNBC January 16th. The script which was penned by Dick Betrandias dealt with the history of research into the cause of polio and told of the experiments, the discoveries that have been made and the disappointments felt by researchers. Many popular San Francisco radio actors took part in the presentation for the "March of Dimes" which dramatized the work of that group of medical men who have fought the battle against this unseen enemy of mankind.

### WJTN Locates Missing Woman

Jamestown, N. Y.—WJTN and WJTN-FM was credited by Jamestown police with arousing public interest which led to the discovery of a missing woman recently via a local news program on the station. After county and local authorities were alerted to search for the woman, the police informed the WJTN news bureau of the case and the item was included in a noon newscast. Occupants of a Lafayette street house noticed the presence of the woman after hearing the newscast and notified the police who returned her to relatives.

### UN Series On KSL

Salt Lake City, Utah—A series titled "U.N. Calling You" is currently being presented on Saturdays over KSL. KSL has made arrangements with the East High School radio class for the series of four live presentations of dramatic skits dealing with the U.N. in order to effect a better understanding of the United Nations both for adults, high school and college students. The series is produced and directed by Francis Urry.

### WTAR Broadcast From N. Y.

Norfolk, Va. — Alice White, WTAR's woman's director, now broadcasting her 9:00 a.m. "Women's World" program from New York. She is here attending the 12th annual session of the New York Dress Institute Fashion Press Week. The morning broadcast originated at NBC, Thursday, Friday and Saturday, January 13th through 15th, and was piped to WTAR by special wire. Recorded interviews with celebrities for use on future broadcasts were made during her visit.

### WRBL Cited By Jr. C. Of C.

Columbus, Ga.—A certificate of recognition and appreciation has been awarded to CBS affiliate WRBL by the Columbus Junior Chamber of Commerce, for outstanding cooperation by the station during 1948. Also awarded with certificates were George Gingell, program director and Emory Allen, announcer at WRBL.

### Taylor WBUT Manager

Butler, Pa.—An announcement has been made by the Butler Eagle, owner of the new AM-FM license, which will soon go on the air, to the effect that J. Lennard Taylor has been appointed manager of WBUT. For the past fifteen months Taylor has been general manager of WGMW, Canton, Ohio, and has been engaged in radio since 1933. He began his radio career with a five-year announcing stint at WJW when that station was located in Akron, Ohio. Succeeding as manager of WCMW will be Ernest R. Mark, former manager of KSTF and program director of WHGB, Pa.

## NEW BUSINESS

WGN, Chicago: Carr-Consolidated Biscuit Co., live participation announcements in the "June Baker" program for 13 weeks, alternating Tuesday, Thursday and Saturday the first week and on Monday, Wednesday and Friday the second week; Procter & Gamble, through Compton Advertising, Inc., six one-minute ET participations for Ivory Flakes in "Spots of Music" for 52 weeks; Kosto Company Food Products, through J. L. Cunningham & Co., one live daytime station break announcement on Kosto Desserts for 52 weeks.

WGN-TV, Chicago: Spiegel, Inc., through Schwimmer & Scott, Inc., two weekly one-minute film announcements for 26 weeks from January 19; Murphy & Miller, Inc. (molds for circular ice cubes), through Arthur Meyerhoff & Co., five weekly one-minute film announcements for 52 weeks from January 3; Rubin's, Inc., through Malcolm-Howard Agency, renewal of "Stars of Tomorrow," Sundays, for 52 weeks; Associated Hospital Service of Illinois, through the Malcolm-Howard Agency, "Close-ups of the News," Mondays and Fridays, for 13 weeks.

Rural Radio Network: Graham's Department Store, Lowville. New York, time signals; Fish & Brewer, Canandaigua, New York, one-quarter-hour rural news; Waters Jewelry Store, Arcade, New York, one-quarter-hour ET music; Frank Curcio, vulcanizing, Richfield Springs, New York, transcribed spots; Selkirk Hardware, Inc., Cobleskill, New York, one-quarter-hour live music; Rainbow Roller Skating Rink, Lowville, New York, spot announcements.

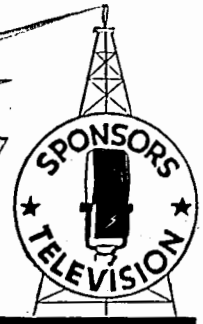
**WEVD**  
5000 WATTS 1330 K C  
PROGRAMS OF  
DISTINGUISHED FEATURES in  
• ENGLISH  
• JEWISH  
• ITALIAN  
3 RESPONSIVE AUDIENCES  
3 MARKETS WITHIN  
THE NEW YORK  
METROPOLITAN AREA  
Send for WHO'S WHO  
Among Advertisers on WEVD  
WEVD  
117-119 W. 46th St.  
HENRY GREENFIELD, Mgr. Director N.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





# RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 46, NO. 13

NEW YORK, WEDNESDAY, JANUARY 19, 1949

TEN CENTS

## CROSBY GOING ON CBS WEB IN AUTUMN

### AVCO Waiver Asked In Sale Of WINX, FM

Washington Bureau, *RADIO DAILY*  
Washington — With WINX-FM bringing a substantially higher price than its AM affiliate, the FCC was asked yesterday to waive the AVCO rules and approve immediately the sale of the two properties to separate buyers. The AM operation would go to William Banks of Philadelphia for a total of \$130,000, while the FM operation would go to WTOP, Washington, for \$760,000. Banks is licensee of WHAT, Philadelphia. WTOP is the CBS outlet in which the Washington Post has bought a con-

(Continued on Page 3)

### Truman Praised "Forum," Says Johnson On Mutual

President Harry Truman and Chairman Edwin C. Johnson of the Senate Interstate Commerce Committee last night lauded the "American Forum of the Air," as "splendid public service" and an "outstanding example of democracy at work."

Appearing on the Mutual network program as it celebrated its 21st anniversary, Johnson said the program "provides a unique stimulation

(Continued on Page 3)

### Eaton Heads AP Group Of Conn. Broadcasters

Hartford, Conn.—WTIC news director, Tom Eaton, has been named president of the newly-formed Connecticut Assn. of AP Broadcasters. Michael Goode of WNHC, New Haven, was elected v-p and Paul V. Cochrane, AP's Connecticut chief of bureau, secretary.

The organization is intended to

(Continued on Page 2)

### Dollar Diagnosis

"What's Wrong with the Dollar?" will be the subject of the Labor Relations Forum skodded by WEVD, Wednesday, 9-9:45 p.m. George F. Bauer, vice-chairman of the N. Y. Board of Trade; P. Bernard Nortman, consumer economist, and Stanley G. House, moderator, will participate. The Labor Relations Forum is heard each Wednesday on the station.

### Advance Guard

Advance guard of the radio and TV personnel who will cover the Inauguration tomorrow began arriving in Washington Tuesday to set up mikes, TV equipment and to test lines linking the major AM networks and the television station pool. It is estimated that over 500 radio and video people will participate in the coverage.

### Seek New Stations In Quebec Province

Montreal—Two applications from Quebec province for establishment of English-language stations will be made when the CBC board of governors convenes here Thursday, Friday and Saturday. J. N. Thivierge, for 25 years connected with radio in Quebec City, is the largest single shareholder in the Goodwill Broadcasting Company. His associates are A. G. Baker, C. Joubert and M. Samson, all of Quebec City, and J. B. A. Grenier of Beauport, Que.

One of the opponents to the appli-

(Continued on Page 2)

### Francis Succeeds Torney As 'Frisco ABC Sales Head

San Francisco—Vincent A. Francis has been appointed San Francisco sales manager for ABC and stations KGO and KGO-TV. He succeeds Kirk Torney, who resigned recently to form his own television receiver sales company in San Carlos.

Francis, who leaves the post of ABC network sales representative,

(Continued on Page 2)

### P. & G. Subsidiary Formed To Produce Radio, TV, Pix

Setting a precedent among sponsors, Procter & Gamble Company, Cincinnati, yesterday announced the formation of a \$1,000,000 subsidiary to be known as Procter & Gamble Productions, Inc., for the purpose of taking over radio, motion picture and television activities previously handled for the company by employees of the advertising department.

In announcing the new organiza-

### Pact Including Both Radio And Tele Set By Paley And Singer On Coast; Bing Salutes 'Return' To Network

### Commentators Urged To Speak For Peace

Benjamin Cohen, assistant secretary general of United Nations, told the luncheon meeting of the Advertising Women of New York yesterday that "we should not listen to radio commentators who speak of doom" for future world peace.

In addition to his appeal for the publication and airing of optimistic commentaries on world peace, Cohen cited the need for the dissemination of the UN's "Declaration

(Continued on Page 3)

### Seven CBS Programs In Hooper's Top 15

Heralding a turn of events, CBS walked off with the top gross on Hooper's latest list of top 15 programs. Columbia has seven programs on the list, NBC five and ABC three. Report is based on telephone

(Continued on Page 8)

### Candy Sponsor Renews MBS Detective Series

"True Detective Mysteries" on MBS has been renewed for the fourth year by the Williamson Candy Co., it was announced yes-

(Continued on Page 2)

West Coast Bureau, *RADIO DAILY*  
Hollywood—CBS yesterday announced that Bing Crosby will be heard over CBS next Fall. The arrangement between the network and Crosby will cover both his radio and television services for an extended period. No immediate plans for Crosby's television appearances have been

(Continued on Page 3)

### D. A. Norman Named WNBC Assl. Manager

Three executive promotions were announced yesterday by WNBC, including that of Donald A. Norman, formerly sales manager, who now becomes assistant manager of WNBC, WNBC-FM and WNBT. NBC's New York key station has been without an assistant manager ever since last Spring when Thomas B. McFadden was elevated to manager.

The two other promotions con-

(Continued on Page 3)

### Form Israel Foundation For Musical Research

The Israel Music Foundation has been organized to engage in research, production of recordings, music publishing, maintenance of a Hebrew music library and the

(Continued on Page 2)

### Co-op Tieup

Chicago — Ralston Purina Co. have developed a toy replica of the RCA Victor television set, and the Ralston company expects to distribute one-half million of the plastic replica set model, 8ts-30. Campaign will tie in with Ralston Tom Mix radio program and gets under way on January 21st . . . 32 newspapers and 515 radio stations will be used.



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JOHN W. ALICOATE : : Publisher

FRANK BURKE : : : : Editor

MARVIN KIRSCH : : Business Manager

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WEST COAST OFFICES
Al Steen, Manager: 6607
6425 Hollywood Blvd. Phone: Granite 6607
WASHINGTON BUREAU
Andrew H. Oiler, Chief 6417 Dahlonega Rd.
Phone: Wisconsin 3271
CHICAGO BUREAU
Nat Green
1417 Ashland Bldg. 155 No. Clark St.
Phone: State 2332

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★ COMING AND GOING ★

MORRIS NOVIK, radio consultant; TALLULAH BANKHEAD, GENE KELLY, MELVIN DOUGLAS, HELEN GAHAGAN and KAY STARR tomorrow will be in Washington to be greeted by President Truman on the day of his inauguration. They comprised the group which broadcast the ILGWU programs for the Chief Executive during the campaign.

THOMAS VELOTTA, vice-president of ABC in charge of news and special events, headed the network's contingent of directors, commentators and engineers which yesterday left for Washington to participate in the web's radio and video coverage of the Presidential inauguration and the several attendant festivities.

ROGER M. BAKER, commercial manager of WKBW, Buffalo, N. Y., is spending today, tomorrow and Friday in Chicago.

JOSEPH R. SPADEA, Detroit sales head for CBS, is in Gotham for confabs with officials of the web.

F. E. SPENCER, JR., head of the New York office of George P. Hollingsbery Co., station rep., is back from Greensboro, N. C., where he attended the funeral of Edney Ridge, owner of WBIG.

IRA HERBERT, v.p. in charge of sales at WNEW, back at his desk drumming up new business after a 10-day vacation at Miami Beach, Fla.

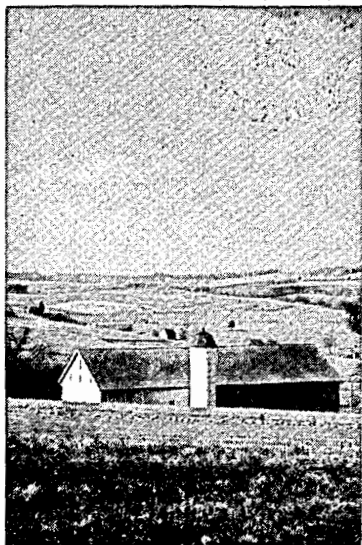
JOHN PATT, station manager of WGAR, Cleveland affiliate of the Columbia network, a visitor yesterday at the station relations department of the web. He's here for the television clinic.

HARRY H. BUCKENDAHL, general manager of KOIN, Portland, Ore., in town for conferences with his national reps.

BEN GRAUER, announcer-commentator on NBC, left yesterday for Washington to cover the inaugural for NBC-TV. He'll be back Friday afternoon.

GLENN MARSHALL, JR., commercial manager of WMBR, Jacksonville, Fla., has informed his national reps. in New York that he plans to spend tomorrow, Friday, Saturday and Sunday in the Big Town.

ROBERT J. SINNETT, chief engineer of WHBF, Rock Island, Ill., is expected in town Friday to huddle with the national representatives of the station. He'll remain through Monday.



Seek New Stations In Quebec Province

(Continued from Page 1)
cations will be L'Action Sociale Limited of Quebec City, publisher of Daily L'Action Catholique. L'Action Sociale recently was refused a license for a FM station in Quebec. Radio Temiscamingue, Inc., has applied for a 1,000-watt station at Ville Marie, a small town in northern Quebec. The company is composed of Simon Langlais, a Montreal lawyer, C. C. Taschreau, A Val D'or Que., lawyer, and P. J. Demers, a Val D'Or, Que., salesman.

The board will also hear requests from eight applicants from coast to coast who will be seeking radio station licenses.

Form Israel Foundation For Musical Research

(Continued from Page 1)
granting of exchange scholarships for American and Israeli students, it was announced yesterday.

The officers of the foundation are: Oscar Regen, president; Harry J. Rubenstein, treasurer; Martin Adolf, v-p, and Oliver Sabin, technical advisor. Dr. Moshe Davis, Dr. Nelson Glueck, Fritz Reiner, Gladys Swarthout, Deems Taylor and Lawrence Tibbett serve on the board of trustees.

Included in the initial recording program are the Israel Folk Symphony Orchestra, Israel National Opera and Chorus, Tel Aviv Workers' Chorus and Tel Aviv Trade Union Chorus.

Eaton Heads AP Group Of Conn. Broadcasters

(Continued from Page 1)
provide a vehicle for exchange of views, closer liaison with AP management and staff, and stimulation of station personnel in news coverage to benefit staffers personally and AP members generally.

Candy Sponsor Renews MBS Detective Series

(Continued from Page 1)
terday by Jess Barnes, web veepee in charge of sales. Show is broadcast Sunday, 4:30-5 p.m., EST, over 485 MBS stations. Williamson account is handled by Aubrey, Moore and Wallace Advertising Agency.

The Sunday afternoon series stars Richard Keith in the role of "John Shuttleworth, editor-in-chief of True Detective Magazine." Programs are adapted from stories appearing in True Detective Magazine. Show is written, directed and produced for the agency by Murray Burnett.

10 YEARS AGO TODAY

From the Files of Radio Daily
Newfoundland was linked with Canada and the rest of the world last week when a radio-telephone circuit was inaugurated. . . In another step towards the development of television, DuMont held a television preview in the Victoria Hotel, New York for the purpose of determining whether or not it would be possible to place an enlarged receiver in the lounge where visitors could view televised shows as a medium of entertainment in place of a radio, or wired music system.

Francis Succeeds Torney As Frisco ABC Sales Head

(Continued from Page 1)
has been with KGO since February, 1947, when he joined the KGO local and ABC spot sales department. He was appointed to the network post September 1, 1947. Prior to World War II, he was with Music Corporation of America in San Francisco.

FINANCIAL

(January 18)
NEW YORK STOCK EXCHANGE

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

NEW YORK CUREB EXCHANGE OVER THE COUNTER

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

Wedding Bells

Harvey Toback, advertising manager of United States Television Mfg. Corp., was married last week. His bride is the former Connie Triolo. Upon return from their honeymoon they will reside in Ozone Park, Long Island.

INS has served FOR 11 YEARS. Includes images of NBC station call letters and dates from 1947 to 1949.

PEACEFUL

Peace is wonderful in the country. That picture proves it. But as long as you're in the business of buying radio time, you've got to stay in there and plough and prune and put on the bug powder.

Smart time buyers are never serene about their time buys.

And we're glad. Because year after year, W-I-T-H continues to deliver more listeners-per-dollar-spent than any other station in town.

You'll recall, too, that Baltimore is the 6th largest city in the States.

No wonder W-I-T-H is considered one of the most successful independent operations in the country. Do you use W-I-T-H?



W·I·T·H

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

# Crosby Goes To CBS For Radio, TV In Fall

(Continued from Page 1)  
made, but when they are completed, he will appear over the Columbia television network. Commenting on the new arrangement with CBS, Crosby said: "I look forward with great pleasure to my return to the network which gave me my start in radio." (Crosby started in radio over CBS late in 1931 at \$600 a week).

William S. Paley, chairman of the CBS board, commented: "I take great pride in knowing that Bing Crosby will be on the CBS roster of programs commencing next fall and for a long time to come. When he puts his talents to television, he will be among the top personalities, as he has been for so many years in radio and motion pictures."

The announcement of Crosby's switch to CBS was made at a late hour last night. At that time it could not be learned whether or not the crooner would be heard live or transcribed in the manner of his ABC programs today, nor were details of television plans available.

Paley, James Carmine of Philco and Pearson Mapes representing the Hutchins agency, had been in conference with Crosby and his brother, Everett, for the past few days.

It has been pointed out that the ABC contract for the Crosby show has been with Philco rather than the crooner and that the manufacturer has the right to move the package to another network.

# Greek And Polish Added To WLJB's Schedule

WLJB, New York, which has been making detailed plans to switch to foreign language broadcasts exclusively, has added Greek and Polish to its schedule which already contained Spanish and Yiddish.

Station airs a Greek language program from 5-5:30 p.m. and one in Polish on Monday from 10-11 a.m. It's understood that Polish will be placed across the board from 10-12 a.m. in about two more weeks.

In recent months WLJB for the first time introduced Spanish and Yiddish programming in its regular schedule. Shortly afterward, Herman Bess, manager, drew up plans for a full time foreign language operation and presented them to owner Dorothy Thackrey when she returned from Europe a few weeks ago. It has not been disclosed as to what the final programming decision will be.

# Sales Distinction

Philadelphia—Thomas A. Kennally, v-p and assistant to the president of Philco Corp. has been awarded a special prize, a wrist watch engraved for "the all-time great of Philco sales." It was announced yesterday by John M. Otter, v-p and general sales manager.

# Truman Praised "Forum," Says Johnson On Mutual

(Continued from Page 1)  
to the people of the nation, bringing as it does the opinions and views of men in government to every corner of the land. It is one of the best examples of democracy at work that we have. The millions of Americans who listen each week keep better informed and thereby become better citizens.

"In no other country and under no other system can both sides of vital issues be debated so freely and so fearlessly as here.

"Quasi-Congressional Activity"  
"Many of my Congressional colleagues think of the 'American Forum of the Air' as practically a quasi-Congressional activity. Scores of distinguished members of the House and the Senate join me in paying tribute to the fairness, impartiality and importance of the program, which is founded on the principle of free and open discussion of all sides of all issues.

"President Truman, himself, has paid tribute in these words:

"For this splendid public service in conducting these programs—the American people and the many members of Congress, who have participated on the forum, owe Mr. Granik a debt of gratitude. The radio industry can be proud of this pioneer in the field of public service programs."

# AVCO Waiver Asked In Sale Of WINX, FM

(Continued from Page 1)  
trolling interest. The Post has owned WINX, for which it paid \$500,000 in 1944. The FM station was developed since the war.

WTOP also has an FM grant, but it has not built the station, and proposes to give up the grant.

Waiver of the AVCO ruling for both proposed sales was asked on the ground that there has been more than adequate notice over a period of many months that the two properties were on the block. It was known as soon as the Post applied to buy WTOP that it would have to get rid of its other properties, the Commission was told, and interested parties then had a chance to bid.

It was argued also that consummation of the deal whereby CBS purchases control of KQW, San Jose, as well as of the purchase of WTOP control by the Post, is dependent upon the final turnover of WINX. Because of multiple-ownership regulations, the Post cannot take over WTOP so long as it owns WINX, and also because of multiple ownership rules CBS cannot assume control of another station until it relinquishes control of one it now controls. WINX will be the latter.

# Open House

The facilities of the NBC Press Department, Suite 601-2, Willard Hotel, Washington, will be available to the working press covering the inauguration.

# WNBC Names Norman Assistant Manager

(Continued from Page 1)  
cerned John C. Warren, who succeeds Norman as sales manager, and Harvey Gannon who was appointed to the newly created post of service and traffic manager. Both of the appointees have previously worked as account executives and the move creates a shortage in WNBC's sales department.

As assistant manager, Norman will be responsible for the administration of all phases of the recently integrated AM and TV operations. He has been with NBC since 1943 and formerly was an account executive in national spot sales and manager of spot sales for the western division.

Warren, who came to WNBC in November, 1947, will be directly responsible for all radio and television sales activities of WNBC and WNBT. Before joining the station he was with Music Corporation of America and later a salesman at WSYR, Syracuse, N. Y.

In the new job of service and traffic manager, Gannon will direct and coordinate all sales and program traffic activities. In addition, he will supervise the servicing of radio and television accounts. Gannon joined NBC in 1930 and was connected with the night program office before becoming night announcing supervisor. Later, he served as WNBC sales and program service manager.

# Commentators Urged To Speak For Peace

(Continued from Page 1)  
of Human Rights." Declaration texts are now in 40 languages, he disclosed, adding that it is hoped to have it transcribed into 100 different tongues eventually.

The UN film, "Searchlight on the Nations," a behind-the-scenes documentary on news coverage of UN activities, was shown to the gathering. WNEU's "Little Songs About UN" were played by transcription.

# Will Air Races

Chicago—William Ray, news and special events manager of the NBC central division, announces that NBC has again contracted for the exclusive broadcast rights to the Saturday afternoon feature races at Chicago's Arlington and Washington Park race tracks during the 1949 season. All of the races will be aired by WMAQ and WMAQ-FM, and the major events will be covered by the NBC network.

# Stork News

A daughter, Patricia Ann, was born to Mr. and Mrs. Bob Tunison of Chicago January 4 at Copley Hospital, Aurora, Ill. The father is personal press agent for Eddie Hubbard, emcee of the "Chesterfield Club" on WIND, Chicago.

# For Profitable Selling—Investigate

**WDEL**

WILMINGTON  
DELA.

**WGAL**

LANCASTER  
PENNA.

**WKBO**

HARRISBURG  
PENNA.

**WRWA**

READING  
PENNA.

**WORK**

YORK  
PENNA.

**WEST**

EASTON  
PENNA.



STEINMAN STATIONS  
Clair R. McCollough, Managing Director

Represented by **ROBERT MEEKER ASSOCIATES**

Chicago San Francisco New York Los Angeles

clear





**16% Clearer**  
**on**  
**WNBT**

*The face on the living-room screen is 16% clearer on WNBT than on the next best New York station . . . and WNBT is setting the standard of technical reception for all the other stations of the NBC Television Network. Technical superiority multiplies viewers . . . and the audience to NBC.*

## **three to one**

Images clearer on NBC, programs more popular, audiences larger . . . in fact, in answer to the question "Which one television station do you view the most?" viewers in the New York area state a *three to one* preference for NBC over the second ranking station.

With a lead like this, it's no wonder that *four times* as many network advertisers are on NBC Television as on any other network.

# *NBC Television*

THE NATIONAL BROADCASTING COMPANY

## AGENCIES

**R**ALSTON H. COFFIN, who for the past four years has been associated with the Nabisco Group of National Biscuit Company, at McCann-Erickson advertising agency, in a merchandising capacity, has been appointed an account manager for crackers, cookies and dog food.

**BRICE DISQUE, JR.**, has joined Marschalk and Pratt Company in a contact and writing capacity on the Standard Oil Company (New Jersey) Philharmonic broadcasts. Well known in radio production circles as a writer, editor, and director, Disque was formerly manager of the radio department of Compton Advertising. As executive editor for Phillips H. Lord, Inc., he wrote and produced "Gangbusters" and other programs. In the past he has been associated with BBD&O, NBC, and King Features Syndicate. During World War II he served in the ETO as combat intelligence officer.

**MICHAEL S. FREEMAN** has been appointed director of sales promotion and advertising for E. L. Courmand Company, fabricator of plexiglas parts for aircraft enclosures and the manufacturer of the Walco Tele-Vue-Lens. Freeman was sales manager of Kompolite Building Materials, Inc.

**KASTOR, FARRELL, CHESLEY & CLIFFORD, INC.**, advertising agency of New York, has opened Chicago offices at 333 N. Michigan Avenue, with David D. Brown in charge. Brown formerly was with Blakett-Sample-Hummert and with Dancer-Fitzgerald-Sample.

**JOHN C. DOWD, INC.**, announces the addition to its production staff of William D. Walsh, formerly associated with the production department of one of Boston's leading newspapers. Isabel Carolan, a member of the production staff, has been promoted to traffic manager. The copy department has been enlarged by the addition of Mrs. Eugenia Smoot, who will specialize in radio and department store copy. Mrs. Smoot brings to her new position at Dowd's metropolitan newspaper as well as department store copywriting experience.

1906 **Henri** 1949  
CONFISEUR

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



### Mainly About Manhattan. . . !

● ● ● Chevrolet reports that they're in the market to sponsor big public events during '49, with the company also announcing that this year they will spend more for advertising than any other automobile concern in history. . . Jimmy Durante has volunteered to take over "Duffy's Tavern" long enough to let the Ed Gardners have a Honolulu vacation. . . Andre Kostelanetz auditioning for NAM, with decision about the show due Feb. 1st. . . Look for the bottom to drop out of prices of tele sets with a ten-inch tube, due to over-supply. . . Hey, Walter! One of the contestants on "County Fair" won 1,000 bux the other week and immediately turned over 500 of 'em to the Runyon Fund. . . MCA cooking up a 5-a-week singing strip for Ginny Simms. . . Looks like FCC is going to get about \$90,000 lopped off its budget. . . Add predictions: Francis J. Chesterman, Pres. of Bell Telephone Co. of Pa., sez that the 6000 miles of coaxial cables that made tele linking of east and west possible, will have grown to more than 12,000 by next year. . . Sammy Kaye starting a chain of bowling alleys throughout Ohio. . . Russ Hodges inked to do all the fight broadcasts for Tournament of Champions. . . Big oil company close to a deal with Doug Edwards' CBS video newscasting series. . . Deal in works for Rex Harrison to headline a stanza built around the life of Thos. Jefferson. (This one we gotta see). . . Dennis James and Julia Mead, Conover model, to wed this spring. . . Bert Parks, the "Stop the Music" emcee, hadda have his home 'phone changed again. Too many people trying to learn the mystery tune.

● ● ● Bob Hope, visiting the Bing Crosby radio program one day, spotted a lone girl among the large orchestra on the stage. Going up to her, he said, solicitously: "What's the matter, honey, did you have a fight with Phil Spitalny?"

● ● ● MAIN STREET TREATS: "Take A Number," heard via Mutual. For the adult, not the dolt. . . Tommy Morton's facile terpsichore in "Lend An Ear." . . Herb Polesie's film short, "It Pays To Be Ignorant," currently showing at the Palace Theater. . . The writing, directing and producing of Gail & Harry Ingram on CBS' "Tales of Fatima." . . Harold Bayne's singing at the Crest Room. Very telegenic, too. . . Harold Stein's high-grade photographic effects. (He's readying a television series teaching the 'inside' of photography).

● ● ● A low bow from the col'm to all the radio stations of Greater New York who are currently airing appeals in behalf of the National Cancer Foundation. A series of 20 live fund-raising spots were made available for broadcast during January and all stations have gone all out in their scheduling of the announcements.

● ● ● Earle Ferris, one of the better known publicity and public relations experts, has become Chairman of the Board of the Earle Ferris Co., Inc., with Roger Brown, who joined the firm in 1943, taking over the presidency. Brown will also continue as account exec on Minnesota Mining and Manufacturing, Bell & Howell and the Todd Co.

● ● ● TURN BACK THE DIAL: Major Bowes making the "Amateur Hour" his most professional enterprise. . . Marital problems bared for A. L. Alexander and unadulterated misery put before J. J. Anthony. . . The twisted words and intended malaprops of Oy Ratwell, er, I mean, Roy Atwell. . . "Good evening, ladies and gentlemen," like nobody in the world could dispense but Graham McNamee.

## PROMOTION

### Schedules Used

During the ten weeks of the college football season, Fred Gardner Company, Inc. mailed a weekly schedule of the 28 leading games to agency clients, prospects, and others. At the season's close, the agency mailed a double postal card to the same list, asking what use was made of the football schedules.

An unusually high response of 10 per cent was returned—one-third of the returns coming from new business prospects and present clients. 78 per cent of the total returns indicated that the schedules were liked, looked for, and used regularly. Major uses were: to keep scores, run office football pools, place bets, and check game schedules.

In the agency's opinion, it was a profitable and relatively inexpensive house promotion and good will builder.

### Children's Contest

ABC's "Abbott and Costello Kid Show" will open another contest for youngsters offering 34 major prizes, including a 1949 Crosley station wagon, a Muntz television set, two Monarch bicycles, a full year's supply of Wilson's luncheon meat, several Goodrich Koroseal miniature swimming pools and Stokley Van Camp canned foods.

In the contest, to be launched on the show on Jan. 22 at 9 a.m., PST, children up to the age of 18 can participate by writing a letter of 50 words or less on the subject "What I am going to do to make my home town a better place to live in."

### Amer. Legion Sponsoring Lincoln Program On NBC

Indianapolis—A 15-minute American Legion broadcast on Feb. 12, over NBC will include direct pickups from Lincoln's tomb and Springfield, Ill., and part of the ceremonies of the 15th annual Lincoln Day Pilgrimage.

To be heard on the broadcast, skedded for 11:15 a.m., CST, will be Perry Brown, national commander; Gov. Adlai E. Stevenson of Illinois, and Mrs. Hubert A. Goode, national president of the auxiliary.

### REPUBLIC RECORDS

offers its entire stock and trade name for sale.

Address all offers to  
**REPUBLIC RECORDS**

Room 800A  
580 Fifth Avenue  
New York 19, N. Y.

until January 25th

# TELEVISION DAILY

Section of RADIO DAILY, Wednesday, January 19, 1949 — TELEVISION DAILY is fully protected by register and copyright

## NETS SET FOR INAUGURAL COVER

### TELE TOPICS

**CBS HAS BRACKETED** its high-rated "Talent Scouts" stanza with two other top notch shows—"The Goldbergs" and Morey Amsterdam—to provide a Monday nite combo of outstanding entertainment. "The Goldbergs," which was standard radio fare for 17 years, successfully made the transition from AM to TV thanks to Gertrude Berg, who wrote the script and played the lead role. As Molly, wife, mother and neighborhood counselor, Mrs. Berg brought a delightful characterization before the cameras and moved through the half-hour of domestic complexity with a naturalness uncommon in the new art. The entire cast was excellent—Philip Loeb as Jake, Larry Robinson and Arlene McQuade as the children, Ruth Gilbert as Mrs. Dutton, Celia Adler as Mrs. Herman, Eli Mintz as Uncle David, Harry Davis as Louis and Roy Irving as the janitor. Overall production, supervised by Tony Hiner, was excellent, as was the direction of Walter Hart.

**JERRY MASON** has resigned as associate editor of "This Week" to join Eddie Albert Productions as executive vicepres. Move will hypo the firm's tele activity, which includes a package embodying a new technique for presentation of children's comic books on film. Also in the works are several film shows and a group of film commercials. Shooting for TV and non-theatrical pix is under way in N. Y. and on the Coast. . . "Gulf Road Show," with Job Smith, changes its format Feb. 3, with the new setup to showcase college talent. Columbia, Yale and N.Y.U. students will be on the opener over NBC. . . Ray Camp, hunting and fishing editor of the "Times," has readied a package based on films he has made.

**AGVA IS BUILDING** an hour-long vaudeo package with a \$14,000 price tag. Program, which would feature a different emcee each week, involves a cash donation to the union's old age and welfare fund. Radio Artists Corp. represents the Guild for the show. . . Ovis aries left: CBS preems a jazz show Saturday nite, with Freddy Robbins as emcee and Howard Smith's house ork. Josh White, George Shearing, Charlie Ventura and Dolores Hawkins will guest on the opener. . . An outstanding reporting job on what it takes to stage a video drama may be found in this week's Saturday Evening Post wherein associate editor Robert Yoder tells of his experiences as an extra in ABC's "Actor's Studio." His comment on the chores of director Ralph Warren is, "A television director is busier than a witchboard operator locked in with the own wolf and all phones ringing." . . . Allan Kalmus is wondering why the opening of the cable last week wasn't billed as "The Ghost Goes West."

### FCC OK's Cost Boost In San Diego Hearing

Washington Bureau, RADIO DAILY  
Washington — Pointing to rising costs, the FCC has ruled that the Video Broadcasting Company, San Diego, may revise its cost estimates from \$410,000 to \$837,000—as was tentatively done during hearings in San Diego in September on five competing TV applications for that city. The competing Television Broadcasting Company had protested that the change should not be permitted, terming the change an attempt by Video to outbid Television and reminding that the Commission last fall denied a request by Twentieth Century-Fox to alter its San Francisco application subsequent to the San Francisco video hearings.

"Not Properly Served"  
Television complained also that it had not been properly served with notification of Video's intent to file for the change. The Commission accepted Video's affidavit that notice had been mailed, however.

The Commission declared in its decision that "estimates as to construction and operation costs of television stations have advanced rapidly within the last year, and due to the uncertainty surrounding such figures it is extremely difficult for parties to make exacting estimates prior to the hearing."

### WNAC Adds Hoop Sked

Boston — Yankee Network's WNAC-TV has signed to carry the home basketball games of the Boston Celtics from the Boston Garden. Other sports currently scheduled on a regular basis are boxing, wrestling and hockey, all of which are sponsored.

### "Juke Box" Video Unveiled In Chi.

Chicago—A coin-operated television receiver for bars and other public places, which will offer patrons their choice of programs on the air at the rate of a nickel for six minutes, has been introduced here at the 1949 Coin Machine Show by the Solotone Corp. of Los Angeles.

Dubbed the "Solotone Entertainer," the machine provides also choice of four radio programs or of ten records. It consists of selector boxes for counters and booths, a master unit and a number of video sets made by Halicrafters. In operation, the selector boxes would give the sound portion of a program only to the individual booth via a six-inch loudspeaker. Picture screens—one for each station on the air—would be placed at strategic points around the room and would be visible to all.

Dennison Sales Co. is national sales rep for Solotone. Tavern owners would lease the device in the same manner as a juke box.

### Cinema Consultants Form Video Society

Hollywood—Formation of Society of Cinema Consultants, for purpose of exchanging television information and techniques, was announced here yesterday. The new organization will be open to all television producers who have been actively engaged in some phase of motion picture production for a five-year period prior to applying for membership.

Group, which was founded last September but kept under wraps until all details were worked out, is governed by its executive board.

### Pool Pickups Of Armory Shows Also Listed

Washington Bureau of RADIO DAILY  
Washington—News, special events and technical personnel from the New York offices of the four nets have arrived here to augment the local staffs for coverage of tele's biggest special event to date—the inauguration of President Harry S. Truman tomorrow. About 175 TV staffers will participate in the four-web pool pickup which will be carried by about 35 stations in the East and Mid-West.

For the inauguration ceremonies and parade, twelve cameras will be set up at five vantage points. Locations and the nets manning them are: White House and Standard Oil Building, ABC; Post Office, CBS; Treasury Building, DuMont; Capitol, NBC. Web assignments were chosen by lot. Tomorrow's ceremonies will run from 11:30 a.m. to about 5 p.m.

Will Scan Inaugural Ball  
The Inaugural Gala in the National Guard Armory tonight will be picked by the webs beginning at 9 p.m. Tomorrow night's Inaugural Ball will be scanned from 10-10:30.

Arrangements for the pickups were made by Bob Bendick, of CBS; Bob Jamieson, DuMont; Ad Schneider, NBC, and Tommy Velotta, ABC. Schneider is program co-ordinator, and Rodney Chipp, of DuM, is in charge of engineering.

From Cleveland, a newsreel team of the Scripps-Howard station, WEWS, is in Washington to provide special coverage of Clevelanders and other Ohioans at the inaugural. WEWS news director, F. E. Weidman, and cameraman Nikolai Boris will ship film by air for processing and editing in the WEWS film laboratory. WEWS viewers will see the inauguration ceremony films at 11 p.m. Thursday.

### Kimble Glass To Expand TV Tube Output In Ohio

Columbus, Ohio—Kimble Glass will expand its kinescope manufacturing operations and other glass production into the Owens-Illinois plant here. Stanley J. McGiveran, general manager, has announced.

Definite date for reopening of the Columbus plant, formerly operated by American Structural Products Company, an Owens-Illinois subsidiary, has not been set. McGiveran said. The plant has been idle since June 15, 1948, and it must be made ready for the new operation by Kimble Glass in gradual stages.

## Press-Time Paragraphs

### NBC Signs Schwerin For TV Studies

Tests of video programming will get under way within 60 days according to an agreement between NBC and Schwerin Research Corp. Instantaneous reactions of each individual will be recorded on a new device now under construction by Schwerin. In addition to program content, such factors as size of viewing screen, film vs. live presentation, viewing fatigue, daytime schedules, camera techniques and sequencing of programs will be studied.

### Howe Joins CBS Video News

Quincy Howe, news analyst for CBS radio since 1942, has moved over to Ed Chester's TV news staff where, in addition to news shows, he will cover education and opinion programs. Howe will debut his own weekly analysis show on Jan. 22, 7:30-7:45 p.m. and will serve also as moderator on "People's Platform," "UN Casebook" and other shows.

## P-G Unit To Produce Radio, TV And Films

(Continued from Page 1)

separate entity. The new company will continue to work directly with the advertising agencies and independent producers in conducting the business of buying and producing radio and television programs and motion pictures."

Officers and directors of the new company have not yet been designated.

William J. Batterberry has been named to the newly created position of director of copy for the company. Batterberry, who will maintain his office at the Cincinnati headquarters of the company, joined Procter & Gamble in 1928 and has been active in both the brand promotion and copy division of the advertising department. From 1931 to 1940, Batterberry was advertising manager of Thomas Hedley & Company, Procter and Gamble's fully owned subsidiary in England.

Procter & Gamble products include "Ivory" and "Camay" toilet soaps; Lava soap; Drene Shampoo and other toilet requisites.

## Seven CBS Programs In Hooper's Top 15

(Continued from Page 1)

checks during the week of Jan. 2-8. "Amos 'n' Andy," a show which follows Jack Benny on CBS, got into the "First 15" for the first time since it switched from NBC. Another CBS show, "Mystery Theater," heard on Tuesday night at 8 p.m., EST, moved up from 35th place to the 14th position in the latest Hooper.

After an absence of several weeks, Walter Winchell went back into first place with a rating of 29.7, Jack Benny was second with 27.6 and "Radio Theater" third with 27.2.

Remainder of the "First 15," starting with number four position, is as follows:

Fibber McGee & Molly 25.1, My Friend Irma 22.7, Bob Hope 22.5, Duffy's Tavern 20.2, Mr. District Attorney 19.3, Amos 'n' Andy, 19.1 Arthur Godfrey's Talent Scouts 18.8, People Are Funny 18.3, Stop the Music 17.7, Bob Hawk 16.1, Mystery Theater 16.1, Bing Crosby 16.0.

## Armstrong To London

Dale Armstrong, newly-appointed European public relations director for Foote, Cone and Belding International, left yesterday to assume his new post in London.

He was formerly v-p in charge of public relations for Trans World Airline. He began his career in the California motion picture industry as a writer.

## Home Products Names Ad Head

Warren Simonson, president of Home Products International, has announced that Walter Sauer has been appointed advertising manager.

# COAST-TO-COAST

## Heads 1949 R. C. Drive

Charleston, S. C.—A recent announcement has been made to the effect that John M. Rivers, manager of WCSC and president of the South Carolina Broadcasting System, was named to head the 1949 annual Red Cross fund drive which will take place in March. In 1943 he was named representative for the Columbia Broadcasting System's Fourth District and is also a former president of the Charleston Chamber of Commerce.

## Saturday Night Show For WAMS

Wilmington, Del.—Del Parks, emcee "Saturday Night Hoedown," a fairly new show on WAMS AM-FM, which features music by the Trail Blazers. The show also offers a beautiful orchid for the oldest lady in the audience along with many other prizes. The show is heard 9:05-9:30 each Saturday night from a studio designed and decorated by the artists appearing on the show.

## Joins WFOX Promotion Staff

Milwaukee, Wisc.—Stan Heath, nation's number one football passer from Nevada, has joined the sales and promotion staff of WFOX. Heath, who makes his home in Milwaukee, has signed a five-year contract to play with the Green Bay Packers and will devote his off season time to WFOX.

## New Staff Additions At WCSI

Columbus, Ind.—WCSI-FM has announced the newest additions to its staff. They are: Vern Phillips, salesman; Julian Piercefield, who has been added to the station's Sports Department working with Dick Jackson, WCSI Sports Editor. Robert Lay, Jr., new to radio is the newest technician to be added to the engineering department.

## New Singer Signed For Series On WNEW

Russ Arms, WNEW's find from Hollywood film lots, started his own vocal across-the-board series at the indie station last Monday, 4-4:15 p.m.

Arms, a baritone, interrupted a three-year contract with Warner Bros. for army service. He appeared in "Captains of the Clouds," "Wings for the Eagle" and "The Man Who Came to Dinner."

## Expand Nusbaum Sked

Rochester, N. Y.—Mort Nusbaum is the new "morning man" at WHAM, clear channel 50,000-watt Stromberg-Carlson station. He's slated for a 6:30 to 9:45 a.m. trick except for 15-minute segments at 7, 7:30, and 8:00.

Nusbaum is a veteran of 16 years in radio, during which he has been announcer, program director, and manager of WSAY, Rochester; and commercial manager of WQQW, Washington.

## WJJD News From Hollywood

Chicago, Ill.—Dee Carlstrom, inaugurated a new program about California's favorite industry "News From Hollywood" on January 17th over WJJD. Jack Carson was Miss Carlstrom's first guest as they joined in the opening of the "March of Dimes" campaign. She has been in radio approximately four years, conducting a disc jockey show in Miami and a similar Hollywood gossip program on WGBS. She has also done radio writing and recently appeared on Chicago television stations.

## "Dimes" Campaign On WLAW

Lawrence, Mass.—On January 14th WLAW launched an intensive campaign to aid the March of Dimes in New England. A 15-minute period each day at 1 p.m. has been set aside for a special broadcast originating in a large booth installed in front of the Eagle-Tribune newspaper plant on the main street of Lawrence. Programs will be aired from January 14 to 31 inclusive. Arthur Flynn, commentator and fightcaster, is handling the broadcasts presenting interviews with local notables and visiting dignitaries.

## WHKK Has Amateur Hour

Akron, Ohio—WHKK is originating its amateur program "Tomorrow's Stars," which is heard every Saturday morning at 10 a.m., from the "Greater Akron Trades Exposition" held at airport hangar No. 1 from Friday, Jan. 14 through Jan. 21st at 8 p.m. The program is recorded and played back at the usual broadcast time on Saturdays with Cliff Rodgers, staff announcer present as emcee of the show.

## FCC Bar Association Is Headed By Jameson

### Washington Bureau of RADIO DAILY

Washington—Guilford Jameson last week was elected president of the Federal Communications Commission Bar Association. A graduate of Georgetown University Law School, Jameson was for nine years a clerk of the House Judiciary Committee.

In law practice here for 20 years, Jameson was also a commissioner of the U. S. Court of Claims for three years and has held other posts of honor in Washington.

## New Series Planned

A new series of eight weekly broadcasts, "Behind the Scenes at WHLI," Hempstead, L. I., which will preem on WHLI and WHLI-FM on Jan. 16 at 12:30 p.m., will acquaint audience with operations and personnel of the stations.

General manager Elias Godofsky, who will start off the shows, will be followed by various department heads.

# KGW

WHERE NEWS IS ALWAYS

*New!*

DON KNEASS, News Chief



The designers of KGW's new studios conceived the new department as a vital function of the station, where staff members would work undisturbed with complete freedom, in fully-equipped quarters. The teletype room is closed off from the work shop by a heavily-insulated door, to eliminate distracting noises from the newsroom. Studio E is for exclusive use of the news staff. They can broadcast direct from the newsroom or from any of the station's other studios, also. To KGW, which has always stressed the importance of adequate radio news coverage, these facilities are indeed another step ahead.

**KGW and KGW-FM**  
PORTLAND, OREGON

COMPLETE SCHEDULE  
SIMULTANEOUS SERVICE

REPRESENTED NATIONALLY BY EDWARD PETRY & CO.





# RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 46, NO. 14

NEW YORK, THURSDAY, JANUARY 20, 1949

TEN CENTS

## RADIO-TV READY FOR INAUGURAL TODAY

### Zenith FM Request Turned Down By FCC

Washington Bureau, RADIO DAILY  
Washington—The FCC yesterday turned down the request of Zenith Radio that it be permitted to keep its FM station, WEFM, Chicago, on the low-band so long as Major Edwin Armstrong's W2XMN is on the low band. Pending disposal of Armstrong's suit against the FCC, the Court of Appeals here has ruled that the Armstrong station, in Alpine, N. J., can continue to send on its 44.1 megacycle band. All other low band

(Continued on Page 2)

### ABC Tape Recording Available To Clients

ABC tape recording facilities are now available to clients and their advertising agencies, it was announced yesterday by Lawrence Ruddell, director of recording for the network. ABC now has sufficient Ampex tape recording facilities and Stancil portable tape recorders for servicing its clients as well as for recording its own programs, Ruddell explained.

### Indiana Broadcasters Take Stand On DST

Members of the Indiana Broadcasters Association meeting in Indianapolis last week adopted a resolution unanimously approving the use of central standard time for the spring, winter and fall with daylight saving time during the summer months if the time regulation is made a state-wide law. The Indiana broadcasters also voted to carry a series of public ser-

(Continued on Page 2)

### Dewey To Speak

Gov. Thomas E. Dewey will be heard over WOR-Mutual in his first speech of national importance since the Presidential election when he addresses the annual Lincoln Day Dinner in Washington, D. C., Tuesday, February 8. The broadcast will be aired from the Grand Ballroom of the Mayflower Hotel. Scheduled time for the program is 9:30 to 9:55 p.m.

### Distinction

Pittsburgh—Two KDKA headliners were among the eight Pittsburghers honored by the Pittsburgh Junior Chamber of Commerce at their annual "man of the year" banquet. They are Johnny Kirby, who received an award of merit in the field of music, and Homer Martz, who was honored for his leadership in the agricultural field.

### CBS May Purchase Crosby Enterprises

CBS can now lay claim to having more subsidiaries than all other networks combined and when all the far reaching details of the Bing Crosby deal are worked out an expansion of Columbia's accounting department would seem in order. One trade report yesterday said that the CBS-Crosby deal involves the network's buying Crosby Enterprises, Inc., giving the singer \$1,500,000 of web stock.

Whether or not the "Groaner" can effect a capital gains deal out of the

(Continued on Page 4)

### Three Speed Phonograph Introduced By Scott Labs

Chicago—A phonograph with two pick-up arms to play at the three speeds of 78, 45 and 33 1/3 r.p.m., introduced this week by Scott Radio Laboratories, will be on the market within a month, it was reported yesterday.

The record player, the announce-

(Continued on Page 2)

### French '49 Radio Budget Faces Cut By Parliament

Paris — French National radio (Radio Diffusion Francaise) faces a 20 per cent cut in its 1949 operational budget unless Parliament changes its views on communications expenditures.

Robert Sturdevant, ABC correspondent, here, reports that in the closing hours of the 1948 parliamentary session, legislators refused an urgent plea from the state radio system to increase listeners' licenses

### 500 Broadcasters, Technicians Gather In Nation's Capital For Coverage Of Elaborate Ceremonies

### Code Brings Switch In Giveaway Prizes

In order to comply with the NAB code, Ralph Edwards' "Truth or Consequences" program on NBC has decided to give away mostly nothing but money — at present, \$25,000 worth. This is believed to be by far the highest single cash prize ever offered exclusively through the medium of radio.

Prize is being offered by Edwards to the listener who can identify the

(Continued on Page 4)

### Book Publisher Buys 15 Min. Program On WJZ

Doubleday & Company, Inc., signed with WJZ to sponsor What's Right Today, a weekly 15-minute program featuring Sidney Walton in interview discussions on etiquette, under an initial 13-week contract

(Continued on Page 3)

### Report Ship-Collision Via Radio-Telephone

Two New York stations used radio-telephone yesterday to get fast eye witness accounts of the flaming collision between a tanker and the Coast Guard cutter East-

(Continued on Page 5)

Radio and Television has virtually deserted New York and other home centers to make Washington the AM-FM-TV capital of the world during the next 24 hours of inaugural ceremonies. An estimated 250 members of the four major nets left New York after realigning pro-

(Continued on Page 3)

### Heavy Reservations For REC Luncheon

Advance reservations indicate that a capacity crowd will be on hand for the special Radio Executives Club luncheon on Thursday, January 27, at the Hotel Roosevelt when the REC honors the Puerto Rican broadcasters and their crusade against operation of a commercial station by the insular government.

Jose Ramon Quinones, lawyer,

(Continued on Page 3)

### Lever Brothers May Add Another Show For Rayve

Lever Brothers may add another daytime network show to its current schedule within the next few weeks in behalf of the company's newly acquired product, Rayve shampoo. Item is getting a big send-

(Continued on Page 2)

### Promotion Cough

WMCA announcers started coughing at station breaks last night and will continue to do so at various spots today and tomorrow. When the cough clears away, they advise the station's listeners to "listen to The Man With a Cough" on WMCA's "Inside New York Series." The program series is heard on the station each Friday at 9:30 p.m.



Vol. 46, No. 14 Thur., Jan. 20, 1949 10 Cts.

JOHN W. ALICOATE : : Publisher

FRANK BURKE : : : : Editor

MARVIN KIRSCH : Business Manager

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WEST COAST OFFICES

All Steen, Manager  
6425 Hollywood Blvd. Phone: Granite 6607  
WASHINGTON BUREAU  
Andrew H. Oiler, Chief 6417 Dahlonega Rd.  
Phone: Wisconsin 3271  
CHICAGO BUREAU  
Nat Green  
1417 Ashland Bldg. 155 No. Clark St.  
Phone: State 2332

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

FINANCIAL

(January 19)

NEW YORK STOCK EXCHANGE

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

NEW YORK CURB EXCHANGE

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

OVER THE COUNTER

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

Will View NBC Film

NBC's documentary film, "Behind Your Radio Dial," will be viewed by top execs of the National Federation of Business & Professional Women's Clubs on Jan. 21.

INS has served

INS has served FOR 11 YEARS. Includes a calendar graphic showing years 1946, 1947, 1948, 1949 and the NBC logo.

★ COMING AND GOING ★

WILLIAM M. DAWSON, commercial manager of WARM, Scranton, Pa., is back at the station following a trip to New York for conferences with his national reps.

EDGAR KOBAK, president of the Mutual network, off to Chicago to speak at the dinner of the Chicago Federated Advertisers Club. Tomorrow he'll be in Grand Rapids, Mich., where he'll address the Advertising Club of that city on the subject, "1949, a Year of Challenge to Advertising."

TED MALONE, WALTER KIERNAN, PAULINE FREDERICK, TAYLOR GRANT, GEORGE HICKS and GORDON FRASER, American network commentators, are in Washington to cover today's inaugural.

RAY HEATHERTON, Columbia network emcee, tomorrow will go down to Columbia, S. C., to officiate at the National Guard Military Ball which will be held Saturday in the Township Auditorium.

KATHRYN HARDIG, radio time buyer for The Ralph H. Jones Co., Cincinnati and New York advertising agency, is in Gotham this week to attend cuttings of recorded spot announcements.

LOWELL THOMAS, Columbia network commentator, is in Ocala, Fla., where tomorrow he and his son, LOWELL THOMAS, JR., will deliver a joint lecture at William Penn College. The usual CBS broadcast will be aired from the Iowa city.

JACK CARSON and his CBS program company are in Toledo, Ohio, for today's opening at the Paramount Theater. Tomorrow's program will originate at WSPD, Columbia affiliate in Toledo.

JOHNNY LONG and the members of his band back to New York in time to record the new signature tune to be used on the Jack Lacy show over WINS.

FRANK E. KOEHLER, general manager of WROV, Roanoke, Va., a visitor yesterday at the offices of Mutual, with which the station is affiliated.

JACK DONAHUE, manager of ABC's network sales office in Detroit, is in New York on a business trip.

SPIKE JONES and the members of his CBS program company, who are doing a series of one-night stands, today will appear in Wichita Falls, Tex., and tomorrow will fill an engagement in Waco.

Lever Brothers May Add Another Show For Rayve

(Continued from Page 1)

off this week via one-minute integrated commercials in all of Lever's eight network shows. Each commercial is called a "Rayve Salute" and is usually led off by the lead character on the show who then tosses it to the announcer.

The Pepsodent division of Lever Brothers, of which Rayve shampoo is a part, has started a spot campaign on 97 stations. Chicago office of J. Walter Thompson handles the account. A decision on the new network daytimer may be made this week.

Indiana Broadcasters Take Stand On DST

(Continued from Page 1)

vice recordings for the Indiana State Police and Indiana Traffic Safety Council. Series will run for 52 weeks and the transcriptions will cover dramatizations dealing with traffic safety.

Zenith FM Request Turned Down By FCC

(Continued from Page 1)

operation was to cease by the end of last month.

Along with Armstrong, Zenith's Commander E. F. McDonald was one of the most dogged fighters against the move of FM to the present spectrum area. This month, when Armstrong was granted permission by the court to continue using the low band, Zenith asked if it could continue to use its 45.1 megacycle frequency so long as Armstrong was permitted to remain on the air.

Commission Replies

The Commission replied that Armstrong was not permitted by the Commission to continue using the low band, and that the Commission would not permit Zenith either to use the band. There is no indication that Zenith will ask the court to take action.

Three Speed Phonograph Introduced By Scott Labs

(Continued from Page 1)

ment added, has been designed to handle the conventional discs, the new RCA 7-inch records and Columbia's LP's.

10 YEARS AGO TODAY

From the Files of Radio Daily

RKO will make a special television film of "Gunga Din" for NBC to be televised in New York around the middle of March. It will run 12 minutes and be composed mostly of close-ups and printed on a special optical film which will give the television sharp contrast between dark and light. . . . According to unofficial comments of several leading engineers, the establishment of a "facsimile network" linking together facsimile transmitters to service set owners with "home delivered newspapers" is a possibility within the next year.

LIBEL and SLANDER

Invasion of Privacy

Plagiarism-Piracy-Copyright

INSURANCE

FOR THE WISE BROADCASTER

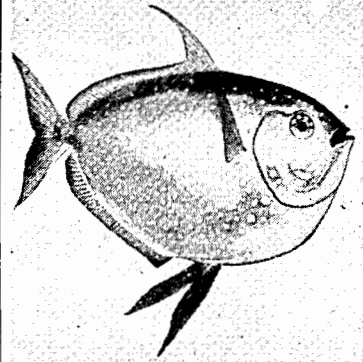
OUR UNIQUE EXCESS POLICY

provides adequate protection.

Surprisingly Inexpensive.

Carried Nationwide.

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



It's an Opah!

Don't let that baby face fool you. That thing grows to a diameter of six feet, almost circular in shape, and weighs up to six hundred pounds! It's also called a Moonfish. The Chicago Natural History Museum had it on exhibit. May still have it.

Actually we picked that picture because we wanted to make a point about "starry eyes." Notice how that fish is spotted, even in its eyes?

"Starry" is the look that comes into a sales manager's eyes when he sees the low cost sales results W-I-T-H turns up in Baltimore radio!

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

To keep down the cost of doing business in this 6th largest city . . . in radio, pick W-I-T-H!



W-I-T-H

Baltimore 3, Maryland

TOM TINSLEY, President

Represented by Hoadley-Reed

# Heavy Reservations For REC Luncheon

(Continued from Page 1)

Broadcaster and sugar plantation owner of San Juan, will be the spokesman for the Puerto Rican group. Senor Quinones will review the fight of the Puerto Rican Broadcasters Association in behalf of the private commercial stations to prevent WIPR, government station, becoming a full time commercial outlet.

The Puerto Rican broadcasters as members of NAB and BMI believe that the situation that prevails there is a dangerous precedent inasmuch as the FCC gave the government outlet a full-time commercial grant. Tomas Muniz, general manager of WJAC, San Juan, and president of the P. R. Broadcasters Association, will also be in the party. He will be heard thanking the REC for the luncheon invitation in behalf of the party of ten broadcasting guests.

Carl Haverlin, president of REC, has arranged a special program of entertainment featuring Puerto Rican artists as a tribute to the Caribbean visitors.

# Book Publisher Buys 15 Min. Program On WJZ

(Continued from Page 1)

placed through Huber Hoge & Sons, the agency.

What's Right Today, which began Saturday, Jan. 8, at 11:45 a.m., EST, moves to a new time on February 5. The program then will be broadcast regularly over WJZ on Saturday at 12 noon, EST. Doubleday & Company, Inc., is presenting the program on behalf of its recently published "Standard Book On Etiquette," by Mrs. Lucille Watson.

# Would Restrict Liquor Adv. To After 10 P.M. On Air

Columbus, O.—Proposed regulations of the Ohio Liquor Board, to be published soon for an early public hearing before adoption, will restrict radio and television advertising of liquor hours after 10 p.m. Distillers and distributors can advertise the state liquor store price and can list the addresses of taverns and clubs where the product can be obtained. Radio and television programs cannot be jointly sponsored by retailers and distillers or distributors.

## 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.

# Washington Is Radio-TV Hub As U. S. Awaits Inauguration

(Continued from Page 1)

programming schedules starting at 11:30 a.m., EST.

The nearly 500 network commentators, technicians, writers and program experts will be joined on the Capitol steps and along the parade routes by Voice of America personnel who will broadcast running ac-

### "Casualty"

Washington—First radio "inaugural" casualty happened Tuesday midnight at WTOP offices. Miss Fredda Koffman, of the press information office, was rushed to the hospital for a possible broken finger, which later turned out to be only a laceration resulting when said finger got caught in the station's mimeograph machine.

counts of the inauguration in English and Spanish. Summaries will follow over V of A in eighteen different languages. The main broadcast will be relayed by the American relay base at Munich and also by BBC.

Coverage Begins at 11:30 a.m.

CBS and NBC will begin coverage at 11:30 a.m., EST, and Mutual and ABC will follow 15 minutes later. CBS will stay on the spot until about 12:30 p.m. when President Truman is expected to have finished his speech. NBC will continue for three hours to 2:30 p.m. Mutual has scheduled five broadcast periods, ABC has three special broadcasts and CBS has three periods assigned. CBS will not do a live broadcast of

## NAB Reports On FM Use In TV Transmission Area

Washington Bureau of RADIO DAILY

Washington—Use of FM in the video portion of TV transmission promises better service in the UHF bands than all signals now used, the NAB engineering executive committee was told during a two-day meet here by John Willoughby, acting FCC chief engineer. Less interference is forecast, and Willoughby pointed out also that the FCC has been using only a six-megacycle channel, one-megacycle for FM.

Willoughby said the Commission has not yet studied multipath transmission, but that "ghosting" has been tested. Hart Cowperthwait, acting chief of the FCC's TV broadcast section, reported that there has been no ghosting, but instead a halo effect similar to that encountered in optics. He added that picture transmission has been perfect with co-channel signal ratios of ten to one—which is equivalent to 300-1 for AM. This means that UHF video stations can be located much closer together than had been anticipated.

Present for the meeting were A. James Ebel, chairman, WMBD, Peoria, Ill.; O. W. Towner, WHAS, Louisville, Ky.; Oscar C. Hirsch,

the parade but will air the edited tape recording of highlights at 5-5:30 p.m. today.

NBC has announced that it has established 12 permanent vantage points and three mobile units, one of which will be a C-54 army plane. Twenty-four NBC staff announcers and commentators have been assigned.

The pooled telecast operations utilizes about 105 staffers from the four major networks as well as between thirty and thirty-five telephone company employees. The telecast will originate from the offices of the Chesapeake and Potomac Telephone Company. The operations, said to be the largest ever attempted, will use 16 cameras and is expected to reach some 10 million viewers.

### TV Stages Dry Run

Eight television receivers have been installed at the telephone company offices for purposes of monitoring. As a preliminary precaution for today's gigantic operations, a four-hour "dry-run" was made yesterday afternoon. Today's pooled telecast is scheduled to start at 11:30 a.m. but will start earlier in the event that President Truman leaves Blair House before 11:30 a.m.

All four networks have scheduled radio coverage of the official inaugural ball tonight. NBC has set the 10:30 to 11:45 p.m. periods, MBS the half-hour segment beginning at 10:30 p.m.; ABC, the 11:35-12 midnight periods, and CBS will air the gala event from 12:30-1 a.m.

## Claim Audited Audience For Transit FM Radio

Washington—A completely audited audience is the boast of WWDC-FM and the Capital Transit Company here as they launch a new 12-hour daily schedule of FM programming in streetcars and buses. An hourly schedule of riders is kept by the Transit company, and is constantly available to advertisers.

The station reports also that because working and shopping hours and habits follow a regular pattern, it is possible for the advertiser to know what kind of an audience he is reaching. The new medium is claimed to be closer to "point of sales" advertising than anything heretofore possible in radio.

KFVS, Cape Girardeau, Mo.; J. R. Poppele, WOR, New York City; K. W. Pyle, KFBI, Wichita, Kans.; board liaison member Everett L. Dillard, KOZY, Kansas City, Mo.; network advisory members William B. Lodge, CBS, New York, Frank Marx, ABC, New York, and Raymond Guy, as alternate for O. B. Hanson, NBC, New York.

Also attending were George Adair, Dixie McKey and T. A. M. Craven, as consultant advisors.

# French Radio Facing Decrease In Budget

(Continued from Page 1)

rected French Radio to balance all its expenses with the product of the 750-franc fee, estimated at 4,350,000,000 francs. This means that 869,000,000 in reconstruction credits, which French Radio budgeted for its 1948 operations, must now be covered by its normal income and an additional 582,000,000 must be found to cover regularly scheduled operations.

In the view of high administrators, either reconstruction projects must be trimmed sharply (including television development) or programs will have to suffer. The latter alternative appears to be the most likely one, Sturdevant believes.

### Restrictions Suggested

Unless Parliament votes additional funds, program restrictions something like the following are expected to be put into effect in February: 30 minutes reduction on the National Chain (Chaine Nationale); suppression of all morning programs on the Parisian Chain with an additional cut of 45 minutes in late evening, and massive reductions of French Radio overseas broadcasts.

Additionally it's expected there'll be reductions in artists' fees, authors' rights and in the number of musical groups associated with provincial stations.

## Directors Holding Ball

Radio and Television Directors Guild is holding its annual ball Friday evening, Jan. 21, in the Grand Ballroom of the Hotel Astor, New York. Phil Silvers will emcee. Among the entertainers already lined up are Joey Faye, Milton Berle, Henry Morgan, Gardini, Morey Amsterdam and the Katherine Dunham Dancers. Music will be furnished by Ray Bloch's orchestra and a rumba band.

**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  
Selling WHO'S WHO Among Advertisers on WEVD  
117-119 W. 46th St.  
HENRY GREENFIELD, Mgr. Director N. Y. 19

## CBS May Purchase Crosby Enterprises

(Continued from Page 1)  
transaction is an unanswered question. It is known, however, that Columbia must await further discussions before it knows just which of the many Crosby enterprises will be transferred to the network. Only thing CBS can be definitely sure of at the moment is that it has radio and television rights to the singer after he leaves ABC.

Technically, Crosby has no connection with ABC. The network's contract is with Philco and the pact runs out next June.

Nothing has been said officially as to whether Philco will follow Crosby to CBS but trade bookies say the odds are heavily in favor of such a happening. Both Jimmy Carmine of Philco and Pierson Mapes, veepee of the Hutchins agency, have been talking to Crosby in the last week along with William Paley of CBS.

There is no final decision as yet on whether Crosby will be heard live or transcribed on CBS. The chances are, however, that the show will be transcribed unless Columbia can talk the singer into doing it live. It's expected to get a Wednesday night time period, probably 9 p.m., EST.

Deal will not affect Crosby's arrangement with Decca Records. His contract with the platter company runs through 1949 and it's believed he would not make a change for both business and sentimental reasons. Crosby has a very small minority stockholding in Decca Records.

Signing of Crosby by CBS marks the second time within a little more than a month that Columbia has moved in seemingly where NBC threw down the ball. About three weeks ago it was NBC who did some hot negotiating with Crosby although it was never revealed as to how close they got to making a deal. And in November NBC almost had Jack Benny's Amusement Enterprises signed, sealed and delivered but the deal misfired.

### Boyne Named To Zenith Post

William W. Boyne has been appointed general manager of Zenith Radio Corporation of New York, it was announced by H. C. Bonfig, vice-president of the parent organization, Zenith Radio Corporation of Chicago. Boyne replaces Harry J. Wines, who recently resigned.

Zenith Radio Corporation of New York is a wholly-owned subsidiary of Zenith Radio Corporation of Chicago. It distributes Zenith products in New York City, nine counties in New York state, and twelve counties in New Jersey.



### Windy City Wordage. . . !

• • • When Bob Morris, baritone heard daily over WJJD, sang "Sweet Rosie O'Grady" on his January 12 program, it was his way of saying "Happy Birthday" to his grandmother, Maude Nugent Jerome, who wrote the song back in the gaslight days.

### Chicago

Grandmother Maude still occupies the Jerome homestead in New York City. . . . Andy Murphy, who has been a member of the ABC publicity staff for several years, has resigned. No plans announced. . . . Robert Jacoby has been upped to vice-president of John W. Shaw Advertising, Inc. He will continue as agency treasurer and also assumed added responsibility for personnel administration. . . . Camilla Williams, soprano, first Negro singer to be featured on WGN and Mutual's "Chicago Theater of the Air," will sing in "Aida" broadcast Saturday. . . . Gladys Smith, secretary to the Mutual midwest sales manager, has turned dramatic and will have a starring role in the LaFollette Community Players production of "Stage Door."

★ ★ ★ ★

• • • The spring-like weather that has pervaded the Chicago area has given Dave Chantler, WBBM writer ("Gold Coast"), "itchy feet" and he's decided to hit the road. Dave will return to Las Vegas, N. Mex., where he worked for a time before coming to WBBM last August, and will work there long enough to salt away the necessary dough for some tramp steamer trips to China, India and other far places.

★ ★ ★ ★

• • • Clifton Utley, widely known commentator, is scheduled to speak before the annual convention of the United Fresh Fruit and Vegetable Association at the Stevens Hotel February 16, on "The Road Ahead." . . . Dee Carlstrom, who hails from Florida, inaugurated a new program on WJJD Monday titled "News From Hollywood," and her first guest was Jack Carson in a broadcast for the March of Dimes campaign. . . . Hank Schaefer, director of ABC's guest relations department, says that near-capacity crowds are filling the Civic Studio for all WENR-TV programs originating in Chicago. . . . Ben Park, producer of "It's Your Life" radio show, was included in the Chicagoland Honor Roll for January for his work against discrimination for the Chicago Council Against Racial and Religious Discrimination. . . . Cast of "Tom Mix and His Straight Shooters" enjoying a two-week vacation, most of them down Florida-way.

★ ★ ★ ★

• • • Television has grown up, Carleton D. Smith, director of television operations for NBC, told guests of the Radio Management Club at its last meeting. "The economic base of television," he said, "is its already proven ability to increase and speed up distribution of merchandise and services. In this connection, an important aspect of the sales promotional power of television is the fact that it convincingly demonstrated the product in use. No other commercial form of visual demonstration has ever been available at such a low per capita cost."

★ ★ ★ ★

• • • WGN's Dick (Two-Ton) Baker heads a radio-vaude revue which opens today (Thursday) for a week's run at the Riverside Theater, Milwaukee. In addition to Baker, three Chicago disc jockeys—Dave Garroway, Eddie Hubbard and Linn Burton—stage a battle of the platter masters along with "Velvet Fog" Mei Torme, songstress Bonnie Baker, and the Harmonicals. . . . Jack Benny's "Pennies for Benny" covered wagon plane is at Chicago municipal airport today in its nationwide tour for March of Dimes.

## Code Brings Switch In Giveaway Prizes

(Continued from Page 1)  
mystery voice of "The Whispering Woman." Contest is for the benefit of the American Heart Association and the \$25,000 jackpot is called "seed money." The sum was donated to the Association by five persons who put up \$5,000 each.

Prior to last Jan. 1, when the NAB code became effective, the contests on "Truth or Consequences" awarded lengthy lists of merchandise prizes which required more time to name than Procter & Gamble used to mention its products. Consequently, commercial time for the half-hour show went far beyond the limits of the code. Compton agency and the sponsor decided that a cash handout would be one way to live up to the code and still continue contests which benefit various charities and welfare organizations.

Two letters are selected each week from those sent in by listeners on the subject ". . . why we should all support the American Heart Association." Writer of the best letter receives a 1949 auto and is given a chance, by telephone, to identify "The Whispering Woman." Writer of the second best letter also wins a prize and a chance to name the mystery voice if the first person fails.

### Air King Names Field Head

R. D. Payne, manager of sales Air King Products, manufacturers of radios, combinations, wire recorders and television receivers, announces the appointment of Thomas M. Ford as field sales manager. Ford, who will maintain the liaison between the national sales organization of Air King Products and distributing points throughout the country, was formerly field sales manager for the O. A. Sutton Corporation, Wichita.

### Second Generation On ABC

In 1939, Ralph Dunbar appeared on ABC's "Amateur Hour" in a demonstration of English bell-ringing, which he had introduced into this country a short time before. Last night, on the same program, Dunbar's son, David, was featured on the program, exhibiting the same skill with the bells.

### REPUBLIC RECORDS

offers its entire stock and trade name for sale.

Address all offers to  
**REPUBLIC RECORDS**

Room 800A  
580 Fifth Avenue  
New York 19, N. Y.

until January 25th

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**

**NEW BUSINESS**

WMAQ, Chicago: Kaiser-Frazer Sales Corp., through Morris F. Swaney, Inc., renewal of a schedule of three station breaks weekly from February 2 through July 15; Chicago Chevrolet Dealers Assn., through Campbell-Ewald, 21 station breaks weekly for three weeks, effective January 9; Hudson Motor Car Co., through Brooks, Smith, French & Dorrance, six station breaks per week for two weeks starting January 16; Lever Bros. Co. (Surf), through L. W. Ramsey Co., five participations in the "Food Magician" program on Tuesdays and Thursdays only, starting January 18 for 13 weeks; Chicago Sports and Travel Show, through the Caples Co., six one-minute announcements to be aired between February 15 and 25.

WCBS, New York: American Cigarette and Cigar Company for Pall Mall Cigarettes has purchased Monday through Friday participations in the musical quiz program, "Hits and Misses" beginning February 1. Program is aired across-the-board, 5:30-6:00 p.m. Agency is Sullivan, Stauffer, Colwell and Bayles. The same account also purchased Saturday participations for a ten-week period in "This Is New York," starting February 5. Loft Candy Corporation signed three participations, Tuesday, Thursday and Saturday in the 6:00-7:45 a.m. Jack Sterling program beginning February 8, through L. C. Gumbinner Agency.

**Report Ship-Collision Via Radio-Telephone**

(Continued from Page 1)

Wind off the foggy New Jersey coast. The tragedy, which occurred about 5 a.m., cost the lives of 10 Coast Guardsmen and injured 19 others. John Wingate of WOR made the first telephone interview with a Coast Guard survivor, quartermaster Dewey Chapman. The survivor talked to Wingate from aboard the freighter Suzanne which rescued 17 men from the blazing cutter. Recorded interview was first played back in WOR's 11 a.m. news and then latter other newscasts throughout the day. Station also telephoned the Coast Guardsman's family in South Carolina and relayed the information that Chapman was safe. Arthur Lodge of the WNBC newsroom got a call through to the radio operator aboard the rescuing freighter Suzanne as it was heading into New York Bay. The radioman's recorded eye witness account was broadcast by WNBC at noon.

**Wedding Bells**

Bob Campbell, of the promotion department of WLS, Chicago, returned a few days ago from a holiday vacation in Florida bringing with him his bride, who was Margaret Chance Keith of Davenport, Iowa, to whom he was married December 21.

**California Commentary**

By AL STEEN

West Coast Bureau, RADIO DAILY

• • • Bruce Eells & Associates, which administers the rapidly growing Broadcasters Program Syndicate, is expanding its operations personnel-wise and activity-wise. Joel Murcott, radio editor of the

**Hollywood**

Hollywood Reporter and a top columnist out this way, joins the firm Feb. 1 as vice-president in charge of production. And C. O. Langlois, president of Lang-Worth Feature Programs of New York, has been elected to the board of the Eells organization. Meanwhile, BPS has announced the third of its series of program releases to station-subscribers, a new mystery-adventure known as "The Adventures of Frank Race." . . . Jerry Fairbanks has announced what it claims to be the first large scale animated cartoon project exclusively for video—130 tele shorts featuring "Crusader Rabbit," five-minute open-end series on a continued story basis for local and national advertisers. . . . John Crosby, syndicated radio columnist, is out here to find out what the Coast is doing in the world of television. . . . Klaus Landsberg, general manager of KTLA, will represent the seven TV stations here at the first annual seminar of the Academy of Television Arts and Sciences on Jan. 25.

★ ★ ★ ★

• • • Charley Collingwood, CBS news analyst here, is off for Washington where he will be the network's White House correspondent. Boys and gals of the news bureau tossed him a farewell party last week. Chet Huntley has taken over Charley's chores. . . . Arthur Mortensen, former account executive for the Intermountain Network, has been named merchandising manager for the KNX-Columbia Pacific network. . . . Martin Gosch is in New York showing Allyn Butterfield's "American Junior Newsreel" sample subjects to prospective television sponsors. It's a terrific idea and the planned ten-minute reels may be boosted to 27 minutes. . . . Norman Ostby, public relations director of ABC's western division, has resigned after 11 years with the company and its predecessors. . . . The Screen Directors Guild is readying a big announcement in connection with its air show. . . . And you can look for something new in the way of a movie-radio joint enterprise shortly, involving a major film producer and a major radio producer. . . . The William V. Stancil Co. shortly will launch an expanded program of the 72-minute capacity Stancil wide-range tape recorder which has been in limited production in order to supply demands for radio and films. The company has been formed by Hallock Hoffman, son of ECA's Paul Hoffman, and William Stancil.

★ ★ ★ ★

• • • BING CROSBY will be chairman of National Heart Week, Feb. 14-21, climaxing the drive of the American Heart Association for \$5,000,000 to support research in heart disease. . . . Black market note: Margaret Whiting's records are bringing \$6 a piece in England due to the scarcity of the Capitol platters in the British Isles. . . . The Denver Television Co. has been formed by Gifford Phillips, Mayor Newton of Denver, Richard Davis, Morris Shaforth, William Grant and John and Harry Wollberg. New company will take over the pending television application of Gifford Phillips. . . . Remington Rand's new industrial television chain camera will be demonstrated at the Academy of Television Arts and Sciences seminar Jan. 25.

**Takes WPAT Post**

Paterson, N. J.—Robert M. McGrady has been named commercial manager of WPAT and WNNJ-FM, it was announced yesterday by the North Jersey Broadcasting Co. McGrady was formerly sales manager of WTOP, Washington, D. C. He joined the Washington CBS outlet in 1946.

**Seeks WSNY Wavelength**

Schenectady—The Public Service Broadcasting Corp. has filed an FCC application for use of the wavelength of the Western Gateway Broadcasting Corporation's station WSNY, it was reported yesterday. Receivership litigation has been remanded to the State Supreme Court.

**AGENCIES**

ROYAL E. PENNY will head the Atlanta branch office of the Walker Company, radio station representatives, as of February 1. Earl Harper, former head of the Walker Company operations throughout the South will go to Norfolk, Va., to manage a new full time independent station there. Penny was formerly head of the Raymer Company in Atlanta and has been also closely allied with CBS station relations throughout the South and Southwest, having one time been sales manager of WBT, Charlotte, N. C. Penny will work closely on new Walker Company policies with Frederic E. Lake, one of the principals of the Walker Company. They expect to meet shortly for a series of conferences involving future operation plans for this territory.

HOOSIER HOT SHOTS, pioneers of the comedy-band style of entertaining, are now being handled by Joe Glaser and his Associated Booking Corporation, and will be given one of their most extensive build-ups via theater and nightery tours, radio, television and motion pictures. A standard fixture on NBC for 12 years, the Hot Shots moved to Hollywood about three years ago and made more than a dozen movies for Columbia. Now they are going back into radio, and into television. Fritz Blocki, former New York radio producer and writer, now of Hollywood, will serve as radio and television writer and director for the Hoosier Hot Shots, who will star in a unique comedy musical audience participation show entitled "The Old H o k u m Bucket," originated by Blocki and Charlie Althoff.

LEO LOBELL has joined the art department of the Alfred Paul Berger Company, Inc.

GRACE E. BICKERS has been added to the executive staff of Roy de Groot Consultants Inc., independent public relations counselors. Miss Bickers, a graduate of the University of Chattanooga, has been for the past four years on the staff of Kenyon & Eckhardt, Inc., where she was an assistant account executive. Her new position will be as executive to Roy de Groot, president of Roy de Groot Consultants, Inc.

SEIDEL ADVERTISING AGENCY, Inc. has been engaged to conduct the advertising for Gettleman's Furs, Atlantic City.

RA-TEL, INC., has been appointed representative for WHOO, Orlando, Fla., effective Feb. 1, it is announced by James Le Baron, general manager of the station rep firm. WHOO is a 10,000-watt outlet affiliated with ABC.

**DiMaggio Guesting**

Joe DiMaggio will guest on tonight's Jackie Robinson's "Sports Show" on WMCA. The regular time of the program: 7:15-7:30 p.m.

# for producers



**"packages" and tv commercial spots**

Fortunately we are part of an industry that is dramatically quickening the pulse of America . . . Television!

Today, we announce our policy.

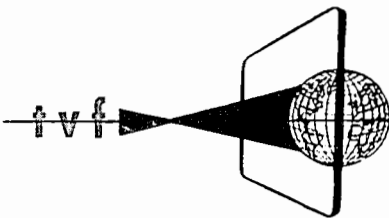
Having built up the finest facilities for TV film production in New York City . . . we now offer them to the men who want television to fulfill its bright promises at the earliest practicable moment.

Our facilities include:

- *Three studios in the Grand Central Palace equipped with the most advanced sound equipment and offering the foremost camera techniques!*
- *Production both on 35 mm. and 16mm. color and black-and-white film.*
  - *Top 35 mm. magnetic film recording.*
  - *Complete and up-to-date music library.*
  - *Sound trucks for location shots.*
- *Special-type screen designed for creating new, spectacular effects.*

We feel that a rigid policy of working exclusively through producers in the creation of "packages" and TV spots . . . other commercial films . . . industrials and documentaries . . . will best serve Television.

Phone or write us for a technical consultation.



**television features, inc.**

*motion picture producers*

480 Lexington Avenue, New York 17, N. Y.

Telephone Plaza 5-5714 • Plaza 5-5585

A DIVISION OF LARRY GORDON STUDIOS

# TELEVISION DAILY

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## CBS TV CLINICS BEGIN TOMORROW

### TELE TOPICS

"SCHOOL HOUSE," a new variety segment which bowed in over DuMont Tuesday night under sponsorship of DuMont receivers is billed as a showcase for youthful talent, but the not-so-young performers who participated would have accomplished as much toward furthering their careers had they stayed home. The preem was beset with difficulties—the web was unable to clear the original title, "Gus Edwards' School Days," and emcee Peter Donald checked out of the show two days before air time because he could not memorize his lines—but even allowing for the hectic atmosphere that must have prevailed backstage at the Adelphi, it was not a good show. The gags handed Kenny Delmar, who played the be-robed teacher, were simply awful; Roger Spruce's drawing board routine fell flat, and Arnold Stang, who can get more laughs out of a single round than anyone in the business, also suffered from poor material. The only really comic act was Count Reno's break-away bike routine, but this was cut off before it could get going. Dance act by Kenny Bowers and Betty Ann Nyman was unexciting, and Tommy Dix-Maureen Cannon duet was merely adequate. Integrated-type commercial for DuM's large tubes, by Delmar and Wally Cox, was ineffective, with the latter apparently having difficulty with his lines. Direction by Robert H. Gordon was static and unimaginative, as was the script by Joe Stein and Will Glickman.

BECAUSE THERE has been a delay in the debut of video in Miami, many tavern and hotel owners in the resort feel they have been stuck with the large screen receivers they had purchased. As a result many of the deluxe sets have been sold to northern resorts at ridiculously low prices. . . . Sigma Delta Chi, the national journalism fraternity, will add a TV news-reel category to its list of awards this year. . . . Union Electric Co. of Missouri reports 17,500 sets in the St. Louis area as of Jan. 1, with dealers 1,000 behind on orders. . . . NBC has set up a personnel section for TV, with Helen Korday as supervisor. . . . Joe DiMaggio swaps his hat for a driver Tuesday night when he guests with golfer Johnny Farrell on "Swing Into Sports." . . . Opening of the new Atlanta Journal plant, including a tour of the press and city rooms was filmed by WSB-TV, and aired with Jimmy Bridges and Lee Jordan handling the commentary. . . . Last act of "La Boheme," in English, will be scanned by NBC on the 17th, under supervision of Dr. Herman Adler. Hal Keith will produce. . . . Offer of four pix of "Lucky Poo" for 15 cents in the ten airings of the CBS kids stanza drew over 20,000 requests. . . . The Golden Light Quartet has been signed by WAAM, Baltimore, for a weekly quarter-hour beginning Monday.

### New Philco Receivers Feature Wide-Screen To Carry D. C. Comm'l

"Wide-screen" receivers which provide an increase in picture size from 52 to 61 square inches with a ten-inch tube and from 72 to 90 square inches with a 12-inch tube were unveiled yesterday by Philco at a press reception at Sherry's. The feature utilizes a wider area of the tube face, maintaining the standard oblong shape, without distortion. It will be incorporated into the firm's new line with no increase in price. A ten-inch console is tagged at \$349.50 and a 12-inch at \$439.50. Three combination console models range in price from \$599.50 to \$850.

Officials of Philco said the company is working on a 16-inch tube receiver, but did not offer any further information. No projection models were displayed at the show. Also introduced was a seven-inch table model in a mahogany cabinet, priced at \$189.50. The receiver is "extremely sensitive and can be used with a portable aerial in most locations," Philco said.

### Stork News

Mr. and Mrs. Roy Passman are the parents of their third son, Richard Allan, who was born Monday, weighing six pounds, one ounce. Father is operations manager of WABD.

### New Projector Brings WBKB Close To Profit — Balaban

Chicago—"The answer to a television operator's prayer"—that's the enthusiastic description applied by John Balaban, director of WBKB, to the Multiscope, a new projection device which shows continuously time, weather and AP ticker tape news. The machine was placed in operation by the station this week and, Balaban said, has brought into sight the end of red-ink operation. The Multiscope is being used by WBKB 42



BALABAN

### Washington Bureau, RADIO DAILY

Washington — Robert J. Enders Agency of Washington has set up a city-wide network, consisting of all four stations here to carry three special Inaugural Day shows being produced by the agency for George's Radio & Television Co., local appliance dealer. John Barnes, radio and TV director of agency, bought quarter-hour on all four stations immediately preceding President Truman's inauguration; quarter-hour following inauguration and parade; and quarter-hour preceding telecast of Inaugural Ball tonight.

For first show, Barnes had International News Photos build 15-min. program consisting of pictorial highlights of all previous inaugurations. Segment following the parade is a 15-min. movie consisting of high-spots of Inaugural Week. Program preceding the Inaugural Ball will bring several movie stars and other celebrities before the cameras.

Agency also produced several TV shows on the city-wide net for the same account during the last World Series.

### CBS Signs Jean Bary

Jean Bary, daughter of pianist-conductor Roy Bary, has been signed for a series of CBS-TV piano-singing programs starting Jan. 24.

### Tele As Practical Tool Is Theme; Coy To Speak

The first of three TV clinics sponsored by CBS to plug the medium as a practical business investment gets under way in the Waldorf-Astoria tomorrow morning, with top industry figures, including FCC Chairman Wayne Coy among the speakers. The three-day confab that begins tomorrow will be for web affiliates. On Tuesday and Wednesday similar one-day affairs will be held for agency execs and advertisers, respectively.

President Frank Stanton, who will preside at the meetings, heads up the list of participating CBS brass. Other speakers for the affiliates clinic include George B. Storer, president of Fort Industry Co.; E. K. Jett, former FCC member and now vice-president of WMAR-TV, Baltimore, and G. Bennett Larson, director of WCAU-TV, Philadelphia.

About 250 persons are expected to attend each of the three meetings.

The agency and sponsor sessions will begin with a demonstration of production techniques. This will be followed by a talk by tele veepee J. L. Van Volkenburg, a technical discussion by veepee William B. Lodge, and audience figures by Oscar Katz, director of research.

In addition to a question and answer period, the afternoon sessions will feature talks by program chief Charles Underhill, and George L. Moskovics, manager of sales development.

### NBC Sells "Stop Me" To Bonafide Mills, Inc.

"Stop Me If You've Heard This One" returns to the air over the NBC net Jan. 28, 9-9:30 p.m., with Bonafide Mills, Inc., picking up the tab, through S. R. Leon agency. Show was carried by WNBT only from March through December of last year.

Regular panel on the stanza will consist of Franklin P. Adams, Cal Tinney and Benny Rubin, with Leon Janney as emcee. First half will follow established format, but second half will be changed to feature experts acting out jokes in full costume with complete sets.

Larry Schwab will direct.

### Kieran Sold On WNAC

"Kieran's Kaleidoscope," new International Tele-Film package featuring John Kieran, has been sold to Kidder, Peabody & Co. for weekly airing over WNAC-TV, Boston. The 52-week pact is effective Monday.

# HAVE YOU time to help these children?



## Use These All-Star Shows for the 1949 MARCH OF DIMES

Dennis Day Show

*Discs for Dimes—  
short plugs by recording artists*

Benny Goodman and his new orchestra

'Skitch' Henderson

Guy Lombardo and his Royal Canadians

Gregory Peck—Basil O'Connor

Piggy Bank Polka—  
official 1949 March of Dimes song

*A Report to You—  
an infantile paralysis documentary*

Alec Templeton with Allen Roth and  
his orchestra, plus

*1-minute live and transcribed announcements*

Foreign language programs in Spanish,  
German, Italian, Yiddish and Polish

## JOIN THE MARCH OF DIMES • FIGHT INFANTILE PARALYSIS

THE NATIONAL FOUNDATION FOR INFANTILE PARALYSIS, INC., 120 BROADWAY, NEW YORK 5, NEW YORK  
HOWARD J. LONDON, Radio Director

Franklin D. Roosevelt, Founder

BEekman 3-050





# RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 46, NO. 15

NEW YORK, FRIDAY, JANUARY 21, 1949

TEN CENTS

## REVEAL RECORD INAUGURAL AUDIENCE

### Press Supports Radio In Free Speech Fight

In what promises to be an unprecedented collaboration between radio, press and civic interests in defense of free speech and press, attorneys for the American Newspaper Publishers Association, the NAB and the American Civil Liberties Union will lend support to the five Baltimore stations who will face contempt proceedings next Wednesday.

WBAL, WSID, WFBR, WCBM, WJZB and one radio commentator (Continued on Page 3)

### KWHN Staff Resigns; Returns 4 Hrs. Later

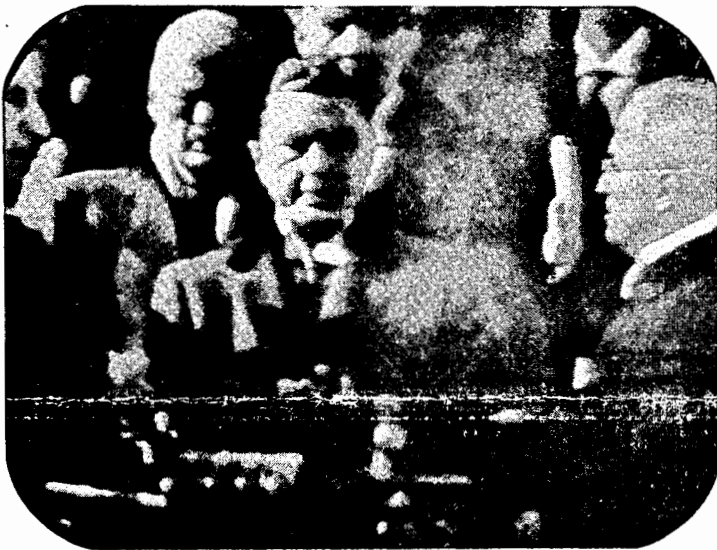
Radio station KWHN, Fort Smith, Arkansas, was signed off the air yesterday at twelve noon because of lack of personnel. Eleven employees resigned at noon because of "deplorable working conditions." The employees comprised the full studio staff of the radio station and said they would return only if a reasonable and capable director was used to take over station responsibility. The station went back on the air at 4 p.m.

### TV Manufacturer Buys Time For Radio Program

Sightmaster Corp., a new-comer in the TV-set manufacturing field, has entered radio advertising for the first time with the sponsorship of "Symphony Hall" on WQXR, Mondays, 8:05-9 p.m., it was announced yesterday.

The 52-week contract, which begins (Continued on Page 3)

### HISTORIC TELEVISION PICTURE



Placing his camera before an RCA television receiver at NBC headquarters in New York yesterday, Jack Zwilling, staff photographer, took the above picture of President Harry S. Truman taking the oath of office from Chief Justice Fred M. Vinson on the Capitol building steps in Washington. The first telecast of the Inaugural was a pooled operation with 16 cities participating.

### Radio-TV Ratings At New Mark; Ball Aired

Record radio and television audiences were reported yesterday as the nation heard and viewed the Inaugural Day ceremonies in Washington. AM network officials estimated an adult listening audience of more than 20,000,000 during the day while TV industry spokesmen placed (Continued on Page 7)

### World Wide Network Favored By Benton

Chicago—A world-wide radio network for the promotion of peace was advocated by William Benton, publisher of the Encyclopedia Britannica in a lecture he delivered at the University of Chicago, of which he is a trustee. Benton told his audience that American indifference to other people's thoughts and ideas must cease, and he declared a network capable of reaching every receiver in the world would permit the projection of ideas to promote (Continued on Page 2)

### UN Musical Plans Endorsed By Leaders

Presentation of a series of radio programs under the auspices of the U. S. Commission on UNESCO and the U. N. Radio Division and having as its theme the fostering of music of the United Nations was endorsed yesterday at a preliminary meeting in New York of representatives of a (Continued on Page 2)

### Tulsa University Joins NBC Home Course

The University of Tulsa will collaborate with the NBC University of the Air in presenting a home study course in Anglo-American literature based on the weekly "NBC University Theater" broadcasts, Sterling W. Fisher, manager of the NBC Public Affairs and Edu- (Continued on Page 6)

### 10 Station Applications Before Board Of CBC

Montreal—Applications for 10 new radio broadcasting stations in Canada will be made to the Canadian Broadcasting Corporation which opened three days of meetings in the Windsor Hotel yesterday by going in camera on corporation business. The public sessions open today (Continued on Page 6)

### New ANA Radio Committee Will Study AM And Video

Chicago—The board of directors of the Association of National Advertisers, meeting here yesterday, authorized the formation of an A.N.A. Radio Committee. "The need for such a group," W. N. Connolly, S. C. Johnson & Son, chairman of the association's board said, "has become particularly marked in view of the situation in radio today. The rapid developments in television, for instance, make the need more imperative than ever for (Continued on Page 3)

#### Weather Note

Wichita Falls, Texas—Winter weather has played havoc here with the communications situation. Radio network and press service wires are down and telephone lines are snapping as the ice melts. Both KFDX and KWFT were off the air intermittently throughout the day due to the wire trouble. Similar conditions were reported from other sections.

#### Resourceful

Combining the techniques of AM and TV broadcasting, WOV, New York language station, yesterday broadcast an Italian translation of the Inaugural proceedings in Washington as viewed by an announcer on a television receiver in Manhattan. The translations from English to Italian were made almost simultaneously with TV and then broadcast.

**RADIO DAILY**



Vol. 46, No. 15 Fri., Jan. 21, 1949 10 Cts.

**JOHN W. ALICOATE** : : Publisher

**FRANK BURKE** : : : : Editor

**MARVIN KIRSCH** : Business Manager

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**WEST COAST OFFICES**

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

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Phone: Wisconsin 3271

**CHICAGO BUREAU**

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

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

**FINANCIAL**

(January 20)

**NEW YORK STOCK EXCHANGE**

	High	Low	Close	Net Chg.
ABC	87 1/8	83 3/4	87 1/8	+ 1/8
Admiral Corp.	18 5/8	18 3/8	18 3/8	+ 3/8
Am. Tel. & Tel.	148 3/8	147 1/2	148 1/4	+ 1/4
CBS A	23	22 7/8	22 7/8	- 1/8
Farnsworth T. & R.	5 1/8	5	5 1/8	+ 1/8
Gen. Electric	39 3/8	39	39 3/8	+ 1/4
Philco	39 1/4	38 1/4	39 1/4	+ 1 1/2
Philco pfd.	89	86 1/2	86 1/2	+ 1/2
RCA Common	13 1/2	13 1/4	13 1/2	+ 1/8
RCA 1st pfd.	73 3/4	73 1/2	73 3/4	+ 1/4
Stewart-Warner	13 1/2	13 1/2	13 1/2	- 1/8
Westinghouse	25 1/4	24 3/4	25	+ 1/8
Westinghouse pfd.	95 1/2	95 3/4	95 1/2	+ 1/4
Zenith Radio	30	30 1/2	30	+ 1/4

**NEW YORK CURB EXCHANGE**

Nat. Union Radio	4 1/4	4 1/8	4 1/8	- 1/8
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**OVER THE COUNTER**

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

**Poppele Re-elected**

J. R. Poppele, vice-president of WOR, in charge of Engineering, has been reelected a member of the Board of Directors of the Veteran Wireless Operators Association for 1949. Poppele has served the Association as a director for several years.

A pioneer in radio, Poppele has played an active part in wireless operation since the outbreak of World War I when he served as a radio operator on commercial vessels and in the Army Transport Service.



★ **COMING AND GOING** ★

**ELDON PARK**, vice-president of Crosley Broadcasting Corp. in charge of WINS, New York, left last night for Chicago to attend a Crosley sales meeting. He plans to be back in town next Monday.

**BUZZ ASTON** and **BILL HINDS**, the "Musical Jesters" heard on KDKA, Pittsburgh, are week-ending in New York.

**JAMES T. MILNE**, general manager of WNHC, New Haven, Conn., in Gotham this week on station business.

**FORD BILLINGS**, commercial manager of WEIM, Fitchburg, Mass., is expected in New York Monday on business.

WINS disc jockey **JACK EIGEN** starts his two-week vacation today in Miami Beach, Fla. Singer **MONICA LEWIS** will replace him on both his radio and TV shows.

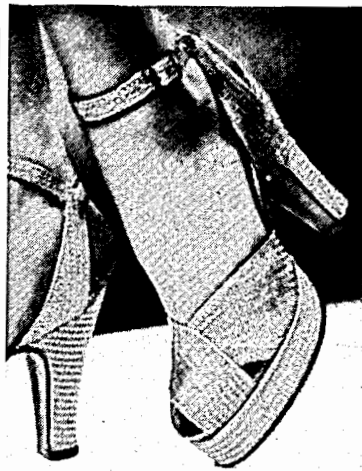
**DAVID E. SMILEY**, president of WDAE, Tampa, Fla., and **L. SPENCER MITCHELL**, general manager of the station, are in town for confabs with the national representatives of the station.

**PAUL MOWREY**, American network's national television director, sails tomorrow aboard the "Stockholm" for a vacation in South America.

**ED HIRSHBERG**, president of WEDO, McKeesport, Pa., is in New York talking national spot and television business.

**ANNA C. BALDWIN**, publicity director of WOV, will return Monday from a vacation of one week.

**R. E. JONES**, managing director of WJBK, is here from Detroit for huddles with the national representatives of the station.



**UN's Musical Plans Endorsed By Leaders**

(Continued from Page 1)

number of prominent musical and cultural organizations.

Announcement of a planned program was made by Carl Haverlin, president of BMI, Inc., who has undertaken the task of coordinating the efforts of the group participating in the project. From a preliminary survey of recorded music available, Mr. Haverlin reported that the programs would include the music of all of the United Nations.

Those who attended the meeting were in broad agreement on the format and scope of the series which would be made available to local broadcasting stations. Justin Miller, president of the NAB, who is also Chairman of the Board of Directors of BMI, Vice-Chairman on the U. S. Commission on UNESCO and a member of the U. S. Advisory Commission on Information, expressed his approval of the general scope of the radio series.

Preparation of the script and a final selection of music to be used are in progress. Plans are also being made for transcribed statements from world leaders and heads of UN to be used with each broadcast.

**World Wide Network Favored By Benton**

(Continued from Page 1)

the peace. He said that to accomplish the effective distribution of peace principles, facilities for the free flow of information must be developed.

**10 YEARS AGO TODAY**

From the Files of Radio Daily

Eddie Cantor, chairman of the "March of Dimes Committee" will emcee the "Council of Stars" broadcast over NBC, Blue, CBS and MBS in behalf of the fight against infantile paralysis. . . . It has been learned and estimated that more than \$2,000,000 will be used for radio advertising by insurance companies both on national networks and via local stations throughout the country. . . . Prime Minister Mackenzie King told the House of Commons that the Government would welcome the appointment of a radio broadcasting committee again this year to review policies and regulations of the Canadian Broadcasting Corp.

*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.

**Cool your heels!**

That's the way some of the glib fashion writers toss off a headline, they tell us, when they talk about those fashionable sandals and other style innovations.

But we have a deeper . . . and we think an even older tie-up with "cool your heels." It's this:

The fight for sales is coming. And if you don't want your salesmen cooling their heels in some anteroom . . . today is the day to start to command attention.

Down here in the country's 6th largest city, it's the independent Radio Station W-I-T-H that delivers more listeners-per-dollar-spent than any station in town.

And remember . . . Baltimore is the 6th largest city in the country!

To move goods at the lowest cost . . . W-I-T-H belongs on any smart list for products in a highly competitive field!

AM FM

**W·I·T·H**

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

## Press Supports Radio In Free Speech Fight

(Continued from Page 1)  
 Allegedly violated Baltimore City Court rules which forbid the publication of any statement an accused person may make after arrest, reports about his actions, discussions of his past criminal record or disclosures of evidence found by the police. The contempt citations against the five stations are based on broadcasts of the arrest of a confessed murderer of two 11-year-old girls during a nine-day period in July, 1948.

Judge John B. Gray, who will hear the contempt proceedings, has granted *amicus curiae* petitions to the ANPA, the American Civil Liberties Union and its Maryland local. The local, however, has based its interest in the case on the ground of the "right of the accused to a fair trial," thus aligning itself on the side of the Baltimore court rules. James Lawrence Fly, counsel for the American Civil Liberties Union told RADIO DAILY yesterday that "we are not representing the stations" and that it "just happens that the principles involved put us in the same corner as that of the stations. We are devoted to the Bill of Rights—freedom of speech and of the press," he said.

The national group and its Baltimore local had originally filed a joint *amicus curiae* petition briefs showing interest, but on the appearance in court it was found that Fly disagreed on principle with the local's attorney, Joseph L. Paper.

The NAB will send attorneys to Baltimore to help the stations in their defense, it was reported earlier. WBAL, the NBC affiliate involved in the case, has been told that the network is "willing to send additional aid" if it should be wanted. A spokesman for Mutual told RADIO DAILY that MBS considers the matter purely local and does not intend to enter the case in which its affiliate, WCBM, is concerned.

## TV Manufacturer Buys Time For Radio Program

(Continued from Page 1)  
 came effective on Jan. 10, was handled through Marcel Schuloff & Co. WQXR's George Atkinson was account executive.

# ARTHUR EDDY

Public Relations — Publicity  
 812 Taft Building  
 Hollywood

Gladstone 5305 — Gladstone 9082

# COAST-TO-COAST

### Talent Hunt On WCCO

Minneapolis, Minn.—On January 22nd, five talented youngsters compete for a \$1,000 Savings Bond Award from Phillips Petroleum on WCCO's "Phillips Talent Parade." The program began July 31st and is presented as part of the WCCO Saturday Night Radio Party. Since its inception, approximately 400 amateurs have been auditioned. Next week will inaugurate another 20-week series toward a second \$1,000 prize.

### Finds Home For Family

Norwalk, Conn.—A happy ending is reported by WNLK to its tale of a woman and her five children living under primitive conditions on an island in Norwalk Harbor after eviction from their home. The WNLK news room received the story and ran a few features on it. Nora Walker, the station's woman reporter, interviewed the mother on the air, the object being to aid in finding a home for the family. As a result of the publicity, many phone calls came in and the offers were sifted out until one was found practicable for the family to accept.

### KXOK-FM Installs Transit Radio

St. Louis, Mo.—On January 3rd, KXOK-FM completed installation on the 101st Transit Radio-equipped bus which have been put into regular daily service on various routes in St. Louis. KXOK-FM's Rate Card No. 1 has been issued concurrent with the installation of the 100th Transit Radio equipped bus and will remain in effect until 300 buses have been equipped with FM receivers and speakers, at which time Rate Card No. 2 will be issued.

### WJMO Interviews Notables

Cleveland, Ohio—"Clifton Comes Calling," heard 11:05 to 12 noon, Monday thru Friday with WJMO's Jack Clifton, has featured informal studio visits with such notables as Jan August, The Three Suns, Bobby Breen, Andy and Della Russell and others. Clifton's interviews are slanted toward Mrs. Homemaker and his future plans include interviews with other famous personalities as well as just ordinary citizens with something to say in interest of the program's housewife listeners.

### WHAM Show Switches To WVET

Rochester, N. Y.—WHAM's "This Is Arthur" show recently switched to WVET, year-old, all-veteran station and local MBS outlet. Arthur started on WVET January 10 amid a blaze of promotions, including full-page newspaper ads, "bumper" cards, and a furniture-laden wagon pulled up and down the main Rochester streets by a team of weather-beaten horses. The program is heard from 6 to 10 a.m., six days a week and will continue

with much the same format—music, time, weather, etc., with the last hour of the show "For Ladies Only."

### WORZ Aids March Of Dimes

Orlando, Fla.—The merchants of Orlando, in conjunction with NBC outlet WORZ, have made a contribution to the "March of Dimes" campaign. A prize of \$5,000 in merchandise is being offered to the winner of a contest running on the station's afternoon program Studio Party, conducted and emceed by Tom Carswell. The contest is in the form of a riddle read by a famous radio personality and the winner must identify the personality and solve the riddle. Contest entries are reported coming in by the thousands, along with generous contributions to the March of Dimes.

### WMTR Signs Oppenheim Collins

Morristown, N. J.—Joe Parter, manager of WMTR, announced that he has signed a 52-week contract with Oppenheim Collins, which has a branch store in Morristown. The program is an hourly stint each week comprising three separate and distinct programs each slanted at a particular audience. The series of programs lined up starts with a half-hour kiddiedisc show, conducted by Joan Vallance, followed by a five-minute newscast and ending with a program featuring a Junior Miss Disc Jockey selected from a high school in the area. This last portion of the program is titled Teen Age Rumpus Room.

### WBOW Helps Save A Life

Terre Haute, Ind.—On the evening of December 27th, an emergency call from St. Anthony's Hospital was received at WBOW that a young mother of a newly-born child was in dire need of a transfusion of Type O blood. WBOW sent out a call, several times during a 30-minute period and as a result would-be donors were more than adequate. In all, 12 persons who heard the WBOW plea gave blood and station writers and announcers who helped are contented in the knowledge that they did their bit to make the holiday season one of "good-will toward men."

### Coughing Promotion Stunt Tabled By WMCA

AFRA has reminded WMCA that when an announcer coughs deliberately, he is no longer only an announcer but also an actor and should consequently be paid the additional fee of an actor. A spokesman for the station told RADIO DAILY yesterday that WMCA has therefore abandoned its coughing promotion for this TB program after coming to a "friendly agreement" with AFRA.

## New ANA Committee Will Study AM, Tele

(Continued from Page 1)  
 reliable and uniform measurements both for television and AM. One of the early problems to be met will be an accurate determination of the effect of AM listening on the growth of television homes. This calls for improvement all along the line in methods employed for measuring the listening and viewing audiences, on a basis that will command the confidence of broadcasters as well as advertisers and agencies, so that an equitable rate structure can evolve.

In addition, members of the board pointed out, the recent request by the executive committee of the Broadcast Measurement Bureau that its three sponsoring organizations examine their research requirements and determine which of those can best be met through tripartite efforts, makes it essential that A.N.A. select a strong and representative group of radio advertisers to help in this determination.

### Big Topic at Board Meet

The decision to authorize the formation of a radio committee was one of the major topics on the agenda of the A.N.A. board at its first meeting of the new year. As now contemplated, this new group will not conflict or overlap with the functions performed by the Radio Council of National Advertisers which has devoted itself almost exclusively to questions of radio talent and labor relations. Instead, the committee will serve as a focal point for both the expression of radio advertisers' collective needs and for their individual requirements in the many other areas which are a part of radio advertising.

The membership of the A.N.A. Radio Committee will be announced in the near future.

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We have a number of exceptionally well trained and qualified graduates who having completed advanced training in F.M. and Television and hold first class radio-telephone licenses are available for immediate employment. For information, write, wire or call Employment Director.

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Visit the School or write for free catalog  
**RADIO-ELECTRONICS SCHOOL OF NEW YORK**

82 BROADWAY, NEW YORK 4, N.Y.  
 Bowling Green 9-1120

## CHICAGO

By NAT GREEN

**D**UANE BOGIE, former member of the NBC accounting department and more recently a theatrical stock company producer, has joined the NBC program department as an assistant producer.

The Frederic W. Ziv Company, producers of transcribed radio series, reports a big increase in platter sales in the Chicago-midwest area.

During 1948 the WLS "National Barn Dance" program hit a new record for attendance. Total in person audience for the year was 781,250.

Raymond Massey will be heard as star of the second of a series of eight dramatizations of WGN's "Fight Against V. D." on Friday, January 21. The dramatization will be introduced by Franklyn MacCormack. The script, titled "The Lips of a Strange Woman," was prepared by the Joint Religious Radio Committee, whose work is supported by five major protestant denominations.

Charles Collingwood, newly assigned as CBS White House correspondent, and his wife, Louise Albritton, motion picture actress, were guests of WBBM news editor Everett Holles when they stopped over in Chicago on their way to Washington for the inaugural ceremonies.

William B. Boyne has been appointed general manager of Zenith Radio Corporation of New York, wholly-owned subsidiary of Zenith Radio Corporation of Chicago. He replaces Harry J. Wines, who recently resigned.

Emmett Dedmon, literary critic of the Chicago Sun-Times, and Bob Dworkin, who originated the transcribed "Meet the Author" program, will alternate the role of conductor of "Meet the Author" to be heard over WJJD. The series featuring Dedmon and Chicago authors will originate in Chicago and will be heard January 23 and each Sunday thereafter.

"Hint Hunt," regularly broadcast from WBBM, Chicago, will begin a seven-week tour through Florida starting February 14.

William S. Ahrbeck, of the NRI eastern sales division of A. C. Nielsen Co. has been elected a vice-president of the firm. He has been with Nielsen for 12 years.

## REPUBLIC RECORDS

offers its entire stock and trade name for sale.

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**REPUBLIC RECORDS**

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until January 25th



## Mainly About Manhattan. . . !

● ● ● **AROUND TOWN:** Serval buying Arlene Francis and "What's My Name" via ABC early next month. Slotted for Sat. ayem. . . Frank Zuzolo, the observant Mutual exploiter, points out that in order to get on CBS these days your name has to end in Y (Jack Benny, Amos 'n' Andy and Bing Crosby)—and the guy who signs 'em up also has a name ending with Y. Seems the Y's have it! . . . Starting with his Jan. 25th stanza, Alan Young will use guestars. Mickey Rooney or Dick Haymes will lead off, with J. Durante to follow. . . "What's The Name Of That Song" returns to Mutual shortly. . . After 20 years of broadcasting over the major nets here, Ann Leaf, well-known organist, is moving out to the coast to invade Hollywood's Radio Row. . . As far as the Hooper goes, Dick Kollmar observes that Fred Allen is trying to Top the Music. . . Senate being urged to allocate at least 50 million a year for "Voice of America" and a couple of related State Dep't activities. . . CBS documentary unit getting set to do one of their specials on American politics. . . Puerto Rican broadcasters will make a chartered flight in a Pan American clipper when they come to N.Y. on the 27th for the Carribean Matinee luncheon of the Radio Execs Club. . . Add name-marriages: Sing Crosby—Fred Talent—Philarios Silvers—Al Jolsong—Yak Gilford—Bob Hooper—Legg Sherwood—Jack Penny—HooRay Bolger—and Chas. Oh-Boyer.

★ ★ ★ ★

● ● ● Jim Caddigan, DuMont's program boss, who drew plenty of patty cakes from the press for his outstanding coverage of the political conventions in Philly, rates even more plaudits for his handling of the Inauguration ceremonies. Plenty of originality and imagination displayed in his camera setup.

★ ★ ★ ★

● ● ● Take it from Paul Winchell, the fastest-stepping gent in his league today, that the art of ventriloquism is getting a thorough overhauling in that new medium known as television. No longer are vocal sound, material and technique the big guns in a ventriloquist's arsenal. And by the same token, no longer can a ventriloquist get away with merely perching his boy on his knee and swapping small talk. Video demands action and to conform with the sign of the times, Paul is constantly brushing up on new ways of making his dummy, Jerry Mahoney, get around. Paul has demonstrated his uncanny knack of making Jerry appear human time and time again on his Thurs. nite Bigelow series, but in a few weeks he'll unveil what in all probability will be the master touch. Mahoney will appear on the stage alone and announce that he's just fired Winchell because he feels he can do the act better without him. And for a topper, he'll reach down and pick up his own dummy (a likeness of Winchell himself) and make the latter stooge for him. It'll be a great trick if he does it—and Winch is the boy who can do it.

★ ★ ★ ★

● ● ● Archdale J. Jones' fascinating series, "Key to the Missing," which he conducts weekly with the lovely Val Lewis, comes up with another tug at the heart-strings tonite when they bring together a father and his son who had never before seen each other—and what's more, hardly knew of each other's existence. The son, about to enter the army, asked the program to help locate his dad, whose first name he didn't even know. Within 6 weeks, the diligent Jones had located the father in Florida and the reunion is being staged on tonite's stanza.

★ ★ ★ ★

● ● ● **SMALL TALK:** Nat'l mag profiling WHOM's Fortune Pope. . . Charlotte Manson doing video commercials for Duz. . . Guy Lebow's Ridgewood Grove wrestling show has jumped from a 3 pulse to 10.

## SAN FRANCISCO

**T**HE Young People's Symphony Orchestra of the East Bay, an organization made up of eighty young musicians between the ages of 9 and 21 years, will be heard over KGO each Saturday at 6:30 p.m. in a new series of concerts under the direction of Jessica Marcelli.

John K. Chapel, news chief at KROW, has been given a life membership certificate in the Shrine Hospital for Crippled Children in appreciation of his years of radio service to the Shrine Hospital.

A new program of notes for winter sports enthusiasts has been started over KNBC Friday nights (10:15 p.m.). Titled "Winter Sports Review" it features Hal Wolf, KNBC sports announcer and Jim Nutter, winter sports authority, in a quarter hour of commentary and music.

Bob Kelly, who counts every bottle of beer he drinks, celebrated New Year's Eve by drinking his 4,000th bottle while appearing on Ira Blue's KGO "Adventures in Sports" broadcast. Kelly, an employee of Arabian American Oil Company in San Francisco, had his first beer in December, 1940, shortly after joining the service. He celebrated his 1,000th beer in Tinian, the 2,000th in New York, and the 3,000th last year in Hawaii.

**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 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**  
1260 kc 5000 WATT

*Will you  
forget  
to remember...*



*... the polio victims who are saved by the March of Dimes?*

➔ SPECTACULAR  
MARCH OF DIMES  
ELECTRICAL PAGEANT PARADE

Friday Night • January 28th • 8 P. M.

Wilshire Blvd. • Vermont to Fairfax

*Grand Marshal* • General MARK W. CLARK

ELECTRICAL FLOATS • ARMY

NAVY • MARINES • AIR FORCE

COAST GUARD • NATIONAL GUARD

30 BANDS • RADIO and SCREEN STARS

*Most Spectacular in History of Southern California!*

**Now Hollywood, Show Your Heart**  
Play your part in this great cause. Join the March of Dimes. Lend your support! Buy tickets for yourself—your family and treat some veterans to see it. Fill out the coupon and mail it in now. All proceeds go to the National Foundation of Infantile Paralysis.

MARCH OF DIMES  
Los Angeles Post Office 52  
Los Angeles, California

Enclosed is my check for \$ \_\_\_\_\_ in payment for \_\_\_\_\_ grandstand seats for the March of Dimes Parade. Please distribute these seats to hospitalized veterans to see the parade as my guests. I understand all money from sale of these tickets will go to the National Foundation for Infantile Paralysis and is tax deductible.

NAME \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_

Grand Stand Seats \$5 and \$10

SO THEY MAY WALK—JOIN THE MARCH OF DIMES

## SOUTHWEST

ARTHUR L. FORREST, promotion manager for WOAI, San Antonio, has been named to become promotion and merchandising manager of KTSA, San Antonio. Forrest replaces Bill Lamar at KTSA with no replacement named to replace him at WOAI.

Troy McDaniel, manager of KGBS and KGBS-FM, Harlingen, has been elected president of the Harlingen Kiwanis Club. Dave Bennett, assistant manager of the outlets, has been elected president of the San Benito Kiwanis Club.

Raul Cortez, Jr., son of the president of KCOR, San Antonio, became a bridegroom on Sunday, Jan. 16. He was married to Miss Rosa Linda Davila. The young couple will spend a month's honeymoon in Mexico. The younger Cortez is associated with his father in the operation of the station.

The 51st session of the Legislature in Austin which opened last week was given full coverage by both local as well as out of town outlets. Message of Gov. Beauford Jester was carried by KTBC, Austin, as well as WOAI, San Antonio.

Harold Hough, director of WBAP, Fort Worth, has been named to the radio committee for Brotherhood Week which is being sponsored by the National Conference of Christians and Jews.

## Send Birthday Greetings To—

January 21

Elizabeth Hart Charlotte Manson  
Allen Prescott George Putnam

January 22

Vivien Ruth Ralph H. Minton  
Rhoda Cantor James Milton  
John Lucas

January 23

Madeline Ensign Edward Harris  
Earl Waldo Maxwell Smith  
Edward Phillip Lyon

January 24

Alwyn Bach Oscar Bradley  
Leo Fitzpatrick Anne Jamison  
Milton Kaye Ken Sisson  
Jay Wesley Bill Davidson  
George Marshall Durante  
John I. (Bud) Edwards

January 25

Teddy Bly Robert Durham  
Portland Hoffa Bob Keyworth  
C. A. Snyder

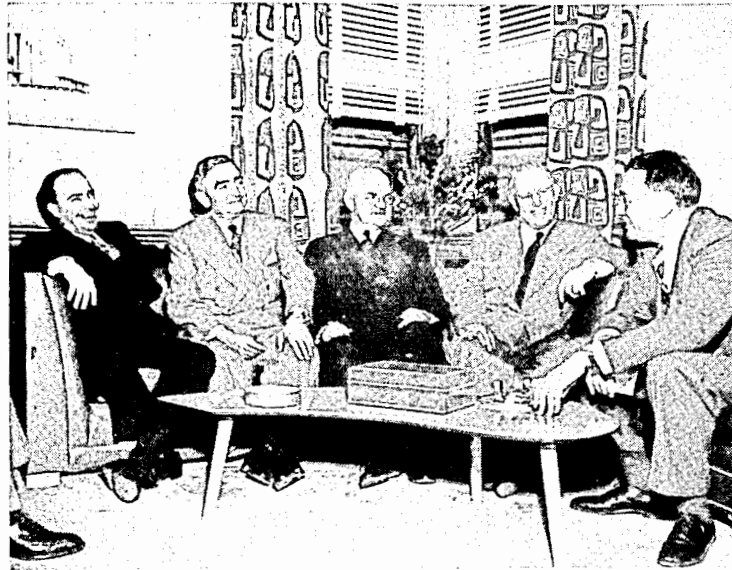
January 26

Ed Ballentine Wyllis Cooper  
Charles E. Green Joseph Koehler  
Donald W. Thornburgh  
Sophie Hinze

January 27

Bernice Claire B. G. DeSylva  
C. T. Hughes Lee Hughes  
Harry Rieby Benay Venuta

## PARTICIPATE IN OPENING



Officials of city, county and state joined with National Broadcasting Company executives in the opening ceremonies of KNBH, new NBC television station in Los Angeles, on last Sunday. Appearing in the picture, left to right, are Charles R. Denny, executive vice-president of NBC; Sheriff Eugene Biscailuz, Mayor Fletcher Bowron of Los Angeles; Governor Earl Warren of California and Sidney N. Strotz, NBC vice-president in charge of West Coast operations.

## 10 Station Applications Before Board Of CBC

(Continued from Page 1)

with a heavy agenda facing the board of which A. Davidson Dunton is chairman. In addition to the station licenses, the chairman and governors will hear application dealing with the transfer of shares in a number of stations across the country and an application by a St. Catharines, Ont., station to move from 1550 on the dial to 620.

## Tulsa University Joins NBC Home Study Course

(Continued from Page 1)

national department, announced yesterday. This marks the fifth institution of higher learning to co-operate with the network in its new course of study.

Plans in Oklahoma call for KVOO, NBC Tulsa affiliate, and KWGS University of Tulsa station, to carry the network's University Theater broadcasts simultaneously.

## Gets Fashion Assignment

One of the top women radio commentators, Miss Maggi McNellis, whose program "Luncheon with Maggi McNellis and Herb Sheldon at the Latin Quarter" is heard Monday through Saturday over station WJZ, has been retained as commentator for a big time "Crisp Look Fashion Show" at the Waldorf Astoria on February 2nd.

## AGENCIES

STANDARD BRANDS, INC. announces the appointment of Raymond Spector Company, Inc. as advertising agency for its Bulk Pharmaceutical and Malt Department of the Special Products Division, effective March 16th.

MARTIN FABRICS CORPORATION, New York, manufacturers of quality velvets, ribbons, and narrow fabrics, has appointed Fred Gardner Company, Inc., as its advertising agent.

KENYON & ECKHARDT, INC., and RUTHRAUFF & RYAN, INC., have been added to the list of advertising agencies who have bought the new National Nielsen Radio Index Service. Kenyon & Eckhardt's 3-year agreement for Class "A" Comprehensive Service includes the following optional features: Extra-Week Ratings Reports, Non-Network Service, Television Reports, and New York and Los Angeles Station Area Reports. ESSO STANDARD OIL COMPANY OF NEW JERSEY have jointly signed a 3-year agreement for the new service on a Class "A" basis including the Non-Network and Extra-Week Ratings Reports features.

LOIS MICHELS, president of Broadcast Productions, Incorporated, announces the appointment of Arthur E. Sutton as general sales and production manager. Toby David, former president, has withdrawn from the organization completely in order to develop other commitments. Joe Schneiders remains at BPI as head of its editorial department.

ARNOLD WAGER, formerly with the DeVilbiss Co., Toledo, has been named assistant treasurer and office manager of Besson-Fallar-Reichert Inc., Toledo advertising agency.

THE WALKER COMPANY is engaged as national representatives by KLEE-AM, 5,000-watt independent station in Houston, Texas, effective February 1.

## Carman Heads District No. 6 Of ABC Affiliates

KUTA, Salt Lake City, Utah, prexy Frank C. Carman has been re-elected to represent District 6 on ABC's stations planning and advisory committee, it was announced yesterday by Ernest Lee Jahncke, v-p in charge of stations.

William C. Grove, manager of KFBC (Cheyenne, Wyo.) was elected alternate representative from the mountain district, Jahncke added.

## Buys Musical Series On WQXR

The French National Tourist Office has renewed its contract for the third time with WQXR's classical disc jockey show, "Listening with Jacques Fray."



FAMOUS FOR OVER 75 YEARS

STEIN'S THEATRICAL-TELEVISION  
MOVIE Make-up

AT LEADING DRUG STORES AND DEALERS EVERYWHERE

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

FREE

Your complete personal make-up analysis! If you have a professional make-up problem, write for free personalized advice. Just send a description of your coloring. Also, write for Stein's free new illustrated booklet of make-up hints and suggestions.

STEIN'S Professional MAKE-UP

430 BROOME STREET, NEW YORK 13, N. Y.

# TELEVISION DAILY

Section of RADIO DAILY, Friday, January 21, 1949 — TELEVISION DAILY is fully protected by register and copyright

## VIEW INAUGURATION IN 16 CITIES

### TELE TOPICS

**W**ONDER what it's going to be like four years from now. Will the expanded video audience, which by that time probably will cover most of the country, bring about any drastic changes in the inauguration procedure? The four-network pool did as good a job as possible in most respects yesterday, but let's face it, there were so many obstacles inherent in the nature of the proceedings that many portions were rather dull as television programming. . . . Watching the entrance of the President on the Capitol portico, the administering of the oaths of office and Mr. Truman's address was a thrilling experience. But the long wait before the ceremonies began became uncomfortable when to those seated in front of a receiver, and over four hours of parade were just too much. . . . Again let me emphasize that these were the facts and the pool was merely reporting them. It's been said, however, that video will drastically change future political conventions. I wonder if this adaptation will be carried over to future inaugurations and other great events in our national life.

**T**HE PICKUP of the Inaugural Gala from the National Guard Armory Wednesday night was an even more striking example of an event that will have to change in tele to play an important role because it was entertainment, and entertainment is the heart of the television business. Because it was staged in a huge auditorium, the Gala was badly lighted from a TV standpoint, the stage was too big for good coverage, whatever makeup was used was for the spotlight, not for the camera and as a result, none of the acts showed up to best advantage. . . . With proper handling, Phil Spitalny's all-irish ork could be outstanding before the cameras, but the production was lacking. Lena Horne, as beautiful as any gal in show biz, looked almost grotesque in the close-ups. Edgar Bergen's lip movements were visible at all times and destroyed completely the illusion he has created on radio. Sam and Abner in evening dress were just wo other guys.

George Jessel, who exceeded most of the how, couldn't get a laugh when he tried to be funny, and the bad taste of his crack about an ambassador to Israel was hocking.

**B**EFORE the pooled pickup of the Inaugural Ball last night, the webs aired highlights of the inauguration ceremonies via Kinescope recording. Again viewers heard Ben Grauer, who did most of the commentary, sound as though he was shivering badly, which probably was the case. The results, to say the least, were tardy in keeping with the tone of the ceremonies. There were several other top newsmen on hand at the time. Why did Grauer have to carry the ball alone?

### GREETING—SEEN BY MILLIONS



President Harry S. Truman waves to the crowds from his car in the inaugural parade in Washington yesterday. Photo was taken off the tube from the TV pool coverage by NBC photographer Jack Zwilling in New York.

### Motorola Signs Ripley To Replace Marshall Seg

Chicago—Motorola, Inc., will replace Dr. Roy Marshall's "The Nature of Things" over NBC with a new Bob Ripley "Believe It Or Not" series, Tuesdays, 9:30-10 p.m., EST, beginning Feb. 15, it was announced yesterday by Paul McCluer, web's Chicago sales chief. Program will be seen live in the East and via transcription in the Mid-West. Gourfain-Cobb is the advertising agency for Motorola.

### No Answer From Nets On Coast Coax—AT&T

AT&T officials said yesterday that the four webs have failed to reply to inquiries as to whether they desired coaxial cable facilities from the Mid-West to the Pacific Coast. Phone company said that while it is ready to provide the link when requested, it will make no move independently to provide them. According to AT&T, it will take from 18 months to two years to put down a cable to the Coast.

## Mid-West Stations Report Perfect Inaugural Reception

Tele broadcasters in the Mid-West were unstinted in their praise for the pooled pickup of the Presidential Inauguration yesterday, and reported "perfect" reception of the pictures sent westward by coaxial cable and radio relay, according to a survey of TBA member stations by secretary-treasurer Will Baltin.

Enthusiasm ran high among the residents of the larger cities, station execs said. One set dealer in Detroit called WWJ-TV to advise that as a result of the excellent reception

from Washington, 30 orders for receivers were placed yesterday afternoon.

Harold Grams, program director of KSD-TV, St. Louis, said that at Southwest High School, 1,600 students watched the President take his oath of office on a large 9 by 11 foot projection screen.

L. W. Herzog, assistant general manager of WTMJ-TV, Milwaukee, declared that "reception is perfect, I'm sitting here right now watching the Pennsylvania Avenue parade."

### Audience For Tele Is Estimated At 10,000,000

(Continued from Page 1)

the combined viewing audience at 10,000,000 for the 16 cities served by the network pool.

Television chalked up another first by covering a Presidential inaugural for the first time in history. This was a first not confined solely to the East for the ceremonies were carried by coax all the way from the Atlantic to the Mississippi.

Most of the AM networks dropped their regular programs at 11:30 a.m., EST, to pick up the swearing in of President Truman and Sen. Barkley. All radio webs devoted two to three hours and more during daylight hours for oath of office ceremonies and the parade which followed. Special broadcasts were heard last night from the Inaugural Ball.

#### Cancellations High

NBC commercial cancellations were estimated at roughly \$50,000. Web covered the Washington scene continuously from 11:30 a.m. to 2:30 p.m., EST. CBS reported that between 11:30 a.m. and 1 p.m. it wrote off \$18,000 for time and talent costs, \$3,500 of this being attributed to talent. Mutual announced its commercial cancellations came to \$6,000. There was no figure from ABC but the web devoted two hours and 15 minutes to daytime inaugural ceremonies.

Newscaster Lyle Van and writer Ed Higgins of WOR, New York, originated their 6 p.m. program from the nation's capital last night.

Jack Roney, announcer, and Roy Lafferty, engineer, of NBC used an Army C-54 to bring listeners a bird's-eye word picture of inaugural events. Don Cooper, chief engineer for NBC in Washington, said that from an engineering standpoint the gigantic operation went off perfectly.

#### Scanned in Entirety

The inauguration and parade were scanned in their entirety—from 11:30 a.m. to 5:30 p.m.—by ABC, CBS and NBC. DuMont carried all but a 40-minute portion beginning at 1 p.m. The Inaugural Gala Wednesday night, also a pool pickup, was aired by ABC and DuMont from 9 p.m. to 1 a.m., by NBC from 10 to 1. CBS began at 9 o'clock, but cut away for 45 minutes at 10 to scan the TOC flight. All four webs carried a portion of the Inaugural Ball last night. NBC began coverage of the ceremonies an hour early yesterday morning, with a special preview show from Cleveland, 10:30 a.m., EST.

# 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.

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

RYTVOC, Inc. 1585 Broadway, N. Y.

MERO Record by Jerry Cooper  
**"JANIE and ME"**

by Thomas G. Mehan

**JAMES MUSIC, Inc.**

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

From the Farrell-Lambert Smash Musical  
**"All For Love"**  
**"Why Can't It Happen Again!"**

by Sammy Gallup and Michel Emer  
**CECILLE MUSIC CO., Inc.**  
580 Fifth Avenue, New York City

ENCORE Material  
**JUST REMINISCING**

(Still In Love With You)

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



Listen to  
**EASY  
GWYNN**  
on  
WIBC—Indianapolis  
feature

Gracie Field's London Record

**FOREVER  
AND EVER**

**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:**—A sleeper, namely "The Pussy Cat Song" is making quite a howl along the stem so it looks like Leeds will find itself with another hit . . . ditty, introduced by Patty Andrews and Bob Crosby recently on the "Club Fifteen" CBS show, was penned by Dick Manning. . . . ● Radio Engineer H. A. Gilbert and his brother thespian Gilbert Mack have written a beautiful ballad, "Shadows On The Sands" for Fi-Del Music. . . . ● Lester Sachs of Jewel Music is in Chicago to attend the Coin Machine Operators Convention. . . . ● The Don Merritts (he's a co-writer of the western "Texas Lullaby," expect a little Merritt in July. . . . ● Wendell Holmes will be heard in the lead role of "Scattergood Baines" which MB starts Feb. 2. . . . Herb Rice will produce-direct this Wilbur Stark package with Jerry Holland scripting and Ben Ludlow composing original music and conducting a 15-piece ork. . . . ● His flip quips and breezy platter chatter on his nately "Spinners Sanctum" has earned Bud Sunkel of Danville, Ill. a local rep as Dapper (W)DAN. . . . ● **WE LIKE:** Joe Given's easy-on-the-ears WOVoice . . . Jerry Cooper's fine waxing of "Janie & Me" for Metro Records . . . Elliot Jacoby's swellegant arrangements for the Sylvan Levin and Emerson Buckley Orks at Mutual . . . Joe Franklin's record WMCApers every morning . . . Arthur Godfrey's great Columbia rendition of "I'm A Lonely Little Petunia" on Columbia. . . . ● During rehearsals of "Mr. & Mrs. North" a grade Z mystery writer was being discussed . . . said Joe Curtin, "yep, he's a regular Edgar Allen PEW." . . .

☆ ☆ ☆ ☆

● ● ● Charlie Tobias and Nat Simon have placed a cute South-of-the-border type of novelty ditty titled "I Love Jeemy" with Miller Music. . . . Betty Barclay's Discovery disk should help this a lot. . . . ● Encore Music has just started on a commercial ballad, "Just Reminiscing," written by Loraine C. Harbin . . . here's a number that has what it takes and you'll soon be hearing it frequently. . . . ● Red Benson's emceeing of the WABDumont program, "Doorway To Fame" seen Mondays at 7 p.m. is big time . . . series is produced by Lou Dahlman and George Scheck. . . . ● This will be one of the best songs of the year . . . we're referring to the Bob Hilliard-Dave Mann ballad, "These Will Be The Best Years Of Our Lives," published by Robbins Music. . . . ● The "True Story" ABCast presented production manager Henry Cox with a Chronograph watch . . . with Henry's popularity, talents and ability, it's safe to predict that there'll never be a headline like 'Cox Hox Clox.' . . . ● Benny Meroff and Kathleen McLaughlin open at the Stork Club in Shreveport, La. tomorrow. . . . Can't understand how come telexecs don't grab Benny . . . a natural in theaters and clubs for years this performer would be slightly sensational on the ikes. . . . ● Aside to Jack Rourke: Thanx and the same to you, Wally, Mike and the Masked Spooner. . . . ● Can't get that new Rytvoc ditty, "Mademoiselle Hortensia," out of our mind . . . it'll sweep the country. . . . ● Lanny Ross' guest appearance last week on the new NBChicago teleshow "Kukla, Ollie and Fran" makes him the first New York artist to be featured on an out-of-town co-axial telecast . . . incidentally this Tilstrom-Allison program is a honey. . . .

☆ ☆ ☆ ☆

● ● ● **ON AND OFF THE RECORD:**—The Art Van Damme Quintet has turned out a fine coupling in their latest Capitol platter featuring a jazzy rendition of "The Man I Love" flipped with "I Know That You Know" . . . juke ops will garner many a shekel with this one. . . . ● Score a bull's eye for Jack Kilty's debut on wax for MGM Records . . . the NBChirper, supported by a small combination, does a sincere vocal on "Sunflower" and "Brush Those Tears From Your Eyes" which deejays and box ops will find to their liking. . . . ● WINDisk Jockey Eddie Hubbard has been signed to warble for Universal Records . . . and to keep everything in the family his initial waxing will feature his own ditty, "You Kiss Me Too Much" . . . with the gift of gab, talent to write tunes and to also have a recording voice, Hubbard's cupboard should never be bare.

# PLUG TUNES

A H-I-T!

**"FAR AWAY PLACES"**

LAUREL MUSIC CO.

1619 Broadway, New York 19, N. Y.

*It's The Cat's Meow!*

**THE PUSSY CAT SONG**

(Nyot Nyow)

LEEDS MUSIC CORPORATION

"A HIT Since . . ."

**THE ONE I LOVE**

(Belongs To Somebody Else)

FORSTER MUSIC PUB., INC.

1619 Broadway, New York 19, N. Y.  
216 S. Wabash Avenue, Chicago 4, Ill.

A Great Ballad!  
**THEN I TURNED AND  
WALKED SLOWLY AWAY**

ADAMS, VEE & ABBOTT, Inc.  
216 S. Wabash Avenue, Chicago 4, Ill.

**"UNTIL"**

DORSEY BROS. MUSIC, INC.

1619 Broadway, New York 19, N. Y.

From Michael Todd's  
Hit Musical  
**'AS THE GIRLS GO'  
"I GOT LUCKY  
IN THE RAIN"**

By Harold Adamson & Jimmy McHugh  
SAM FOX PUBLISHING CO.



Listen to  
**WALTER  
KAY**

on  
WJW—Cleveland  
feature

Gracie Field's London Record

**FOREVER  
AND EVER**

New Ballad Sensation!

**"THE BRIDE WORE BLUE"**

By Leonard Whitcup, Sy Lefco &  
Dale Wood

**CECILLE MUSIC CO., Inc.**

580 FIFTH AVENUE  
NEW YORK CITY





# RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



DL. 46, NO. 16

NEW YORK, MONDAY, JANUARY 24, 1949

TEN CENTS

## 250 BROADCASTERS ATTEND TV CLINIC

### CBS Gets \$5,000,000 Loan From Prudential

CBS has arranged for a \$5,000,000 loan from the Prudential Insurance Company of America, the network announced Friday. The loan is for 10 years at 3 1/2 per cent interest. Columbia said the loan had been under consideration for some months and "was sought to insure the continuation of its strong cash reserve in view of possible large expenditures by the company in the development of its television operations."

The loan came just at the time that CBS was making its third big

(Continued on Page 2)

### U. S. Steel To Consider "Theatre Guild" Switch

U. S. Steel's board of directors holds a meeting next Wednesday, Jan. 26, in which it will decide whether or not to switch its "Theatre Guild on the Air" from ABC to NBC. Latter made a presentation last week, offering the 8:30-9:30 p.m., EST, period on Sunday night, at least for the remainder of this season.

It's understood that NBC also is suggesting the NBC Symphony Or-

(Continued on Page 4)

### Renew Web Sponsorship Of Grand Central Station

Pillsbury Mills, Inc., Minneapolis, has renewed its sponsorship of "Grand Central Station," on CBS for another 52 weeks effective February 13, it was announced by William C. Hittinger, CBS vice-president in charge of sales. Agency is McCann-erickson, Inc., Minneapolis. "Grand Central Station" is broadcast Saturdays, 12:30-1:00 p.m., EST.

### Freakish

Philadelphia—After shutting off the electric power during a recent fire in a radio appliance store, firemen were amazed to hear music coming from the midst of the flames. When the fire was extinguished, the firemen found that the intense heat had melted the cover of an RCA personal portable radio, turning on its switch, and it played on.

### Inaugural Hypos Biz

TV's pool coverage of the Inaugural proved to be the greatest boon to television receiver sales to date, an RMA spokesman said Friday. He added that this was particularly true in cities like Chicago, St. Louis, Detroit, Cleveland and Milwaukee which recently became a part of the coaxial cable network linking the East with the Midwest.

### Suggests Campaigns For U. S. Advertisers

Grand Rapids, Mich.—Admonishing advertisers to take steps to calm consumers' fears and to emphasize American unity in their 1949 campaigns, Edgar Kobak, president of Mutual Broadcasting System, addressed the first annual forum of the Grand Rapids Advertising club, Friday night.

Kobak declared that we must "calm the fears and uncertainty which people seem to have" about the American way of life and urged

(Continued on Page 5)

### BMB Subscriber List Now Totals 811 Stations

Broadcast Measurement Bureau on Friday announced 811 subscribers as of January 20th, 9 of whom signed up since the beginning of the year.

The present subscribers total 657 AM stations, 133 FM stations and 13 TV stations. Four nationwide networks and four regional networks

(Continued on Page 5)

## Business Increase Noted In San Francisco Survey

San Francisco—Radio business in San Francisco was good during 1948 according to reports from executives of the major broadcasting studios. Some studios developed new programs and secured good sponsors for them. Others report exceptionally good spot announcement business. The overall picture shows increases in business of from three to five per cent over 1947. There is a

## Speakers Stress Phenomenal Growth Of Television At 3-Day CBS Meet; Coy Sees 'Unfreeze' By May

### Seek Modification Of Installment Sales

The executive committee of the National Electrical Wholesalers Assn. has requested the board of governors of the Federal Reserve System for revisions, in the "public interest," of the down-payment and term provisions of Regulation "W" governing installment buying of radios, TV sets and other electrical appliances, it was announced late last week.

NEWA managing director Charles

(Continued on Page 5)

### Harris Named Director WNBC Adv.-Promotion

Murray Harris has been promoted from publicity director to director of advertising and promotion of WNBC, WNBC-FM and WNBC-TV, it was announced Friday by Thomas B. McFadden, manager of the stations. Harris replaces Charles B. H.

(Continued on Page 2)

### Radio Leaders Aiding Salvation Army Drive

Radio bigwigs, headed by CBS commentator Edward R. Murrow, have enlisted in the Salvation Army 1949 campaign for \$1,100,000 to

(Continued on Page 2)

Speaking yesterday before more than 250 executives of CBS radio and television stations at the CBS television clinic at the Waldorf Astoria, Wayne Coy, chairman of the FCC, said the Commission hoped to "unfreeze" the processing of television allocations by April or early May

(Continued on Page 7)

## BB Officials Reverse Stand On Television

Columbus, Ohio—Minor league baseball clubs were advised at a meeting here Friday by Frank Shaughnessey, president of the International League, not to sign a television contract with any station unless the club was guaranteed a 10-year option. A roundtable discussion on television turned out to be the hottest session of a meeting of the National Association of Professional Baseball Leagues. Shaughnes-

(Continued on Page 5)

## WCBS' Plans Broadcast For March Of Dimes Drive

WCBS' two-week campaign for the March of Dimes' Covered Wagon, will be climaxed on Jan. 26-27 with the arrival of the wagon and

(Continued on Page 5)

### Holiday

Official Washington had a two-day holiday in connection with the Inaugural and all activities, including those of the FCC, were at a standstill. Broadcasters who made the trip to Washington for the Inaugural and to transact Commission business either returned home over the week-end or remained for today's revival of departmental activities.

(Continued on Page 5)



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

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Phone: Wisconsin 3271

CHICAGO BUREAU

Nat Green  
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Phone: State 2332

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FINANCIAL

(January 21)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
ABC	8 3/4	8 5/8	8 5/8	- 1/4
Admiral Corp.	18 3/8	17 3/4	18 1/4	- 1/8
Am. Tel. & Tel.	148 1/8	147 5/8	147 3/4	- 1/2
CBS A	22 7/8	22 3/4	22 3/4	- 5/8
CBS B	22 1/2	22 1/4	22 1/2	+ 5/8
Farnsworth T. & R.	5 1/8	5	5	- 1/8
Gen. Electric	39 3/8	39	39 1/4	- 1/8
Philco	39 1/4	38 5/8	38 5/8	- 3/8
RCA Common	13 5/8	13 1/4	13 1/4	- 1/4
Stewart-Warner	13 5/8	13 3/8	13 5/8	+ 1/4
Westinghouse	25 1/8	24 3/4	24 3/4	- 1/4
Westinghouse pfd.	94 1/2	94 1/2	94 1/2	- 1
Zenith Radio	30 1/2	29 7/8	29 7/8	- 5/8

NEW YORK CURB EXCHANGE

Hazeltine Corp.	11 1/4	11 1/8	11 1/8	- 1/8
Nat. Union Radio	4 1/4	4 1/8	4 1/4	+ 1/8

OVER THE COUNTER

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

10 YEARS AGO TODAY

From the Files of Radio Daily

Exceeding the all-time high in 1937, national advertisers combined to give the networks their largest financial year in the history of radio during 1938. . . . In a meeting held at the Hotel Edison, approximately 1200 members of the New York local of AFRA unanimously voted to support AFRA in any move it might make in regard to a strike call against commercial network programs. . . . Stations WOV and WBIL, units of the International Broadcasting Corp., have set up an Advisory Council which will offer suggestions as to programs and services to be presented for the Italo-American markets.

★ COMING AND GOING ★

**CHARLES CRUTCHFIELD**, general manager of WBT, Charlotte, N. C., was in New York over the week-end attending the CBS television clinic. He was accompanied by **JOSEPH BRYAN**, president of Jefferson Standard Broadcasting Co., operators of the station.

**A. A. SCHECHTER**, vice-president of the Mutual network in charge of news, and other members of his staff, have returned from Washington, where they covered the Inaugural last Thursday.

**LOWELL THOMAS**, Columbia network newsman and analyst now on tour with his son, will lecture today in Omaha.

**EUGENE T. FLAHERTY**, station manager of KSCJ, Sioux City, and **ELIZABETH SAMMONS**, program director of the station, have arrived from Iowa on station business. Sat in for a while Friday with their national representatives.

**SPIKE JONES** and his City Slickers, heard on CBS, are making a personal appearance today in Austin, Tex.

**R. W. RINGSON**, station manager of WRDW, Augusta, Ga., is in Gotham for huddles with the station's national reps.

**H. K. BRENNAN**, president of WJAS, Pittsburgh, Pa., and **J. H. BUCHHEIT**, commercial manager of the station, conferred here Friday with their national reps.

**PAULINE FREDERICK**, American network correspondent, is back from Westown, Pa., where on Saturday she delivered an address at the school of that community on the subject, "A Woman in a Man's World."

**ROBERT H. MOODY**, general manager of WHIO, Dayton, Ohio, was welcomed in New York Friday at the headquarters of the station's national representatives.

**MARVIN COLE**, account executive at WINS, leaves today for a two-week vacation in Miami, Fla., where he'll meet Jack Eigen, WINS disk jockey.

**LEONARD TRAUBE**, of Leonard Traube Associates, left over the week-end for Boston in connection with the International Association of Fairs and Expositions and the AI Martin Talent Agency in Boston.

**ED REIMERS**, American network announcer, will leave by plane today for West Palm Beach, Fla., for the broadcast of the N.A.M. program "It's Your Business." He'll return Wednesday.

CBS Gets \$5,000,000 Loan From Prudential

(Continued from Page 1)

deal for top name talent, a series of developments in the last few months which run to an estimated outlay by the network of \$5,760,000. In buying up talent the web spent or will spend \$2,000,000 for Amos 'n' Andy, \$2,260,000 for Jack Benny's Amusement Enterprises, and a reported \$1,500,000 for Bing Crosby.

At the beginning of the fiscal year 1948, Columbia had total current assets of \$22,188,486 against total as-ent liabilities of \$9,570,508. Its cash in banks and on hand as of Jan. 3, 1948, was \$7,077,009.

Meantime, while Bing Crosby is officially on the roster of CBS stars come fall, relations between the network and Philco are reported to be a bit strained and it is possible that the manufacturer may not be the Crosby sponsor next season, RADIO DAILY learned Friday.

Reports in the trade were that Philco's contract with the crooner expires in June with the completion of his present series of Wednesday night transcribed shows. After June, Philco may continue as his sponsor and move the show to CBS. On the other hand, Philco and CBS may not be able to get together on terms and the manufacturer may elect to remain on ABC or move to another network.

No reference to Philco as the sponsor of Crosby was made by William S. Paley, chairman of the board of CBS, in his announcement of the deal with the crooner which was made last Tuesday. The fact that Philco was not a part to the announcement is indicative that the Crosby fall sponsorship on CBS has not been settled, it was said.

'Dimes' Show On ABC Tonight

An all-star March of Dimes Program, featuring Jimmy Durante, Nelson Eddy, Dinah Shore and Don Ameche as emcee, will be presented tonight on ABC, 9:30-10 p.m., EST.

Radio Leaders Aiding Salvation Army Drive

(Continued from Page 1)

benefit 60 spiritual and welfare services in New York.

Vice-chairmen in the radio division include: ABC board chairman Edward J. Noble, MBS prexy Edgar Kobak, NBC v-p William S. Hedges, WCBS sports director Red Barber, CBS program operations director I. S. Becker, CBS counsellor of public affairs Lyman Bryson, singer Morton Downey, book-critic Clifton Fadiman, NBC manager of public affairs Sterling Fisher, NBC announcer Ben Grauer, radio producer John Gibbs, CBS v-p Adrian Murphy, CBS-TV v-p J. L. Van Volkenburg, Lawrence Puck of Arthur Godfrey Productions and James E. Sauter of Air Features, Inc.

ABC v-p Ivor Kenway is chairman of the publicity committee. WNEW v-p Ted Cott is chairman of the radio committee.

Harris Named Director WNBC Adv-Promotion

(Continued from Page 1)

Vaill who resigned about a week ago. Schuyler G. Chapin, formerly field promotion supervisor for the stations, has been promoted to publicity director.

Harris will direct the advertising, audience and sales promotion activities of NBC's outlets in New York. He joined NBC as a page in 1936, after graduating from Harvard, and later became a script editor in the continuity acceptance department. Following wartime Navy service, he returned to the company as field promotion supervisor of WNBC.

Chapin, also a Harvard alumnus, came to NBC as a page in 1941. After war service as a pilot, he became senior staff writer and announcer in the English section of NBC's international department. He was named field promotion supervisor of WNBC in November, 1947.

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.

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

# Jamison feels like a new man . . .



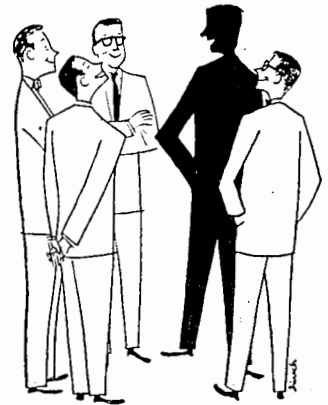
*And why not? . . . we just hired him.*

Mr. Jamison could be almost any Weed and Company representative. He came into our life well recommended. And he looks to us like the sort of alert, hard working expert who will fit right into our organization, where we're doing more business for *all* of our clients than ever before in our successful radio history.

Like all the other Jamisons here at Weed and Company, he has an instinctive and highly professional grasp of any broadcasting problem that comes his way, whether it's *...an advertiser's problem ...a broadcaster's problem ...a radio problem or...a television problem.*

Above all—Jamison realizes that the basic commodity he has to sell is *service* in an intricate and highly specialized field of advertising. He provides it honestly and expertly . . . and the results are already beginning to show in good black figures.

Like all successful men, Mr. Jamison feels good about his business . . . and Weed and Company feels good about Mr. Jamison. For . . . you see . . .  
*Mr. Jamison could be any one of us.*



**Weed** *radio and television*  
*station representatives*  
and company

new york • boston • chicago • detroit  
san francisco • atlanta • hollywood

## SOUTHWEST

**J**IMMIE "Deacon" Smith, popular disc jockey on daily two hour program "Tippin' In" aired over KCOR, San Antonio, is offering a picture of himself to all listeners to the program on the receipt of \$1 which he in turn will give to the March of Dimes.

The San Antonio Symphony Orchestra under the direction of Max Reiter will be heard in a broadcast over the NBC network on March 26. The broadcast will originate through WOAI from the Municipal Auditorium and will be part of the network's new series titled "Pioneers of Music."

Jack Roberts, news editor of KHUZ, Borger, was the first to report that the eastern section of the city was shaken by two distinct earth tremors last week.

The FCC has granted a license for a new standard station to the Victoria Broadcasting Co., at Victoria, to operate daytime hours with 500 watts on 1410 kilocycles. The estimated cost of the outlet is set at \$20,800. Partners in the group include Louis Thurmond Culp Krueger, with 46 per cent interest, he has 60 per cent interest in KULP, El Campo; Ross Bohannon, 5 per cent, he is 15 per cent owner of KULP and 20 per cent owner of KHBR, Hillsboro and KSTA, Coleman; Rubin Frels, 10 per cent, he is a theater circuit operator in south Texas; R. E. Norton, 12 per cent, he is manager of KULP and Truman L. Bercher, 27 per cent.

KRLD, Dallas, which has been operating with 10,000 watts since its transmitter towers were blown down, was expected to go back to 50,000 watts daytime about Jan. 13 using a temporary 300 foot replacement tower.

### Parliament May Act On TV In Canada

Montreal—In some form or another Canada's parliament in the coming session is likely to be asked to lay down the broad policy under which television will be developed—or will not be developed—in Canada.

Ostensibly this policy would be determined by the Canadian Broadcasting Corporation and by the government acting on the advice of the Board of Governors so far as issuance of television licenses is concerned. Actually, if the government accepts the reported recommendations of the CBC, which appears probable, the whole issue will be placed in the lap of the House of Commons.

The specific approach will be application to parliament for a loan, earmarked for the establishment of probably two television broadcasting centers, one in Toronto and one in Montreal. This will not be less than \$4,000,000 and might run to \$6 million, though parliament might not be asked to authorize the full amount in one year.



## CHICAGO

By NAT GREEN

**"RISE 'N' SHINE,"** a new early morning disc show with Norman Kraeft as platter man five days a week, makes its bow on WGN January 24 and will be heard Monday through Friday from 6 to 6:30 a.m., with music designed for both country and city folks. New program replaces "Old Time Music," which has been heard at the same time.

Al Morey, WBBM production manager, is on a western business trip with stops at Denver, Kansas City, Minneapolis and Des Moines.

Paul L. Frumkin has left the Mitchell-Faust Advertising Co. to become advertising and TV director of the Al Dvorin Theatrical Agency, specializing in talent for ad agencies and television stations.

Frances Norman has joined Maraleita Dutton and Associates and is taking over a special promotional job for Radio Talent, Inc., booking office owned by 10 Chicago radio men.

Dean Linger, who becomes publicity and promotion manager of ABC's owned and operated Detroit outlet WXYZ, was given a big send-off on January 19 by the local ABC personnel.

For the sponsorship of WBBM's "Melody Lane" show, the Wieboldt Stores of Chicago were awarded the grand prize "for radio advertising of the big store classification" by the National Retail Dry Goods Association.

"Do You Get It?" a new program of charades featuring professional actors and actresses in competition with business and professional men and women, made its debut over WENR-TV January 18. Ed Skotch produces the show and Roy Winsor is the emcee.

C. P. Persons, Lionel Baxter and Thad Holt, all of station WAPI, Birmingham, were recent WBBM visitors.

### U. S. Steel To Consider "Theatre Guild" Switch

(Continued from Page 1)  
chestra as a summer replacement for "Theater Guild" and trying to sell U. S. Steel on the idea that the corporation has much to gain by staying on the air the year around. Current cycle in the sponsor's contract with ABC runs out March 6.

A major factor in any "Theater Guild" decision by U. S. Steel will be based on which time period and network can bring the show the widest possible audience. In the beginning, this was of little concern to the sponsor because at that time it was primarily concerned in impressing the family of U. S. Steel employees. But that purpose has been broadened now and the sponsor seeks what is generally termed a mass audience. BBD&O is the agency handling the account.

### California Commentary . . . !

• • • Yes, indeed, the town's still talking about the debut of NBC's tele station KNBH. It was a swell show and a great post-program party. Telegrams received the next day revealed that the program came

### Hollywood

over clearly in such off-the-beam spots as San Diego, La Jolla, Santa Barbara and Ventura. But the big mystery is a wire received from a set owner in Ojai. That town is in a deep valley and video engineers previously opined that it would be impossible to transmit TV to that area. However, the show came over clear as a bell, according to an Ojai resident. . . . KFVB has a slick new radio idea that is paying off. It's "Song Jury," where unpublished songs written by amateurs—and professionals, too,—are played before a jury of prominent personalities of the music world. Bill Anson, prominent KFVB disc jockey, is chairman of the show and the songs are pouring in and given their premieres on "Gadget of the Month." . . . Bill Harpel has been named night news editor of KMPC. And speaking of KMPC, the station devoted 25 continuous hours to the L.A. Community Chest with stars of all branches of the amusement industry donating their talents. . . . Hal Roach is heading East late this month with the first six subjects of his initial television film series which he will show to prospective sponsors and advertising agencies. Roach is planning 18 separate and distinct series of TV shorts.

★ ★ ★ ★

• • • Procter & Gamble has purchased Jerry Fairbanks' "Television Closeups" for NBC's eastern network. . . . Appointment of Jesse Butcher as assistant manager of KMPC's broadcasting operations has been announced by Prexy Frank Mullen. . . . Bob Moon has been named emcee of KHJ-Don Lee's "Ladies First," succeeding Bill Gwinn. The Wilco Co. will sponsor three of the quarter-hour weekly on the full Don Lee network for 26 weeks starting Feb. 23. . . . Harry Babbitt has added a quarter-hour stint, starting at 1:55 p.m., to his KNX regular 8 a.m. chore. . . . Alan Young will bring out a procession of guest stars when he starts his new air show Jan. 25. Either Mickey Rooney or Dick Haymes will lead off, followed by Dan Dailey, Mark Stevens and Jimmy Durante. . . . Leonard Erickson, V.P. of Kenyon & Eckhardt, will address the Academy of Television Arts and Sciences on Jan. 25.

★ ★ ★ ★

• • • Edward Sutherland, veteran film producer-director, is joining NBC as a television impresario. . . . Jack Carson will play the role of Al in Hal Wallis' film version of "My Friend Irma." . . . Harry Von Zell has been huddling with the Pabst beer folks. It's reported the parleys have to do with the brewery's planned television show. . . . Hiram "Bunny" Brown has been named associate producer in charge of Hal Eugene Roach Productions' TV activities. . . . Broadcasters Program Syndicate will start delivery of its third series, "The Adventures of Frank Race," on Feb. 20. . . . Peggy Wood has been named public relations manager for Zeder-Talbot agency, which has offices here and in Detroit. . . . Bob Hope has extended his current road tour through Feb. 5. To date, his one-night stands have been complete sell-outs. . . . Plans for expanded activities are on the docket for the Southern California Broadcasters Association. Meanwhile, Jennings Pierce has been elected a director to fill out the unexpired term of Leo Wynn. KGER, and Arlette Bartley has been named acting secretary.

★ ★ ★ ★

## Suggests Campaigns For U. S. Advertisers

(Continued from Page 1)

campaigns to demonstrate the basic unity of the American people "even though we have many factions and groups each fighting its own economic battles."

The speaker recommended three campaigns for advertisers in 1949:

(1) to reassure the consumer about the economic outlook and the "American way of life;" (2) to stress the underlying unity of the American people despite factional battling, and (3) to show that "fears" and "sacrificing" of peoples' living standards tend to retard the economic stability of the country.

He compared current economic instability in the country to psychosomatic medicine, "a mental condition which can create a physical ail." He added: "A mental condition of fear and skittishness can cause the economic machinery to grind down too slow and to stop. The cure for psychosomatic illnesses is through reaching the mind, and I think it is possible for advertising to create a better atmosphere for more headway in the 'American way of life.'"

### Would Emphasize Values

Mr. Kobak urged the advertising men to emphasize "value" in their copy rather than price. "Whether you are advertising cars or clothes, food or household products, shoes or ships or sealing wax, you are going to have to show that Mr. and Mrs. Public are getting the best possible value you can offer them for the dollars you ask of them," he said. "They may expect prices to be coming down—prices in many lines are already down—but you with a high break-even point may not be able to bring prices down as fast as people will expect. So your answer must be—value and quality for price."

He added: "The advertiser who, in the next year or two takes liberties with truth in advertising, is taking a big chance. The advertiser who neglects the highest professional standards, particularly in good taste, and is less than 100 per cent honest is flirting with failure."

He urged advertisers to follow two basic principles: "Stick with your advertising theme and style once you know they are right; and change if changing conditions require that you do so."

## BMB Subscriber List Now Totals 811 Stations

(Continued from Page 1)

comprise balance of the bureau list.

Subscribers not previously announced are: KSUE, Susanville, California; KWGB, Goodland, Kansas; WMTC, Vancelev, Kentucky; WNOE, New Orleans, Louisiana; KFSB, Joplin, Mo.; KFEQ, St. Joseph, Mo.; WVOT, Wilson, N. C.; KRUN, Ballinger, Texas and KOSA, Odessa, Texas.

## Business Increase Noted In San Francisco Survey

(Continued from Page 1)

and their original operating budgets were made up on the basis of at least a year of operations at a loss. Some stations such as KRON-FM are signing up some good sponsors for both transcribed and live programs and if this trend continues FM should start erasing some of the red ink entries before the end of 1949.

Television is just making its appearance here. The first TV station in this area, KPIX, started official broadcasting the day before Christmas as a temporary NBC affiliate for TV pending the completion of KRON-TV which is now under construction. KRON-TV will probably not be ready to start broadcasting for two or three months yet. KGO-TV has completed construction of its 508 foot tower on Sutro Heights and the transmitter will be installed in the old Sutro Mansion during this month. The opening date for the programming is still undecided, but it is hoped to have everything ready sometime in February or early March.

Commenting on the KGO business during 1948, Gayle V. Grubb, station manager, said "All in all our 1948 revenues were up substantially over 1947. But so were operating expenses, a fact which minimized the business improvement in relation to the previous year. The bulk of our increase in revenue came during the last four months of 1948. This, of

course, is most encouraging and possibly forecasts a very healthy situation for us in the coming year."

KNBC reports that business in 1948 was excellent, in fact appreciably ahead of 1947. Their business started off well at the beginning of 1948 and maintained that level throughout the year. Business had dropped off during the summer of 1947, but this was not true in 1948 where the summer volume stood up very well. KNBC states food accounts seem to be the most active at present.

John W. Elwood, KNBC general manager, states that "Northern California's business will go as the nation's business goes. Business in 1949 will become more highly competitive and this should result in increased business for all advertising media."

Reports from KFRC (Mutual) state that sales for 1948 were up an average of about five per cent over 1947. Business was good up until summer when it dropped off a little, but came back again in the fall. The spot announcement business was especially good during the year.

Looking ahead to 1949 Wm. D. Pabst, manager of KFRC says "While national spot business threatens to become more competitive, volume of this business for 1949 appears to be sufficient to hold up to what we have enjoyed the past year."

## BB Officials Reverse Stand On Television

(Continued from Page 1)

sey is a member of the association's executive council.

Attitude of Shaughnessey and other baseball executives has been somewhat reversed since the mid-winter minor league meetings last month when they expressed themselves as being dead set against television. Their stand at Columbus implied they are ready to make video deals but they want to be sure stations will guarantee them coverage for the next 10 years, not just until soap operas or other programming takes over.

Shaughnessey pointed out the case of WNBC, New York, which for several years televised the New York Giant games. Station now has given up baseball, however, because of the conflict in new program developments and the Giant schedule was switched to WPIX for next season.

The suddenly favorable attitude toward television by the baseball men can be attributed in part to Tom McMahon, sports specialist of N. W. Ayer & Son, who has been exploiting TV potentialities to diamond executives in meetings and hotel lobbies for more than a year. The advice by Shaughnessey, a close friend of McMahon, that clubs guarantee themselves of TV cover-

## WCBS' Plans Broadcast For March Of Dimes Drive

(Continued from Page 1)

two all night broadcasts on the station.

On Jan. 27 the Jack Benny Covered Wagon will tour Manhattan's main centers, highlighted by an official welcome by Mayor O'Dwyer at City Hall. On hand for these ceremonies will be G. Richard Swift, assistant general manager of WCBS, and a prominent official of the March of Dimes.

Starting at 11:15 p.m. on both Jan. 26 and 27, the station will have special programs during which listeners will be asked to telephone their pledges to WCBS where stars of radio, stage and screen will be on hand to take them down. On both nights the station will remain on the air until approximately 2.30 a.m.

age in the years ahead, is just what the agency exec has been preaching all along.

The one other point that Shaughnessey made was that minor league clubs don't want major league games piped in and televised in minor league cities. While the baseball executives enthusiastically tossed dozens of questions on the subject of television, no one at the meeting put up any argument that it would hurt gate attendance.

## Seek Modification Of Installment Sales

(Continued from Page 1)

G. Pyle, sent a telegram to FRS board chairman, Thomas B. McCabe urging a reduction in the amount of down payment and an extension in the time terms of the FRS regulation.

Under the present regulation, the down payment must be 20 per cent of the "cash price," i.e. of the bona-fide cash purchase price plus installation charges, sales tax and installment mark-up exclusive of interest and finance charges.

For installment buying radios and TV receivers of \$1,000 or less, payments of 15-month duration are now allowed, provided payments are not less than \$5.00 monthly or \$1.25 weekly. For items of over \$1,000, the period of time allotted for complete payment is 18 months with monthly payments of not less than \$70.00.

### Text of Request

In his telegram to the FRS, Pyle said in part, "The present Regulation 'W' provisions deter consumers from replacing worn and obsolete units to the detriment of their greater comfort, convenience and financial benefit. Adoption of recommended changes would alleviate this condition. The industry would, thereby, be aided in maintaining high level employment; and the public in greater numbers could avail themselves of the enjoyment and the more healthful, comfortable living these modern electrical conveniences so economically provide. Your early favorable consideration of these recommendations, in the public interest, is most earnestly and respectively urged."

## Stassen Guesting

Harold E. Stassen, University of Pennsylvania prexy, will guest on "We, the People" an a joint radio and TV show over CBS on Jan. 25, 9 p.m., EST.

**WBNX** 5000 watts  
directional  
over New York

presents

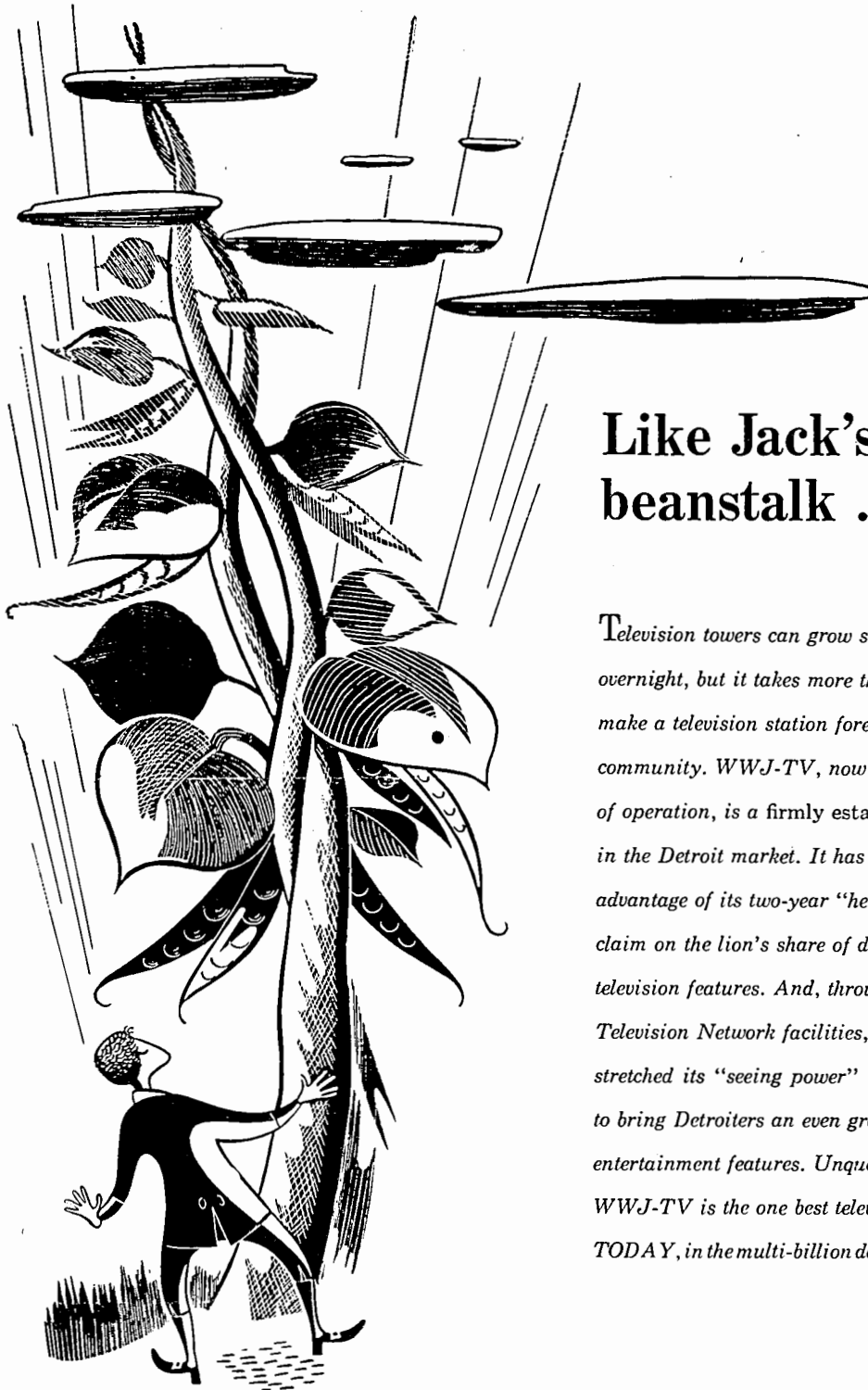
# PINE TREES And PRAIRIES

WESTERN HILLBILLY  
MUSICAL

8:30 P.M. To 9:00 P.M.  
Mondays Thru Fridays

Write, Wire, or Call  
MEIrose 5-0333

**WBNX** 260 E. 161st St. NYC



## Like Jack's beanstalk . . .

*Television towers can grow sky-high overnight, but it takes more than just a tower to make a television station foremost in its community. WWJ-TV, now in its third year of operation, is a firmly established leader in the Detroit market. It has taken full advantage of its two-year "headstart" to stake its claim on the lion's share of desirable local television features. And, through its NBC Television Network facilities, WWJ-TV has stretched its "seeing power" beyond the horizons to bring Detroiters an even greater diversity of entertainment features. Unquestionably, WWJ-TV is the one best television "buy" TODAY, in the multi-billion dollar Detroit market.*

FIRST IN MICHIGAN

Owned and Operated by THE DETROIT NEWS

National Representatives: THE GEORGE P. HOLLINGBERY COMPANY

ASSOCIATE AM-FM STATION WWJ

# WWJ-TV

NBC Television Network

# TELEVISION DAILY

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## COY SEES TV 'UNFROZEN' BY MAY

### TELE TOPICS

Hopes Applicants Can Start Building This Year; Stanton Emphasizes Importance Of Programming; Van Volkenburg, Sutton And Underhill Also Heard

(Continued from Page 1)

A CONCEPT of programming which is as revolutionary and as dynamic as television itself was stated by Charlie Underhill, CBS program director, at the web's TV clinic Friday. The prime responsibility of programming, he said, is to raise the sights of viewers. Both radio and the movies have been playing down to their audiences, in varying degrees, for many years. Television, which is a combination of both, might easily fall into the same pattern. Underhill's statement, therefore, is very encouraging, and gives added power to those who maintain that tele, the greatest medium of all, should be used not only for entertainment on a high level, but also for education, a most important commodity and one that seems to be in short supply throughout the world.

TOTAL OF 51,000 FEET of kinescope recording film was flown out of New York Thursday nite and Friday morning to 17 stations in all parts of the country not connected with the network carrying the Presidential Inauguration live. Film was received by most stations in time for scanning Friday nite, thus giving them a clean beat on the newsreels. Quality of the prints was excellent, despite the extreme haste with which they were prepared. Staffers of the four webs, who stayed up through the nite for the editing and processing, deserve a low bow and commendation for a job well done. . . . Even in New York, where stations carried the live pickup, the films were rushed on the air Thursday evening, with DuMont claiming the first. Web used clips for six minutes on its "Small Fry Club" at 6:22 p.m. . . . FCC Chairman Wayne Coy will discuss "Looking Ahead In Television" tomorrow when he addresses a meeting of the Boston Ad Club. Members of the newly-formed Radio Executives Club of Boston will be guests. . . . When "Stop Me If You've Heard This One" returns to NBC this week, its director, Larry Schwab, will be one of the busiest fellas in town, handling six half-hour shows a week. . . . Guy Lebow has lined up a host of top sports figures for a special March of Dimes pitch on his WPIX show tomorrow nite.

of this year. "This," said Coy, "would be in line with the timetable indicated by the Commission when the temporary freeze was effected in September. We hope that before the year is out the Commission will be able to provide for the utilization of the ultra high frequencies. This makes it likely that many pending applications for allocations in VHF will be shifted to UHF.

It also offers the hope that many applicants can start construction this year, especially in cities where no provisions have been made in the present band.

Coy said he thought that television network transmission eventually would be effected through a combination of coaxial and microwave relay.

Programming dominated the atmosphere of the entire conference. The general theme, touched in several variations by many of the speakers, was that video is only as good as the programs it carries and that good programming is now the most important factor in network and station competition.

Warning against preoccupation with technical expansion at the possible expense of program content, CBS President Frank Stanton said:

"As fine as the coaxial cable to Chicago may be, and as wonderful as television is, don't ever forget that the picture at the end of the tube is the important thing, just as the sounds that come out of the loudspeaker in AM is the final test of our efforts. It will become even

more important in television. Recognizing that fact we are building the finest studio plants, but only so that we may be able to provide the best possible programs.

Programs of high network caliber, plus the best possible local originations are the best means of insuring the growth of the video audience to the widest mass proportions, J. L. Van Volkenburg, web veepee in charge of tele, told the broadcasters.

Analyzing the basic problem confronting the industry, Van Volkenburg pointed out that while the concurrent processes of production, distribution and consumption in established enterprises are taken for granted, the participants in a new industry must make planful efforts to synchronize these three processes without economic waste.

David Sutton, CBS-TV sales manager, said that several national advertisers are showing willingness to raise "new money" for TV ventures. "In one case," he said, "the client has informed its agency that it will be willing to meet one-third of its television billings with such 'outside' funds."

Charles Underhill, CBS-TV program director, said it is the job of programming, through presentation of inspirational material, educational subject matter, drama, comedy, music, news and sports, to raise the sights of viewers. "If we will weigh every program against that broad concept of what our job is, we will come closer to the satisfactory fulfillment of that responsibility," he said.

### Theater Group Meets To Mull Video Policy

Full disclosure of theater tele will take place at a meeting of officers and directors of Theater Owners of America, executive director, Gael Sullivan has announced. It is hoped that a definite TV policy will be adopted at the confab, he said.

Discussion will embrace such questions as theater tele exclusives with allocation of air or cable channels, release of feature films to TV theater, use of standard video broadcasts and other problems.

Because of the importance attached to the problem, Mitchell Wolfson, chairman of TOA's television committee, has requested Walter Reade, Jr. of New York and David Wallerstein, of Chicago, his co-chairmen, and M. A. Lightman, Jr. of Memphis, Tenn., a member of the committee, to join him in conferences with members of the FCC, Marcus A. Cohn, TOA special consultant on television, and others.

### New Low-Cost Tube Developed By G. E.

Schenectady—A new, low-priced metal picture tube, eight-and-a-half inches in diameter, has been developed here by GE tube division engineers. J. M. Lang, manager of the division, said it probably will be priced at "no more than the present cost of the seven-inch tube," although it will offer 50 per cent more picture area.

He estimated that the picture on a seven-inch screen covers about 26 square inches. The new tube easily handles 39 square inches, he said.

Samples of the new tube, which employs magnetic focusing and deflection, will be available shortly, Lang said. Production will get under way this year.

Lang emphasized that the new development would not effect the firm's plans for full-scale production of 10-, 12- and 16-inch tubes.

### Film Clearance Bur. Set

Film clearance bureau and a directory of TV films will be established by the National Television Film Council in the near future, it was revealed last week by Myron Mills, chairman of the organization's distribution committee.

The bureau will be used to check on the availability for video of all films submitted.

## The Week In Television

### Record Audience Sees Inauguration

Coverage of tele's biggest special event to date, the Presidential Inauguration, was seen by a record audience estimated at ten million in 16 cities on the network. Reception of the pool pickup of the proceedings was reported perfect in all areas. . . . Testifying in opposition to the FCC's proposed multiple ownership regulations, NBC and the Fort Industry said broadcasters should be permitted to apply for TV and FM wherever they have AM facilities. Also appearing against the ruling were WIND, CBS and Paramount. . . . Average minimum operating costs of \$356,000 per year for a metropolitan station using film, network and remote program sources were calculated by NAB in an economic report on video. . . . About 250 CBS execs. gathered in New York to attend the web's TV clinic. FCC Chairman Wayne Coy and CBS Prexy Frank Stanton were chief speakers at the opening session. WBKB began operation of a new projection device on a commercial basis which, director John Balaban said, will bring the station close to the profit side of the ledger.

A WIRE from Les Zimmerman, of the William Morris Agency, says that Peter Donald checked out of DuMont's "School House" because "due to sudden sale and rush of production Donald didn't see script until day of first rehearsal. It differed from original concept submitted to him," Zimmerman continued, "and he felt the comedy not suited to his style. Offer was made to him to revise whole show in line with his ideas. He felt two days not enough time to reconceive, re-write and memorize script, therefore he recommended other elements of show be left intact and new emcee inserted."

## COAST-TO-COAST

**WBZ-WBZA College Glee Clubs**  
Boston, Mass.—A new series of radio concerts by New England college glee clubs made its debut on January 23rd over the New England Regional Network of NBC with the initial program featuring the combined voices of 170 students from Brown University and Pembroke College. The series will originate from the individual college campuses and will be heard locally through WBZ and WBZA each Sunday from 5:00 to 5:30 p.m.

**WNJR Salute To Lincoln**  
Newark, N. J.—The New Jersey Symphony under the direction of Samuel Antek, will be heard over WNJR on February 7th and will salute Lincoln's Birthday on a program featuring Canada Lee. The acting star of screen, radio and theater will narrate "A Lincoln Portrait" by the composer, Aaron Copland, with excerpts from Lincoln's speeches, including the Gettysburg address. The concert will originate in Orange High School.

**WNAX Aids Disaster Area**  
Yankton, So. Dak.—During recent blizzards which forced the Red Cross to declare Rapid City an emergency disaster area, WNAX became the official point for farmers and ranchers isolated in the Rapid City area. The Mayor of Rapid City, which is almost 400 miles west of Yankton, short-waved a request to WNAX—the only means of communication available to broadcast instructions for snow signals, food and medical aid.

**New Emcee On WJR**  
Detroit, Mich.—Lee Lemon, is taking over as emcee of WJR's morning "Music Hall" and "Tops O' The Day" programs according to recent announcement. Lemon is replacing Warren Kelly who has accepted an offer from a CBS affiliate in his home town of Buffalo, N. Y. Lemon came to WJR from Oklahoma to take over the "Dawn-buster" program and has also held key announcing and dramatic roles on KRLD and KTOK.

**Appt'd. Commercial Manager**  
Peoria, Ill.—A recent announcement has been made to the effect that Tom Gavin, who was formerly associated with stations WEBC and WREX in Duluth, Minnesota, has been appointed as commercial manager of WIRL.

**WTYC Staff Additions**  
Rock Hill, S. C.—WTYC, 1000-watt daytime independent station, announces the addition of two new members to its announcing staff. The new announcers are Raleigh Powell, Jr., and Fritz Gibson, Jr. Powell, prior to his present position, was formerly employed at WDEC and Gibson comes to WTYC via WAIM and WCAC, where he acted as announcer, publicity director and assistant program director for the two stations.

## ★ THE WEEK IN RADIO ★

### Crosby Switching To CBS Next Fall

By VAL ADAMS

**B**ING CROSBY moving to CBS next Fall. William S. Paley arranged the deal and according to CBS announcement the web gets AM and TV rights to the singer. No details announced yet. . . . Broadcasters should be permitted to apply for FM and TV stations wherever they have AM facilities, NBC and Fort Industries argued in FCC hearings on multiple ownership. Paramount argued that Commission has no authority to make limit of ownership ruling which the picture company said is a matter for Dept. of Justice to handle.

Record radio and television audiences heard and viewed Inaugural Day ceremonies in Washington. It was a first for video. . . . Robert D. Swezey, former MBS general manager, elected executive vice-president and board member of WDSU Broadcasting Services, New Orleans. He moves in Feb. 1, succeeding Fred Weber, general manager, who will devote full time to radio interests in Houston.

Dept. of Justice filed suit against AT&T seeking to force Western Electric away from its parent organization. Government maintains that a favorable judgment would mean that cost of wire circuits and other facilities for network sound and TV operation will be reduced. . . . Ralph Edwards' "Truth or Consequences" on NBC now offering \$25,000 cash prize instead of merchandise. Move was made to comply with commercial limits of NAB code.

P&G set up \$1,000,000 subsidiary called Procter & Gamble Productions, Inc. Purpose is to handle radio, television and motion picture activities previously handled by P&G's advertising department. . . . Donald A. Norman promoted to assistant manager of WNBC. WNBC-FM and WNRT, New York. His sales manager's job taken over by John C. Warren. Harvey Gannon named service and traffic manager. . . . FCC asked to waive AVCO rules and approve immediately the sale of WINX and WTNX-FM, Washington, to separate buyers.

International Harvester shifting its "Harvest of Stars" back to NBC in April. It moved to CBS less than a year ago. . . . John T. Madigan named ABC's director of news. Paul Scheffels appointed assistant to the veepee in charge of news and special events (Thomas Velotta).

### WMBG Begins FM Operations

Montgomery, Ala.—On January 10th, WMBG, this city's only independent station was the third to add FM facilities, beginning its FM operations on 6,000 watts, 107.5 megacycles. The station operates on AM from sunup till sundown and its FM operations will be from sunup till 9 p.m. WSFA, NBC affiliate and WCOV, CBS affiliate, have operated full time on FM since early in 1948.

Priscilla Lombard named assistant director of special events.

Kenneth H. Baker of NAB moved into BMB to consult with retiring research director, John Churchill. . . . CBS paying for Jack Benny's Amusement Enterprises, Inc., in three equal installments running to 1951. Columbia Records taking 30 per cent of the stock with the network getting 70 per cent. . . . FCC denied request of Zenith Radio to keep its Chicago FM station, WEFM, on low band so long as Maj. Edwin Armstrong's W2XMN is also using lower channel.

Scott Radio Laboratories introduced phonograph with two pick-up arms to play all three types of records—78, 45 and 33 1/3 rpm. . . . Capacity crowd expected at Radio Executives Club luncheon in New York Jan. 27 when Puerto Rican broadcasters will be honored guests. . . . NBC's Hollywood TV station, KNBH, formally dedicated.

Full arrangements for radio coordination during emergencies made by WNYC, municipally owned New York station, and metropolitan outlets. . . . More than 250 radio and television execs attended second nationwide CBS TV clinic. . . . John R. Gilman, formerly advertising veepee with Lever Brothers, appointed vice-president of Colgate-Palmolive-Peet.

Seven CBS programs listed in Hooper's latest "First Fifteen." NBC has five and ABC three. . . . Vincent A. Francis appointed San Francisco sales manager for ABC and stations KGO and KGO-TV. He succeeds Kirk Torney. . . . Radio, press and civic interests will lend support to five Baltimore stations which face contempt proceedings.

Association of National Advertisers authorized formation of ANA Radio Committee. One of the first problems to be met will be accurate determination of the effect of AM listening on the growth of television homes. . . . World-wide radio network for promotion of peace advocated by William Benton, publisher of the Encyclopedia Britannica.

University of Tulsa is fifth school to collaborate with NBC in latter's "University of the Air" study courses. . . . Frank H. Lee Co. renewed Drew Pearson on ABC. . . . Williamson Candy Co. renewed "True Detective Mysteries" on MBS for fourth year.

### Medicine Series On WPTR

Albany, N. Y.—A new series of programs under the direction of the Albany Pharmaceutical Association is heard each Sunday at 12:15 over WPTR. The series entitled "Adventures in Medicine," features leading doctors and pharmacists of the Albany Medical and the Albany Pharmacy Colleges in discussions of progress in medical science. Bernard Buck acts as moderator.

## NEW BUSINESS

**WOR, New York:** The Brown & Williamson Tobacco Corporation, manufacturers of Kools and other cigarettes has purchased long term three-day-a-week participations on "Breakfast With Dorothy & Dick" effective Monday, January 17. The agency is Ted Bates & Co. WOR's Monday through Saturday, 11 p.m. news with Vandeventer has been purchased on Tuesday and Thursdays by John F. Trommer, Inc., for Trommer's beer. The contract was placed through the Federal Advertising Agency. Standard Brands, Inc., has purchased long term participations for Chase & Sanborn Coffee in "The McCanns At Home," over WOR Monday through Friday between 9:30 and 10 a.m. The J. Walter Thompson agency handled the details of the contract. The Illinois Meat Company has purchased long term participations for Broadcast Hash and Redi-Meat in "Rambling With Gambling" over WOR Mondays through Fridays between 6 and 7 a.m. Arthur Meyerhoff & Company, Chicago, is the agency.

The Knox Company, makers of Cystex, have sponsored the Tuesday and Thursday 9:15 to 9:30 p.m. broadcasts of "Mutual Newsreel." The Knox Company handled the contract details personally. The Crest Card Company, makers of greeting cards, has purchased a series of one minute live announcements in "Rambling With Gambling" Mondays, Wednesdays and Fridays between 6 and 7 and on the daytime "Answer Man" on Saturdays between 12:45 and 1 p.m. Mandel & Co. of Newark, New Jersey, is the agency. The General Electric Company will sponsor participating announcements for G.E. vacuum cleaners on "The McCanns At Home" and "Martha Deane" effective Monday, January 24. The announcements will be heard on "The McCanns At Home" Mondays through Fridays between 9:30 and 10 a.m. and on the "Martha Deane" program Mondays through Fridays between 10:15 and 11 a.m. The contracts were placed through the Scheer Advertising Agency of Newark, New Jersey. Pharmaco, Inc. has purchased one minute ET announcements for Feenamint "Tello-Test" Mondays and Tuesdays between 11:45 and 12 noon and on WOR's "Passing Parade" with John Nesbitt on Wednesdays, Thursdays and Fridays between 2:30 and 2:45 p.m., thru Duane, Jones Company.

### John C. Turner

John C. (Happy Jack) Turner, 50, NBC singer-pianist, died suddenly January 19 in his Denver, Colo., home, of a brain hemorrhage. He is survived by his wife, Marie Anna, and three children. Turner, a native of Hannibal, Mo., began his radio career in 1922 and became an NBC artist in Chicago in 1933. Since June 1944 he had been a member of the staff of KOA, Denver, and continued his broadcasts up to the day of his death.





# RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



COL. 46, NO. 17

NEW YORK, TUESDAY, JANUARY 25, 1949

TEN CENTS

## NAB LAUNCHES RADIO SALES CAMPAIGN

### Col. Nussbaum Hurt in Army Plane Crash

Washington — Colonel Howard Nussbaum, chief of the radio and television branch, Air Force Public Relations, suffered fractures of both legs when a C-45 on which he was a passenger crashed at Andrews Field, near here, Sunday night. Col. David J. Ellinger, pilot, of Washington and Col. Bradford A. Shaw, co-pilot of Arlington, Va., in charge of the C-45 lost their lives in the crash. Five other servicemen passengers were also injured.

Col. Nussbaum was returning to  
(Continued on Page 2)

### Don Lee Control Petition Filed With Commission

Authority for the transfer of control of the Don Lee Broadcasting System properties to Lewis Allen Weiss and Willet H. Brown as guardians of the estate of Thomas S. Lee was asked of the FCC yesterday. Lee has been held *non compos mentis*, and there have been some questions raised whether licenses under his control should not be taken away. Yesterday's move is designed to preclude such action.

### NBC Expresses "Regret" For Forrestal Incident

"The Author Meets the Critics," broadcast by WNBC, had a hot post-broadcast session last Sunday afternoon because of a reference made on the air to Defense Secretary James Forrestal by Ira A. Hirschmann, author of "The Embers Still Burn." Hirschmann also is president of WABF, New York FM station. On the air Hirschmann made a  
(Continued on Page 8)

### Emergency

On last week's "Ford Theater" broadcast over CBS, director Fletcher Markle found he had two-and-a-half minutes to fill with only five minutes remaining before the show went off the air. He informed the announcer Frank Martin, who picked up a copy of the first commercial and rewrote it. Stretching of the applause filled out the time.

### Si Si Senior

Mixing English with Spanish Senior Secretario Claude Barrere of the Radio Executives Club sent out invitations yesterday for "El Dia De Puerto Rico" luncheon Thursday at the Hendrik Hudson room of the Hotel Roosevelt. Senior Barrere asks that reservations be phoned to him at MU 6-0238 so that ample table accommodations can be had for the REC members and visitors.

### Hearing Date Set On Deals For WHAS

The FCC yesterday set February 28 for a hearing on the competing applications of radio-screen star Bob Hope, Crosley Radio and Fort Industry to purchase WHAS, Louisville, its FM affiliate, and its TV construction permit. Price offered by all three was \$1,925,000. Hearing was ordered also to WHAS' petition for more time to complete its TV station.  
The price was set in negotiations  
(Continued on Page 8)

### P. R. Broadcasters Flying Here For REC Luncheon

Delegation of Puerto Rican broadcasters who will be guests of the Radio Executives Club of New York at a Caribbean luncheon at the Hotel Roosevelt Thursday are scheduled to arrive in New York tomorrow via Pan American Airways. The delegation is headed by Tomas Muniz, general manager of WIAC, San  
(Continued on Page 2)

## Skelton Switching To CBS; Bergen And Coca-Cola Near

Red Skelton will switch from NBC to CBS next fall and will be heard Sunday nights from 8:30-9 p.m., EST, the Columbia network announced yesterday. Procter & Gamble will continue to sponsor. Benton & Bowles is the agency.  
Edgar Bergen is expected to consummate a deal with CBS within the next few days which will bring "Charlie McCarthy" to the network

## Mitchell's Jamestown Talk Forerunner Of Campaign To Sell Radio To Nation's Retailers

### Gov't. To Return German Radio Outlets

The first step toward restoring German authority over radio broadcasting in the western zones has been taken with the return of stations in Munich and Frankfurt, two of the five outlets seized by the American Military Government after the war.  
Future passage of similar legislation will pave the way for the return of the stations at Stuttgart and Bremen.  
(Continued on Page 2)

### Phil Harris Denies Friction With Benny

Phil Harris denied over the weekend that there is any friction between him and Jack Benny and said he would continue on the latter's show as long as Benny wants him in the lineup. The question was put to Harris at a brunch tossed in New  
(Continued on Page 8)

### NARND Plans Study Of Press News Reports

Minneapolis—The National Assn. of Radio News Directors has established a special committee to conduct a study of press association news reports for radio with Sheldon  
(Continued on Page 8)

Inaugurating a vigorous campaign to make the nation's retailers more radio conscious in their advertising, Maurice B. Mitchell, NAB's broadcast advertising director, fired the first shot in the trade association's revitalized campaign at a luncheon meeting of the Advertising and Selling Club  
(Continued on Page 2)

### Offers FM Service To Canadian Board

Montreal—Plans to put FM broadcasting on a commercial basis and carry listening-audience programs to the traveling public and into homes were outlined before the CBC board of governors at their closing meeting here.  
Station CFCF in Montreal, already operating under a FM license, sought permission to carry FM programs separately from these on its  
(Continued on Page 8)

### 250,000 Students Enter Democracy Script Contest

A total of 250,000 students in 48 states, Alaska, and the District of Columbia wrote and voiced broadcast scripts on the subject, "I speak for democracy," in the contest sponsored by the U. S. Junior Cham-  
(Continued on Page 8)

### New Business

Nash Motors plans to use selective spots and co-op dealer programs on local stations in connection with their 1949 line of automobiles. Bulk of the radio business will be placed in key centers, cities and some on television stations in eastern seaboard cities. Nash distributors will ask dealer co-operation in sharing cost of local drives.



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

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WEST COAST OFFICES

6425 Hollywood Blvd., Phone: Granite 6607
WASHINGTON BUREAU
Andrew H. Olivas, Chief, 6417 Dahlonega Rd.
Phone: Wisconsin 3271
CHICAGO BUREAU
Nat Green
1417 Ashland Bldg. 155 No. Clark St.
Phone: State 2332

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

FINANCIAL

(January 24)

NEW YORK STOCK EXCHANGE

Table with columns: High, Low, Close, Net Chg. Lists various stocks like ABC, Admiral Corp., Am. Tel. & Tel., CBS A, CBS B, etc.

Mayor To Open Festival Of Music On WNYC

Mayor William O'Dwyer will officially open WNYC's tenth American Music Festival on Feb. 12, 5-5:55 p.m., when the Westminster Choir will be presented.

The 10-day festival will include 150 studio broadcasts, both live and recorded, and 18 public contests of which 16 will be admission-free.

Plan Anniversary Show

WNEW disc jockey Martin Block and his "Make Believe Ballroom" will move over to the Crystal Ballroom of the Ritz-Carlton Hotel for the evening broadcast of Feb 3 when his 14th anniversary with the station will be feted.

Twenty-five winners of a recent contest have been invited to attend the birthday cocktail party and broadcast.

NAB Spokesman To Sell Radio Advt'g To Retailers

(Continued from Page 1)

of Jamestown, N. Y., the past week-end. It was the first of a series of meetings at which Mitchell proposed to challenge claims that the retailer advertisers use the press exclusively in their campaigns.

Mitchell's pitch to Jamestown retailers, heard also by dozens of retailers from as far north as Buffalo and from several points in Pennsylvania, was based on a roundup of radio's unmatched story of dominance in the American family picture, on a re-statement of broadcasting's basic advantages over other media, NAB's potent 5-point plan for maximum results from radio, plus two major selling points which are brand new to radio's sales lingo:

1. Retailers are "landsliding" into radio faster than any such group has ever moved. Local advertisers have topped other classes—network included—and are now broadcasting's biggest customer.

2. A "new generation of advertising men" has taken over in retail establishments across the nation. "trained to accept and use radio as the basic medium."

More Talks To Follow

Jamestown talk, believed to be a "dry-run" of the NAB campaign endorsed recently (January 6-7) by its sales managers executive committee, is now believed due for rehearing before top retailing groups in key centers around the country. Mitchell is already booked at major meetings in the East and South and is understood to be looking for more.

Answers Radio Critic

Visit to Western New York was occasioned by blast at radio delivered before same group last September by George Mitchell, Erie (Pa.) public relations counselor. NAB's Mitchell, who has taken attitude that radio must hit

back hard at irresponsible media competition, accepted rebuttal invitation after first writing fiery protest. Significantly, Jamestown Daily (Post-Journal), which reported first talk in full, gave no space to last week's radio blast, although understood to have quietly asked permission to listen to recording.

Broadcasters present were: Si Goldman, WJTN manager with entire sales staff; Robert Greene, assistant general manager, WGR Buffalo, with Ross McPherson, WGR director of promotion and publicity and Ollie Howard of WGR sales staff; Robert Clement, general manager, WJLL, Niagara Falls, with salesmen Tom Talbot and Charles Hendrickson; John R. Henzel, general manager, WHDL, Olean, New York, with James Branald, director of advertising for Olean Times-Herald and WHDL, and Don Merriman, WHDL assistant manager; Dave Potter, general manager, WNAE, Warren, Pa.; Ken Rennekamp, general manager, WPRZ, Oil City, Pa.; William Peters, sales manager, WESD, Bradford, Pa.

Reaction Excellent

Reaction among retailers in the area was "the most positive we've ever had from a sales pitch" declared WJTN (Jamestown) general manager, Si Goldman. "Major retailers in this area have flooded us with requests for the tape-recording of this talk, and all of them are planning to make their buyers, selling staffs and advisors listen to it again.

"The Jamestown Ad Club has rushed copy of the talk to its printers," Goldman said, "and they expect to put it in booklet form for distribution to every one of the 800 ad clubs throughout the country."

Government To Return German Radio Outlets

(Continued from Page 1)

men, it was reported. The United States Army, however, will continue to operate exclusively the radio facilities in blockaded Berlin.

Under the new German radio codes, it was pointed out, the Germans will be permitted broadcasting freedom including objective news presentations and the airing of political criticism by "responsible" parties.

Col. Nussbaum Injured In Army Plane Crash

(Continued from Page 1)

Washington from New York when the crash occurred. He was taken to the Bolling Hospital and last night it was reported that his condition was good. Col. Nussbaum's legs were fractured below the knees.

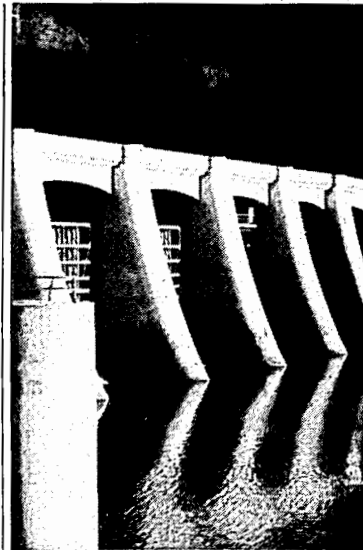
P. R. Broadcasters Flying Here For REC Luncheon

(Continued from Page 1)

Juan, and president of the Puerto Rican Broadcasters Association. Others in the party will be Jose Ramon Quinones, owner of WAPA, San Juan; Jose Bechara, Jr., owner of WKJB, Mayaguez; Antonio Alfonso, representing WKVM, Arecibo; Jose A. Gauthier, WRLA, Caguas, and Carlos B. Esteva, WCMN, Arecibo. Angel Ramos, publisher of El Mundo in San Juan and owner of WEMB and Juan Piza of WNEL are expected to join the party in New York.

New WOR Series

"Let's Play Games," new audience participation show featuring Al Bernie, debuts tonight at 10 p.m., on WOR, New York. Program was written by Jane Martin and produced by Roger Bower.



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.

Advertisement for W-I-T-H Baltimore 3, Maryland, featuring a logo with a face and lightning bolts, and text: AM, FM, W-I-T-H, Baltimore 3, Maryland, TOM TINSLEY, President, Represented by Heedley-Rood

REPEATED RENEWALS  
PROVE...

**ZIV**

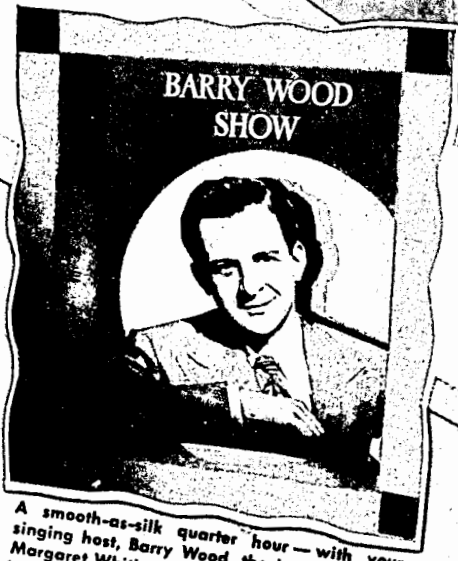
DELIVERS  
THE  
AUDIENCE!



THIS powerful arrangement is the public preferred, sponsored by "Radio City" — delivers the most intelligent sponsors, and tops in Hooper ratings, tops in pulling power for advertisers!



A glorious half-hour musical — featuring the incomparable music of the "waltz king", his "golden saxophone" and his 17-piece orchestra. Vocals by Nancy Evans and Larry Douglas. Narrated by Franklyn MacCormack.



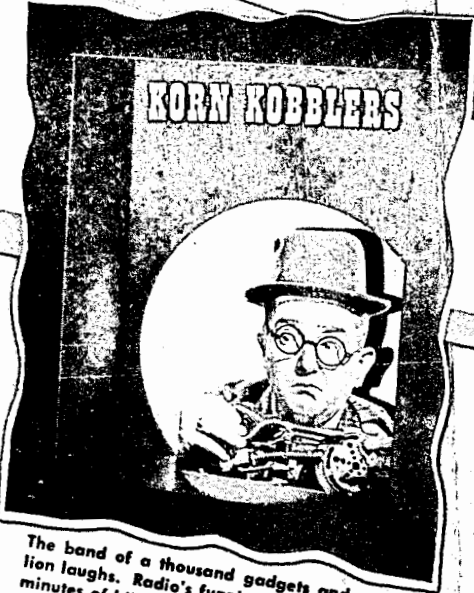
A smooth-as-silk quarter hour — with your singing host, Barry Wood, the lovely voice of Margaret Whiting, the Melody Maids, and the brilliant arrangements of Hank Sylvan and his magnificent orchestra.



A sparkling quarter-hour musical — featuring Kenny Baker — America's favorite singer — with Jimmy Wallington, Donna Ray, Eddy Cole and his men.



Starring Pappy Cheshire, famous western story-teller, and a big-star cast of vocalists and instrumentalists, in songs of the open range. Each program highlighted by a story-romance.



The band of a thousand gadgets and a million laughs. Radio's funniest musical; Fifteen minutes of hilarious entertainment! Presenting a wide variety of music ranging from the classics to comedy — and novelty tunes.



A powerful, sales-building, promotion — of particular interest to department stores. Starring Nancy Pepper, Jr., in a quarter-hour program of intense interest to teen-agers.

# Favorite Story



Radio's most...  
 Ronald Colman  
 Outstanding cast in  
 Lionel Stander,  
 Symphonic orchestra  
 al director.

# IT'S SHOWTIME FROM HOLLYWOOD



An excitingly different, thrillingly glamorous quarter-hour, musical-variety show! Starring Freddy Martin and a great galaxy of stars with an intriguing array of varied and sparkling musical fare.

# GUY LOMBARDO SHOW



America's No. 1 Band presents "The Sweetest Music This Side of Heaven" on a star-studded half hour of musical showmanship at its sensational Best! Features: The Lombardo Trio; Vocalists: Don Rodney, Kenny Gardner; The Twin Planos; Lombardo Medley; Picture Story. Narrated by David Ross.

# PLEASURE PARADE



...Lopez, Milton Cross, Jimmy Walling, the Modernaires, Paula Kelly, Dick Brown, ... the Pleasure Parade orchestra ... wish quarter-hour musical ... audiences!

# BOSTON BLACKIE



Radio's top half-hour mystery shows... complete story! Top ratings... Louisville, 21.7... Youngs... 16.9... Minne... Best point-per-dollar buy!

# PHILO VANCE



S. S. Van Dine's famous detective character in a high-rated half-hour mystery drama. Jackson Beck and great all-star cast presents sleuthing at its scientific best!

... with their audiences—

... evidenced by repeated renewals... programs are available—for every... to meet every selling and promotional requirement: EASY ACES, SONGS OF GOOD CHEER, MANHUNT, LIGHTNING JIM, PARENTS' MAGAZINE ONLY, DEAREST MOTHER, CAREER OF... BLAIR, GREEN DIARY, SPARKY AND DUD, BEYOND... DOUBT.

... and regional sponsorship! ... of phone for availabilities and your city (fraction-of-the-cost-of-production) prices!

FOR CREDIT

# ZIV COMPANY

## Radio Productions

1525 MADISON ROAD • CINCINNATI, OHIO  
 NEW YORK CHICAGO HOLLYWOOD



### Mainly About Manhattan. . . .!

• • • Hottest rumor of week has Chesterfield considering using Arturo Godfrey to work with Russ Hodges calling plays for Giants this season. . . . Xmas issue of the Cornell Widow (undergrad paper of Cornell U.) still getting chuckles for its dig at deodorant advertising. Ad shows a gal with her hands over her head, the copy reading: She's Lovely—She's Engaged—She Uses Air-Wick. . . . Tele set mfrs. planning to come out with a set with a "detached screen" so that several rooms in the house can watch video tuned from one central point. . . . Carl Brown, partner of Sherman & Marquette and head of the N. Y. office, off for a Phoenix vacation. . . . After covering the Yanks ball games via television for the past five years, Bill Slater bows out this year due to too many other commitments. . . . Morey Amsterdam's 1st Hooper is a spanking 40. . . . Basch Radio & Tele Prod. handling the commercials for the Cal Tinney show, "Stop Me If You'd Heard This," when it returns to WNBT on the 28th. . . . Joe Wiegers' "Television Guide" getting a terrific play around town since it tied in with a screen filter premium given with each new subscription. . . . Jos. Lyons, formerly BBD&O casting director and head-writer on the Betty Crocker stanza, has moved over to Woody Klose's "Best Girl" on WOR. . . . Joe Sardi just bought a radio complete with everything—AM, FM, short wave, television, phonograph and time payments.

☆ ☆ ☆ ☆

• • • Phil Silvers' video stanza on the hop now with the Hooper crowding a neat 39.7. Hustling the show from one time to another in an attempt to erase conflict with Silvers' B'way hit, "High Button Shoes," did the half hour no good at all. But now permanently set in its Thurs. evening slot, it looks like Phil is off on a solid run.

☆ ☆ ☆ ☆

• • • Herb (20 Questions) Polesie knows an inveterate horse player who's been losing steadily on the nags. Last Sunday nite, the gambler was called on the 'phone by his bookmaker. "How's about the five G's you owe me?" demanded the latter. "Well, I'll tell you," stalled the gambler. "Right now I'm listening to 'Stop the Music.' If they call me, I'll call you."

☆ ☆ ☆ ☆

• • • On Wed. Feb. 9th, the Friars are sponsoring the comedy bout of the century at St. Nick's arena, bringing together the mighty Milton Berle vs. Slapsie Maxie Rosenbloom. Battling Berle (weight indefinite) has been training for this bout by kayo-ing them in television and staying away from Lindy's blintzes.

☆ ☆ ☆ ☆

• • • James C. Petrillo, boss-man of the musicians, dropped in to Garrison's for a chat with singer-organist Tiny Day, who does patron request songs. After questioning Day about working conditions, etc., Petrillo asked for a tune. Day glanced at his watch and shook his head. "Sorry," he replied. "this is my 'break' time. Your union rules, y'know!"

☆ ☆ ☆ ☆

• • • MAIN STREET SEEN-ery: Vic Damone opening wide to show bobby-soxers his tonsil-less throat in Radio City. . . . Lisa Kirk bawled out by a Madison Ave. bus driver until she sang, "Why Can't You Behave?" (She didn't know where to put the two extra pennies). . . . Conrad Thibault complimented by Rev. Fr. A. W. Lock, of the Cathedral Of Our Savior on W. 69th St., for all the wonderful help he has given to the churches throughout the country. . . . Bob Monroe huddling with Geo. Abbott on a tele deal for his "High Adventure" mellers. . . . Radio Row's newest rendezvous, the Sea Shore Restaurant on W. 49th St., where the filet mignons are as soft as a soap opera heroine's heart.

☆ ☆ ☆ ☆

Mr. REC Member

You Have a Date on Thursday, January 27  
to Hear the Story of

## "THE CARIBBEAN CRUSADE"

when the

Radio Executive Club of New York

is Host to the

Puerto Rican Broadcasters Ass'n

Hear

Jose Ramon Quinones

President of WAPA, San Juan, P.R.

Speak on

"The Threat of Government Radio  
Competition"

Meet

A Group of Distinguished Broadcasters

Be Entertained

By Authentic Latin-American Artists

Henrik Hudson Room, Hotel Roosevelt,

12:30 p.m., Thursday, January 27

# TELEVISION DAILY

Section of RADIO DAILY, Tuesday, January 25, 1949 — TELEVISION DAILY is fully protected by register and copyright

## IN-SCHOOL TV STATION PLANNED

### TELE TOPICS

IN ADDITION to an occasional horse pictured by Rube Goldberg, there were enough plugs on "The Drawing Game" over WPIX Sunday nite to close a sieve. The show is a sustainer, but if clocked according to the all but defunct NAB code, it would violate the commercial restrictions. There were at least 16 aural and visual giveaway credits this week during the 40-minute stanza, including a plug for a suit worn by announcer John Tillman. Then, too, each of the four members of the panel received rather lengthy praise for their respective enterprises. Two of them were for WPIX shows (Frank Paris and Eric Rhoades) and the others were for Stanley Woodward's new magazine and Al Dorn's correspondence school. . . . Otherwise, the show is pleasant, if unexciting entertainment. Format features chases drawn by Goldberg and identified by the panel. Some of them are ridiculously easy, (a hammer and a stein, for example) and others are based on far-fetched puns. There is a certain fascination in watching cartoonists at work, however, and Goldberg is an interesting craftsman. I'd like to see him throw in one of his hilariously fantastic inventions one of these weeks.

THE NEW YORK USO CAMPAIGN is planning an art auction to be held strictly for tele and is looking for paintings. Already lined up are works by Fannie Brice, Lew Ayres, James Mason, Diana Barrymore, Canada Lee, Maggi McNellis, Dorothy Kilgallen and others. The more they get, the more dough for USO, so if many of you are amateur artists and have any paintings or sketches around, autograph them and send them collect, to Mel Strauss at USO, 52 East 48 Street, New York. The show will be scanned by one or more stations in a month or so. . . . Charles Durban, ATS prexy and assistant ad manager of U. S. Rubber, will address the NTFC meeting at the Brass Rail Thursday nite.

THE AMERICAN OPTOMETRIC ASSOCIATION yesterday issued six rules for visual comfort in watching tele. They are: (1) Make sure that your set is properly installed; (2) In tuning, adjust tone setting before turning the picture up to desired brilliance. Strike a comfortable balance between steadiness of image and brilliance; (3) Avoid both intense darkness and bright light in the tele room. If the room is totally dark there will be too much contrast between the bright screen and its surroundings. If there are bright lights they will distract you from the screen. Mild, indirect light is preferable; (4) Do not wear sunglasses; (5) Avoid excessively long periods of close concentration on the screen; (6) In case of discomfort, have your vision examined.

### New Cartoon Series Set By Fairbanks

West Coast Bureau, RADIO DAILY  
Hollywood—Series of 130 open-end five minute films employing a newly-developed animation technique will be made available to stations and sponsors within a few months by Jerry Fairbanks Productions, it was announced yesterday.

The method eliminates many of the most costly features of theatrical animation, Fairbanks said, yet retains the illusion of movement. Closeups are featured, with backgrounds kept to a minimum.

Titled "Crusader Rabbit," series will be animated by Television Arts Production, new Berkeley, Calif., firm headed by J. Troplong Ward, San Francisco radio producer, and Alexander Anderson, formerly with Terrytoons. Films will be completed at the Fairbanks studios here.

### ATAS Seminar Today At Hollywood A. C.

Hollywood—First annual seminar of the Academy of Television Arts and Sciences will be held all day today at the Hollywood Athletic Club. The seminar will be climaxed tonight with the presentation of "Oscars" for achievements in various video categories.

Among the speakers at today's sessions will be Leonard Erickson, vice-president of Kenyon & Eckhardt, representing the Four A's; Paul Lewis, vice-president of the Darcy Advertising Agency, and MCA's Al Wager and Bernard Tabachion.

### TV Production Course Given By KDYL And Univ. Of Utah

Salt Lake City—Course in practical video production, mapped out by KDYL-W6XIS in cooperation with the University of Utah, will be offered by the school's speech department, chairman Dr. C. Lowell Lees has announced. Nine students have been selected to start the course, which carries one hour of university credit.

Students will receive actual broadcast experience by working one night a week as stage managers in the KDYL-TV studios. They will work on the same shows each week, and will be rated for the university by the station's productive heads.

TV Box Score	
On the air.....	54
CP's .....	70
Applications .....	310

### CBS Employees To Get Mini Clinic On Friday

Special "capsule" TV clinic for employees has been scheduled by CBS for Friday evening. Session will be a miniature version of the three-day clinic for affiliates held over the weekend. Similar one-day meetings for agencies and advertisers will be held today and tomorrow at the Waldorf-Astoria.

Employees' meeting will take place in CBS Theater No. 3 in New York. Speakers include J. L. Van Volkenburg, TV veepee; William B. Lodge, engineering veepee; Charles Underhill, program director; Oscar Katz, research director, and George L. Moskovics, manager of sales development.

### Lomax Signed For Fites

Stan Lomax has been signed to handle the Saturday boxing bouts from Ridgewood Grove over WPIX. Series is sponsored by Kruger Brewing Co. through Geyer, Newell and Ganger. Lomax has aired a nightly sports show on WOR for the past 17½ years.

### 40,000 Sets In Hub Area

Boston—Over 40,000 receivers are now installed in the Boston-Providence area, a survey by WBZ-TV revealed yesterday.

Program will be conducted under the supervision of Robert T. Crawford, acting head of the school's radio division. Students who take part in the production work will also assist in classroom instruction, he said.

S. S. Fox, president of the outlet, said, "KDYL-W6XIS is pleased to cooperate with the University of Utah in this matter. Not only are we anxious to work with the University in every way possible, but we are also looking to the future when we will be able to find properly trained television personnel locally, instead of importing persons, as we have had to do occasionally in the past."

### Jersey City Board To File For Low Power Outlet

An application for a TV station that may have far-reaching consequences will be filed with the FCC in the near future by the Jersey City Board of Education. Request will be for a low-power outlet to be used primarily for in-school viewing and operating on a channel not currently assigned to the New York area if the Commission does not open up additional bands in the UHF.

If the status quo regarding available channels is maintained for some time to come, the Board will apply for one of the unassigned bands. Channels 3, 6, 8, 10 and 12 are open in New York although some have been assigned in relatively nearby cities (three in Philadelphia). According to Michael Fiore, radio-tele director of the Board, however, the Jersey City station would cover only Hudson County and would not interfere with any commercial stations.

The Board is prepared to spend around \$150,000, it was reported. There would be no elaborate studio set-up, it was said, beyond the transmitter and cameras. Program material would be direct instruction, such as laboratory demonstrations, films, language lessons, etc. These would be integrated into the high school curriculum, and each would be followed by class-room discussion.

Even before application is filed, the Jersey City Board will get its feet wet in tele via a 12-week lecture and laboratory series on WATV, Newark. Program, to be aired Tuesdays at 4 p.m. beginning Feb. 15, will be a basic video course and students passing an exam to be given at the completion of the series will receive high school credit.

The Board plans also to ask other metropolitan stations for afternoon time for school programs.

### Oil Co. Buys KTLA Segs On "The Roving Camera"

Hollywood—MacMillan Petroleum Corp., through Marketers, Inc., has signed with KTLA for sponsorship of "The Roving Camera," a weekly quarter-hour, beginning Feb. 2. Firm will also bankroll half-hour pickups from the Automotive Show in National Guard Armory over the Paramount station tonight and Thursday.

## Offers FM Service To Canadian Board

(Continued from Page 1)

standard-built outlet. The station, owned by Canadian Marconi Company, outlined proposed programs for both day and night operation. It assured the CBC board the company is prepared to foot the costs—perhaps for a year or two—in developing the FM technique to a commercially sound basis.

### Comment by Finlayson

S. M. Finlayson, speaking in behalf of Canadian Marconi Company's CFCF station, said he felt separate programming of FM broadcasts would be advantageous both from the commercial point of view and that of manufacturers of receiving sets and other apparatus.

Day-time broadcasts, principally high-class music and news, weather and time reports, would carry "sparsely spaced" commercial announcements limited to 20 seconds each. Evening programs would be aimed specifically at music lovers and would be of a serious nature to ensure continuance and maintenance of listener interest.

## WMGM's Greenspan Acting Sports Director

Bud Greenspan has been named acting director of sports at WMGM, succeeding Marty Glickman, it was announced late last week.

Greenspan was previously assistant director of sports. He is also the regular New York Rovers Hockey sportscaster from Madison Square Garden for WMGM.

Glickman was recently signed under a two-year contract to be heard exclusively over WMGM for college and pro-basketball games, "Warm-Up Time," "Sports Extra," "Today's Baseball," and "Today's Sports."

**WEVD**  
3000 WATTS 1330 K.C.  
PROGRAMS OF  
DISTINGUISHED FEATURES in  
• ENGLISH  
• JEWISH  
• ITALIAN  
3 RESPONSIVE AUDIENCES  
3 MARKETS WITHIN  
THE NEW YORK  
METROPOLITAN AREA  
Send for WHO'S WHO  
Among Advertisers on WEVD  
WEVD  
117-119 W. 46th St.  
HENRY GREENFIELD, Mgr. Director N. Y. 19

## NBC Apology To Forrestal For Statement On Program

(Continued from Page 1)

statement to the effect that Forrestal had a major ownership in a cartel which controlled I. G. Farben in Germany. Shortly after the broadcast, attorney John T. Cahill, Forrestal's lawyer (and also an attorney for RCA), telephoned Niles Trammell, NBC president, and said the statement was libelous. Trammell called Jim Gaines, director of owned and operated stations. Gaines then called in Martin Stone, owner of "The Author Meets the Critics" program. Outcome was the following announcement aired by WNBC at 11 p.m. Sunday:

"The National Broadcasting Company delays the start of the Shell Oil news program to bring you a special announcement.

"On 'The Author Meets the Critics'

## 250,000 Students Enter Democracy Script Contest

(Continued from Page 1)

ber of Commerce, NAB and the RMA.

NAB member stations participating in the contest in the home communities of the national winners were: WAKR and WHKK, Akron, O.; WAYS, WBT, WGIV and WSOC, Charlotte, C. C.; WKBW, Hutchinson, Kan.; WMIN, St. Paul, Minn.; KSTP, Minneapolis.

The contest began with intra-school eliminations, and moved on into community competitions, judged by panels named by local junior chambers of commerce. State contests were judged by means of transcriptions made from original broadcasts by local radio broadcasting stations.

The winners who will receive their awards at a luncheon in Washington Feb. 23, at the hands of Attorney General Tom C. Clark, are: Richard Caves, Everett, O.; Charles Kuralt, Charlotte, N. C.; George Morgan, Jr., Hutchinson, Kan.; Kerion Johnson, St. Paul, Minn.

## NARND Plans Study Of Press News Reports

(Continued from Page 1)

Peterson of KLZ, Denver, Colo., and Richard Oberlin of WHAS, Louisville, as co-chairmen, it was announced yesterday by NARND prexy Sig Mickelson of WCCO, Minneapolis.

Others appointed to the committee were: Ed Wallace of WTAM, Cleveland; Wayne Kears of KSL, Salt Lake City, and Ben Holmes of KOMA, Oklahoma City.

## Will Broadcast Awards

On Friday, January 28, at 2 p.m., Fortune Pope's WHOM will broadcast, for the fourth consecutive year, the scholarship awards granted by the Columbus Citizens Committee to worthy public school graduates

program broadcast over WNBC this afternoon at 1:30 o'clock, Mr. Ira A. Hirschmann made statements to the effect that Mr. James Forrestal, Secretary of Defense, had a major ownership in a cartel which controlled I. G. Farben in Germany.

"This broadcast is not made from script, but the participants express extemporaneously their own views. Mr. Forrestal has informed the National Broadcasting Company that these statements are false. The National Broadcasting Company regrets that these statements were made and offers the Secretary of Defense its profound apology. Mr. Hirschmann has been shown the foregoing statement and regrets that his sources of information were incorrect."

## Phil Harris Denies Friction With Benny

(Continued from Page 1)

York Saturday at the 21 Club for him and his wife Alice Faye and members of their program.

To point up the fact that he still has the good wishes and cooperation of Benny in furthering a separate career for himself, Harris cited the case of how Benny now uses him in the first half of the Lucky Strike program so the band leader will have time to hustle from CBS to NBC studios to do his own show. Formerly, Harris was written into the latter half of Benny's script. His contract with Benny is firm until the end of this season and then the comedian has an option for another year.

Both Harris and Miss Faye said they were glad to have the opportunity to find out if their show can stand on its own feet without the advantage of following Benny. According to current ratings, the show is practically doing as well as it did before Benny switched to CBS. Last Sunday night, it had a rating of 17.6, a figure that has climbed steadily since Jan. 2 when the new setup took effect.

Harris said there are no plans now to shift the show to another network. He also commented that it's unfortunate for his program and "Amos 'n' Andy" to have to compete because—as Harris expressed it—the public likes both programs and should have the chance to listen to both.

Those attending the Saturday brunch were Niles Trammell, NBC president; Ben Duffy, president of BBD&O; O. W. Gieselman and Bernard Kaye, Rexall district supervisors, and Adolph Gottesman, in charge of Liggett stores.

without regard to race, creed or color. The ceremonies will take place in the mayor's council chambers, with Generoso Pope, chairman of the committee, making the awards.

## Hearing Date Set On Deals For WHAS

(Continued from Page 1)

between the Louisville Times and Courier-Journal, which presently control WHAS, and Crosley, and then posted in accordance with the AVCO ruling. This rule was adopted by the FCC when the Crosley company, licensee of WLW, Cincinnati, was purchased during the war by Victor Emanuel's giant aviation company.

In this case the two other parties elected to match the agreed price, with the FCC thus permitted to decide which of the three would-be buyers is best fitted, from the standpoint of public interest, to control the station. In dollars and cents, this will be the largest case to come before the FCC for decision under the terms of the AVCO policy.

Fort Industry is licensee of several radio stations in Florida, Indiana and West Virginia. Hope's is a new company, and the comedian has no other radio holdings of importance.

## Stork News

Salt Lake City—Sherril Taylor, publicity director of KSL, Salt Lake City, and his wife, June, are the parents of a seven-pound, eleven-ounce boy, born Saturday, January 8 at 8 p.m. in the Holy Cross Hospital in Salt Lake City. His name is Mark.



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.



# SENATE GROUP WOULD LIMIT AM POWER

## Lees Retail Air Adv. Equaling Newspapers

Springfield, Mass.—Retail stores' radio advertising will equal newspaper promotion expenditures during 1949, Howard P. Abrahams, manager of the NRDGA sales promotion division and visual merchandising group, told the Springfield Advertising Club yesterday.

Basing his predictions upon the recently-concluded NRDGA nationwide survey of department and specialty stores, Abrahams said that radio will come into its share of additional promotion "to the tune of 5 per cent of the retail promotion ex-

(Continued on Page 2)

## French Broadcasters Working Without Pay

Robert Lange, head of the North American Service of the French Broadcasting System, and producers Ben Smith and Pierre Grimblat are continuing to work without pay at their Paris offices pending the outcome of the investigations into methods of paying writers and producers for extra work rendered, Edward Gruskin, program director of the French Broadcasting System in North America, told RADIO DAILY yesterday.

The administrators of Radiodiff-

(Continued on Page 6)

## N. Y. Fur Retailer Buys Spot Drive On WNEW

Ash's Coats and Furs, Inc., has purchased WNEW's "Hollywood's Open House" and an extensive schedule of selective spots under a 2-week contract involving more than \$100,000, effective Jan. 30,

(Continued on Page 8)

## Adopt Orphans

Three war orphans, Chinese, Belgian and French, have had their hopes for the future brightened by 45 WOR staff members who have "adopted" the youngsters under the Foster Parents Plan For War Children. The WOR staffers, divided into three groups of fifteen members, have undertaken to provide support through Foster Parents Plan.

## Souvenirs

Arrival of 500 pounds of ceramics by air freight from San Juan, P. R., for presentation as souvenirs by the Puerto Rican Broadcasters Association at the Radio Executives Club luncheon tomorrow at the Hotel Roosevelt, was announced yesterday by Carl Haverlin, president of REC. The pottery pieces have been provided by the P.R. Industrial Development Company as a good-will gesture and to emphasize the growth of the pottery industry on the island.

## ABC Affiliates Meet Being Held In Chi.

Chicago—Approximately 150 representatives of radio stations in the Central, Middle and Southwest states, will gather at the Ambassador East Hotel tomorrow for a regional conference of American Broadcasting Company affiliates. The gathering includes affiliates from Districts 2, 3 and 5. Among the ABC executives attending the conference will be Mark Woods, president, and Robert E. Kintner, executive vice-president.

## Austrian Establishes TV Consultant Service

Ralph B. Austrian, one of television's pioneers, yesterday announced the establishment of a television consultant service to act as liaison between the video field generally and the fields of entertainment, ad-

(Continued on Page 2)

## Divorcement Of AM, Video Will Come Gradually—Coy

Boston—Broadcasters who also own TV "will gradually dispose of their radio stations and concentrate on television," FCC Chairman Wayne Coy told the Radio Executives Club and the Advertising Club here yesterday. He declared that it is not possible for TV and aural broadcasters "to compete for the same audience under the same management."

At the same time Coy indicated

## ICC Sub-Committee Asks 50-Kw. Top, Also Improvement Of FCC's Setup; Calls 'Clears' National Problem

### Gittinger Backs AM At CBS Tele Clinic

CBS skillfully worked both sides of the street yesterday at its television clinic for agency execs, bringing on its sales veepee for radio, William C. Gittinger, who made a luncheon speech to quiet any fears that radio is doomed. Since so many agencies were represented, CBS presumably was letting it be known that it still loves radio sponsors as well as newcomers to television.

Gittinger was introduced by Frank

(Continued on Page 8)

### Campbell Chairman Of NBC SPAC Group

Martin B. Campbell, general manager of station WFAA, Dallas, Texas, was elected chairman of the NBC Stations Planning and Advisory Committee at the opening session of a two-day meeting on Monday. He succeeds Paul W. Morency, vice-

(Continued on Page 2)

### Radio Sales Reps To Appear On IRE Program

Engineering-trained radio sales representatives will present five papers at a special symposium on marketing to be held at the national IRE convention at Grand Central Palace, March 10, 10 a.m.

Washington Bureau of RADIO DAILY  
Washington—Congressional action was asked yesterday by the communications subcommittee of the Senate Interstate Commerce Committee to limit AM power to 50,000 watts in this country and throughout the hemisphere, to improve the Commission's organizational setup and to make it possible for FCC to issue cease-and-desist orders to broadcasters who violate

(Continued on Page 8)

## CBC Board Acts On Applications

Montreal—CBC board of governors approved licenses for two radio stations but recommended against the granting of licenses to five other applicants. Action was deferred on two applications. The board which makes recommendations to the licensing authority of the Transport Department approved an application from Goodwill Broadcasters of Que-

(Continued on Page 6)

## "Barn Dance" Returning On ABC For Oil Firm

"National Barn Dance" returns to the air March 19 over 68 ABC stations in the Midwest and West under sponsorship of the Phillips Petroleum Co. Agency is Lambert & Feas-

(Continued on Page 6)

## Sitter Service

Norwalk, Conn.—WNLC has announced that it will cooperate with the local parent-teachers' associations by setting up a registry of baby-sitters. Listeners in Norwalk, Westport, New Canaan, Darien and Wilton who need baby-sitters will be able to phone the station between 4:30 and 5:00 and will be given the names of baby sitters nearest their homes.

(Continued on Page 7)



Vol. 46, No. 18 Wed., Jan. 26, 1949 10 Cts.

JOHN W. ALICOATE : : Publisher

FRANK BURKE : : : : Editor

MARVIN KIRSCH : Business Manager

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WEST COAST OFFICES

Al Steen, Manager  
6425 Hollywood Blvd. Phone: Granito 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

(January 25)

NEW YORK STOCK EXCHANGE

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

OVER THE COUNTER

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

New AM Station

The FCC announced yesterday that it has okayed the application of Eugene Broadcasters, Inc., of Eugene, Oregon, for a new AM station to operate on the 1280 band with one kilowatt unlimited. Estimated construction cost is \$32,570.

INS has served



FOR 10 YEARS

★ COMING AND GOING ★

R. E. DUNVILLE, vice-president and general manager of the Crosley Broadcasting Corp., also Vice-presidents MARSHALL N. TERRY, WILLIAM P. ROBINSON and HARRY MASON SMITH spent the week-end in Chicago attending the WLW sales meeting.

F. GRANGER WEIL, executive vice-president of WTTW, Port Huron, Mich., a visitor this week at the offices of BMB.

HAROLD R. KRELSTEIN, general manager of WMPS, American network outlet in Memphis, Tenn., spending a few days in New York on station and network business.

MERLE JONES, general manager of WCCO, Minneapolis, in conferences this week at the headquarters of CBS.

H. VERNON ANDERSON, general manager of KLOU, Lake Charles, La., is in town. Sat in for a while at the headquarters of Broadcast Measurement Bureau.

RICHARD S. SWIFT, assistant general manager of WCBS, and DON MILLER, sales manager of the station, have returned from the Canners Convention in Atlantic City.

COL. MAX STUART, of the Barnes Printing Co., leaves for a Palm Beach sojourn on Friday.

DR. GEORGE CROTHERS, assistant director of education and opinion broadcasts for CBS, has returned from Peekskill, N. Y., where he conducted a forum which discussed "What Is the Purpose of Education."

IVOR KENWAY, vice-president of ABC in charge of advertising and promotion; ERNEST LEE JAHNCKE, vicepres in charge of stations; OTTO BRANDT, national director of station relations, and JAMES CONNOLLY, of the web's stations department, are in Chicago to participate in a meeting of ABC affiliates to be held tomorrow.

ADAM YOUNG, national station representative, has left on a business trip to the Middle West.

FRANCIS H. HOGE, vice-president of United States Television Mfg. Corp., and HERBERT SCHILLER, regional sales manager, are in Baltimore to represent the company at the "Television Exposition" sponsored today by Stewart & Company.

HARRY WITT, general manager of KTTV, Los Angeles, has returned to the West Coast after attending the CBS television clinic in New York.

Campbell Chairman Of NBC SPAC Group

(Continued from Page 1)

president and general manager, WTTIC, Hartford, Conn.

Niles Trammell, NBC president, welcomed the SPAC members.

New secretary is Harold Essex, vice-president of WSJS, Winston-Salem, N. C. Other SPAC members are Harry Bannister, general manager, W W J, Detroit; Walter J. Damm, vice-president and general manager of radio for The Journal Co., Milwaukee; Ed Yocum, general manager, KGHL, Billings, Mont.; Harold C. Burke, general manager, WBAL, Baltimore; John M. Outler, Jr., general manager, WSB, Atlanta; Clair R. McCullough, WGAL, Lancaster, Pa.; Wiley P. Harris, director, WJDX, Jackson, Miss., and Ewing C. Kelley, general manager, KCRA, Sacramento, Calif.

Austrian Establishes TV Consultant Service

(Continued from Page 1)

vertising and business. Offices of the new Austrian enterprise are in the R.K.O. Building in New York.

Until recently vice-president in charge of television for Foote, Cone and Belding, Austrian was president of the R.K.O. Television Corp. during a four-year association, and was assistant vice-president of the RCA Manufacturing Company for over seven years.

Active in industry activities, Austrian is a governor, fellow member and treasurer of the Society of Motion Picture Engineers, a senior member of the Institute of Radio Engineers, the American Television Society and the Radio Executives Club.



AUSTRIAN

10 YEARS AGO TODAY

From the Files of Radio Daily

NBC has completed four new series of programs which are intended primarily for entertainment but meet the high educational standards set by the network in further expanding its juvenile coverage. . . . The National Union Radio Corporation has started a television testing laboratory to aid set manufacturers in developing television apparatus. . . . A bill has been introduced by Congressman Emanuel Celler of New York which is designed to relieve broadcasters of liability for libelous or slanderous statements made over their stations. . . . Aiming to win acceptance of its "Code" from individual agencies, the American Federation of Radio A-lists postponed issuing its strike call in order to concentrate on signing up of advertising agencies.

Sees Air Advertising Equaling Newspapers

(Continued from Page 1)

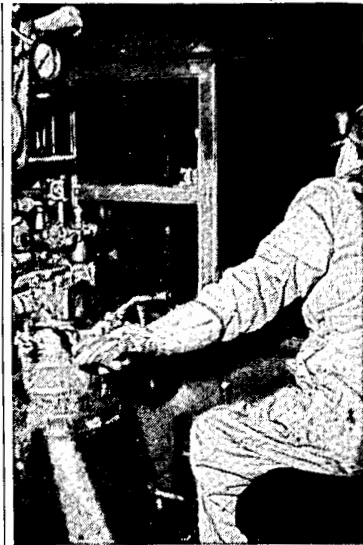
penses, the same percentage indicated for newspapers.

"In this (radio) classification, we find the widest shift in store thinking with some stores sharply curtailing their radio efforts while others zoom their plans upward at a fast percentage," he explained.

A spokesman of the National Retail Dry Goods Association pointed out to RADIO DAILY that these store trends in radio advertising would be, according to the survey, on a 50-50 basis, half of the stores going all out and the other half retracting from the radio medium.

Named Ad Club Veepee

Charlotte, N. C.—Bob Covington, promotion manager of WBT, Charlotte, was recently elected vice-president of the Charlotte Advertising Club.



"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!



AM W-I-T-H FM

Baltimore 3, Maryland

TOM TINSLEY, President

Represented by Headley-Rood

# WATV

# **sells!**

**14**

one minute spots

\$1295.—



a weekly consumer magazine

**\$10,236**

in subscriptions

**3**

one minute spots

\$350.—



lifelike "Baby Blue Eyes" doll

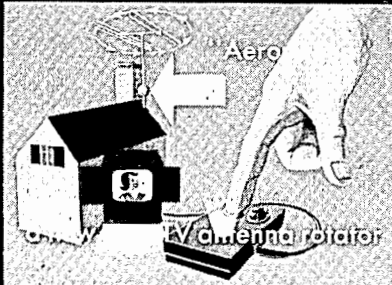
**\$1974**

in orders

**12**

one minute spots

\$1200.—



**\$49,937**

in potential sales

**buy**



NATIONAL REPRESENTATIVES: WEED AND COMPANY

# To *Nations*

- ★ Select freely any number of stations — one or a thousand.
- ★ Select freely the markets required—and only those markets.
- ★ Select freely the best station in each market, regardless of size or network affiliation.
- ★ Select freely the best time in each market, regardless of time zones.
- ★ Double up in any market where pressure is needed, by using multiple stations, as multiple newspapers are now used.
- ★ Hear programs including commercials before they go on the air — assuring standard excellence.
- ★ Get extremely valuable free local merchandising support offered by many stations for national selective program sponsors.
- ★ Get the powerful advantage of local tie-up or cut-in announcements without extra cost.
- ★ Get the freedom of a two weeks' cancellation clause instead of the usual thirteen.
- ★ Control advertising for seasonal or climatic changes or for social or racial differences, or for any other intelligent sales purpose.

*Paul H. Raymer Company, Inc.*

# Advertisers

See what other national advertisers  
have been doing over the past twelve years:

## RADIO NET TIME SALES

YEAR	NETWORK	% INCREASE OVER PREVIOUS YEAR	NATIONAL SELECTIVE	% INCREASE OVER PREVIOUS YEAR
1937	56,192,396	—	23,117,136	—
1938	56,612,925	0.7	28,109,185	21.6
1939	62,621,689	10.6	30,030,563	6.8
1940	71,919,428	13.1	37,140,444	23.8
1941	79,621,534	10.7	45,681,959	23.0
1942	84,383,571	6.0	51,059,159	11.8
1943	100,051,718	19.0	59,352,170	16.4
1944	124,680,747	24.6	73,312,899	23.5
1945	125,671,834	0.8	78,583,644	7.2
1946	126,737,727	0.8	82,917,505	5.5
1947	125,450,000	(-1.1)	89,600,000	8.1
1948	133,461,000 (Est.)	6.4	100,739,000 (Est.)	12.4

Broadcasting Yearbook

### *Increase 1948 over 1937*

National Network

**137%**

National Selective

**336%**

*National Selective Broadcasting* has the greatest potential for new business development. It is destined to be the largest national advertising medium this country has ever known.

## *Radio and Television Advertising*

*New York Boston Detroit Chicago Hollywood San Francisco*



## CBC Board Acts On Applications

(Continued from Page 1)

bec Inc., for an exclusively English-language station in Quebec. It also approved revival of the license for station CJDC, Dawson Creek, B.C., cancelled on the recommendation of the board. The license held by Mrs. Wilna Moore which will be switched to the control of W. B. Michaud of Dawson Creek.

### Dunton Statement

A. D. Dunton, chairman of CBC board of governors said the CBC has changed its policy "to some extent" with respect to the operation of FM broadcasting outlets by operators of standard band radio stations. He made the statement in an interview after the board announced it has decided to grant permission to station CFCF, Montreal, to program separately over its FM outlet on an experimental basis for a period of one year then the situation will be reviewed. In granting FM broadcasting stations the board made it clear that both the regular and the FM station had to carry the same programs at all times. CFCF was the first Canadian station to ask for permission to use its two outlets for separate programs.

## "Barn Dance" Returning On ABC For Oil Firm

(Continued from Page 1)

ley, New York. Account runs to about \$200,000 annually.

Program will be broadcast Saturday nights from 9-9:30 p.m., CST. "National Barn Dance" has been off the air for some time but formerly was heard on NBC for Miles Laboratories. Commercials on ABC will be devoted to Phillips gasoline and motor oil.

Signing of the new 52-week contract brings the weekly total of new business which ABC has contracted so far this year to six and three-quarter hours per week. In addition, program renewals received effective in 1949 amount to an additional five and a quarter hours a week.

New sponsors joining ABC since the first of the year includes Kaiser-Frazer, General Electric, Pepsi-Cola, Chesebrough Manufacturing Co., P. J. Ritter Co., and Dr. Posner's Shoes.



## Mainly About Manhattan. . . !

● ● ● Reports are that Philco and CBS are at odds over the Bing Crosby deal and that the former may take legal action if the package goes to another sponsor. . . . Aside to Sid Strotz: What gives with the top video post at NBC? . . . A well-known femme manager of a well-known femme star dropped a terrific bundle during her last visit to Las Vegas. . . . NBC may drop the Screen Guild Sunday nite stanzas—that is, if there is no rating payoff. Web is not committed to a full 13-week series. . . . Jack Buchanan will have his English tele sets on the market here in two months. Claims they don't need aerials. . . . Packard auto outfit reported interested in bankrolling a dramatic series. . . . Some harsh criticism has been made about the video commentaries covering the Inaugural. It seems to us that commentators shouldn't be spanked if the monitor screens conk out—which is exactly what happen' . . . Nobody laughed harder at the tele sketch in "All For Love" than Mary Margaret McBride. Sketch was based on one of her video shows with Grace Hartman playing a character known as Mary Maggie McNeal. . . . World Transcriptions have pacted Dick Haymes to a long-term waxing contract. . . . Mark Goodson's "Beat The Clock" skedded for an early TV debut. . . .

★ ★ ★ ★

● ● ● IMPressions: Rex Hurrhason: Dramatic. . . . Arnold Stang: Stoogenius. . . . A. L. Alexander: Eeny, meeny, miny, woe. . . . Kate Smith: TuneSmith. . . . Arthur Godfrey: Godfrey-and-easy. . . . La Bankhead: Talknicolorful. . . . Alan Young: Canada Dry humor. . . .

★ ★ ★ ★

● ● ● The fact that Gilbert Mack and his brother, H. Arthur, have just had two songs published (Havana Moonlight and Shadows on the Sands) is hardly front-page news—but to those of us who know the boys, it marks quite a study in nostalgia. Back in 1930, the two youngsters broke into radio with an act known as Gobs of Joy, featuring songs and snappy patter, etc. After four years of entertaining the great invisible audience, as the emcees put it, Arthur wearied of the pace and decided to invade the technical end of radio. Today he's an engineer with the government's "Voice of America" series. Gilbert, meanwhile, went on to become one of radio's top dramatic performers, famed for his versatility before the mike. But the call of the songsmith is hard to down, we suppose. A week or so ago, two tunes earmarked for this desk came in via the mails. The first thing we noticed was: Words and Music by Gilbert Mack and H. Arthur Gilbert.

★ ★ ★ ★

● ● ● MAIN STREET TREATS: Monica Lewis' pinch-hitting on the all-nite sessions from the Copa. . . . The new "Boston Blackie" song by Nick and Charlie Kenny. . . . Joy Hathaway's delightful video personality. . . . The Johnny Desmond five-minute musical series Sunday p.m. on Mutual. . . . Joseph Curtin's he-moting on "Mr. & Mrs. North." . . . Red Benson's emceeing on his "Movie Matinee."

★ ★ ★ ★

● ● ● SMALL TALK: Dwight Weist's video package, "Feature Story," exciting plenty of trade interest. . . . Chevrolet buying time on WHOM. . . . Ted Green has come up with two TV ideas—one called "Show Case," a new twist on the talent shows, and "Mighty Mites," a terrific series involving kid fisticuffs that should be a video natural. . . . Paul McGrath will do his "Inner Sanctum" hosting by remote from Boston via private wire for the next 3 weeks. (He's up there in the Clifford Odets show, "The Big Knife"). . . . Bernard L. Schubert has flown back to H'wood for important conferences on the Don Ameche-Your Lucky Strike ainer. . . . Monte Proser entering television to produce the AGVA show for Radio Artists Corp.

## French Broadcasters Working Sans Pay

(Continued from Page 1)

fusion Francaise, Gruskin explained, are investigating a reported ruling that would forbid staff producers and writers from receiving extra pay for extra work. In the present case, Lange supposedly okayed such additional payments beyond regular salary ceilings for "piece-work" not called for in their contracts. In pursuance of the routine French agency procedure, the salaries of the three men have been suspended temporarily while the investigation is underway.

Gruskin denied that the Cour de Comptes, the French government department whose function it is to investigate the finances of government agencies, has anything to do with the present probe by the administrators of Radiodiffusion Francaise.

"The worst thing which could happen as a result of the 'piece-work' pay inquiry would be that Smith and Grimblat may be requested to return their extra compensation," Gruskin said.

Their temporary suspensions, he pointed out, do not in any way affect the services of the French Broadcasting System. In fact, "we are getting ready to launch the 1949 season during which we will service 270 American stations which have to date requested transcriptions. We hope to have all the discs in their hands by March 1."

He disclosed that the Paris offices will soon begin sending the French "good-will" programs by air mail on Magnetophone tape from which masters will be made in New York. Those shows which are produced here for consumption in France, meanwhile, will continue to be recorded on regular discs.

## WOR Plans Sales Meet

WOR's annual sales meeting will be held on Tuesday, February 1, at the station's headquarters, 1440 Broadway. Members of WOR's sales, program, research and publicity staffs and station sales representatives from Boston, Chicago and Washington, D. C., will join in outlining sales goals for the coming year. R. C. Maddux, WOR vice-president, will preside.

1906 1949

*Henri*  
CONFISEUR

**FRENCH RESTAURANT**  
LUNCHEON from \$2.00  
DINNER from \$3.00  
COCKTAIL BAR

*Famous French Candies*  
15 East 52nd St.  
AIR CONDITIONED

*Adam J. Young Jr.*

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

**RADIO & TELEVISION  
REPRESENTATIVES**

New York • Chicago • Los Angeles • San Francisco

# TELEVISION DAILY

Section of RADIO DAILY, Wednesday, January 26, 1949 — TELEVISION DAILY is fully protected by register and copyright

## COY SEES AM, TV DIVORCEMENT

### TELE TOPICS

ONE OF THE REVIEWER'S more difficult chores is to comment objectively about a comedy show he has seen several weeks in a row, because the quality of such a program may vary greatly from week to week and, even more trying, it may vary just as greatly within the structure of one broadcast. Exactly such a program is "The Morey Amsterdam Show" over CBS. When the material—written by producer Irving Mansfield, Amsterdam and Lou Meltzer—is good, there isn't a funnier show on the air. When the gags are stale or old (sometimes they're anti-Indian)—well, bad jokes are bad jokes no matter how you get them. . . . Framework of the show, the mythical "Golden Goose Cafe," is a good one and allows for plenty of variety. But the order of the various acts should be changed occasionally so that viewers will not become overly-familiar with what comes next. Amsterdam is one of the funniest men in the business and his delivery is well suited to the visual medium. Jacqueline Susann, the cigaret girl, is always decorative and often amusing, although sometimes it seems as though they're trying to give her every "Dumb Dora" joke ever written. Art Carney's buffoonery as the doorman is refreshingly different and very funny. Guest singer and dance act each week are usually of high caliber. Alex Leftwich's effective direction is fluid when it should be and happily, he lets the dancers provide the movement for the terp acts.

PHILCO PLAYHOUSE, slated to take a summer hiatus beginning around mid-March, may cease operations permanently before that time, according to the Radio City rumor mill. . . . Tex and Jinx McCarry, up to now an NBC exclusive, have been signed by Philip Morris for a CBS series. They may be slotted in the lush leg following Godfrey's "Talent Scouts," which would give Amsterdam the bounce once again. . . . DuMont and NBC are rolling out the red carpet for the Admiral debut Friday night with a 20-minute pickup (aired in New York only) of arriving celebs and other phases of the Hollywood hoopla. . . . Scot Towels will bankroll half of the Dione Lucas cooking stanza, with another sponsor ready to sign for the other 15 minutes. . . . Show may return to its original Thursday, 8 p.m. slot when it goes commercial. . . . Betsy Mills, harpist and singer, has been signed by KTLA for her own Sunday eve stanza. . . . Dorothy Fainini, of Y&R, was presented with an orchid by AMA for her work in lining up the panel for the org's tele luncheon yesterday. Session, incidentally, was about the best ever held in this city. . . . Rudy Vallee, who subs for the ailing Phil Silvers on the comedian's show Thursday nite, will be guest speaker at the second ATS film forum, Feb. 1 at the Museum of Modern Art.

### Top Ten TV Hooperatings

(New York City, Jan. 8-14)

Toxaco Star Theater . . . . .	WNBT	79.6
Arthur Godfrey and His Friends . . . . .	WCBS-TV	60.0
Arthur Godfrey's Talent Scouts . . . . .	WCBS-TV	56.1
Toast of the Town . . . . .	WCBS-TV	49.0
Kraft Theater . . . . .	WNBT	42.4
Amateur Hour . . . . .	WARD	37.5
Wo, Tho People . . . . .	WCBS-TV	37.1
Arrow Show . . . . .	WNBT	35.6
Bigelow Show . . . . .	WNBT	34.5
Gulf Show . . . . .	WNBT	31.6

### Brewery Buys Tigers Over WWJ, Detroit

Detroit—At least half of the 1949 home games of the Detroit Tigers will be scanned by WWJ-TV under sponsorship of Goebel Brewing Co. Contract calls for a minimum of 35 games, and, according to Edwin J. Anderson, president of Goebel, that number may be increased.

Tuesday and Thursday will be "regular television days" for the club. Last season 26 games were carried, and 17 were scanned in 1947, when WWJ-TV began commercial operation.

### Sterling Films Tele Co.

Formation of Sterling Films Television, to be devoted exclusively to the production and distribution of TV films, has been announced by Saul J. Turell, president of Sterling Films, Inc. Sterling has been active in video during the past year, handling distribution of its 16mm home

### CBS Announces Plans For Daytime TV Sked

CBS plans to start a 16 hour daily TV program schedule, Monday through Friday, in New York some time in the spring, it was disclosed yesterday by J. L. Van Volkenburg, Columbia television veepee. Disclosure was made during a one-day CBS television clinic held for representatives of advertising agencies.

No actual starting date has been set for WCBS-TV's full time operation but it could be within two to three months. Much of the programming is still to be worked out. Van Volkenburg said it would not necessarily include WCBS radio personalities although the chances are good that Jack Sterling will have a daytime tele show.

movie product to stations. Increased activity in this field plus more ambitious plans for distribution of other producers' product prompted formation of a separate tele firm.

## Get Into TV Now—It Pays, GF Official Tells AMA Meet

Now is the time for the nation's big advertisers and local sponsors to get into television, Allen M. Whitlock, advertising manager for the General Foods Jell-O division, said yesterday. Medium-sized advertisers should wait awhile, he advised, to profit from the experiments of those at the extremes of the economic scale.

Whitlock spoke at a lively TV forum luncheon sponsored by the American Marketing Association in the Hotel Commodore and attended by 425 market researchers and

guests. He listed four reasons why GF is currently buying TV time. They were: (1) to build time franchises; (2) to preempt types of programs; (3) to obtain the best possible talent, and (4) to learn how to program and how "to best sell our products."

Despite the high costs, he added, tele is profitable right now to certain advertisers, perhaps to many, whose products are suited to sight and sound, and whose distribution pattern is similar to the location of the video audience.

### Says Broadcasters Will Drop Radio In TV's Favor

(Continued from Page 1)

adequate radio service. Serving these people, plus those who do not buy television sets, plus those who will prefer the specialized programming by aural radio stations constitutes the future task of radio broadcasters."

Present nets, he said, will soon have to revise their operation "and may end up with two network services—one to areas with TV service available and one to areas where TV is not available."

Criticizes Jan. 11 Program

Referring to mail he had received critical of the programming on the special January 11 program marking the linking of the Eastern and Midwestern cables, Coy said he felt "that television broadcasters did not put their best foot forward that night. They missed a great opportunity to showcase the best of their program services."

Repeating his earlier estimates regarding the length of the present "freeze," Coy said March 30, which marks the end of six months of freeze, is "still a good target date," even though he knows there will be no thaw before that date.

He added that it is his present conviction that in order to provide a nationwide competitive TV system, from 50 to 70 channels will be needed. He said he expects 400 stations on the air by 1951, 1000 in "six or seven years," and receiver production up to five million per year by 1951.

### Two Video Regulations Introduced In California

West Coast Bureau, RADIO DAILY

San Francisco—Two bills affecting television have been introduced in the state legislature now in session in Sacramento. They are the first regulatory provisions for video to come before the legislature.

Bills Described

Assemblyman Frank Luckel, of San Diego, has introduced a proposal that the state prohibit the operation of a car equipped with a tele screen visible to the driver. He contends that this is necessary as a public safety and accident prevention measure.

Another bill submitted by Assemblyman Thomas A. Maloney, of San Francisco, proposes that TV receipts be made part of the general receipts in figuring wrestling and boxing purses.

## Gittinger Backs AM At CBS Tele Clinic

(Continued from Page 1)

Stanton, CBS president, who pointed out that Gittinger was concerned only with AM sales, a department which is entirely separate from television sales. At some point in the future, Stanton said, they will be integrated.

In his luncheon talk, Gittinger said, "It will take an awfully long time to cut radio down to size." He predicted that AM and TV will complement one another just as newspapers and magazines do now. "It's quite possible," Gittinger added, "that radio will be blitzed temporarily but it will come back and find its place just as phonograph records did when radio came in." Despite predictions 25 years ago, he continued, radio has been a "tremendous asset to the sale of phonograph records."

Gittinger revealed that CBS radio billings for the first quarter of 1949 already are eight per cent ahead of the similar period last year. Speaking with considerable confidence, he said, "We are out after the triple crown. We are going to get the top billings."

Gittinger described Columbia's acquisition of Amos 'n' Andy, Jack Benny and Bing Crosby as "investments in the future of radio." He ended his talk with the statement, "If there won't be four networks in the future, I promise that CBS will not be among the missing."

## N. Y. Fur Retailer Buys Spot Drive On WNEW

(Continued from Page 1)

RADIO DAILY was told late yesterday.

WNEW v-p in charge of sales Ira Herbert said the fur company has decided to return to radio, after a two-year lull, on the largest scale to-date, timing its new radio campaign on the completion of its new half-million dollar "dry-cold" fur storage house.

George Castles was WNEW account executive. Jacob Ash represented the fur company.

The Hollywood variety show, a Kermit-Raymond production, will be aired Sundays, 1-1:30 p.m.

## Operatic Broadcast On WMCA

Portions of the French opera "Manon" will be rendered entirely in Hebrew from the stage of the Habimah Theater in Tel Aviv by soprano Edis de Phillipe on WMCA's "Report from Israel" program, Jan. 27, 7:03-7:15 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 January 14-20, 1949

TITLE	PUBLISHER
A Bluebird Singing In My Heart.....	Advanced
A Little Bird Told Me.....	Bourne
Bella Bella Marie.....	Leeds
Brush Those Tears From Your Eyes.....	Leeds
Buttons And Bows.....	Famous
By The Way.....	Bregman-Vocco-Conn
Cuanto Le Gusta.....	Southern
Far Away Places.....	Laurel
Galway Bay.....	Leeds
Here I'll Stay.....	Chappell
Hold Me.....	Robbins
I Don't Want To Meet Anymore People.....	Dreyer
I Love You So Much It Hurts.....	Melody Lane
In the Market Place Of Old Monterey.....	Shapiro-Bernstein
It's Whatcha Do With Whatcha Got.....	Santly-Joy
I've Got My Love To Keep Me Warm.....	Berlin
Lavender Blue.....	Santly-Joy
Little Jack Frost Get Lost.....	Henry Spitzer
Maybe You'll Be There.....	Triangle
Missouri Waltz.....	Foster
My Darling, My Darling.....	E. H. Morris
My Own True Love.....	Paramount
On A Slow Boat To China.....	Melrose
Powder Your Face With Sunshine.....	Lombardo
Pussy Cat Song.....	Leeds
Say It Isn't So.....	Berlin
So In Love.....	T. B. Harms
Tara Tara Tala.....	Oxford
Until.....	Dorsey Bros.
You Were Only Fooling.....	Shapiro-Bernstein

## Second Group

TITLE	PUBLISHER
Bouquet Of Roses.....	Hill & Range
City Called Heaven.....	Warren
Down Among The Sheltering Palms.....	Miller
Down By The Station.....	American Academy
For You.....	Witmark
Green-Up Time.....	Chappell
I Got Lucky In The Rain.....	Sam Fox
I Wish Somebody Cared Enough To Cry.....	London
In My Dreams.....	Beacon
It's A Big Wide Wonderful World.....	Broadcast Music
It's Too Soon To Know.....	E. H. Morris
Lillette.....	Jefferson
My Dream Is Yours.....	Witmark
One Sunday Afternoon.....	Remick
Portrait Of Jennie.....	Warnow
Pretty Baby.....	Remick
Rosewood Spinnet.....	Shapiro-Bernstein
Silver Wedding Waltz.....	Mogull
That Certain Party.....	Bourne
Twelfth Street Rag.....	Shapiro-Bernstein
What Did I Do.....	Triangle

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

## Senate Group Urges Limit On AM Power

(Continued from Page 1)

the Communications Act or Commission rules.

At the same time Committee Chairman Edwin C. Johnson, foe of superpower, wrote FCC Chairman Wayne Coy that the recommendations of the sub-committee on superpower "are so clear and conclusive with respect to the legal question of the Commission's authority under the Act, bearing in mind that the Commission is an arm of Congress, that our committee may well consider it controlling. The committee is pleased to have this hard-hitting report pending before it."

Johnson added that he plans to attend the NARBA conference in Quebec this September, and said he feels "duty bound" to bring the sub-committee recommendations—"to which I subscribe fully and completely"—to the attention of NARBA.

In reviewing the history of the clear-channel controversy, they said they could not "refrain from drawing the analogy to the dog in the manger story" as they discussed the clears. They spoke of the clear-channel group as effective lobbyists.

"Unrealistic, Bureaucratic"

The Senators termed "unrealistic (and) bureaucratic" the contention that the decision in the clear-channel case should come from the FCC. Instead, they said, "we believe that the clear-channel superpower question is a fundamental policy issue of tremendous national import to be determined by the law-making body . . . it must be clear, even to a layman, that were clear-channel stations authorized to broadcast with power of a half-million to three-quarters of a million watts, a few stations located in large metropolitan cities would dominate radio broadcasting in this country."

They said the basic principles of the Communications Act would be violated by grants of superpower.

The Senators said they are sympathetic with FCC plans for organization into two panels, but added that they thought Congressional sanction is necessary because "any attempt to make decisions by less than the whole Commission would not be in accord with the Communications Act."

On the other hand, they went on, a system similar to that of Appellate Courts in the Federal judicial system might be in order. They proposed that decisions on cases be prepared by sub-groups of FCC members—but that the makeup of the "sub-committees of Commissioners" not be constant. They recommended, too, that a separate legal review section be set up for the Commissioners and not as part of the FCC legal department. Congressional action would be in order they said, to establish the right of the Commission to issue cease and desist orders for less serious misdeeds by licensees.

**KGW and KGW-FM**  
 PORTLAND, OREGON

COMPLETE SCHEDULE  
 SIMULTANEOUS SERVICE

REPRESENTED NATIONALLY BY EDWARD PETRY & CO.



# ISSUE OF FREE SPEECH BEFORE COURT

## CC Decisions Upheld; M Actions Criticized

Washington Bureau of **RADIO DAILY**  
Washington—The Senate Interstate Commerce Committee's special sub-committee on communications of the Eightieth Congress is in complete accord with court decisions upholding the right of the FCC to consider program performance in determining whether a station operates in the public interest. In a report filed this week by Senators Tobey and McFarland, who will continue to play a leading role in communication matters in the new Congress, the Senators said "we be-

(Continued on Page 3)

## Servel Signs With ABC For "What's My Name?"

Homemakers Institute and Servel Gas Refrigerator Dealers will bring "What's My Name?" back on the air for ABC as a Saturday daytime show, 11:30-12 noon, EST, starting Feb. 5. Until a few months ago the show was sponsored on ABC by General Electric's lamp division. BD&O continues as the agency.

Arlene Francis will be starred in the show which features Johnny Olsen as co-emcee and announcer. A

(Continued on Page 2)

## Eddie Albert Prepares "Facts Of Life" Show

Following along the line of his educational films, Eddie Albert has put together an entirely new type of 15-minute across the board strip titled "Facts of Life." Series, now in the hands of Lou Cowan, is based on parent-child relationships and is aimed at helping mothers explain

(Continued on Page 3)

**Sunspot Service**

When the sun doesn't shine in New York, it must certainly show its face in Sweden. Therefore, whenever the sun is obscured in New York, photographs of the solar giant are taken in Sweden and transmitted by radiophoto to RCA Communications, Inc. so that its daily forecasts of sunspot activity may continue without interruption.

## P. R. Broadcasters Guests Of REC Today

Describing the threat of a government operated commercial radio station in Puerto Rico as something that might affect mainland commercial radio as well, Arthur Kron, of the Gotham Advertising Agency, president of the Export Advertising Association, told a luncheon meeting at the Hotel Shelton yesterday that Puerto Rican radio cause was of vital interest to all. Kron's comment came during the luncheon meeting which honored visiting members of

(Continued on Page 5)

## O'Mara Leaving ABC For Hooper On Coast

West Coast Bureau, **RADIO DAILY**  
Hollywood—Jack O'Mara, promotion manager for ABC's western division and KECA, has resigned, effective Feb. 15, to become Pacific coast manager for C. E. Hooper, Inc., Frank Samuels, head of ABC's western division, announced yesterday. O'Mara's successor will be announced at a later date.

## Five Utah Radio Stations Assist Snowbound Areas

Salt Lake City's five radio stations chalked up good record public service effort in helping ranchers, travelers in worst winter storms in Utah's history. Each station worked with different agency as industry gave comprehensive coverage of all phases of relief activity. KDYL interrupted programs for announcements from Bureau of Grazing directing snowbound stockmen how to clear with army in requests for

## Contempt Action Against Five Stations Opens In Baltimore; NAB Counsel Calls Court Rule 'Repugnant'

### Richards Lauds CBS On Talent Acquisition

Detroit—Reaction of a CBS station owner to the acquisition of top network talent by the CBS network was revealed when G. A. Richards, chairman of the board and principal owner of WJR, WGAR and KMPC, interpreted the far-reaching significance of the latest talent influx at a stockholders meeting in Detroit yesterday.

"By attracting the most brilliant

(Continued on Page 3)

### Brotherhood Week Kits Mailed To Broadcasters

"Brotherhood Week" material, including live announcements and a five-minute dramatic script by Mort Lewis, is being mailed out this week to every radio station in the United States for use during the week of Feb. 20-27, Edgar Kobak, MBS prexy and chairman of the 1949 radio com-

(Continued on Page 2)

### WLW Sales Staff Changes Announced By Dunville

Cincinnati—Changes in the WLW sales department affecting personnel in New York, Chicago and Cincinnati were announced by R. E.

(Continued on Page 3)

Baltimore — The contempt of court hearings of WBAL, WFBR, WCBM, WSID, WITH and radio commentator James P. Connolly for allegedly violating a court rule forbidding the publication of crime news before trial will be continued in Superior Court, Room 201, at 10 a.m. today. NAB coun-

(Continued on Page 5)

## RMA Radio Engineers Aid Continued Study

Washington Bureau of **RADIO DAILY**  
Washington—RMA reported yesterday that over 1,500 radio engineers are enlisted in a continual study and review of engineering standards in the radio manufacturing industry under the direction of the RMA engineering department.

All these engineers donate thousands of hours annually to the interests of the industry and the pub-

(Continued on Page 5)

## CBS Co-op Division Taking Program Cut

CBS co-op division loses another one of its programs after Feb. 27 when "It Pays To Be Ignorant" will shift back to its former status and be offered to a national sponsor coast-to-coast. This will leave the

(Continued on Page 5)

**Airborne Wagon**

Jack Benny's "March of Dimes" covered wagon will be on display in front of the CBS building on Madison Avenue between 9 and 10 a.m. today. Afterwards, it will roll down to the City Hall where special ceremonies are scheduled. Dick Swift, Margaret Arlon, Jack Sterling and Bill Leonard, all of WCBS, will participate in the ceremonies.

**Nomadic**

Chicago — Don McNeill's Chicago "Breakfast Club" program on ABC will spend the week of March 14 in Texas for broadcast and personal appearance engagements. On Monday, March 14, they'll be heard over WBAP, Fort Worth; March 15 on WFAA, Dallas; March 15 from KABC, San Antonio, on March 17 and 18 from KXYZ, Houston.



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

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**WEST COAST OFFICES**  
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**WASHINGTON BUREAU**  
 Andrew H. Older, Chief 6417 Dahlfonega Rd.  
 Phone: Wisconsin 3271  
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 Nat Green  
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 Entered as second class matter, April 5, 1937, at the postoffice at New York, N. Y., under the act of March 3, 1879.

**FINANCIAL**

(January 26)

**NEW YORK STOCK EXCHANGE**

	High	Low	Close	Net Chg.
ABC	8 1/4	7 7/8	8 3/8	+ 1/8
Admiral Corp.	18 1/2	17 5/8	17 3/4	- 1/4
Am. Tel. & Tel.	147 3/4	147 1/2	147 3/4	+ 1/4
CBS A	22 3/4	22 1/2	22 3/4	+ 1/8
CBS B	22 1/4	22 1/4	22 1/4	0
Farnsworth T. & R.	4 3/4	4 5/8	4 3/4	0
Gen. Electric	39	38 3/4	38 1/2	- 3/8
Philco	38 3/4	37 7/8	38 1/4	+ 1/4
RCA Common	13 1/4	12 7/8	12 7/8	- 1/8
RCA 1st pfd.	74	74	74	0
Stewart-Warner	13 1/4	13	13	- 1/8
Westinghouse	24 7/8	24 1/2	24 3/4	+ 1/8
Westinghouse pfd.	101 3/4	101 3/4	101 3/4	+ 3/8
Zenith Radio	29 1/2	29 1/4	29 1/4	- 3/8

**NEW YORK CURB EXCHANGE**

Nat. Union Radio	3 7/8	3 5/8	3 3/4	+ 1/8
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**OVER THE COUNTER**

	Bid	Asked
DuMont Lab.	15 3/4	16 5/8
Stromberg-Carlson	15 3/4	17 1/4

**Margaret Phelan Guesting**

Margaret Phelan, songstress, will guest star on WMGM's "Bob Houston Show" this evening, January 27, 6:30-6:45 p.m. This will mark Miss Phelan's third appearance on this program within the past three months.

**INS has served**



**FOR 10 YEARS**

★ **COMING AND GOING** ★

G. A. RICHARDS, chairman of the board, and FRANK E. MULLEN, president, of WJR, WGAR and KMPC, have arrived in Detroit for business meetings after an 18-hour delay caused by the unprecedented blizzards in Utah and Wyoming.

TED HUDES, radio producer, is visiting Philadelphia, Boston and Washington to record interviews with heads of several national organizations in connection with displaced persons.

LEE GIROUX, of the American network's San Francisco staff, yesterday was aboard an Air Force plane which participated in "operation hoylift." His report was aired last night on ABC's "Headline Edition."

MARION MONDSHEIN, erstwhile luminary of the CBS press department, has returned from a Caribbean honeymoon and has taken over her new duties as publicity director for "Fashions On Parade" and "Okey Dokey," tele shows on WABD.

DOUGLAS EDWARDS, Columbia network radio and video newscaster, has returned from Washington, D. C., where he reported the inaugural gala telecast.

CHARLES C. BARRY, vice-president of the American network in charge of television, and J. DONALD WILSON, vice-president in charge of programs for the web, are spending a few days in Chicago.

FRANK SMALL, manager for the "Prof. Quiz" show, and ED FITZGERALD, producer of the program, have returned from Memphis and New Orleans. For General Foods, their new sponsor, they had broadcast from WMC, Memphis, and WWL, New Orleans.

WILLIAM A. TAYLOR, radio editor of the "Musical Courier," has returned from a five-week tour of South America.

GAIL and HARRY INGRAM, writers and producers of "Tales of Fatima" heard on CBS, have arrived from Hollywood, where they completed ten scripts and transcriptions of the show starring Basil Rathbone.

LAURENCE HAMMOND, head of the production organization bearing his name, has returned—safely—from a two-week skiing trip in Quebec.

FRED KIRBY, the "Atomic Power" Briar-hopper on WBT, Charlotte, N. C., is back at the station following a trip to Washington.

**Brotherhood Week Kits Mailed To Broadcasters**

(Continued from Page 1)

mittee of the National Conference of Christians and Jews, announced yesterday.

A platter to follow will consist of four one-minute musical announcements ("Little Songs on Big Subjects" by Hy Zaret and Lou Singer) and recorded spots by Bing Crosby, Jack Benny, Ed Gardner, Eddie Cantor, Rosalind Russell, Garry Moore, Jane Wyman, Cornel Wilde, Red Skelton, Ronald Colman, Lionel Barrymore, John Hodiak and Kay Kyser.

**Affiliates Switch**

CBS adds its 24th 50 kw. affiliate on Feb. 20 when KFRE, Fresno, Calif., switches over from ABC. On the same date, KARM, Fresno, a 5 kw. outlet now affiliated with CBS, will join the American network.

**Servel Signs With ABC For "What's My Name?"**

(Continued from Page 1)

new giveaway gimmick has been added to the format whereby listeners qualify for merchandise prizes by registering with their local Servel dealer. From this list of names, Miss Francis will make as many phone calls as possible during each broadcast, giving each person a chance to identify a "mystery star" from a set of recorded clues.

Servel contract brings to approximately \$500,000 the amount of new business signed by ABC this week. Phillips Petroleum Co. signed for "National Barn Dance" starting in March.

**Joins WINS Writing Staff**

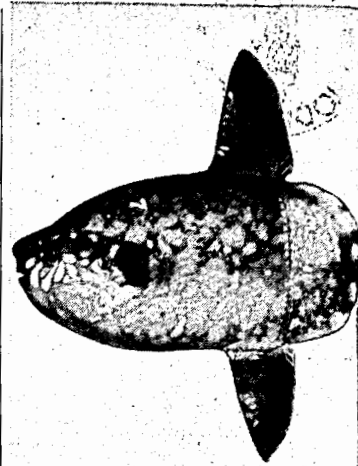
Raphael Hayes, formerly with NBC, assumed his new duties yesterday at WINS as script writer.

**10 YEARS AGO TODAY**

From the Files of Radio Daily

Due to the success of the television demonstration before Congress, NBC and RCA have decided to hold a series of demonstrations beginning January 27 and lasting for five days. The demonstrations are the first in the television field to be given by NBC-RCA outside of New York City. . . . President Roosevelt in a joint letter to Senator Burton K. Wheeler and Representative Clarence F. Lea, Chairman of the respective Senate and House ICC, called for "new legislation" to lay down Congressional policies so clear that the "new administrative body" will have no difficulty in interpreting them or administering them. This was apparently in a move to take command of a threatened Congressional radio probe.

**WEVD**  
 5000 WATTS 1330 KC  
 PROGRAMS OF  
 DISTINGUISHED FEATURES in  
 • ENGLISH  
 • JEWISH  
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 3 RESPONSIVE AUDIENCES  
 3 MARKETS WITHIN  
 THE NEW YORK  
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 HENRY GREENFIELD, Mgr. Director N. Y. 19



**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!

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

## Richards Lauds CBS Talent Acquisition

(Continued from Page 1)

ay of network stars in the history of broadcasting, CBS has not only strengthened its own position of leadership, but is also making possibly the most successful year in the history for its affiliates," Richards said. His directors and stockholders, he added:

"Stations carrying an array of stars like Amos 'n' Andy, Bing Crosby, Jack Benny, Edgar Bergen, Arthur Godfrey, Lowell Thomas, and Skelton and the best radio drama shows will have increased audiences and prestige in the communities they serve."

### Praises Paley

Richards paid tribute to William Paley, CBS board chairman, telling AR and WGAR directors in separate meetings that "we all owe Mr. Paley a rising vote of thanks for bringing the best programs in the industry to our stations. With his amazing radio activity, Paley is the atomic sales force in American network radio."

In reviewing operations of WJR and WGAR for 1948, Richards congratulated President Frank E. Mullen and General Managers Harry Bremer and John Patt of WJR and EAR, for the record breaking sales. Both stations reached new all-time highs in dollar volume of gross sales.

Supplementing Richards' remarks on the business outlook for 1949, President Mullen told stockholders and directors that the competitive markets now developing for consumer goods, augurs well for advertising in general and radio in particular.

Business now realizes that we are entering a new era where supply is caught up with demand," Mullen said. "The problem no longer is one of production and distribution. The vital sales problem has remained. Business will have to sell more energetically and advertise more effectively. In this new business era, advertising will rely on radio more than before, because radio has proven itself as the most effective medium for moving consumer goods," Mullen concluded.

## WLW Sales Staff Changes Announced By Dunville

(Continued from Page 1)

Dunville, vice-president and general manager of the Crosley Broadcasting Corp. Andy Niedenthal will be shifted from sales in Chicago to take on new special duties in Cincinnati in the field of program sales development. An increasing number of network originations from WLW, Cincinnati, studios makes the move necessary, Dunville said. Niedenthal will work under supervision of Harry Mason Smith, vice-president and general sales manager. Stuart Lewis, previously with the merchandising department of WLW

## Commission Edicts Upheld But FM Actions Criticized

(Continued from Page 1)

believe the final judicial interpretation has been made."

It is certain that the present Senate will not upset the judicial findings on this question—and there was little chance of any action along the lines asked by some broadcasters of the GOP-controlled 80th Congress.

The Senators said they concur "completely and fully with the line of judicial decisions on this point. To us it appears ridiculous to hold that a person operating under a federal license shall not be answerable to a constituted authority for his performance under that license. To hold otherwise would be to set at naught the license system, to make the license in fact a perpetual grant. So long as radio frequencies are scarce natural resources, the government has a right to expect and demand proper use of them."

At the same time, in a report filed this week, the two Senators—whose report is concurred in by Committee Chairman Edwin C. Johnson—found the FCC deserving of criticism for relying too much on the "testimony and experiences and experiments of engineers who are the employees of major commercial interests in the industry." Reference was to the shift of the FM service from the "low band" to the high band, with the Senators obviously aligning themselves alongside FM inventor Major Edwin Armstrong, who has charged that the FCC was unduly influenced by RCA and others interested pri-

## Eddie Albert Prepares "Facts Of Life" Show

(Continued from Page 1)

the facts of life to their offspring when the latter come up with very frank questions.

Albert himself plans to appear in the series initially as a narrator although he feels that full time narration would stamp the job as too clinical. But in the beginning, he thinks a certain amount of explanation is in order.

For one thing, "Facts of Life," would instruct a parent how to handle a situation which arises when a child asks, "Mother, where did I come from?" Show has considerable promotion possibilities also and can be used as a clearing house for mail inquiries from parents on special problems concerning relationships with their children.

Albert, whose firm of Eddie Albert Productions has opened a New York office, is now branching out into commercial films for television.

In Cincinnati, will replace Niedenthal in the Chicago office.

Dunville also announced that Warren Morton, previously with the Branham Company will be added to the New York sales office and that Neil Smith will transfer from television sales to WLW sales in the Cincinnati office.

marily in TV when it moved the FM service.

Pointing out that engineers frequently differ among themselves, the Senators said "it is important to evaluate to what degree so-called engineering decisions should be the sine qua non of a basic determination." Last year's hearings on the FM allocation squabble, the Senators said, brought out that "reliable and able engineers differ widely," and also that "the regulatory agency appears to be overawed and too much impressed (by the views of powerful commercial interests) and does not always balance these views against the broad public policy of what is best for the general interest of the people of the United States."

The FCC has deserved such criticism in the past, the Senators said, calling upon the committee to keep careful watch on everything the FCC does in the field of channel allocation "because only by such pitiless exposures can we hope to make certain that yet-to-be-made decisions of the greatest and most paramount importance to the American people in the field of electronics generally and radio television specifically will be really in the general public interest and not for the benefit of vested interests."

## Utah's Radio Stations Aid Snowbound Area

(Continued from Page 1)

weather bureau and highway department.

KUTA fed emergency announcements from Utah Woolgrowers Assn. when airborne "haylift" went into operation, directing farmers whom to contact for emergency feed.

KSL worked with State Agricultural College on farm shows advising farmers how to care for livestock.

### Stranded Travelers Helped

KNAK cooperated with county auditor's office in broadcasting stranded travelers on how to make financial arrangements to cover lay-overs in Salt Lake City.

Because of storm magnitude and various areas affected, each station concentrated on public service approach where it could be of most value.

## NBC Looks At Humor

Fred Allen will narrate an NBC documentary, "The State of American Humor," next Sunday, Jan. 30, at 4:35 p.m., EST. Program is part of the "Living—1949" series. In addition to tracing the history of humor, Allen will interview himself on the state of American humor at the moment and what it reveals about the nation.

## OREGON trail?

Heck, no. Oregon leads! In the 1950 Census, Oregon will show the greatest population gain\* of all the states. And the station that reaches the most people in Oregon is 50,000-watt KEX. To make sales grow in the fast-growing Pacific Northwest market, put KEX at the top of your schedule. For details, call Eldon Campbell at KEX, or Free & Peters.

\*Source: LIFE Magazine, Jan. 24, p. 78

50,000 WATTS  
ABC AFFILIATE  
PORTLAND, ORE.

# KEX



WESTINGHOUSE RADIO STATIONS Inc

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

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

## SOUTHWEST

A QUARTER-HOUR program is to be aired over KCOR, San Antonio, Tuesday through Sunday from the Circle B Ranch House and will be in the interests of Tel Type, local weekly devoted to radio news and local logs.

A special transcribed program will be heard over WFAA and WFAA-FM, Dallas each Friday which is being specially prepared by the WFAA newsroom in cooperation with the Austin Bureau of the Dallas News. The program will point up the problems the Texas legislators face from week to week and will feature WFAA announcer Bob Vandeventer interviewing the lawmakers.

Among those greeting Bob Hope at the local air field when he arrived was Jerry Lee, program and production manager of WOAI, San Antonio, Hugh A. L. Half, president and general manager of WOAI and Arthur L. Forrest, promotion manager of WOAI. A special wire recorded interview was made by Lee with the comic.

The oldest breakfast show in radio, the "Early Birds" of WFAA, Dallas have changed their program format. The program, last Monday went into their 5,871 broadcast which is their 18th year on the air. The new format includes a popular afternoon feature, "Hackberry Hotel" together with the regulars of the Early Birds. There will be less ad libbing and more story value to the broadcasts. Broadcasts will feature the two stars of "Hackberry Hotel," Elmer Baughman as Hackberry and Ben McCleskey as Little Willie; music by Billy Mayor and a 10-piece orchestra; songs by Terry Lea; John Allen as announcer and others. Bert Mitchell is producer while Dan Valentine is director and Paul Bostaph is engineer. Some of the performers which started with the Early Birds are Gus Levine, Pem Davenport and Vin Lindhe, top arrangers in New York; Jimmie Jeffries, now free-lancing and Eddie Dunn, network announcer.

Fernando Rubio has joined the staff of KCOR, San Antonio. He comes here from California. Rubio will do Spanish news commentary and sportscasting.

It was homecoming for the Cass County Boys, instrumental trio on the 'Gene Autry show, when the screen and radio star and his entire show made a personal appearance at the State Fair Auditorium. The Cass County Boys started their professional career at WFAA, Dallas. The trio includes Freddie Martin, Jerry Scoggins and Bert Dodson, all former staff members of WFAA.

Radio and Television  
PERSONNEL

Interviews by Appointment Only

Edward C. Lobdell

Associates

(agency)

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



### Windy City Wordage. . . !

● ● ● Paul Neilson, Mutual midwest news commentator, has resigned to become consular attache at Batavia, Indonesian Republic, East Indies, and will leave the end of this month. . . . Election of

### Chicago

Fairfax Cone, chairman of the board of Foote, Cone & Belding, to the board of directors of the Community Fund, and the creation of a new year-round campaign committee to be headed by Cone is announced. Cone has been chairman of the fund's public relations committee for the past two years. . . . "Let's Talk It Over," a new public service program presented under the auspices of WJJD and the Chicago Sun-Times, made its debut Sunday with "Where's Our Housing—Buildings or Brotherhood," a burning topic in Chicago at the moment. . . . Singer Jack Owens of the "Breakfast Club" and his wife will spend a four-week vacation at the Playa de Cortes Hotel at Guyamas, Mexico, starting February 5. Subbing for Jack during the week of February 7 will be Johnny Mungall, Scottish-born tenor who was winner in the third quarter finals of Horace Heidt's talent program.

☆ ☆ ☆ ☆

● ● ● WIND is seeing to it that the Midwest Baseball Network will be thoroughly promoted this year. The promotion department has mailed to all stations of the network a special 19-page promotion kit which includes air, black and white, and contest gimmick material.

☆ ☆ ☆ ☆

● ● ● Bob Murphy, announcer heard on both the "Quiz Kids" and the "RFD America" shows, will be emcee of the latter program when it makes its bow on television January 28. . . . Charles G. Mortimer, Jr., vice-president of General Foods, and Don Belding, chairman of the board of Foote, Cone & Belding, are slated to speak today (Thursday) at a meeting of the Chicago Federated Advertising Club, and highlights of the talks will be broadcast by WGN. . . . Tele station WNBQ has added the Monday night boxing matches at Marigold Gardens to its regular schedule. . . . Marshall Field & Co., which has been sponsoring the WENR-TV show "Uncle Mistletoe" one day a week, began a five-day-a-week sponsorship on January 20. . . . The ABC co-operative program "Ethel and Albert" has been purchased by Swift & Co. for airing on WMAL, Washington, D. C., for 13 weeks. . . . Les Atlans, Jr., WIND program director, sporting a new snappy grey Olds convertible. . . . Following his two personal appearances at the Civic Opera House on January 29, Gene Autry and his Melody Ranch crew will play the Civic Center at Hammond, Ind., on January 31.

☆ ☆ ☆ ☆

● ● ● Don E. Kelley, WBBM director of public relations, has been named chairman for newspapers, radio and television for the 1949 campaign of the Chicago Heart Association. And Ell Henry, ABC's central division publicity director, has been appointed a member of the publicity committee of the Chicago Association of Commerce.

☆ ☆ ☆ ☆

● ● ● E. G. Gerbic, director of merchandising for Johnson & Johnson, medical supply house, spoke at a conference of the American Medical Association and the U. S. Public Health Department—probably the first time a sponsor for a radio show was ever invited to speak before the AMA. J. & J. sponsor Ben Park's "It's Your Life." . . . Paul Harvey, WENR newscaster, bids fair to become as popular in television as in radio, judging by the response to his new program which started on WENR-TV January 13. . . . After watching the inauguration on television, Aunt Fanny, the gossip "old maid" on ABC's "Breakfast Club," remarked to Don McNeill "I thought at first they were all wearing striped suits, but it all cleared up and turned out pretty good."

## The Mailbag

### Supporting Scouts

"Because the entire radio and television industries and their respective artists have been so wholeheartedly cooperative and generous with their time and effort in support of our current \$2,000,000 Finance Drive, for Greater New York Councils, Boy Scouts of America, we thought some of these contributions might be worthy of mention in your publication.

"The Metropolitan Association of Disc Jockeys is backing the campaign with 100 per cent participation not only by using spot copy but in use of various Scouts and Scouters as guest participants.

"Network stations have donated portions of their top programs to the cause of Scouting; likewise their respective television outlets and WABD and WPIX.

"Newscasters and sportscasters on all stations are aiding with steady plugs on behalf of the Boy Scouts. Women's commentary programs such as Maggi McNellis, Margaret Arlen, Dorothy and Dick and Tex and Jinx have built portions of their shows around the Scouting Program.

"Special one-minute discs made by Jackie Robinson, Mrs. F. D. Roosevelt, Fred Allen, Joe E. Brown, Arthur Godfrey, Red Barber, Andre Baruch and Bea Wain, Police Commissioner Wallander, Canada Lee, Rise Stevens, Henry Fonda, Jay Jostyn, Ralph Bellamy and Captain Eddie Rickenbacker, are being played several times daily on every radio station in the city. And signals through the cooperation of stations and sponsors have tagged on the Scout Appeal to the time announcements.

"Success of the 1949 Scout Campaign will be strongly due to the magnificent cooperation of radio and television artists in Greater New York."

Sincerely,

Edward F. Thomas, Chairman  
Boy Scout Public Relations Comm.

### Sonora Bankruptcy Action Filed In Chicago

Chicago—Sonora Radio and Television Corporation filed a petition January 20 under federal bankruptcy laws in U. S. District Court asking approval of a plan for paying off its creditors. Stating that the company is unable to pay all current debts now, the petition proposed that preferred creditors be paid in cash and others in 25 per cent installments at intervals of six months. Permission to retain control of its properties was asked.

### Joins WNEW Staff

Richard Kane has joined the publicity staff of WNEW as assistant to Richard Pack to replace resigning Bert Briller. Kane was former director of publicity and continuity for WDHN, New Brunswick, N. J.

## Issue Of Free Speech Argued In Baltimore

(Continued from Page 1)  
 The court at the opening of the hearings yesterday that it considered the court rule to be "repugnant" to the First and Fourteenth amendments to the Constitution, void for want of definiteness and in conflict with the U. S. Supreme Court's "clear and present danger" rule.

The Baltimore court, last week, granted petitions filed as *amicus curiae* by the NAB, the American Civil Liberties Union and the American Newspaper Publishers Association. The three organizations had indicated their interest in the case on the grounds of possible court infringement on freedom of speech and of press.

A statement issued yesterday by the NAB said that the organization is pleased that even so unfortunate an affair, with its overtones of constitutional violation, has made it possible for this association and the NPA again to make common cause. It emphasizes once again that the basic freedoms are really indivisible.

## CBS Co-op Division Taking Program Cut

(Continued from Page 1)  
 The co-op division with only three news shows to sell, plus those outlets carrying "Gangbusters" beyond the 15 markets in which it is sponsored by General Foods for Grape Nuts makes.

"It Pays To Be Ignorant," formerly broadcast on Saturday night, has now been shifted to Sunday at 10:30 a.m., EST. CBS feels that in the face of recent developments the show is now ripe for a national advertiser. Columbia news shows which still are sold as co-ops are the 8 and 9 a.m., EST, quarter-hour periods and the 11 p.m. show every night.

**Willkie Group Cites WNEW**  
 WNEW's prize-winning "Little Songs on Big Subjects" have won their sixth public service award for advancing the cause of democracy; the Willkie Memorial of Freedom House has just presented WNEW with its 1949 Civil Rights Award. Although other Civil Rights Awards were made to varied organizations, WNEW was the only radio station so honored. The award was presented at a meeting in Carnegie Hall, at-

## P. R. Broadcasters Guests Of REC Today

(Continued from Page 1)  
 the Puerto Rican Broadcasters Association who are here for a special Caribbean luncheon session of the Radio Executives Club at the Hotel Roosevelt today.

Today's luncheon at the Hotel Roosevelt will feature an address by Senor Jose Ramon Quinones, president of WAPA, San Juan, who will discuss "The Threat of Government Competition." Senor Quinones with Tomas Muniz, general manager of WIAC, San Juan, and president of P. R. Association, will be spokesmen for the visiting broadcasters.

Rosita Rios, currently appearing at the El Chico, New York, and other Latin American artists will entertain at today's luncheon. The entertainment is being furnished by the Alpha Music, Inc. Featured also will be the Rafael Seijo Trio.

Souvenirs from Puerto Rico flown in for the occasion will be distributed at the luncheon. Ceramics furnished by the P. R. Industrial Development Company will be among the gifts.

## RMA Radio Engineers Aid Continued Study

(Continued from Page 1)  
 lic, said Dr. W. R. G. Baker, director. The RMA engineering department is currently engaged in reviving all pre-war RMA standards and has recommended adoption of more than two-score new or revised standards since World War II. More than two score more proposed standards are in one of the several stages of consideration by engineering department committees. The engineering standardization work is performed by 173 committees comprising 1,897 members, but several hundred of these engineers serve on more than one committee.

**Will Aid Marine Corps**  
 The Marine Corps' campaign for the enlistment of women will get a special plug on the WINS "Bushels of Fun" quiz show, Jan. 28, 12:30 p.m., when Patsy Garrett meets Jack Lacy's friend, Staff Sgt. Orbin D. Newton.

tended by more than 3,500 persons. Ted Cott, vice-president in charge of programming for WNEW, accepted it on behalf of the station.

**FOR RENT**  
 IMMEDIATE POSSESSION  
**SECOND FLOOR CORNER SUITE**  
 1650 Broadway Cor. 51st St.  
 IDEAL LOCATION FOR  
**Music—Record—Theatrical Business**  
 EXCEPTIONAL ADVERTISING VALUE  
 BROKERS FULLY PROTECTED  
**MELVIN BROWN & CO., INC.**  
 Apply on Premises or Call PE 6-0011

**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.

*Today's The Day*

**CARIBBEAN MATINEE LUNCHEON**

of the  
**RADIO EXECUTIVES CLUB**

Hendrik Hudson Room  
**HOTEL ROOSEVELT, 12:30 p.m.**

**HEAR:** Senor Jose Ramon Quinones, president of WAPA, San Juan, Puerto Rico, speak on "The Threat of Government Radio Competition."

**MEET:** A distinguished group of fellow American broadcasters from the Caribbean Island representing the Puerto Rican Broadcasters Association.

**ENTERTAINMENT:** Rafael Seijo Trio; Rosita Rios, singer, courtesy of Alpha Music Co. and BMI.

**Lucy Monroe will sing The National Anthem**

**SOUVENIRS:** Colorful Puerto Rican ceramics presented as gifts by the Puerto Rican Broadcasters Association.

● Call Claude Barrere, Secretary of REC, at MU 6-0238 for last minute reservations.

## 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.

MERO Record by Jerry Cooper

## "JANIE and ME"

by Thomas G. Meehan

JAMES MUSIC, Inc.

1650 Broadway Room 709 N. Y. C.  
Sally Cohn, Mgr.From the Farrell-Lambert Smash Musical  
"All For Love"

## "Why Can't It Happen Again?"

by Sammy Gallup and Michel Emer

CECILLE MUSIC CO., Inc.

580 Fifth Avenue, New York City

ENCORE Material

## JUST REMINISCING

(Still In Love With You)

RAY NOBLE on Columbia Records

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

HIT SONGS FROM M-G-M's

The KISSING  
BANDIT

## SEÑORITA

FRANK SINATRA.....Columbia  
EDDY HOWARD.....Mercury  
VIC DAMONE.....Mercury  
JACK SMITH.....Capitol  
JOHNNIE JOHNSTON.....M.G.-M  
DENNY DENNIS.....London  
DENNIS DAY.....RCA Victor

## WHAT'S WRONG WITH ME

VAUGHN MONROE.....RCA Victor  
KATHRYN GRAYSON.....M.G.-M  
PATTI PAGE.....Mercury

## IF I STEAL A KISS

VAUGHN MONROE.....RCA Victor  
ANDY RUSSELL.....Capitol  
FRANK SINATRA.....Columbia  
JOHNNIE JOHNSTON.....M.G.-M

LEO FEIST, INC.

## WORDS AND MUSIC

By PINKY HERMAN

● ● ● TIN PAN ALLEY OOPS:—In the decade between 1930 and 1940 top-flight Radiolites like Rudy Vallee, Guy Lombardo, Kate Smith, Bing Crosby and others vied for the privilege of introducing new songs . . . this healthy practice gave way to a new trend which is mainly responsible for the industry's current recession . . . the trend was manifested by a turn-about on the part of ork pilots and singers, who refused to program songs 'unless it was on the sheet' . . . thus publishers were forced to use high-pressure methods and 'drive weeks' in order to land their numbers on this synthetic and highly unreliable song log with the result that talent too often programmed songs unsuited to their respective talents . . . another evil created was the 'payola,' a vicious practice which grew to such proportions that publishers and the Contactmen's Union have vainly tried to abolish it . . . there is a ray of hope, however in the news that Fred Waring will henceforth introduce new songs on his programs . . . music publishers should welcome Fred's action and if contemporary orchestra leaders and singers emulate Waring and start using songs strictly on merit, the music business will emerge from its lethargic state and enter into a new prosperity.

★ ★ ★ ★

● ● ● Looks like Cecille Music has copped the hit song from the "All For Love" score which opened last week at the Mark Hellinger Theater . . . ditty, "Why Can't It Happen Again?" was cuffed by Sammy Gallup and Michel Emer . . . ● Robbins Music is reviving the hit of 1933, "Hold Me," written by Little Jack Little, Dave Oppenheim and Ira Schuster . . . ● If Capitol's new recording star Nick Lucas contacts Mack Goldman at Warner Brothers' Music, he'll learn that Mack has another "Tip-Toe Thru The Tulips" for him . . . ● Basch Radio & Television Productions have signed Merrill Joels and Dayton Allen to portray "Wear & Tear" respectively on the new WNBTele series, "Stop Me If You've Heard This One." . . . ● Roy Bargy's talented daughter, Jean has been signed by CBS-TV . . . the gal's nitely song and piano act, "Blues By Bargy," is a delight on the ears and orbs . . . ● Benny Goodman and his orchestra open tonite at the Flamingo in Las Vegas.

★ ★ ★ ★

● ● ● ON AND OFF THE RECORD:—Guy Lombardo's initial Decca waxing since lifting of the ban, couples "Red Roses For A Blue Lady" and "Down By The Station." . . . Don Rodney vocalizes both sides with an assist by a trio on "Station" . . . disk is typical Lombardo flavor and should go well for deejays and juke box ops . . . ● Peggy Lee adds another winner to her Capitol repertoire in her waxing of "Someone Like You" backed with "You Was" . . . Peggy and Dean Martin combine their trilling in a duet on the latter side . . . ● Dana Records, working fast, cops a beat on the other diskeries with a fine recording by Bill Harrington, of the sensational European importation, "Mademoiselle Hortensia" . . . ably assisted by Joe Crichio's Musette Ork, the Baritone's smooth effort will be used extensively by platter spinners . . . reverse is the Crichio combo in a novel instrumental presentation of the International Polka "Little Chinese Girl."

★ ★ ★ ★

● ● ● SHARPS AND FLATS:—Pete Woolery leaves J. J. Robbins to head the standard dep't. for the Big Three . . . ● Recommended: Jimmy Atkins' cross-the-board WNEWarbling every morning at 9:45 . . . ● After two months of one-niters, Tony Pastor's orchestra returns to Hotel Statler in Gotham Feb. 7 . . . wait till you hear their arrangement of Rytvoc's "If I Had A Million Dollars" . . . a sure hit . . . ● Harold Moon, Ass't. Gen. Mgr. of BMI, Canada Ltd. in town to launch "Sault Ste. Marie," written by Len Hopkins . . . firm has just opened another branch in Montreal, headed by Clyde Moon and Marguerite Jacques . . . ● WABDumont has a tele find in Jeff Clark.

## PLUG TUNES

A H-I-T!

## "FAR AWAY PLACES"

LAUREL MUSIC CO.

1619 Broadway, New York 19, N. Y.

Bigger Than "Now Is the Hour"!

## GALWAY BAY

LEEDS MUSIC CORPORATION

To You, You and You!

## "MY BEST TO YOU"

FORSTER MUSIC PUB., Inc.

1619 Broadway, New York 19, N. Y.

216 S. Wabash Avenue, Chicago 4, Ill.

A Great Ballad!  
THEN I TURNED AND  
WALKED SLOWLY AWAY

ADAMS, VEE &amp; ABBOTT, Inc.

216 S. Wabash Avenue, Chicago 4, Ill.

## "UNTIL"

DORSEY BROS. MUSIC, INC.

1619 Broadway, New York 19, N. Y.

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

RYTVOC, Inc. 1585 Broadway, N. Y.

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

Section of RADIO DAILY, Thursday, January 27, 1949 — TELEVISION DAILY is fully protected by register and copyright

## KTLA TOPS TV ACADEMY AWARDS

### TELE TOPICS

**A** LITTLE over a month ago, "I'd Like To See," the Procter & Gamble show on NBC, began changing its format of unusual film clips requested by viewers to include live variety acts. The show has suffered as a result because most of the acts were quite mediocre. Under the original format the stanza was one of the most interesting on the air because the film clips, which showed everything from insect fights to national events, were fascinating. It had variety, humor, education — just about everything anyone could want from a show. . . . Under the new setup, the stanza has come up with one outstanding find in the person of Kuda Bux, a native of Kashmir, whose blindfold act is astounding. With his eyes sealed shut and completely covered to the satisfaction of a panel of judges, Kuda Bux then performs such feats as copying messages and complicated patterns drawn by members of the panel. It's hard to describe the eerie feeling you get from watching the act. . . . This week, however, he departed from his usual routine, which I suppose can become wearing after a while, to do an over-dressed version of the sawing-a-woman-in-half stunt. Doing a standard vaudeville act after the wonderful blindfold trick was quite a letdown to the audience and it made him seem cheap in comparison with himself. (The same applies to Dunninger when he occasionally does a sleight-of-hand trick.) Next week Kuda Bux will return to his specialty. If you haven't seen his act yet, try to catch the show.

**T**HE BERLE SHOW Tuesday night was one of the best yet. The closing bit set in a gay nineties beer garden was sock showmanship, and Lou Costello was better than he's ever been in a movie. Julie Wilson was sensational—the gal's the best combination of beauty and talent these eyes have seen in a long time. . . . Special TV Hooperating made for CBS on Jan. 17 gives Godfrey's "Talent Scouts" a rating of 73.6, an increase of 17.5 from the previous week. Sponsor identification for Godfrey's first Chesterfield show, incidentally, hit an all-time Hooper high of 97 per cent. . . . "Operation Success," the Veterans Administration show which did such a fine job in obtaining jobs for disabled veterans last fall, returns to WABD tonite 8-8:30 p.m. . . . Sincerity is the most important ingredient in a tele show. Frank Stanton said yesterday at the CBS clinic adding: "There isn't any room in front of a television camera for a phoney." . . . Aside to Pegeen and Ed Fitzgerald: I'm still getting calls about Saturday's show. Thanks again. . . . Jerry Fairbanks has completed filming of the first five installments in the new "Crusader Rabbit" series, and scripts for the next 13 are finished.

### Alternating Telecasts For Cincy Red Games

Cincinnati—All 77 home baseball games of the Cincinnati Reds, including Sunday and night games, will be telecast alternately by WLW-T, Crosley outlet here, and WCPO-TV, Scripps Howard station now under construction, it was announced yesterday.

Joint announcement of the signing of the contract was made by Warren Giles, president of the Reds; James D. Shouse, president of Crosley; Mortimer C. Walters, vice-president of Scripps Howard Radio, Inc., and Jack Koons, vice-president of the Burger Brewing Company, which will sponsor the games.

Waite Hoyt will handle the play-by-play account of the games for tele as well as over WCPO, local AM outlet. WLW-T is expected to carry all the games in the early part of the season due to delays in construction of WCPO-TV.

### Show Offered To Video Ahead Of B'way Prod.

Television has jumped the gun on Broadway with the completion of Maeve Southgate's video-comedy serial dramatization of "Homefires," the Cosmopolitan magazine stories of Czenzi Ormonde.

The 30-minute TV shows are being offered new to agencies and stations ahead of a Broadway production reportedly under contract by Aldrich & Myers.

### Children's Hour

Milwaukee — A television program has completely changed the schedule of operations for a Milwaukee social center. At the Milwaukee Christian Center, the evening opening hour has been moved up to accommodate some fifty children from 3 to 8 years of age who clamor to see the NBC "Kukla, Fran and Ollie" show over WTMJ-TV. Directors of the center approved the earlier opening time because they feel the show is fine entertainment for the youngsters.

### "Screen Test" Suit Dismissed By Court

New York Supreme Court Justice Aron Steuer yesterday dismissed a \$500,000 damage suit filed against ABC and Lester H. Lewis, producer of "Hollywood Screen Test," by Robert A. Monroe and Latham Ovens, owners of Screen Test, Incorporated.

Plaintiffs had asked the court for an injunction to keep the show off the air on the ground that it infringed on a radio series they had produced for Mutual under the title of "Screen Test."

At the close of the plaintiff's case, Judge Steuer granted a motion to dismiss by Norah K. Donovan, counsel for the defendants. The court held that the ABC show did not infringe on any legal rights of the plaintiff.

### Charles Mesak And Grant-Realm Pic Also Honored

West Coast Bureau, RADIO DAILY  
Los Angeles—Academy of Television Arts and Sciences, at its first annual awards banquet at the Hollywood Athletic Club Tuesday night, honored KTLA for outstanding overall achievement for 1948. Technical award for outstanding achievement in the video field was presented to Charles Mesak, of Don Lee, for the phase-fader. Most outstanding personality chosen from those individuals seen on local TV programs in 1948 was Shirley Dinsdale of KTLA. Best film made for television was named "Your Show Time" produced by Grant-Realm Productions. Most popular tele program seen in Hollywood in 1948 was named "Pantomime Quiz," over KTLA.

**Two Winners Changing Stations**  
It was reported here that the two prize-winning live shows will be changing stations—"Pantomime" to KTTV, and Miss Dinsdale to KTNB.)

Advocates of live television versus film battled it out at the seminar which preceded the banquet. Hal Roach, Jr., carried film banner while Mike Stokey, of Television Producers Association, fronted for live shows. Battle was a draw insofar as a conclusion was concerned but more than 550 persons were present to learn all they could about TV from experts in their fields.

That advertising on tele is paying off was confirmed by Leonard Erikson, vice-president of Kenyon & Eckhardt; Don Frick, advertising manager of Rexall Drug Co., and Edward Stodel, head of Stodel Advertising Co. Examples of pulling power were presented by these men and others. Klaus Landsberg, of KTLA, predicted that Kinescope recording would dominate the field and would eventually crowd out film production for TV. Naturally, there was opposition to the theory by film producers.

**Problems of Law Discussed**  
Donn Tatum, attorney for ABC, told the seminar that problems of law were many and that as yet there was little precedence. Three big problems, he said, were copyright, invasion of privacy and controlling of transmission. Much of precedence of ownership, he said, would be extension of the INS-AP case. Talent agent Al Wager discussed talent problems in video and the question of talent was a lively one in the afternoon open forum session.

## Senate ICC Will Scrutinize Allocation Of TV Channels

Washington Bureau of RADIO DAILY  
Washington—A close scrutiny will be made by the Senate Interstate and Foreign Commerce Committee of any decision concerning television channel allocations which the FCC may hand down, it was revealed here yesterday. The lawmakers will step in, it is believed, if they feel the Commission has acted unwisely. Regarding the television "freeze," several members have declared that they will see to it that the ban on further applications not only will end, but also will be followed by a complete mapping of the road for future video development. This means provision of a sufficient

number of channels for the full development of the medium and that the preponderance of engineering experience shall have shown that the channels provided are suitable for the best commercial television service which can be devised today. This may or may not mean color, they say, but the committee will want to be convinced that the FCC's decision, as it comes out, will not lead the public into additional expense for video equipment which will be found soon thereafter to be less than the best because it does not bring in a color service or some other further improvement in the art which cannot be predicted today.

## PROMOTION

### School Time Series

Station WLS, Chicago, announces that the spring semester of its educational program, "School Time," will begin January 31, and Mrs. Josephine Wetzler, director of the WLS educational department, is sending out 40,000 schedules to mid-west schools for use as listening and study guides.

The "School Time" series has been hailed by educators as one of the most effective and popular educational programs on the air. The five - days - a - week quarter-hour broadcasts go into the classrooms of schools throughout Illinois, Indiana, Wisconsin and Michigan, and prominent educators from each of these states are on the program's advisory council. The Monday broadcasts, under the title "Let's Go Places," deal with the history of the various states and some foreign countries. Tuesday's broadcast, "The Book Box," is integrated with that of Monday through reviews of books dealing with the localities covered the previous day. Wednesday is given over to music appreciation, Thursday to "Adventures in Freedom," and Friday to "We Look at the News."

### Storecast Tie In

Borden's "County Fair" through Kenyon & Eckhardt was highly successful in promoting a visit of the show to Chicago via Storecast Corporation of America. Storecast has a contract with WEHS-FM and 100 stores of the National Tea Co. which provides the stores with music and point of sales commercials for advertisers. Through this system, some 850,000 people every week learned that "County Fair" was coming to Chicago in behalf of Junior Achievement, Inc. To top off the promotion job, representatives of Junior Achievement of Chicago appeared on WEHS-FM and presented citations to B. Kendall Pitkin of Storecast and E. J. Chaplicki of the National Tea Co. for their help in promoting activities of the youth organization in Chicago.

### Caldwell Resigns Post To Open Own Agency

Toronto—S. W. Caldwell, manager of the program division of All-Canada Facilities Ltd., has resigned to form his own organization specializing in syndicated radio features and other forms of broadcast advertising, it was announced by prexy Harold Carson and manager Guy Herbert.

Stuart MacKay, former manager of CKRM, Regina, Sask., will succeed Caldwell as program division manager of All-Canada.

Norman Botterill, former manager of CFBC, St. John, will replace MacKay as manager of CKRM, the announcement added.

## COAST-TO-COAST

### WFIL Program Wins Contest

Philadelphia, Pa.—WFIL's "The Magic Lady Supper Club" program has won a grand prize in its division in a nation-wide contest conducted by the National Retail Dry Goods Assn., according to recent announcement. The program is a children's variety show in effect, although "Magic Lady" has a continuous adventure story theme. Charlotte Dennis portrays the "Magic Lady" and her headquarters are located in "The Magic Castle" of the toy department in the Lit Brothers store, sponsors of the program.

### WRNL Pictures Life in France

Richmond, Va.—A new personal approach to international women's news is now being attempted by WRNL's woman commentator, Polly Daffron. She has introduced to her listeners the Launay Family of Rennes, France. Through weekly letters from the Launay children and their parents and an uncle who is Inspector-General of French Industry in Paris, WRNL listeners will get a picture of life in Rennes and Paris today. English, Italian and Scandinavian families will be introduced to Polly's listeners at a later date.

### Blind Commentator Honored

Lawrence, Mass.—Ethel I. Parker, who lost her sight 29 years ago and who for the past eight years has served as commentator on WLAW's weekly program "News and Notes for the Blind" has been awarded a certificate of outstanding merit by the American Foundation for the Blind for rehabilitating scores of blind persons with her unique psychological and training program. Miss Parker reads her notes from Braille every Thursday on WLAW and times herself with a specially made watch which enables her to "feel" the time.

### WWGP March 'O Dimes Contest

Sanford, N. C.—A "finish the sentence" contest" is currently being conducted by WWGP, 1,000 watt independent in connection with the March of Dimes drive. Listeners are invited to send entries to the station completing the sentence, "We all should join the March of Dimes because..." in 25 additional words or less. Prizes donated by Sanford merchants are being offered for the four best entries submitted.

### Newspaper Publishers on KSL

Salt Lake City, Utah—A quarter hour public service broadcast which featured four small-town weekly newspaper publishers was heard recently on KSL, CBS affiliate. The four publishers discussed civic affairs in their respective communities. They were led by Wayne Kearn, KSL news editor in coordination with the station publicity department.

### WLW Showboat Dramatization

Cincinnati, Ohio—WVL will dramatize the scenes and stories of the romantic era of the showboat in a presentation of showboat history on Monday, January 31st. Dr. Harry Wright, head of the department of speech at Kent State University and one of the foremost authorities on showboat history acted as technical adviser for the program scripted by Verne Jay of the station's continuity department.

### KVOO Thank You to Autry

Tulsa, Okla.—William B. Way, vice-president and general manager of KVOO recently forwarded a thank-you letter to Gene Autry part of which stated, "You have done great things in radio, stage and screen, and we congratulate you on your accomplishments! But Gene," the KVOO executive continued, "the real reason we are writing this brief note to you today is this: Through the years you have never failed to mention KVOO in any article concerning your first day in radio!" Gustav Brandborg, station commercial manager also signed the billet-doux.

### WKZO-WJEF "Lawmakers" Show

Grand Rapids, Mich.—The Fetzer Broadcasting Company has inaugurated a new series of weekly quarter-hour programs which features members of the Michigan State Legislature in a discussion of political activities of the past week. The lawmakers who appear on the program are drawn from the area covered by WKZO and WJEF, which encompasses some 15 or 16 counties of Western Michigan. The series was originated by Dr. Willis Dunbar who will also serve as moderator on the programs to be heard on WKZO, Sundays and on WJEF, Saturdays.

### Mrs. F. D. R. on WNJR

Newark, N. J.—Mrs. Franklin D. Roosevelt will be heard in a speech over WNJR on Friday, February 4th from 8:30 to 9:00 p.m., under the auspices of the Cosmopolitan Club of Montclair. Mrs. Roosevelt, who has recently returned from the United Nations Conferences in Europe, will speak on "The World-Wide Struggle of Human Rights." The broadcast will be made directly from the Montclair High School Auditorium.

### Joins WSB Sales Staff

Atlanta, Ga.—Henry A. Curth, former executive director of Junior Achievement Inc., has joined the sales staff of WSB and WSB-TV, according to recent announcement. He entered the field of radio in 1939 as an actor with WWNC and since that time he has been associated with WDNC, WCAX and WDRC. Curth was also a member of the War Information committee during World War II working with the OWI.

## EQUIPMENT

### Buy Westinghouse Radar

The U. S. Coast Guard recently awarded a contract to the Westinghouse Electric Corporation for 60 Westinghouse marine radar sets for Coast Guard vessels operating on coastal waters, inland waterways and the Great Lakes. The contract is the largest of its kind ever awarded by the Coast Guard.

E. T. Morris, manager of the Westinghouse Electronics and X-Ray Division in Baltimore, said that the contract calls for approximately half a million dollars worth of equipment. Delivery will start in February and be completed in May.

Mr. Morris pointed out that the radar equipment would help the Coast Guard crews carry out harbor patrol, inspection duties, and rescue work by providing navigational and anti-collision protection in darkness, fog, and other poor-visibility conditions.

### Parsons Promoted

C. F. Parsons has been appointed general manager of Zenith Radio Distributing Corporation, Chicago, it was announced by H. C. Bonfigli, vice-president of the parent organization, Zenith Radio Corporation. Zenith Radio Distributing Corporation is a wholly-owned sales subsidiary of Zenith Radio Corporation, distributing Zenith products in Chicago and 31 northern Illinois counties.

Parsons has been sales manager of the subsidiary organization since 1945, and replaces William W. Boyne who recently became general manager of Zenith Radio Corporation of New York.

### RCA Appointments

Appointments of Joseph B. Elliott as v-p in charge of all RCA Victor consumer products and L. W. Tee garden as v-p in charge of all RCA technical products were announced by J. G. Wilson, executive v-p in charge of RCA Victor division.

Henry G. Baker has been promoted to general manager of the home instrument department. Richard J. Orth has been moved up to general manager of the tube department.

### Propose Transit FM Radio For Use In Toronto

Montreal—A proposal to broadcast radio programs to persons in transit in the Toronto suburban areas can be before the CBC board of governors here at the last of its present two day public sessions at the Windsor Hotel.

The proposal was in the form of an application from Transport Advertising, Limited, of Toronto, for a frequency modulation station license.

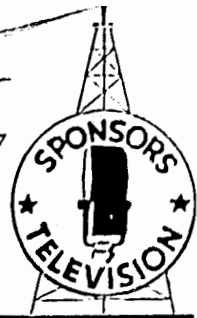
The company would install FM receivers in mobile public vehicles with a longer-range view of supplying programs to home audiences.





# RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 46, NO. 20

NEW YORK, FRIDAY, JANUARY 28, 1949

TEN CENTS

## URGES BROADCASTERS TO BE VIGILANT

### Theater-Tele Action Under Study By TOA

Washington Bureau of RADIO DAILY  
 Washington—The television task committee of the Theater Owners of America was locked up yesterday for nearly three hours of discussion on possible courses for the association in television. No decision was reached, but three possible courses which emerged were these:

1. Apply to the FCC for special theater TV channels.
2. Apply individually for commercial TV stations.
3. Rely upon distribution of TV

(Continued on Page 7)

### Indie Stations Joining Ad Council Campaigns

Some 400 non-affiliated stations are expected to begin participating shortly in major public service campaigns handled through the Advertising Council. The plan was originally proposed by the Independent Stations Committee of the NAB and it now has been approved by the Ad Council's board of directors.

Details of the new development were announced jointly by Gordon Kinney, radio director of the Council

(Continued on Page 8)

### Radio-TV Church Interest Emphasized By Leader

Huron, S. D.—"The Christian Church is only beginning to utilize the great possibilities of communicating its message through the use of radio and television," Rev. Clayton T. Griswold, director of religious radio of the Presbyterian Church, U. S. A., declared yesterday at the midwinter convocation of Huron

(Continued on Page 3)

**Delayed Greetings**  
 Four months ago Morris Novik, New York radio consultant, mailed cards of greeting to radio friends in the United States from Haifa, Israel. The cards were received in New York this week. All bore air mail stamps and were routed through Paris.

### "Free Speech" Case Enters Final Phase

Baltimore—The contempt of court proceedings against four radio stations and one commentator for allegedly violating a local code restricting crime news broadcasting will enter its final phase today, at 10 a.m. in Superior Court, when the state will sum up its contentions.

The fifth station, WBAL, charged with violating Section 904 of the Supreme Bench of Baltimore City, had asked for a separation from the

(Continued on Page 8)

### Phil Frank Resigns Post As BMB Exec. Secretary

Philip Frank, executive secretary of Broadcast Measurement Bureau since January 1946, has announced his resignation, effective February 4.

He came to BMB from American Broadcasting Company, where he handled sales promotion. Previously he had been director of public relations for Associated Transport, Inc. and served with several advertising agencies.

Frank has written widely for the radio and advertising trade press,

(Continued on Page 6)

### Spokesman For Puerto Rican Stations Details Threat Of Gov't Competition At REC Luncheon In New York

### WU To Ask New Rate For Baseball Reports

Western Union will ask the FCC for a new rate structure under Paragraph One of its baseball service which, in effect, will increase the tariff of a telegraphic report if a station recreates the game and feeds it to a network. First broadcaster to protest the plan is Edward Breen, president of KVFD, Fort Dodge, Iowa, who wired the head of Western Union that such a move "would result in death of many small base-

(Continued on Page 2)

A local government-owned commercial station in Puerto Rico would set a precedent which could lead the way to state governments doing the same thing in the United States, according to a warning issued yesterday by Jose Ramon Quinones, owner of WAPA, San Juan, P. R. State-

(Continued on Page 3)

### Royal Commission To Investigate Radio-TV

Montreal—A royal commission to inquire into radio, motion pictures and television will be named by the Dominion Government shortly, it is disclosed in the speech from the throne read by Viscount Alexander,

(Continued on Page 6)

### Emerson Earnings Highest In History

Preliminary reports indicate 1948 earnings of Emerson Radio and Phonograph Corp. to be the highest in the firm's history even though only 25 per cent of the dollar volume was represented by television sales, Benjamin Abrams, president, announced yesterday.

The company's current television sales, however, are about 50 per cent

(Continued on Page 2)

### Allen Would Supervise Morgan NBC Program

Henry Morgan, who's been without his own show for about a year, is now doing some heavy negotiating with NBC. Morgan was called in by NBC which at the moment has some

(Continued on Page 8)

### Coast Radio Columnist Program Manager KNBC

San Francisco — KNBC general manager John W. Elwood has just announced the appointment of Paul Speegle as program manager of KNBC and NBC in San Francisco. He succeeds Harry Bubeck who will be transferred to Hollywood to become production manager of the

(Continued on Page 6)

## FCC Limits TV Operations Of Paramount-Du Mont Webs

Washington Bureau of RADIO DAILY  
 Washington—The FCC announced yesterday that it will place on temporary license WABD, DuMont flagship in New York, and WBKB, Chicago outlet of Paramount's Balaban & Katz, and relay affiliates of both stations. The announcement was made as the Commission declared its intention of looking into the Supreme Court anti-trust decision of last May to determine whether the

findings of the high tribunal in the Para. case render the defendants unfit as licensees. The FCC promised to come to grips with the problem before additional film companies are licensed to go into video.

(The news that WABD will be placed on a temporary license was received calmly at DuMont headquarters in New York, and was seen merely as an attempt by the Com-

(Continued on Page 7)

**Special Broadcast**  
 ABC will air highlights of the special banquet, celebrating the arrival of the French Mercier train, in which Vice-President Alben Barkley, Mayor William O'Dwyer, French Ambassador Henri Bonnet and ABC commentator Drew Pearson will participate on Feb. 3, 10:30-10:45 p.m., EST. The banquet will be held at the Waldorf-Astoria Hotel.

**Repeat Program**  
 The Allis-Chalmers Manufacturing Company has ordered a repeat broadcast of the National Farm and Home Hour (NBC, Saturdays, 12 noon, CST) to be aired for the mountain and west coast time zones from 1:30 to 2:00 p.m., CST. The repeat broadcasts will start on Saturday, Feb. 5. Bert S. Gittins Advertising is the agency.

# RADIO DAILY



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**JOHN W. ALICOATE** : : Publisher

**FRANK BURKE** : : : : Editor

**MARVIN KIRSCH** : Business Manager

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### WEST COAST OFFICES

6425 Hollywood Blvd. Phone: Granite 6607

### WASHINGTON BUREAU

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

### CHICAGO BUREAU

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

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

## FINANCIAL

(January 27)

### NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
ABC	87 3/8	87 1/2	83 3/4	+ 3/8
Admiral Corp.	173 3/4	171 1/2	172 1/2	+ 1/4
Am. Tel. & Tel.	147 3/4	147 1/2	147 3/4	---
CBS A	223 3/4	22	22	- 3/8
CBS B	223 3/4	22	22	- 3/8
Farnsworth T. & R.	5	4 5/8	5	+ 1/4
Gen. Electric	387 3/8	38 1/2	38 3/4	+ 1/4
Philco	381 1/2	38 1/4	38 1/4	+ 1/4
RCA Common	127 1/2	123 1/4	123 1/4	+ 1/8
Stewart-Warner	13	13	13	---
Westinghouse	24 1/2	24 1/8	24 1/4	- 1/8
Westinghouse pfd.	96 1/2	96 1/2	96 1/2	+ 1 1/2
Zenith Radio	29 3/4	29	29 1/4	+ 1/4

### OVER THE COUNTER

	Bid	Asked
DuMont Lab.	15 1/2	16 1/2
Stromberg-Carlson	16	17 1/2
U. S. Television	1 5/8	2 1/8
WCAO (Baltimore)	22	26
WJR (Detroit)	6	7

## To Aid Drive

Presidential advisor Bernard Baruch, author Louis Nizer, actress Irene Dunne and composers Oscar Hammerstein and Richard Rodgers will participate in an American Brotherhood Week program at the Waldorf-Astoria Hotel to be broadcast by WMGM, Feb. 4, 1:45-2 p.m.

## WRITER

now in New York—

with wide experience and Network Credits for original Mystery, Dramatic and Comedy programs, now available for new assignments.

Box 207, RADIO DAILY

1501 Broadway, New York 18, N. Y.

## ★ COMING AND GOING ★

**MARK WOODS**, president of ABC; Vice-presidents **ERNEST LEE JAHNCKE** and **IVOR KENWAY**, also **OTTO BRANDT**, national director of station relations, leave Chicago today for San Francisco, where they'll attend a meeting of affiliates from the Rocky Mountain and Pacific areas.

**W. A. WILSON**, president and general manager of WOPI, Bristol, Tenn., a visitor yesterday at the offices of NBC, with which the station is affiliated.

**WILLIAM LEACH**, commercial manager of WUCM, Cumberland, Md., paid a call yesterday at the New York offices of BMB.

**EUGENE CARR**, director of radio for the Brush-Moore Newspapers, Inc., Canton, Ohio, was in Chicago late last week for the ABC district meeting. **WHBC**, Canton, one of the stations under his direction, is a basic ABC outlet.

**HUGH FELTIS**, president of BMB, spent yesterday in Cincinnati on business.

**WILLIAM R. McANDREW**, assistant to the vice-president in charge of NBC in Washington, is in Carlisle Barracks, Pa., where today he will address the officers of the Army School of Information on "Radio and Television Public Relations."

**DAVIDSON TAYLOR**, Columbia network vice-president and director of public affairs, has left for the Virgin Islands, where he'll vacation for a month.

**JIM MAHONEY**, manager of station relations for the western division of the Mutual network, is in New York for conferences with officials of the web.

**GENE AUTRY**, cowboy star heard on CBS, will broadcast his program tomorrow from WBBM, Chicago.

**WILLIAM BENNETT**, general manager of KTHH, Houston affiliate of the Mutual web, arrived yesterday from Texas for confabs with executives of the network.

**JACK CARSON** and the members of his CBS program company are filling an engagement at the Warner Theater in Pittsburgh.

**VAUGHN MONROE** and his bandmen will broadcast tomorrow's CBS program from the campus of the University of Alabama.

**HERB SCHORR**, sales manager of WOY, left yesterday morning on a motor trip to Florida. He'll combine business with pleasure, making several stop-offs en route.

**EDDIE DUNN**, emcee on Mutual's "True or False," has returned from a business trip to Philadelphia.

## WCOP Wire Recorder In Cover Of Boston Manhunt

Boston—Climax of Boston's city-wide manhunt for dope-crazed killer, Robert Faulk, got exclusive radio coverage Monday night by Ken Meyer, special events man at WCOP, Boston, who was on the scene with his wire recorder when police captured the criminal. This is the first time in Boston's radio history that on-the-scene account of capture and killing has been recorded. Entire Boston police department has been alerted since last Saturday, following Faulk's latest attack. The 22-year-old parolee and marijuana addict had conducted a campaign of holdups, shooting, and beating during past month resulting in one of Boston's greatest police searches.

## 10 YEARS AGO TODAY

From the Files of Radio Daily

A meeting of the Annual Convention of the Canadian Association of Broadcasters in Toronto, gave unanimous approval to the appointment of a special committee to meet with the Board of Governors of the Canadian Broadcasting Corporation to discuss problems confronting the private radio stations in relation to the CBC. . . . The widely published news stories concerning Major Edwin H. Armstrong's "frequency modulation" broadcast transmission which, it is claimed, is static-free has radio dealers and manufacturers worried as the new system would make present-day receivers "obsolete" according to Armstrong. . . . In the second annual poll conducted by RADIO DAILY, General Foods' Jell-O program moved into first place as the favorite show of radio editors and writers from coast-to-coast.

## WU To Ask New Rate For Baseball Reports

(Continued from Page 1)

ball networks including one of which I am president."

A Western Union executive told RADIO DAILY that its request is "not a higher tariff but a new one." The executive said that at the present rate WU gets a flat \$27.50 for a telegraphic report of a complete baseball game, regardless of how many stations in a network might be fed by the station which receives the report and recreates the game.

Western Union will ask that the first five stations in the baseball network pay \$5 for each game, the second five stations \$2.50 and all in excess of this number \$1.50.

Breen told Western Union that he is "unable to discover any justification for such an increase." The broadcaster, an NAB board member, also wired Tom Slowie, FCC secretary, and asked to be notified when Western Union files its request so "I may appear for myself and other small stations." Western Union is expected to file with the FCC in a few days.

## Emerson Earnings Highest In History

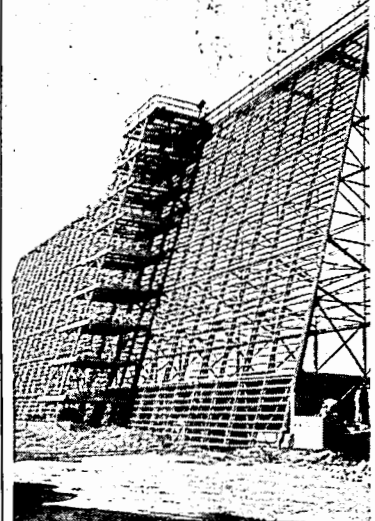
(Continued from Page 1)

of the total volume and a greater increase is expected, he added.

At the meeting of the board of directors held yesterday, Abrams was presented with the 10-millionth Emerson radio to come off the production lines.

## Pack To Conduct Course

WNEW director of publicity and special events Richard Pack will conduct a course in "Radio and Television Publicity and Promotion" at the Adult Education Division of New York University, beginning Feb. 7.



## 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!



# W·I·T·H

Baltimore 3, Maryland

TOM TINSLEY, President  
Represented by Headley-Reed

## Urges Amer. Broadcasters To Watch Gov't Operations

(Continued from Page 1)

ment was made at the Radio Executive Club luncheon in New York at which members of the Puerto Rican Broadcasters Association were honored guests.

Quinones and his fellow broadcasters, in seeking to enlist the direct defensive aide of U. S. broadcasters, was referring to the government owned WIPR, San Juan, which must went on the air with a commer-

### Guests of NBC

*Visiting Puerto Rican broadcasters were guests of NBC for a tour of radio and television yesterday with Clay Morgan, assistant to President Niles Trammell, Cal Abraham, head of the Latin-American broadcast division and Sydney Eiges, vice president in charge of press, acting as hosts. Last night the broadcasters saw their first television shows produced in the NBC studios.*

cial license. At the moment, however, the station is operating non-commercially although reportedly there is no assurance as to how long this policy may last.

In stating his case, Quinones asked the question, "If this situation is allowed to develop in an American territory where American citizens live, where American law prevails, and a precedent is definitely set, how can there be objection to any state government constructing or owning one, two, ten or fifty radio stations in their respective states and operating commercially in competition with private persons?" He also suggested the federal government could do likewise.

Quinones said WIPR in San Juan was built with "taxpayers' money, with the very money paid by owners of private radio stations." The Insular Government agency received its commercial grant for a 10,000-watt station from the FCC.

The Puerto Rican broadcaster designated five specific points in showing the type of competition private broadcasters will face from commercially operated WIPR: (1) WIPR is excluded from paying 19.8 per cent of internal revenue tax on all radio or electrical equipment which is imposed on privately owned stations; (2) Non-resident artists connected with WIPR have to pay 12 per cent income tax while artists working for privately owned outlets must pay 29 per cent; (3) WIPR does not have to pay income tax while private stations do; (4) WIPR does not have to pay interest on money borrowed or debts; (5) Considerable money is being spent in advertising in the government departments, agencies and industries owned or controlled by the government, all of which will go to WIPR.

Quinones said the Puerto Rican legislature already has created a radio commission to control govern-

ment money for advertising in radio.

Pointing out that he believed he had come to the "right place to plead our case," Quinones added, "We come to you today to ask you to consider our situation very seriously and not let the wolf eat the little fellow, because sooner or later, that same wolf may devour you all, one by one."

Carl Haverlin, president of BMI, displayed his intellectual versatility by speaking in Spanish to render the Puerto Rican visitors a combination welcome and verbal toast. Haverlin's fluent command of Spanish prose is traceable to his sojourns in Mexico.

Another one of the guests heard from during the luncheon was Tomas Muniz, general manager of WIAC, San Juan, and president of the Puerto Rican Broadcasters Association. Muniz extended the deep appreciation of all the visitors for being invited to New York.

Other guests from Puerto Rico included Hector Pereira, WVJP, Caguas; Antonio Alfonso, representing WKVM, Arecibo; Jose Bechara, Jr., owner WKJB, Mayaguez; Jose A. Gauthier, representing WRIA, Caguas; Carlos B. Esteve, representing WCMN, Arecibo; Erik Vieux, sales manager WEMB.

Others seated on the dais were Lucy Monroe, Rosita Rios, Arthur A. Kron, president of the Export Advertising Association; Melchor Guzman, representative of WORA, Mayaguez; Walter Bickford, secretary, Export Advertising Association.

### Radio-TV Church Interest Emphasized By Leader

(Continued from Page 1)

College where he was awarded the honorary degree of doctor of divinity.

Dr. Griswold pointed to an intense interest in television by religious leaders and the formation of the Protestant Radio Commission as indications that many new techniques will be developed for the employment of mass media of communication. Referring to the recent appointment by the Northern Baptist Convention of a committee to study the moral questions involved in radio giveaway programs, Dr. Griswold commented that the concern was "with good reason." It is to be hoped, he said, "that the powerful voice of radio will be used only to arouse people in ways that are morally constructive."

### Lever Makes Changes

A. E. Foster, formerly radio manager for Lever Brothers, has been named media director and W. J. Watts continues as space buyer. C. P. Lynch, who has been handling radio spot buying, has been appointed radio time buyer.

## "IF IT'S A BRIGHT IDEA"

it's

from

**BOB BRIGHT PRODUCTIONS**  
Radio — Television

509 FIFTH AVENUE

NEW YORK, N. Y.

PHONE: LA 6-0890

**NOW AVAILABLE:**

**for radio:**

"LET'S PLAY AMERICA"—A SENSATIONAL NEW RADIO QUIZ PROGRAM THAT WILL SWEEP THE COUNTRY. (audition platter available).

**for television:**

"THE MARRIED LIFE OF HELEN AND JIM YOUNG"—definitely not a soap opera; it's the warm, humorous story of a young married couple with REAL PEOPLE!

(Five 15 - minute scripts and outline for following 20 programs now available).

**also COMING UP:**

THE SPELLING BEE (with a sensational twist). (look what THE AMATEUR HOURS ARE DOING).

THE CLASSIFIED RADIO PAGE.

**ATTENTION ADVERTISING AGENCIES  
AND BROADCASTERS: All our ideas  
are yours—for the asking!**

## AGENCIES

**SPOT CHECK, INC.**, 270 Park Avenue, has opened offices to service advertising agencies with a survey of television spot reception on television stations throughout the country. The firm will submit reports to agencies on reception of their clients' spot commercials. These surveys will be compiled by representatives situated in special video sectors throughout the country.

**J. GORDON KEYWORTH**, general manager of **WNMB**, North Adams, Mass., announces the appointment of **W. S. Grant Co., Inc.**, New York, as their new National station representative. **WNMB** is represented in New England by **Kettell-Carter, Boston**.

"**TAPPING NEW MARKETS THROUGH TAX SUBSIDIES**" will be the subject of the February meeting of the American Marketing Association group on Economic and legal problems in marketing. The speaker will be **Gustave Simons, Esq.**, chairman of the Group. Meeting will be held Feb. 3 at the Hotel Sheraton.

**ADVERTISING FEDERATION OF AMERICA** has elected to membership: **Julius Kayser & Co.**, New York; **Newsday**, Hempstead, L. I.; **Clark & Richard, Inc.**, Detroit; **Brooklyn Eagle**, Brooklyn; **Snowden & Steward**, Atlanta, Ga., and **The Daily News Publishing Company**, McKeesport, Penn.

**DERWIN - FRANKEL, INC.**, a newly formed dress house, has appointed **Hickory Associates** to handle all of its fashion promotion and public relations.

**NORTON COMPANY**, Worcester, Mass., announces that **The James Thomas Chirurg Company**, Boston and New York, has been retained as advertising counsel for Norton institutional advertising in domestic media and for all Norton advertising in foreign media. The Boston office will be in charge, with **J. J. Slein** as account manager. The technical and trade paper product advertising in domestic media will continue to be placed through the agency of **John W. Odlin Co., Inc.**, Worcester.

## ARTHUR EDDY

Public Relations — Publicity

812 Taft Building  
Hollywood

Gladstone 5305 — Gladstone 9082



### Mainly About Manhattan. . . !

● ● ● **AROUND TOWN:** Ted Malone, radio's noted roving reporter, author and war correspondent, has been appointed editor of the national monthly mag. **Best Years**, formerly known as **Tom Brone-man's**. . . Both Yankee broadcasting berths (**Mel Allen's No. 2** man and the television play-caller) will be filled by out-of-towners. . . **Fibber McGee & Molly** getting that **Hamlet** urge. They turn serious to star in "Suspense" on Feb. 3rd. . . Wrestling coming back to **Madison Sq. Garden Feb. 22nd**, with **Dennis James** prob'ly calling the grunts. (**Dennis** is the lad who practically brought back wrestling itself). . . Coast agents still submitting bands to replace **Phil Harris** on the **Benny** show. (**Benny Goodman's** ork was just offered). . . **Abner Silver**, down at the **Hotel Sorrento** in **Miami Beach** writing the **Copa City revue** with **Benny Davis**, writes that he's returning soon with a sun tan that'll burn up the natives here. . . **Lionel Stander** told **Bill Slater** on "Luncheon at Sardi's" that things are so tough in H'wood that in order for a cowboy to get a part in a movie these days he's gotta bring along his own dead Indian. . . Trade impressed with **Senor Quinones** presentation of **Puerto Rico's** radio problems at the **REC luncheon** yesterday. . .

★ ★ ★ ★

● ● ● **Nat Abramson**, head of **WOR Artists Bureau**, who's been booking shows on the **Holland-American Line**, now seeking talent to be spotted on **British-owned Cunard White Star** line in the **Caribbean** service. Shows, consisting of 8 acts plus an ork, will be spotted on the **Mauretania** and the newly-launched **Caronia**.

★ ★ ★ ★

● ● ● Some two years ago, **Wilbur Stark**, top time salesman at **WMCA**, and **Jerry Layton**, advtg. manager at **Crawford Clothes**, formed a package partnership. During that short space of time, the team has more than once given **Radio Row** reason to notice them. They've put together **Red Benson's Movie Matinee** on **Mutual** and have leased **Benson** to "Take A Number." They own the **Kathi Norris Television Shopper** on **DuMont** and the **Jack Eigen-Copa** disc show is their baby. They've put **Russ Hodges** in the big time with his nitely video show, the **Chesterfield-N. Y. Giants** setup, the **Ballentine-Tournament of Champions** contract and his **Mutual quiz** series. Next Wed., their "Scattergood Baines" starts a weekly series on **Mutual**. In sum, the boys seem to have gotten off to a fair start, you might say.

★ ★ ★ ★

● ● ● **Radio Row**, which has shown its 'heart' on many occasions, might consider the case of **Al Hodge**. He formerly played the role of "The Green Hornet" and many other prominent parts in Detroit before the war. Since then he came to N.Y. and started building himself up in this territory. When he had finally reached a pretty good standing, he was taken ill suddenly and had to be taken to the hospital the day after Christmas. Al has a wife and two children but must be confined to the hospital for at least a year. We just thought his friends might drop him a note of cheer at the **Nassau County Sanitarium, Farmingdale, L. I.** It'll mean a lot to him.

★ ★ ★ ★

● ● ● **SMALL TALK:** **Bob Shepard** landed the announcing chore on **Ed Sullivan's "Toast of the Town."** . . . Add quiz show boners: On "Share The Wealth," the question was "Where is Chicago located?" The answer: "Almost at the bottom of Lake Michigan." . . . Recommended: **Doug Edwards'** fluent commenting on the "Inaugural telecast." . . . **McGraw Associates** (**Walter McGraw** and **Peggy Mayer**) are packaging a daily "Bess Johnson Club" which starts on **WNBT Feb. 1st** at 2:30. . . **Tony Martin's** first disc jockey interview in years will be on the **Bea Wain-Andre Baruch WMCA** session this afternoon at 5.

## CHICAGO

By NAT GREEN

A SERIES of seven broadcasts on the difficult blue baby operation, titled "An Affair of the Heart," will be heard on the "It's Your Life" program on **WMAQ**, beginning January 24.

**W. C. Johnson**, general sales manager of **Admiral Corporation**, has been named vice-president in charge of sales.

The transcribed "Professor Quiz" program heard each Wednesday night on **WBBM** will broadcast a Chicago-made program January 26 which will include many Chicagoans as participants.

Series 2 of "It's Your Life," tape-recorded documentary produced by the **Chicago Industrial Health Association**, will feature a new format starting January 17, when each week's program will be devoted to a single dramatic story involving the life of a family.

Sale of the remainder of the home games of the **Blackhawks** hockey team to **Nash Motors** is announced by television station **WBKB**. Option for **Stanley Cup** playoffs was also taken by **Nash** for **WBKB** and possibly the network.

**Bill Yonan** has been appointed assistant sales promotion manager of **ABC's** central division, replacing **Dean Linger**, who on January 20 left to join the promotion and publicity department of **WXYZ, Detroit**.

**Dorothy Miller**, director of education for **WBBM**, is spending a few days in **New York**.

Account executives **Ran Watkins** and **Wally Holden** of **Mutual's** mid-west offices are laid up with the flu.

The **Toni Company**, sponsor of "This Is **Nora Drake**," announces that the show, formerly carried on both **CBS** and **NBC**, will now be carried exclusively on **CBS** at 2:30 p.m. Company says the change is part of a move to establish a better balance between **Toni's** radio and print advertising.

## NOW SELLING

(And we do mean SELLING)

LIVING PAGES FROM  
THE LIFE OF JESUS

13 Exquisite 1/2-Hr. Dramas

At a Time-Ratio Low Rate  
LENT—HOLY WEEK—EASTER  
NEW VINYLITE SAMPLE AIR  
EXPRESS PREPAID . \$5 c.o.d.

Deposit refundable or  
applicable on contract.  
**GEORGE LOGAN PRICE, INC.**  
946 SO. NORMANDIE  
LOS ANGELES 6, CALIF.  
PHONE (Nite & Day) FE 7372

# Sometimes women have to carry the banners

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

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

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

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

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

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

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

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

Soon the bonds will start piling up.

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

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

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

*This space contributed  
by RADIO DAILY*



## NEW BUSINESS

**WOR, New York:** The Miami Margarine Company, manufacturer of Nu-Maid Margarine has renewed its participations on "Luncheon At Sardi's" Mondays, Wednesdays and Fridays and on "Breakfast With Dorothy And Dick" on Tuesdays, Thursdays and Fridays, through Ralph H. Jones Company of Cincinnati. The Minnesota Valley Canning Company has renewed participation on "McCanns At Home" Mondays through Fridays, through Leo Burnett Co., of Chicago. Williamson Candy Company, maker of O'Henry candy bars, has renewed its sponsorship of "True Detective Mysteries" on Sundays. Aubrey, Moore & Wallace of Chicago, is the agency. Canada Dry Ginger Ale has renewed participations in the "Martha Deane" program Monday through Friday, through J. M. Mathes, Inc.

Pharmaceuticals have renewed as follows: The Bristol Meyers Company has renewed its long term Monday through Saturday station-break announcements for Ipana toothpaste through Doherty, Clifford & Shenfield as the agency. The Foster Milburn Company, maker of Doan's Pills, has renewed its one-minute announcements in the "Passing Parade" through Streets through Fridays, through Moody & Finney, Inc. The American Safety Razor Company has renewed its announcements preceding and following the weather reports at 6:45 a.m.

**WMAQ, Chicago:** Colgate-Palmolive-Peet Co., through Ted Bates & Co., 52-week renewal of a three-per-week schedule of live station breaks; Olivivo Soap Co., through Hamilton Advertising Agency, live participations in the "Food Magician" program, Mondays and Tuesdays only, for 13 weeks starting February 14; Chicago Sports and Travel Show, through the Caples Co., two station breaks to be aired February 13 and 20.

**WGN, Chicago:** Block Drug Co., through Redfield - Johnstone, Inc., 6:45-7 p.m. news spot, Tuesday and Thursday, for 13 weeks from February 1; New York Mail Order Co., through Huber Hoge & Sons, renewal of the "Ben Sweetland Program," Saturdays, for 13 weeks from January 22; Wm. Wise & Co., through Thwing & Altman, renewal of "Handyman's Guide," Saturday, for 13 weeks from January 22; Hirsch Clothing Co., through Schwimmer & Scott, renewal of "Two Ton Baker" and "The Passing Parade," each Monday through Friday, for 52 weeks from January 31.

### AVAILABLE

Television Producer—Young man and taring to go—With experience in 18 Broadway shows—10 years' commercial N. Y. Radio and Video experience, too—Looking for berth with a long future as producer-director. All reasonable offers considered. Write

Box No. 206, RADIO DAILY  
1501 Broadway New York 18, N. Y.

## SOUTHWEST SIDELIGHTS

**WILLIAM L. SHIRER**, author and well known network analyst gave a report on the European crisis in a talk at the McFarlin Auditorium in Dallas. He spoke under the auspices of the Park Cities Lions Club. Having just returned from Europe he told all about the Berlin cold war and the spilt in Germany between East and West and then analyzed the work of the United Nations.

Hal Miller, better known as "Uncle Phil" on KXYZ, Houston was a recent visitor in San Antonio visiting with his parents. He is a native San Antonian and former announcer of KMAC, San Antonio. Thanks to Jack Berch, the good

neighbor man who is heard over the NBC network each day in a program designed to aid the needy and comfort the shut-ins, 14-year-old Charles Edwin (Bubba) Long, victim of rheumatic fever received more than 117,000 pieces of mail at Conroe, Tex., following Berch's plea to his listeners to write the boy a letter of cheer.

Bill Lamar, merchandising and promotion manager for KTSA, San Antonio, spearheaded a parade through downtown San Antonio on the arrival of the chuck wagon which is on a national tour for the March of Dimes and which is the property of Jack Benny. It aids the drive in all parts of the country.

### Royal Commission To Investigate Radio-TV

(Continued from Page 1)

Governor-general of Canada. The reference to this commission included in the speech reads:

"It is the view of my ministers that there should be an examination of the activities of the Federal Government, relating to radio, films, television, the encouragement of arts and sciences, research, the preservation of our national records, a national library, museums, exhibitions, relations in these fields with international organizations, and activities generally which are designed to enrich our national life, and to increase our own consciousness of our national heritage and knowledge of Canada abroad. For this purpose the government intends at an early date to establish a royal commission."

### Phil Frank Resigns Post As BMB Exec. Secretary

(Continued from Page 1)

co-authored "This Thing Called Broadcasting" and has contributed chapters to several books on advertising. He has engaged extensively in public speaking and is lecturer in the Advertising & Selling Course conducted by the Advertising Club of New York.

Hugh Feltis, BMB president, announced the appointment of Anne Slattery, assistant to Frank, as acting director of news relations. Frank's administrative duties will be handled by Cort Langley, assistant to the president.

### KARM Joining ABC

Effective Sunday, Feb. 20, radio station KARM of Fresno, Calif., will affiliate with ABC, Ernest Lee Jahncke, ABC vice-president in charge of stations, announced. The new affiliate operates full time with 5,000 watts. Clyde F. Coombs manages the new ABC affiliate which will replace KFRE of Fresno and KTKC, Fresno-Visalia, Calif. Affiliation of KARM with ABC brings the total number of ABC stations to 271.

### Coast Radio Columnist Program Manager KNBC

(Continued from Page 1)

Western Division of NBC, effective February 1st.

Speegle has been radio columnist of the San Francisco Chronicle since September 1946, and has been on the Chronicle staff for ten years. In addition to his newspaper work he has been active in San Francisco radio and theatrical productions. In 1942 he enlisted in the Army Air Forces, and after a period of training, was commissioned a lieutenant, serving at Kelly Field, Texas and Spokane, Washington as a special services officer and public relations officer.

He is a graduate of Stanford University and practiced law before joining the Chronicle as a drama critic.

Bubeck has served as program manager of KNBC since Nov. 1.

### Transit Radio Programs Follow Code—Pellegrin

Washington Bureau of RADIO DAILY

Washington—Programming for Transit Radio is consistent with "blue book standards." Sales Manager Frank Pellegrin of Transit Radio told the Washington Advertising Club this week. He said the slate of time, weather, news and other service announcements carried over bus and street car receivers is high enough to insure an impressive public service showing. In addition, Pellegrin stressed, FM stations co-operating with Transit Radio carry forum programs and other public service programs in the evening hours when their programming is not beamed at transit riders.

Commercial standards, he said, are consistent with the NAB code in most particulars. Live spot announcements are limited to 50 words, he said, with transcriptions held to 25 seconds. He pointed out that Transit Radio's "voice emphasis" arrangement provides for an increase in volume of about 15 per cent each time a voice comes on with a commercial announcement.

## PROMOTION

### AFM Booklet

Titled "Music for the People," the American Federation of Musicians has produced a three-color booklet in which James C. Petrillo's disbursement of \$3,000,000 for free public music is dramatized with pictures and stories. The booklet is the most ambitious exploitation piece ever sent out by the AFM and is designed to improve Petrillo public relations. In the foreword Petrillo is reported as saying: "This booklet is in no sense an epitaph for a great experiment. It is an interim report on a living program."

### Listening Breakdown

WINS, the New York outlet of the Crosley Broadcasting Corp., has issued a brochure illustrating by a map and figures a five-state breakdown of its listening audience.

The map, covering New Jersey, New York, Connecticut, Rhode Island and Massachusetts, is based on 20,489 pieces of mail for client sales received during four weeks of day and night operation. It shows counties with primary mail response in blue and those with secondary mail response in light blue.

### Will Dedicate WVUN-FM

Morris Novik, radio consultant and Fred Umhey, secretary of the ILGWU, left last night for Chattanooga, Tenn., to attend the program dedicating the new studios of WVUN-FM with quarters in the Dome Hotel, Chattanooga. WVUN-FM has been on the air the past nine months from the transmitter. On Saturday it will begin originating programs in the hotel studios. Gregory Peck, Gene Kelly from Hollywood and Ed Murrow from Washington will participate in the dedicatory program, 7 to 8:30 p.m.

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# TELEVISION DAILY

Section of RADIO DAILY, Friday, January 28, 1949 — TELEVISION DAILY is fully protected by register and copyright

## FCC WOULD LIMIT PIX FIRMS IN TV

### TELE TOPICS

**DRAFT THEATER** production of "There's Always Juliet," by John Van Druten Wednesday night was a very smooth airing to charming, if talky play. One mis-cast bit, however, stood out like the proverbial thumb and did much to destroy the effectiveness of the show. That was Lex Richards in the male lead. Van Druten's comedy, like his "Voice of the Turtle," is for a small cast (only four characters) and requires skillful and adroit acting to bring it off, but Richards was stiff in his lines and juvenile in his speech. These faults were even more glaring when compared to the wonderful performance turned in by Gwen Anderson, who played opposite him. In the minor roles, Marjorie Maude, the maid, was good, but Huntington Whiteley's portrayal of Peter, who was supposed to be a bit stuffy, was a caricature of every school-rote Britisher role ever attempted. Direction by Harry Hermans is outstanding. There is very little action in the one-act play, but Hermans gave it life and movement, and his handling of the cameras gave the set a highly effective three dimension effect.

**HARRY WITT**, manager of KTTV, Los Angeles, believes that Hollywood will emerge eventually as the nation's top video production center because of the abundance of talent there. In New York to head the CBS clinic, he said that the pattern probably will follow that of radio here. New York and Chicago were the leading points, but later gave way to the movie capital. The big boost to the south of Hollywood, he says, will be the course of the opening of network connections with the East. With six of the seven allotted stations now on the air, he said the Los Angeles video market is booming. There are about 20,000 sets in the area now, with the 100,000 mark expected to be reached by Apr. 15. He said that programming is generally slow the standards in the East, but it is mainly because the players of radio and television are not yet merged. The network shows come in a variety of sizes and are not as well developed as they should be. He said he is very hopeful that a merger will take place in the near future.

**JOE AND GILBERT** will be the stars of a new show on the CBS network, "The Kellys," which will air on the first of the series on Feb. 1. The show will be a comedy-drama, and will be a new departure for the network. It will be a new departure for the network. It will be a new departure for the network.

### TV Film Censorship Adopted In Penn.

Philadelphia—All motion pictures telecast in Pennsylvania, except those originating in out of state stations, in the future must be approved by the Pennsylvania State Board of Censors of Motion Pictures, and an approval seal displayed upon every showing, board has ruled in a new regulation.

Ruling, which applies to "all motion picture films, reels or views intended for projection or broadcast for television in Pennsylvania," presently applies to the three stations operating here, and one in Pittsburgh. Films must be approved by the board and a seal issued upon "payment of proper fee."

### Spot Drive Planned By Hotel New Yorker

The Hotel New Yorker, one of the biggest in the country, will run a 13-week video spot campaign in four major Eastern markets beginning Mar. 1, with other major cities to be added if the initial drive is successful from a new business standpoint.

Spots will be placed in Boston, Philadelphia, Baltimore and Washington Stations and the exact number of spots have not yet been decided. Peter Hilton, Inc. is the agency.

Commercial on film, will plug advantage of visiting New York and staying at the hotel. A free calendar of local events will be offered.

Films to be produced by Trans-

### Theater-Tele Action Under Study By TOA

(Continued from Page 1)

special-events coverage by coaxial cable or some other technique which may not require FCC approval.

Still unsettled in the discussion of the first two possibilities is whether the applications for TV licenses—regular commercial or theater channel—might be TOA, by local TOA units, or by circuit or independent exhibitors themselves. It may be that the eventual decision of the TOA group here will be to try both the first two courses with indies, circuits and TOA units applying for TV licenses.

**Legal Situation Involved**

Still unclear in the discussion of the third possible course is the complicated legal situation presented in the event admission is charged for material sent over the coaxial cables today. Whether some means can be worked out for common carrier use of the coaxial cables by theater operators is also not known.

Among those present yesterday were Mitchell Wolfson of Miami and Walter Reade, Jr., of New York, co-chairmen of the TOA TV group; TOA President Arthur Lockwood; Morris Lowenstein of Oklahoma City; Gael Sullivan, TOA executive director; Herman Levy, TOA general counsel, special consultant on television; Marcus Cohn, and two TV experts from the FCC—John McCoy and Hart Cowperthwaite.

film, Inc., and will be narrated by Kenneth Bannhart.

### Grants Temporary Permits To DuMont, Para. Stations

(Continued from Page 1)

mission to force a more rapid conclusion of the entire Para-DuMont case.)

The move was not taken at the behest of the Department of Justice, nor has the Attorney General been asked for any opinion on the matter, FCC Chairman Wayne Coy told RADIO DAILY. "We don't have to ask anyone whether the law was broken," he said. "The Supreme Court has said that."

FCC responsibility is to determine what course it should follow, Coy said, in relation to the Communications Act and, probably, to the public interest section of that act. He said the Commission has reached no decision and has yet to make up its mind. No hearing has been set, and Coy said he is not sure now whether there will be a hearing.

**No Dissenters**

The move was agreed upon without dissent by five members of the Commission, it was said, with the other two—Sterling and Webster—out of the country. It was also said at the FCC that similar action will be taken as applications for original license or renewal are filed by other companies controlled by defendants in the Paramount suit. Other Paramount and DuMont TV stations in Los Angeles, Washington and Pittsburgh, Warner's Los Angeles AM station, KFWB, and numerous pending TV applications by Warners and Fox will be affected. Among them, the application for purchase by Warners of AM stations in Los Angeles and Palo Alto and KMAC-TV, Los Angeles, now owned by New York Post publisher Mr. Dorothy Thacher.

## Press-Time Paragraphs

### "Howdy Doodly" Sponsorship Expands

Contract for it, under the "Howdy Doodly" is planned by Unipac. The show, which is currently sponsored with NBC, to expand present coverage to the midwest net, beginning Feb. 25. Unipac, which handles the daily show on Tuesday, is trying to clear time for kinescoped version of the show on non-interrupted outlets.

### Heller Named CBS Producer-Director

Franklin M. Heller has signed the CBS TV program staff as producer-director of new sponsored series. During the war he was executive producer of the UNO Group Shows, and later was under contract to Paramount from 1941 to 1945. He was stage manager for many of the best plays, including "You Can Take It With You," "My Sister Sam," "The American Boy" and others.

### Corning To Cut Large Tube Prices

Corning Glass will cut prices on its 15 and 16 inch diameter tubes effective Feb. 1, according to sources. From 1941 to 1945, Corning was the sole producer of large diameter glass tubes for the metal tank industry. Since that time, other companies had the production, a move possible because of greater mass production economies.

### Set Increase In England

For the first time in the history of the BBC, television in Great Britain will be sold on a pay-per-view basis. The new system will be introduced in London on Feb. 1, and will be extended to other parts of the country in the following months.

### KQV-TV Starts Building

KQV-TV, a new television station in Kansas City, Mo., has started construction of its new building. The station is owned by the KQV-TV Co., and will be operated by the KQV-TV Co. The new building will be a modern structure, and will provide a better environment for the station's operations.

## Indie Stations Joining Ad Council Campaigns

(Continued from Page 1)

cil; Ted Cott, chairman of the Independent Stations Committee and veepee of WNEW, New York; and A. D. Willard, executive veepee of the NAB and a member of the Ad Council board.

Under the plan, the Council will make available to the NAB Independent Stations Committee each month 400 packets—or more if necessary—containing a schedule of top priority public service campaigns and a radio fact sheet on each project. Every other month the committee will get a copy of the Council's Radio Bulletin listing approved campaigns for the two-month period.

### Mailing Through NAB

Arrangements are being made to have the material mailed to indie stations through NAB facilities. Ad Council will not prepare actual announcements for the stations, but background material only, the same kind of allocation it makes for networks and advertisers. The indie committee, however, has volunteered to arrange preparation of material tailored to the needs of non-affiliated stations.

Members of the NAB Independent Stations Committee in addition to Cott are David Baylor, WJMO, Cleveland; Melvin Drake, WDGY, Minneapolis; Bob Maynard, WSVS, Crewe, Va.; Patt McDonald, WHHM, Memphis; Lawrence W. McDowell, KFOX, Long Beach, Calif.; Pete Schloss, WWSW, Pittsburgh.

The Ad Council will urge all philanthropic organizations to take advantage of indie outlet facilities and to prepare special top quality program material for the exclusive use of non-affiliated stations.

## Allen Would Supervise Morgan NBC Program

(Continued from Page 1)

time available for a good comedian. It's understood that a behind-the-scenes influence in such a show would be none other than Fred Allen. Discussions at the moment include the possibility of Allen serving in a supervisory capacity for a Morgan program. If such a plan works out it brings up the question of whether Allen plans to carry double harness, a routine he usually avoids. The comedian not so long ago told Inez Robb of INS, in answer to questioning, that he wasn't in television because "I don't have two heads," meaning he didn't feel he could carry a radio and a television show simultaneously.

No commitments have been made between NBC and Morgan since there are many factors to be thrashed out. Two unanswered questions are what time period the show would get and whether it would premiere this season or some time next fall.

# COAST-TO-COAST

### Legislative Broadcasts On KEX

Portland, Ore.—Lawson McCall, KEX newscaster, will interview members of the legislature and other legislative experts on a new series of broadcasts "Spotlight on Salem," to be heard each Saturday during the months the legislature is in session. This series of public service broadcasts is being presented by KEX "in the hope of bringing more general understanding of the problems facing the state."

### Staff Changes At WXLW

Indianapolis, Ind.—The appointment of L. O. Fitzgibbons, formerly associated with WOC, KSO and KOIL, as general manager of Radio Indianapolis, Inc., stations WXLW and WXLW-FM, has been announced. At the same time, Edward Lockwood becomes chief engineer of the two Indianapolis outlets, having resigned as manager of WKAY in Kentucky.

### Conn. Forum Has Birthday

Hartford, Conn.—"The Connecticut Forum of the Air," broadcast each Sunday at 1 p.m. over five Connecticut stations and originating at WCCC, celebrated its fifth birthday on January 23rd. At that time, Ralph Della Selva, its founder and moderator, presented a trophy to John M. Bailey, chairman of the Democratic State Central Committee, as the "Man of the Year in Connecticut Politics."

### Bob Hope On WIOD

Miami, Fla.—Bob Hope was heard in a special 15-minute broadcast over WIOD recently in behalf of the "March of Dimes" campaign. The program was offered to all stations in the Miami area. WIOD staff announcer, Harry Munyan, interviewed Hope, who later in the program greeted Dade County's 1949 "Princess of the March," 18-year-old Sandra Rosmer, a polio victim.

### WCCO Airs Bonus Arguments

Minneapolis, Minn.—Recently heard over WCCO, CBS outlet, was a special broadcast which presented arguments for both sides of the Minnesota soldier bonus issue. George G. McPartlin, of the VFW was heard speaking in favor of the bonus, while Charles McLaughlin of the University of Minnesota was heard arguing against the plan. E. W. Ziebarth served as moderator of the discussion which was part of a meeting at WCCO of the Minneapolis Downtown Chapter of the American Veterans Committee.

### WLBH Adds To Staff

Mattoon, Illinois—Phyllis Knight has joined the WLBH staff as woman's director and in charge of continuity. She was formerly associated with WDWS for four years. Effective February 1st, Alvin Pigg joins WLBH as farm service director.

### Staff Changes At WGFG

Kalamazoo, Mich.—A recent announcement has been made to the effect that Warren Anderson, musical director of WGFG since its opening in August, 1947, has been appointed program director. Barbara Donahue has rejoined the staff, writing and handling two of the station's morning programs, "Breakfast Bingo" and "Stork Reporter."

### Robison Manager Of WORL

Boston, Mass.—The appointment of Ashley Robison as manager of WORL has been announced. For the past 12 years he has been associated with the station, recently as its assistant general manager. He became a part-time executive for WCOP while attending Boston "U" and the thesis for his master's degree, "The Economic Aspects of Commercial Radio Broadcasting," was based upon his experience there. He resigned his position as assistant manager of WCOP in 1944 to devote all of his attention to WORL.

### Audience Participating On KQV

Pittsburgh—KQV, Mutual affiliate, has a new audience-participation program, "Sing For Your Supper." The program is emceed by Joe Mann who uses telephone recordings to allow listeners to "sing" for their supper. A melody is played and a phone call is made to a listener who is asked to name the song and sing it. The song is then recorded. Three calls are made during the program and the best singer is awarded a liberal supply of food products. The winning record is played on the air.

### Good Neighbor Show On WCOA

Pensacola, Fla.—WCOA is airing a new "Good Neighbor" program three times weekly. It is dedicated to, and pays tribute to, the people in the WCOA area who have contributed to the welfare of other individuals and to the community. Larry Wayne produces and writes the show, which features a Good Neighbor letter of the day with a prize award. Also included in the format are poems of friendship and humorous adages with appropriate background music.

## Garod Promotes Silver To V-P And Gen. Manager

Louis Silver, veepee and sales manager for Garod Electronics Corp., has been appointed executive vice-president and general manager, it is announced by Leonard Ashbach, president. Silver has been with the company 10 years. Maurice Raphael, assistant to the president of Garod, has been promoted to vice-president. Paul Graf is now assistant veepee in charge of production and Robert Leykum is plant superintendent.

## "Free Speech" Case Enters Final Phase

(Continued from Page 1) present case through its attorney Carl Steinman.

Yesterday saw the completion of rebuttal arguments by the assistant state's attorneys in defense of the "fair trial" theory and by the counsels for WCBM, WFBR, WSD WITH and radio commentator James P. Connolly in defense of the "free speech and press" contention.

Frank W. Every, counsel for WCBM, told the court that the special Supreme Court Bench rule, "was invalid" and that the "court lacks the power to cite the stations." The restrictive rules are not only unconstitutional, he contended, but the regulations of the FCC should avail. "No state court has the right to cite any radio station or any broadcast."

Paul Spearman, another counsel for WCBM, held that "under the commerce clause of the Constitution Congress has preempted the right to regulate and control all radio communications."

## Send Birthday Greetings To—

January 28

Irene Beasley Frank Healy  
Nelson Omslead Beatrice Pons  
Mort Silverman Arthur Gary  
Edward F. Loomis  
Richard W. (Dick) Davis

January 29

Joy Hodges Florence Muzzy  
Joe Parker Alice Patton  
Eileen Palmer Ted Green  
Richard Hess

January 30

Ida Bailey Allen Renwick Cary  
Walter Damrosch Dick Kelly  
Lawrence W. Lowman  
Reg. D. Marshall Gene Norman  
Clarence Gilbert Cosby  
H. C. Carlberg

January 31

Eddie Cantor G. Bennett Larson  
Alton Cook T. A. M. Craven  
Cecil Hogan Larry Holcomb  
Leonard H. Hole Isham Jones  
Bob Novak Herbert L. Krueger  
Norman Nesbitt Garry Moore  
Roy Porteous Robert Maxwell

February 1

John L. Anderson Frank Engle  
James P. Johnson Betty Lawford  
Arch Morton H. M. Overstreet

Hildegarde

February 2

Paul G. Bumbinner  
Arthur Billings Hunt  
Benny Rubin Cal Tinney  
Veronica Wiggins  
Joseph E. Beaudine

February 3

Martin Block Mary Carlisle  
Nelson Case Charles J. Correll  
Nick Kenny Jack Weldon  
A. B. Chamberlain



# RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



OL. 46, NO. 21

NEW YORK, MONDAY, JANUARY 31, 1949

TEN CENTS

## AM SALES OFF, TV UP IN '48, SAYS RMA

### Straus Names Boggs To Manage WMCA

Norman Boggs, president and general manager of WLOL, Minneapolis, will become general manager of WMCA, New York, on Feb. 1, according to announcement by Nathan Straus, president of WMCA. Boggs formerly was sales manager for WGN and director of WGN's New York office.

Straus also announced that Ralph Atlas, Chicago radio executive and general manager of WIND, has been retained by WMCA as a consultant in an advisory capacity.

It just so happens that Atlas is (Continued on Page 3)

### FCC Radio Authorizations Totaled 677,000 On Jan. 1

Washington Bureau of RADIO DAILY Washington—With broadcast authorizations topping the 4,000 mark, the FCC on Tuesday reported that it began the present calendar year with more than 677,000 radio authorizations outstanding, an increase of nearly 69,000 during 1948. Authorized stations in the various radio services rose to a total of about 140, (Continued on Page 2)

### Goldfarb Named Counsel For Mutual Network

The appointment of Elisha Goldfarb as counsel for the Mutual Broadcasting System was announced Friday by Edgar Kobak, president. Goldfarb, who was associated with the firm of Lauterstein and Brown, general counsel for the network, the past four and a half years, will assume his duties February 1. The Lauterstein and Brown firm will continue as general counsel.

### Nuts Award

CBS maestro of the washboard, Spike Jones, poured a bucketful of nuts and bolts into a tub last night to show his "musical" appreciation for being named the "Man of the Year" by the National Retail Hardware Assn. The award was presented in tribute to Jones "for popularizing kitchen and other gadgets as musical noisemakers in his band."

### Frozen Assets

Sherman, Texas—A public spirited listener of KTAN rescued an announcer and engineer last night when sleet and snow which blocked the studio doorways held them captive in their kilocycle retreat.

An S.O.S. for aid was sent out by the KTAN announcer when he found that the entrance of the studio frozen shut. A listener with pick and shovel heard their distress message and rushed to the scene. The broadcasters continued with a blow by blow account of their rescue.

E. S. Scarborough and engineer signed off with a note of thanks to their benefactor before leaving the storm bound studios.

### Judge Fines Stations For Crime Newscasts

Baltimore—Three Baltimore stations and a radio commentator were convicted and fined Friday in Superior Court on charges of violating Section 904 of the Supreme Bench of Baltimore City. The case centered on a City Court ruling which forbids the publication of any statement an (Continued on Page 6)

### New All Girl Band Revue Gets Sponsor On ABC

A new variety revue titled, "Girls Corps" and featuring an all-girl band will be sponsored by the George A. Hormel and Company over 204 stations of ABC starting (Continued on Page 3)

## Indie Broadcasters Advised To Prepare For Television

Chicago—Provision should be made for TV opportunities for all present broadcasters, Chairman Edwin Johnson of the Senate Finance Committee told the independent broadcasters meeting here Friday. The Coloradoan warned the broadcasters who give up in the fight against superpower might find themselves out in the cold when it comes to TV. He told his listeners that regardless of the coming of TV,

## Production Of Tele Sets Near Million, Member-Company Report Reveals; FM Figures Show 35% Increase

### Tripartite Set-Up AT BMB Tottering

BMB is facing a major crisis in whether or not it will continue as a tripartite cooperative organization, it was reported Friday. Both the 4A's and the ANA are understood to have expressed some doubts on continuing their function as the organization is now established.

Such dissensions, however, would be right in line with certain NAB thinking which has in mind the idea (Continued on Page 3)

### WNOE Shift Okayed By Commission Ruling

Washington Bureau of RADIO DAILY Washington—The FCC yesterday issued its final decision permitting WNOE, New Orleans, to shift from the 1450 band, where it operated with 250 watts unlimited, to the 1060 slot with 50 kilowatts day and five (Continued on Page 2)

### Adv. Council To Serve Independent Stations

The Advertising Council will make available each month to some 400 independent or non-affiliated stations major public service campaign material, a schedule of sug- (Continued on Page 3)

Washington Bureau, RADIO DAILY Washington—With TV set-production hitting nearly a cool million, turnout of straight AM sets fell off last year, RMA has revealed. Total post-war TV production is up to 1,160,000, the association said. An additional 25,000 to 30,000 unassembled TV set kits were reported to (Continued on Page 2)

### Commission Ruling Denies P. W. Request

Washington Bureau of RADIO DAILY Washington—In announcing that it has proposed a denial of authority for Press Wireless, Inc. to handle official government communications on a regular basis, the FCC late last week explained that the firm, as a specialized press carrier, should devote itself entirely to the particular needs of the press for low-cost and rapid handling of press traffic. Press Wireless should not be put into the (Continued on Page 6)

### Eight Miami Stations Aid University Drive

Miami, Fla.—Eight stations forgot commercial rivalry on Saturday night to cooperate in broadcasting "The Skeleton" in the University of Miami's drive for funds to finish the job of building its first structure (Continued on Page 3)

### Public Service

Schenectady, N. Y.—WSNY dropped all commercial programming during a nine-hour period, beginning at 10 a.m. on Jan. 28, to devote the entire time to the polio fund drive, "March of Dimes—Radio Day." The programs featured civic, educational and religious leaders. Latest reports tell of goodly volume of contributors.

(Continued on Page 7)



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MARVIN KIRSCH : Business Manager

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FINANCIAL

(January 28)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
ABC	8 7/8	8 5/8	8 7/8	+ 3/8
Admiral Corp.	17 1/2	17	17 1/8	- 1/2
Am. Tel. & Tel.	147 3/4	147 1/2	147 1/2	+ 1/4
CBS A	22 1/4	22 1/4	22 1/4	+ 1/2
CBS B	22 1/2	22	22 1/4	+ 1/8
Farnsworth T. & R.	4 7/8	4 3/4	4 7/8	+ 1/8
Gen. Electric	38 1/2	37 7/8	38 1/2	+ 1/4
Philco	38 1/4	37 5/8	37 3/4	+ 1/2
Philco pfd.	87	87	87	+ 1/2
RCA Common	12 3/4	12 1/2	12 3/4	+ 1/4
RCA 1st pfd.	73 1/2	73 1/8	73 1/2	+ 1/2
Stewart-Warner	13	12 7/8	13	—
Westinghouse	24 3/8	23 3/4	23 7/8	+ 3/8
Westinghouse pfd.	97 1/2	97 1/2	97 1/2	+ 1
Zenith Radio	29 1/8	28 3/4	29	+ 1/4

OVER THE COUNTER

	Bid	Asked
DuMont Lab.	15 1/2	16 1/2
Stromberg-Carlson	16	17 1/2
U. S. Television	1 5/8	2 1/8
WCAO (Baltimore)	22	26
WJR (Detroit)	6	7

Takes NBC Labor Post

Edmund Souhami has been assigned as labor relations assistant to Ernest de la Ossa, director of NBC personnel. He has been representing the NBC legal department in labor negotiations for the past two years.

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Receiver-Sales Total In '48 Reveal AM Off And TV Up

(Continued from Page 1)

have been manufactured last year. FM production was said to be 35 per cent better last year than in 1947. Production of radio receivers last year declined about 20 per cent under the all-time peak reached by the industry in 1947. Last year's output of radios, however, was the second highest in the industry's history.

Total industry production of all home receivers in 1948 was estimated by RMA at more than 16,000,000, of which RMA member-companies manufactured 13,265,793. In 1947 the entire industry's production of radio sets exceeded 20,000,000.

TV production by RMA member-companies reached a new high of 161,179 in December, only 17,500 sets under the entire output of television receivers in 1947.

RMA member-companies reported manufacturing 866,832 TV sets in 1948 as compared with 178,571 in 1947 and 6,476 in 1946. Production by non-member manufacturers brought the total TV set output in 1948 to more than 975,000.

Almost 44 per cent of the TV set production by RMA members came during the last quarter. Weekly production during December reached a peak of almost 39,000, but the total for the five-week month was cut during the last two weeks by holiday shut-downs and other factors.

FM-AM and FM-only sets made by RMA members, however, last year rose 35 per cent above the 1947 output despite the general decline. RMA companies reported 1,590,056 in 1948 as compared with

FCC Radio Authorizations Totaled 677,000 On Jan. 1

(Continued from Page 1)

000. In broadcast field there was a gain of 165 AM and 51 TV authorizations, while FM authorizations decreased 44. Non-commercial educational grants increased by 10, and the new facsimile service started off with two authorizations.

As of January 1, AM authorizations numbered 2,127, FM 1,962 and commercial TV 124. A year earlier these figures had been 1,962, 1,010 and 73, in the same order.

WNOE Shift Okayed By Commission Ruling

(Continued from Page 1)

kilowatts night. Directional antenna is called for.

Turned down in its bid for the high-powered assignment was the Deep South Broadcasting Company, owned by John D. Ewing, who owns KWKH, Shreveport, La., 80 per cent of KTHS, Hot Springs, Ark., and newspapers in Monroe and Shreveport, La. The Ewing family formerly owned the New Orleans States.

1,175,104 in 1947, and the December tabulation reached a new high of 200,326 FM-AM sets as against a previous peak of 171,753 in September. Over 100,000 of the 1948 output were FM-only sets.

Table models in the FM-AM category made even a sharper climb in 1948 and accounted for 42 per cent of the total FM-band sets reported by RMA manufacturers. Many TV receivers also included FM reception facilities, but no accurate count of these is available. The 1948 output of FM-AM sets by RMA members brought their post-war total to almost three million.

Auto-Radios Increased

Both automobile and portable radios accounted for much higher percentages of the radio receiver output of RMA members last year than in 1947. Auto radios numbered 3,409,013, 26 per cent of the year's total. Portables numbered 2,114,133—about 17 per cent.

A decline in AM-only home receivers accounted for the entire decline in radio set production in 1948. Table models dropped from 72 to 46 per cent of the total radio output, while consoles maintained about the same proportionate share it had in 1947 or 12 per cent. Table models in the TV line represented 68 per cent of all television receivers produced.

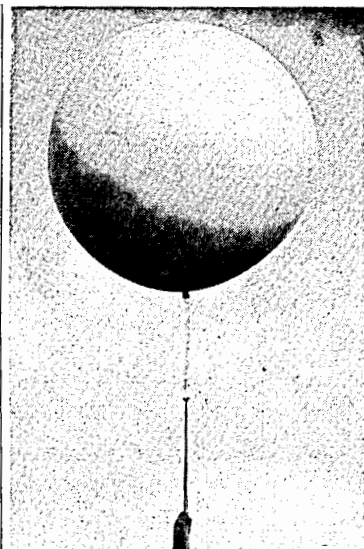
A month-by-month tabulation on television and radio set production by RMA member-companies for the year follows:

	TV	FM-AM	AM
January	30,001	136,015	1,173,240
February	35,889	140,629	1,203,087
March	52,137	161,185	1,420,113
April	46,339	90,635	1,045,499
May	50,177	76,435	970,168
June	64,353	90,414	959,103
July	56,089	74,988	552,361
August	64,953	110,879	759,165
September	88,195	171,753	1,020,498
October	95,216	170,086	869,076
November	122,304	166,701	827,122
December	161,179	200,326	876,315
Totals	866,832	1,590,046	11,675,747

10 YEARS AGO TODAY

From the Files of Radio Daily

The RMA in England is organizing a new campaign to push television. The campaign in the main will take the form of co-operative advertising by manufacturers of equipment who have agreed to subscribe the necessary funds. The BBC has promised to give every assistance it can. . . . Kate Smith was found to be the favorite radio personality according to results of a poll among New York City boys and girls by the Boys' Athletic League in its Fourth Annual Children's Preference Study. . . . Chicago, paralyzed by a raging blizzard, relied almost exclusively on radio for news about the storm.



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-estimating 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

# THE WEEK IN RADIO

## Launch Sales Campaign

By VAL ADAMS

MAURICE B. MITCHELL, NAB's broadcast advertising director, fired opening gun to make nation's retailers more conscious of radio advertising. Advertising and Selling Club in Jamestown, N. Y., told that retailers "landsliding" into radio. He said new generation of ad men has taken over in retail stores who are trained to accept and use radio in the basic medium.

Communications subcommittee of Senate Interstate Commerce Committee asked Congressional action making it possible for FCC to issue cease-and-desist orders to broadcasters who violate Communications Act or FCC rules. . . . Procter & Gamble switching Red Skelton from NBC to CBS next fall.

FCC set Feb. 28 as hearing date for competing applications (three) for WHAS, Louisville. . . . Broadcasters who also own TV "will gradually dispose of their stations and concentrate on television," FCC chairman Wayne Coy said in Boston speech. . . . William Gittinger, CBS sales veepee, said radio may be utilized temporarily by video but that AM will come back to find its place just as phonograph records did after radio came in.

Radio advertising by retail stores will equal newspaper promotion expenditures in 1949, according to Howard P. Abrahams, manager of the NRDGA sales promotion division. . . . Western Union to ask FCC for higher tariffs on telegraphic message reports recreated by one station and fed to a network. . . . Theater Owners of America discussing three possible plans of action for association to follow in getting into television.

### New All Girl Band Revue Gets Sponsor On ABC

(Continued from Page 1)

Saturday, March 4. Program will be heard from 12 noon to 12:30 p.m., EST, under a 52-week contract placed through BBD&O, Inc.

Completion of the "Girls Corps" deal brings the total of new network business signed by ABC since January 1 to seven and three quarter hours a week. In addition renewals received in 1949 amount to another five and a quarter hours a week.

### ONLY \$10,400!

Only \$10,400 annually, and override, will get you a general manager who will make your station one of the most prosperous in the country, the absolute leader in its market both financially and listener-wise. Now Employed. Available in two weeks. Box 209, RADIO DAILY, 1501 Broadway, New York 18, N. Y.

### Tripartite Set-Up At BMB Tottering

(Continued from Page 1)

of reconstructing BMB on the same basis that BMI operates. NAB would like to see BMB operate as a non-profit corporation, backed and run entirely by broadcasters, the same as BMI.

Executive committee of BMB held a special meeting last Friday with all seven members present. But as soon as the meeting ended not a single member was available for comment, most of them scurrying to parts unknown. Neither was there any official statement prepared for a press release. This was the second time within two weeks that BMB's executive committee had held a meeting, a very unusual sequence.

### Adv. Council To Serve Independent Stations

(Continued from Page 1)

gested projects, a radio fact sheet on each project and a list of approved campaigns, it was announced on Friday by radio director Gordon Kinney, NAB executive v-p A. D. Willard and Ted Cott, chairman of the independent stations committee.

Under the plan, approved by the Council's board of directors, indies will be offered services and materials similar to those which are now provided to the four major networks, advertisers and agencies.

### Straus Names Boggs To Manage WMCA

(Continued from Page 1)

chief owner of WLOL in Minneapolis from which WMCA's new general manager has been picked. Atlass also has an interest in WKTY, La Crosse, Wis. Formerly he was a co-owner in WBBM and WJJD, Chicago.

As WMCA's new general manager, Boggs will fill a vacancy created last year by the resignation of Charles Stark.

### Eight Miami Stations Aid University Drive

(Continued from Page 1)

which was halted in the skeleton stage back in 1926. Four other stations will follow suit by carrying transcribed versions of the documentary at a later time. The 12 stations are: WGBS, WIOD, WMIE, WQAM and WWPB in Miami; WINZ, WKAT, WLRD and WMBM in Miami Beach; WBAY and WVCG in Coral Gables, and WFTL in Fort Lauderdale.

### Wedding Bells

Frank Chizzini, for 14 years an account executive at NBC, yesterday was married in the Lady Chapel of St. Patrick's Cathedral to Mrs. Jeanne DeRobertis Esposito. Wedding was followed by a reception at the Park Lane, after which the couple left for a honeymoon in Miami. Upon their return they will make their home in Jackson Heights.

*Thank you Mr. President...*

### TRUMAN AT CONCERT

The President Enjoys Program by First Piano Quartet

Washington, Jan. 9—(UP)—President Truman, who once charmed Josef Stalin with his piano playing, was charmed himself today at a Constitution Hall concert of the First Piano Quartet.

The President took time off between his economic and budget messages to Congress to hear the concert and radio artists. He was accompanied by his daughter, Margaret, and Chief Justice and Mrs. Fred M. Vinson.

NEW YORK TIMES  
January 10, 1949

*... and thank you, Margaret Truman*

### SANTA 'TOO GOOD,' TRUMAN CONFIDES

The one gift the press knew for certain was under the tree for Mr. Truman was the one put there by his daughter, Margaret. She said last night it was an album of recordings by the First Piano Quartet.

NEW YORK TIMES  
December 26, 1948

The First Piano Quartet is under exclusive long-term contract for radio, television, concerts, records and all branches of the musical and entertainment field to

## FADIMAN ASSOCIATES LTD.

1501 Broadway, New York

Personal Direction:  
Edwin Fadiman



Giant in a hurry...



*A pair of tap-dancers run through  
their capers . . . leaning over his script,  
a news analyst commits it to memory . . .  
the great mike-boom reaches out,  
fishing for the voice of the singer  
in the bright pool of light  
before the cameras . . .  
and marching across the foreground  
with superb unconcern,  
a workman pushes a wheelbarrow  
loaded with plaster.*

**H**ERE is a portrait of a giant in a hurry . . .  
backstage in the production of a miracle,  
spinning magic for millions where only yester-  
day were thousands.

Here are the new CBS Television studios,  
fountainhead of the television shows which  
reach larger audiences more often than any  
others in television today.

Here is the nerve-center of the expanding  
CBS Television network . . . one station a year ago . . . 29 stations today . . . constantly  
reaching out to more people, more markets. And through such reaching, driving ever  
downward the costs of delivering audiences. (Today in New York City a full-dress,  
full-hour CBS-TV program delivers more people per dollar than the average full-page,  
standard-size newspaper ad.)

Here, the shape of tomorrow's economy is being wired for light and sound.

Here is CBS Television. Here is where you belong.

**CBS-TELEVISION**

*—now operating in 20 markets*

# Judge Fines Stations For Crime Newscasts

(Continued from Page 1)

accused person may make after arrest, reports about his actions, discussions of his past criminal record or disclosures of evidence found by the police.

Judge John B. Gray, Jr., fined WITH \$500 and costs for broadcasts about the arrest of a confessed murderer of two 11-year-old girls in July, 1948. Commentator James Connolly, also news editor of WITH, was fined \$100 and costs.

WFBR and WCBM were each fined \$300 and costs. Judge Gray said the fine was heavier for WITH because its broadcasts about the confessed murderer made elaborations beyond the statements aired by WFBR and WCBM. According to the trial, Connolly last July checked up on details of the case beyond wire service copy with Baltimore police.

No conviction was made in the case of WSID, the judge ruling that it is located on the outskirts of Baltimore and there was no evidence to show that its broadcast had been heard inside the city limits.

The three convicted stations immediately appealed the judge's ruling. Another station, WBAL, will get a hearing tentatively set for Feb. 28 with preliminary questioning set for Feb. 21.

### Statement By Court

In handing down his decision, Judge Gray said, "This court agrees that this rule (Section 904) is an abridgement of press freedom and the freedom of speech on the radio. We say it is justified by its conflict with another potent and powerful constitutional right, that of a fair and impartial trial."

The judge said that "two of the most cherished policies of our civilizations" are a "right to a fair trial and a right to free speech and free press." He added, however, "neither of these rights is absolute. Each is relative. Each must yield."

Organizations which appeared in defense of free speech included NAB, American Newspaper Publishers Association, American Society of Newspaper Editors and the American Civil Liberties Union.



### Mainly About Manhattan. . . !

● ● ● AROUND TOWN: Fred Allen's sign-off last week still getting chuckled. "I'll be back next Sunday, same time, same network." he cracked. "What other NBC comic can make that statement?" . . . Norman Corwin talking new contract with CBS. Said to want it to cover a shorter period, among other things. . . Larry Parks and Betty Garrett in a coast auto smash-up. Both okay, however. . . WMCA's record authority, Joe Franklin, very hot for a network show. (Mutual wants him for a 12-2 nitely session spinning old-time platters). . . Bing Crosby guesting on Jimmy Durante's stanza Feb. 4th. . . Roberta Salter, wife of the "Stop the Music" maestro, off to the coast on business. . . \$25,000 cash prize being offered by Ralph Edwards' "Truth or Consequences" for the identity of "The Whispering Woman" tops anything we've yet heard of in giveaways. Tip sheets, incidentally, list three different winners. Beneficiary of the contest is American Heart Ass'n, which received \$1,510,780 via his "Walking Man" stunt in '48. . . It's Tim Marks' observation that those aging comics now delivering punch-lines on radio will soon show up on television with paunch-lines.



● ● ● MAIN STREET SEEN-ery: At the Roosevelt, busy Guy Lombardo and realty exec Walter Shirley chatting on ways to relax. Bandman, landman and sandman. . . At Garrison's, comic Zero Mostel getting his luncheon check. It all totals up to Zero. . . Joyce Redman, (Anne of the Thousand Days), having as many eyes on her at the Fireside Inn. . . Ike Eisenhower, the warthority, peering out of his cab to gander the full-window display of his memwars in a Madison Ave. bookery.



● ● ● Bill Bergoffen, in charge of Radio and Television activities for the U. S. Dep't of Agriculture, drops the col'm a line regarding our recent comment urging a "Television School of the Air." "During the past three years," he writes, "we have co-operated with the Board of Education of the City of New York in the production of two series of forest conservation radio programs which have proven very effective along the lines you continually advocate. These programs are being used by radio and school broadcasters in over 42 states. We're solidly behind you in your effort to convince broadcasters and telecasters that the media should be used not only for entertainment—but also for education."



● ● ● FILLER-DILLERS: Trouble with most variety shows, points out Jackson (Philo Vance) Beck is not enough variety. . . Now that it's on television, they can start calling it "We the Peephole." . . Perfect Texaco combination, sez Robert Fiance, is Milton Berle's talking and Sid Stone's hawking.



● ● ● MIKE MEMORIES: The girlish, musical laugh that personified Julia Sanderson. . . Ted Husing's cute use of the word "putrid" that so distressed Cambridge fathers of learning that Theodore was banned from Harvard gridiron games. . . The morning songs and patter from Gene and Glenn. . . Baby Rose Marie, radio's Shirley Temple. . . News reports via Floyd Gridiron—a talking typewriter at top speed. . . The screamingly funny team of Bob Benchley and Jimmy Durante. . . Joe Penner's "wanna buy a duck." . . The theme song of "The Funnyboners," which went: "We've no theme song we agree; it's too much formality, boo boo theme song." . . The soft, whispered sopranotes of Jessica Dragonette.

# Commission Ruling Denies P. W. Request

(Continued from Page 1) position where it may have to subordinate press requirements and interests to the movement of other traffic, the FCC said. Under the temporary denial, however, Press Wire-less may continue to handle government communications "which fall within the definitions of press communications."

### Disc Jockey Contest

Judges will begin screening 2,000 entries in WOV's High School Disc-Jockey Contest today. Contestants will be heard at a rate of 20 a day during the next several months.



more delicious than on any other airline!

"the Hollywood"

— fly —

# UNITED

DC-6 Mainliner 300s, 11 3/4 hrs. onestop to

# LOS ANGELES

2 other DC-6 Mainliner 300 daily to Los Angeles

*Adam J. Young Jr.*

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

**RADIO & TELEVISION REPRESENTATIVES**

New York • Chicago • Los Angeles • San Francisco

# TELEVISION DAILY

Section of RADIO DAILY, Monday, January 31, 1949 — TELEVISION DAILY is fully protected by register and copyright

## PREPARE FOR TV, INDIES ADVISED

### TELE TOPICS

**IN "ADMIRAL BROADWAY REVUE,"**  
Myron Kirk, of the Kudner Agency, and producer Max Liebman, have come up with by far the biggest and most lavish show in television. There were times during the black-tie premiere Friday night when it was among the best, but too often in the production numbers it gave the impression of bigness presented for no other reason than to display Admiral's largesse. The big dance numbers were almost as big, and every bit as silly, as those turned out by Hollywood with monotonous regularity. The only thing missing was Technicolor. . . . Short of what I think were the unnecessary trappings, the opener was solid entertainment. Sid Caesar was excellent. His UN skit and "Date in Manhattan" number showed off his talents for dialect and rapid delivery of nonsensical lines to great comic advantage. Mary McCarty was at her best in the "Flaming Youth" number. The best piece in the show was Imogene Coca's "Night Life of a Fawn," which is the funniest satire of ballet ever seen. Her partner in the act was outstanding and should have received billing. The closing—a urlesque of grand opera—was fine, but following Miss Coca's wonderful routine was a bit of a letdown. . . . Commercial, with Comedian Roy Atwell, was an effective combination of salesmanship and showmanship.

**CBS IS HIGHLY OPTIMISTIC** about possible sales on several of its top sustainers—Morey Amsterdam, the Goldbergs, Kobbs Korner and Studio One—with a couple bankrollers reportedly very close to the signing stage. . . . Motorola will unveil a new portable seven-inch set weighing 33 pounds today. Receiver has a telescoping aerial and looks like a piece of luggage. Retail for \$199.95. Firm will show also a 12-inch table model for \$369.95. . . . Eugene Thomas, general manager of WOIC, addresses the Washington Junior Board of Commerce Thursday on "How Television Will Help Washington and Your Business." . . . The Martin Stone office is closing a deal with a major recording firm for two Howdy Doodie albums. . . . Morey Amsterdam's Hooper on the 17th was a rollicking 39.5, with 52 per cent of audience. . . . Noran Kersta, TV director of the Weintraub agency, has been selected to the board of directors of the School of Radio Technique. . . . Seymour Peterman's new half-hour series, "Moment of Decision," which utilizes the subjective camera technique, will be showcased for the trade Wednesday, Thursday and Friday evenings at the Dramatic Workshop's President Theater. . . . George Banwick, of Pathe-Pictorial; Paul Alley, of NBC, and Howard Bailey, of the Washington Evening Star, will join Rudy Vallee on the rostrum at the AJS film forum at the Museum of Modern Art tomorrow night.

### WJZ-TV To Unveil New UP News System

An experimental series of hourly five-minute news summaries on cellophane will be inaugurated by WJZ-TV in cooperation with UP at noon today. Service will present UP news running at an average reading speed of 175 words per minute. Coming directly from UP headquarters, stories will appear on a special printer at WJZ-TV, then through a Trans-Lux projector will go out directly over the station's transmitter.

#### Velotta Comments

In announcing the service, Tommy Velotta, web veepee in charge of news, said that commercials may be employed in four different ways—by voice, text, slides or a permanently framed top line. News will be scanned by WJZ-TV every hour on the hour from noon through 6 p.m. Monday through Friday, with plans to expand to half-hourly basis seven days a week.

WFIL-TV, Philadelphia, also has arranged for the service.

### Pabst Beer To Sponsor Hockey Over WEWS

Cleveland, O.—Pabst Brewing Co., makers of Pabst Blue Ribbon Beer, will sponsor the televising of the Saturday night home games of the Cleveland Barons, American League hockey champs, on WEWS. The

### WBAL Inaugurates Special School Series

Baltimore—For the first time in this city's history, television was taken into a public school classroom Friday to aid in the city's educational facilities.

As the first in a new series arranged by WBAL-TV and the Baltimore schools, a 15-minute lesson in music appreciation was broadcast from 1:15 to 1:30 p.m. while the music curriculum class at Baltimore City College watched the program in its classroom. Lesson was conducted by Dr. James Allan Dash, musical director of WBAL and WBAL-TV.

#### Programming Discussed

Following the video class, the music instructor at City College then conducted a discussion of the program with her students.

The series was started, according to Dr. David Weglein, WAL public service counselor, in an effort to bring general information to the public school groups studying the subjects to be broadcast.

Future programs will feature instruction in geography, science and other fields of study.

Pabst telecasts will start Feb. 5 and continue until March 19, last home date of the Barons' season. The games will be aired at 8:30 p.m. Sponsorship was arranged thru Warwick and Legler.

## The Week In Television

### Video to Be Unfrozen By May—Coy

The FCC hopes to lift the freeze on TV applications by late April or early May and to provide for utilization of UHF before the end of the year. Chairman Wayne Coy told 250 CBS affiliates attending the web's tele clinic in New York. Following the three-day affiliates meeting, CBS held similar one-day confabs for agency and sponsor reps. In a speech in Boston, Coy said that it is impossible for broadcasters owning AM and TV "to compete for the same audience under the same management" and that there will be a gradual divorce of the two media. . . . First annual awards banquet of the Academy of Television Arts and Sciences honored KTLA, Don Lee's Charles Mesak, Shirley Dinsdale, "Pantomime Quiz," and the Grant-Realm film series "Your Show Time" . . . FCC placed on temporary license Para's WBKB and DuMont's WABD pending fiscal disposition of the anti-trust suit against the film company. . . . Low-power station for in-school instruction was planned by the Jersey City Board of Education. . . . Close scrutiny of any future channel allocations by the FCC was promised by the Senate Interstate Commerce Committee. . . . About 425 market researchers attending a session on tele sponsored by the American Marketing Association, heard Allen M. Whitlock, of General Foods, urge large advertisers to get into TV now as a practical business measure. . . . CBS revealed plans to start a 16-hour daily sked for WCBSTV sometime in the spring. . . . Pennsylvania will censor all films aired on stations in the state.

### Otherwise May Be Out In The Cold, Says Johnson

(Continued from Page 1)

barring yourselves from television as it improves and expands?

"The defeatist viewpoint echoed by some of the independent broadcasters is exactly the viewpoint that the big stations and networks want you to have.

"They want you to quietly fold up your AM and FM operations so that when they are ready they, and only they, will be in position to take over television."

He said TV costs are bound to drop, then declared that "the most equitable and stabilizing thing that could be done for the radio industry in this period of conversion from aural radio to a combination of aural and video is to assure AM and FM licensees that they will not be denied an opportunity to get in on the ground floor when additional video channels are made available."

Johnson told his listeners the battle against superpower has not been lost yet, not because of the effectiveness of the campaign against it but because of the efforts of himself and others of the Senate Interstate Commerce Committee. The clear channel broadcasters have been waging, he said, "a shrewd campaign, carefully calculated, well financed." Complimenting them on their fight, Johnson said, "Congressmen and Senators who have not followed this conflict carefully would think from their well oiled demonstration that the great majority of the radio industry in this country was on the side of the clear channel group."

### Theater-Owners Oppose Renting Of Pix For TV

Washington Bureau of RADIO DAILY

Washington—Members of The Theater Owners of America, in meeting here over the week-end, were virtually unanimous in their insistence that producers of motion pictures should not rent films made for motion picture houses to TV stations. Release of films for TV showing was looked upon by the TOA television committee as "a grave danger and injustice" to theaters.

In addition, they made the point that frequent release of theatrical motion pictures on the TV screen will mean lower rentals for the producers from theaters, as more and more people get the idea that they can see free on TV what they must pay to see in theaters.



*Our Thanks to the*  
*Members of*  
**The Academy of Television Arts and Sciences**  
*for having selected*  
**The Marshall Grant and Realm Production of**  
**"THE NECKLACE"**

*And our thanks to*  
AMERICAN TOBACCO COMPANY,  
Sponsor of "Your Show Time" . . .

*And to the cast and crew of*  
"The Necklace" who helped  
make this award possible.

*Marshall Grant and Realm Television Productions*

**BEST FILM MADE FOR TELEVISION**

**1948**

**ACADEMY of TELEVISION ARTS and SCIENCES**  
**FIRST ANNUAL AWARD**

